



MECMUA

ULUSLARARASI SOSYAL BİLİMLER DERGİSİ

Mecmua Uluslararası Sosyal Bilimler Dergisi [International Journal Of Social Sciences]

Uluslararası Hakemli E-Dergi/ Referee International E-Journal

Yıl: 6, Sayı: 11, ISSN:2587-1811 Yayımlanma Tarihi: 30.03.2021

**Türkiye - Çin İlişkileri ve Medya
Faaliyetlerinin Araştırılması**

**Investigation of the Turkey-China
Relations and Its Media Movements**

Öğr. Gör. Sait ŞAHİN



Northwest University, Institute of Middle East Studies, Research Assistant, People's Republic of China. sait_sahin46@hotmail.com

Makale Bilgisi / Article Information

Makale Türü: Araştırma Makalesi
DOI: mecmua. 815598
Yükleme Tarihi: 23.10.2020
Kabul Tarihi: 29.03.2021
Yayımlanma Tarihi: 30.03.2021
Sayı: 11
Sayfa: 435-454

Article Information: Research Article
DOI: mecmua. 815598
Received Date: 23.10.2020
Accepted Date: 29.03.2021
Date Published: 30.03.2021
Volume: 11
Sayfa: 435-454

Atıf / Citation

ŞAHİN, S. (2021). Türkiye - Çin İlişkileri ve Medya Faaliyetlerinin Araştırılması. *MECMUA - Uluslararası Sosyal Bilimler Dergisi* ISSN: 2587-1811 Yıl: 6, Sayı: 11, Sayfa: 435-454

ŞAHİN, S. (2021). Investigation of the Turkey-China Relations and Its Media Movements. *MECMUA - International Journal Of Social Sciences* ISSN: 2587-1811 Year: 6, Volume: 11, Page: 435-454



MECMUA

Öğr. Gör. Sait ŞAHİN

TÜRKİYE - ÇİN İLİŞKİLERİ VE MEDYA FAALİYETLERİNİN ARAŞTIRILMASI

Investigation of the Turkey-China Relations and Its Media Movements

ÖZ

Türkiye - Çin siyasi ilişkileri 1971'de kurulmasıyla diyalog ve işbirlikleri rasyonel bir şekilde artış göstermiştir. Türkiye'nin uluslararası politikalarında Batı'dan gereken desteği bulamaması, batı bloğundaki yerini ciddi şekilde sorgulamasına neden olmuştur. Özellikle Suriye'de ve doğu Akdeniz'de yaşananlar Türk dış politikasında geleneksel tercihlerin kökten sarsılmasına neden olarak, alternatif ittifak arayışlarını kaçınılmaz kılmıştır. Bu sürecin sonunda tecrübe edinen Türkiye, Şangay Beşlisi'nin kapsayıcılığı hakkında yakından ilgilenmeye başlamıştır. Rusya ve Çin'in siyasi öncülüğünde oluşan bu beşli, Türkiye ile ilişkilerini ekonomik ve siyasi açıdan yeni bir işbirliği fırsatı olarak görmektedir. 'Bir Kuşak, Bir Yol' projesinin orta koridor fonksiyonunu üstlenen Türkiye İpek Yolu projesinin önemli parçası haline gelmiştir. Son yıllarda Çin-Türkiye siyasi ilişkileri pozitif gelişme göstermesi Çin menşeli medya kuruluşların Türkiye'ye olan ilgisini arttırmıştır. Böylece medya sektöründeki yatırımlarda rasyonel bir artış yaşanmaktadır. Türkiye ve Çin'in ortak çıkarları doğrultusunda gelişen siyasi ilişkilerde medya dördüncü kuvvet olarak ön plana çıkmaktadır. Yumuşak Güç politikasını benimseyen Çin, 21. yüzyıl İpek Yolu projesini ve Çin kültürünü tanıtmak amacıyla medya yatırımlarını artırarak önem vermektedir. Bu makalede Çin - Türkiye siyasi ilişkilerinin tarihi gelişimi ve karşılıklı dostluk ilişkilerinin yanı sıra iki ülke arasında bulunan mevcut medya anlaşmaları, medya faaliyetleri gibi konular nitel veri toplama yöntemiyle analiz edilerek özgün araştırma gerçekleştirilecek ve tartışmaya açılacaktır.

Anahtar Kelimeler: Türkiye, Çin, Medya, Siyasi İlişkiler, Bir Kuşak Bir Yol.

ABSTRACT

Turkey-China cooperation that started in 1971 showed an increase in a rational manner. Since Turkey does not find the necessary support from the West in international politics, it has led to serious questioning its place and made the search for alternative alliances inevitable. Eventually, Turkey began to engage about inclusiveness of Shanghai Quintet, which sees its relations as a new business opportunity with Turkey in terms of economic and political. Turkey has become an important position as a central corridor at the 'One Belt, One Road Project'. Because of China-Turkey relations show positive developments, media organizations originating in China have increased the interest in Turkey. Accordingly, there is an increase in investments in the media sector. In political relations that are developed in line the common interests of Turkey-China the media stands out as the fourth power. China attaches importance by increasing media investments in order to promote the 21st century Silk Road project and its culture. In this article, an original research study will be conducted by analysing mutual friendship relations and historical development of political relations as well as aims of media activities and existing media agreements between China-Turkey with the qualitative data collection method.

Keywords: Turkey, China, Media, Political Relations, One Belt One Road.

1. Introduction

As long as the US' power is weakening in the Turkish media day by day, China and Russia' investments are increasing at this rate. Progressing towards becoming a world giant in the economy, China has also been seen to tend towards the media as a requirement of its expansionist policy.

On the other hand, it is evident that Russia has taken its media attack not from public institutions but from politically supported private investments with an approach taken from the heritage of the Soviet Empire. Instead of the legendary newspaper of the Soviet era Pravda, it reveals the influence of Russia in global publications such as RT and Sputnik, which are the reflection of Putin's political vision.

In recent years, global economic centre of gravity shifted to Asia, where today Turkey-China relations are more important than ever. Although China's weight in the changing world order manifested itself in all areas of Turkey, did not use enough potential in the relationship between China.

Referring to trade relations between Ankara and Beijing in 2018, Turkey's exports to China to \$ 2.9 billion provision shows that imports of 20.7 billion dollars. China is Turkey's largest import partner. While Turkey sells non value-added products to China, Turkey buys value-added technology products from China. The opposite side of the existing structure of foreign trade to the detriment of Turkey shows that benefit more. Indeed, since the mid-1990s is now developing a more fair and reciprocal trade against Turkey 'win-win' should be based on the understanding that is expressed on every platform. Turkey's poor performance against China in areas such as foreign trade can be compensated with fields such as tourism and investment. Balancing foreign trade will also contribute to the win-win image emphasized in the Belt and Road Initiative for China. The media has a great influence on this kind of contributions, both the effect of the Turkish market and the beauty of tourism in the Chinese media make it certain that bilateral relations will have an impact on the media.

The purpose of this research article is to analyse the mutual media investments and media activities of Turkey-China with a qualitative method by handling agreements made in the media field and friendship agreements signed between the two countries depending on the political dialogue, which have developed after 1971.

In the article, it is analysed common interests, the media agreements and media activities between the two countries especially in political, economic, commercial and military relations based on friendship treaty and political relations post-1971. Depending on the agreements in the field of media and friendship relations following the political contacts between the two countries, the on-going cooperation and media investments and the purpose of media activities and its effects on relations will be researched and discussed.

2. China-Turkey Historical Relations

The historical relations between the Turks and the Chinese gained speed with spread to the surrounding geographies by separate of the Turks from the Altai Mountain and the Tanrı Mountains. Turks have acquired the lands of Asia, where the Turks originated in history, as their homeland by establishing states for long



centuries. The oldest Turkish state started with the Huns and has continued with the Gokturk state. The Gokturk state is the first state to have the Turkish name. During this period, delegations were sent between China and the Hun states, and marriage relations were established between the (noble) ruling strata of the relevant parties (Yang and Ma, 1990: 202).

The Huns established political negotiations with the Chinese empire by rapidly gaining population and achieving military success within China. The dominant progress of the Huns has intensified from the east to the north of China and west to the northern fronts. Hun history starts with Metehan. However, Hun history starts with neither Mete nor Teoman. According to Chinese sources, the Huns existed before Mete and his father Tumandan and were constantly coming together, uniting and dispersing. Before Mete, the Teoman state was established and then the Mete state became an empire. It emerged as the oldest Turkish state at the beginning of 1000 BC (Atalay, 2014: 107).

The Gokturks, who were the continuation of the Huns, established the first official foreign relationship with the Western Wei Dynasty in 545. According to the sources, the Gokturks, who started silk trade in the markets in the north of China, wanted to establish an official relationship with China, the Western Wei Dynasty also sent to them Annuop'ant'o of Sogd, who resided in Chiouch'uan City, as its envoy. Establishing relationships with the Gokturks was being also for the benefit of Western Wei. Due to ally with Juan-Juan by the Eastern Wei State, which is their rivals, they were left alone. As a result of the first foreign contact, the Gokturks were very pleased, and they congratulated each other and said that our country will rise from now on (Tasagil, 2003: 3-7).** Bumin Qaghan first fought with the Juan-Juan for independence. Bumin Qaghan, who won the struggle for independence, established the independent Gokturk state by taking the title of (province) Qaghan, which means the state (Tasagil, 2003: 2-7). Later, the Kara Khan and the Gokturks rose and became the most influential new state in Asia.

These developments resulted in diplomatic contacts with different nations such as the Chinese, Mongols and Juanjuan. It is possible to see the diplomatic relations of the Turks with the Chinese at every stage of history. Therefore, the historical background of Turkish-Chinese relations is very ancient and both nations know each other well.

Oghuzs, one of the most important tribes in Turkish history, lived as the nine tribes on the banks of the Brick River, south of Lake Baikal, east of Otuken as the second element of the state in the second period of the united Gokturk reign (681-745). The situation of the Oghuzs did not change during the time of the Uyghur Turks, but they moved to the west and spread to the Seyhun-Aral-Caspian region. Oghuzs lived in Seyhun region as two arms in the form of Boz-Ok and Uc-Ok. Their Joint Emperor bore the title of 'yabgu' and resided in the Yeni City, close to where Seyhun poured into Aral (Kafesoglu, 2008: 153).

** Chou Shu, Gokturks Section, 50 Episodes, pg. 908. Tsu-chih T'ung-chien 159, pg. 4926. Written in 629 by Ling-hu Te-feng, this work consists of fifty volumes. This yearbook has a special place because it is the first source to give information about the Gokturks. It is the annual of the Chou dynasty that ruled 557-580. It gives information about the Gokturks in the 50th volume. Chou Shu Ting-wen shu chu Publisher, T'ai pei 1987 Printing.



After the return of the Oghuzs to Central Asia, ‘ambassadors shuttled repeatedly for many issues between the Uyghur Khagan and Chinese emperors. During this period, Otuken Uyghur Turks were superior to China. The Uyghur Turks envoys were ceremoniously welcomed by the Chinese, treated very well, and even seated on the same level as the emperor; on the other hand, the Chinese ambassadors were greeted coldly by the Uyghur Turks (Candarlioglu, 2011: 37-46).

Although Turks moved away from China and established states in different regions, their interest in the historical Silk Road and commercial gains have always existed. In this respect, economic and trade relations between the Chinese people and the Turkish nation have remained alive for centuries. After the Seljuks, the Ottomans’ power spreading over three continents and during their reign, the Ottomans established the biggest market for the Silk Road, today’s Istanbul covered bazaar, also known as the Spice Market. When the Ottoman-Chinese relations are examined in general, there have been studies and attempts of the Ottomans to protect Muslims in China or to receive Ottoman education.

The Ottoman and Chinese Ming dynasty had the brightest relations. There is an Ottoman bath, built in Ottoman architecture, in the Beijing Hidden Temple. It is also possible to come across in China’s Ming dynasty palace visitor records, where mutual gifts and delegations of the Ming dynasty and Ottoman ambassadors were frequent. Rumi, the Ottoman ambassador, is mentioned in different names such as ‘Lǔ mí, Lǔ mǐ, Lǔ mì; “鲁迷, 鲁米, 鲁密” in Chinese records. Lu Mi Guo is Rumi country, that is, the Ottoman country. The source of the name Rumi is the Ottoman Empire in the East, as in the West (Ma and Ma, 2010: 70).

China was one of the essential countries for Abdulhamid Han. Abdulhamit Han, who studied Asian policy well for a long time, made attempts to establish a Hamidiye University in Beijing, the current capital of China, in 1907 and contributed to the training of educated Muslims. Hamidiye University is still preserved today and is located in Beijing’s Niu Jie Muslim quarter.

China-Turkish relations have not progressed sufficiently in history because of not only the geographical distance but also the differences in belief and culture. Turkey Republic’s first contact with the Chinese started in 1927 after the Republic is established. In 1934, a friendship treaty was signed between the two countries. In 1944, the two states mutually raised their embassies to the level of embassies. Hulusi Fuat Tugay who founded the first Turkey - China relations as the charge d’affaires in the Era Ataturk, was appointed as the first Ambassador of Turkey (Adibelli, 2016: 144-148). In 1971, Turkey’s interest in Central Asian Turkish state and political policies against the weakening Russian tsarism has caused Turkey to focus on Asian and Central Asian states. Turkey-China relations increasingly gained momentum at the end of the WW II.

3. Development of Turkey-China Relations Post - 1971

The history of cultural relations between China-Turkey is quite aged. It is known that both states had commercial relations in the history. After Republic of Turkey was established, the first formal cooperation agreements actualized with the People’s Republic of China in 1971. After this date, these two states expanded their



mutual cooperation through the institutions and private sectors. According to the Turkey Ministry of Foreign Affairs registration, bilateral high-level visits have progressed in the following way:

Presidential Level Visits: Kenan Evren (13 December 1982), Li Xian nian (13-19 March 1984), Suleyman Demirel (18-29 May 1995), Jiang Ze Min (18-21 April 2000), Abdullah Gul (24-29 June 2009), Recep Tayip Erdogan (2 Jule 2017)

Prime-Minister Level Visits: Turgut Ozal (30 June-7 July 1985) PRC Prime-Minister Zhao Zi Yang (17-23 July 1986), PRC Prime-Minister Zhu Rong Ji (15-19 April 2002) Relations were on track thanks to the most productive of high-level mutual visit by Kenan Evren's visit to China in 1982 (Bilgin, 2010: 130).

3.1. Picture; the President of Republic of Turkey Suleyman Demirel, visits to the Central Mosque in the Muslim Quarter of Xi'an in China in 1995.



440

High-level visits between China and Turkey were the basis of the cooperation agreement. In particular, agreements are observed that mutual cooperation was well managed rapid and efficient manner starting from 1971 to the present day. The most important agreement 'Joint Declaration on the Establishment of Diplomatic Relations', which is called as a beginning between China-Turkey, was signed in 4 August 1971. Then it followed the Trade Agreement of 16 July 1974 and the Trade Protocol of 18 May 1981. Through the process from August 14, 1971 to September 27, 2008 the cooperation agreements between China-Turkey state institutions gained momentum and a total of 46 cooperation agreements were signed.

The on-going historical problems are known to be unsolvable important minority problems between the two countries over the years. Especially, the nationalist rhetoric of politicians in Turkey and close relationships between Uyghur Turks who have blood ties with Turkey and are one of China's 56 minorities, and their Turkish compatriots in was major disturbing problem in China by causing tension between two countries. In recent years, this minority problem has a better condition in comparison to past political conflict thanks to China-Turkey bilateral negotiations.

With the dissolution of the Soviet Union, a portion of the Central Asian states adopted Turkey pattern. Uzbekistan and Kazakhstan leaders have also announced that they intend to follow the route which is followed by Turkey (Kitfield, 2002: 498-606). These decisions were not well received in China and Russia due to do

not want that other governances adopt Turkey model. China, on the other hand, tightened the administration in the Uyghur region by closely following the Turkish states that were preparing to declare their independence in Central Asia. The biggest concern of China was that is made a decision of independence by the Uyghur autonomous region like Central Asia. Despite the minority and nationalist utterance, the both countries have succeeded in developing good bilateral relations and maintaining their cooperation.

The end of the Cold War era has led to changes in the current international order. The new system has changed from bipolarity to multi-polarity and the methods of cooperation in interstate relations and started to prefer the 'partnership' relationship. The 'partnership' method has been adopted as a foreign policy strategy in China since the early 2000s, especially in bilateral relations (Durdular, 2018: 1-2). The Gokturks state was the first state in China in 552 in the historical registry by starting from the Altai Mountains where the first place for Turkish nations to emerge and located in the East of China. Based on these developments, Turks and Chinese people who share the same region have managed to maintain relations by establishing close connection.

Trade relations with China have been improved in all states established by the Turks. The next period after the establishment of the Republic of Turkey and PRC in 1949, the two states were quite late in establishing official relations. The reason for this is that the geographical distance and their location where is on different poles. Because of the communist scheme of Chinese government, it was successful to keep close ties with Russia. In contrast, Turkey had continued close cooperation relations with Europe and the U.S. due to their geographical location and the interests of international cooperation.

On diplomatic relations that were established from 1971 until the 1980s, relations between two countries were followed by a cruise rather low. After the 12 September 1980 military coup in Turkey, Ankara where excluded by the European Economic Community (EEC) entered the politically quest for a new balance. The PRC, which is one of the permanent members of the UN Security Council and opening up to the capitalist economy, was seen as a new centre of political balance for Ankara (Colakoglu, 2012: 53). Turkey has progressed on establishing diplomatic relations until 2000, and multinational state is adopted by starting negotiations on a strategic cooperation partnership with China.

China and Turkey have signed a long-term friendship and cooperation partnership agreement for the 21st century in 2000s. In 2009, when the Republic of Turkey President Abdullah Gul visited to China, it was reached an agreement on the organization of mutual 'Culture Year' by visiting Chinese President Wenjiabao. Chinese President Wenjiabao by organizing official visits to Turkey in 2010, the Joint Declaration of Development and Establishment of Strategic Cooperation Relations was signed. As a result of which, it was celebrated as 'Chinese Culture Year' in Turkey in 2012, while celebrating 'Turkey Culture Year' in China in 2013. It was the biggest step for the promotion of the two countries by organizing mutual cultural shows in these celebrations.

Turkey undertakes an important task on the Asia-Europe transit on the One Belt-One Road Project, which calls as 21st century's biggest project by China. Through



this initiative, China makes direct investments and to build new ports by rail and sea routes. Turkey will try to grab more shares as much as possible from this project. At the same time, with the railway transport project to the Central Asian states which is wanted to make actual by Turkey and this project which works on the same principle are an opportunity of the 21st century for Turkey.

Sectors, which are operating with this project in Turkey, will carry out deliveries in the shortest period of time by minimizing the transportation costs. It will allow the development of relations with China in terms of the cultural, economic, political, and military by Turkey's paying attention to the project and minimizing current problems with China, giving priority to the national interests (Durdular, 2016: 95). These mutual collaborations are expected to take the necessary share in the media sector in the future.

Cooperation between the two countries continued in cultural fields. In March 1988, China has the Minister of Culture Wang Meng, who visited Turkey, in June 1988 the Minister of Tourism and Culture also visited China careful. As a result of these visits, Ankara-Beijing, Istanbul-Shanghai, İzmir-Tianjin, Konya-Xian, Trabzon-Ricao, Bursa-Anshan, Mersin-Nanjing, Izmit-Zhejiang and Yalova-Panjin cities were declared as sibling cities. (Adibelli, 2016: 228). The latest list of sibling cities is as specified in below. The frequency of mutual high level visits shows the importance of both countries to each other during this period and the level of relations.

Table 3.1 Agreements made in the field of the Public between China-Turkey

1	Convention on the Prohibition of the Illegal Import of Cultural Property and the Prevention of Smuggling	1970
2	Joint Declaration on the Establishment of Diplomatic Relations	1971.08
3	Trade Protocol	1981.05
4	Cooperation Agreement in Economic, Industrial and Technical Fields	1981.12
5	Consular Agreement	1989.03
6	Maritime Transport Agreement	1989.11
7	Mutual Visa Exemption Agreement	1989.11
8	Assistance Agreement in Civil law, Commercial and Criminal Proceedings	1992.09
9	Agreement on Prevention of Double Taxation and Prevention of Tax Evasion in Income Taxes	1995.5
10	Memorandum of Understanding on Cooperation in the Field of Water Conservation	1997.04
11	Agreement on Cooperation in Combating International Crimes	2000.02

12	Agreement on Economic and Technical Cooperation in the Energy Field	2000.04
13	Cooperation Memorandum of Understanding Regarding Turkey Tourism Implementation Plan of Chinese citizens and groups	2001.12
14	Agreement on Cooperation in Customs Affairs and Mutual Aid	2002.04
15	Memorandum of Understanding on Cooperation in the Agricultural Field	2002.04
16	Memorandum of Understanding on Cooperation in the Field of Information Technologies	2002.04
17	Memorandum of Understanding on Technical Cooperation in the Field of Water Conservation	2008.10
18	Agreement on Bank Cooperation upon International Crisis Response between BRSA and China Banking Regulatory Commission	2012.02
19	Cooperation Memorandum of Understanding Relating to the Provision of Mutual Connection of Turkey's Central Corridor function on One Belt, One Road Project	2015.11
20	Agreement on Cooperation in the Field of Railway	2015.11
21	Turkish Cherry Export Protocol to China	2015.11
22	Agreement Protocol on Export of Turkish Dairy Products to China	2015.11
23	Agreement on Cooperation and E-commerce Strengthening	2015.11
24	Agreement Protocol on Export of Turkish Pistachio to China	2016.11
25	Memorandum of Cooperation of Turkey's National Metrology Institute - Scientific and Technological Research Council of Turkey (TUBITAK) and the China Institute of Metrology	2017.11
26	Memorandum of Agreement for Collaboration sharing Discovery Map Data between the Republic of Turkey, PRC and the Republic of Uzbekistan	2017.06
27	Agreement on Technology and Cooperation between Shanghai International Technology Exchange Center and Izmir Chamber of Commerce	2019.9
28	Agreement on Airlines between Industrial and Commercial Bank of China (ICBC) and Turkey (THY) and Sichuan Airlines	2019.9

29	Cooperation Agreement between China South-West City Chengdu and Izmir Government	2019.9
30	SWAP Agreement between Vakıfbank, the Central Bank of the Republic of Turkey (CBRT) and the Central Bank of China (PBOC)	2020

Note: (The source is created by the author)

Table 3.2 Agreement on Sibling City between China-Turkey

中方城市 Cities in China	外方城市 Cities in Turkey	结好时间 Date	编号 Agreement No
上海市 Shanghai	伊斯坦布尔 Istanbul	1989-10-23	0341-891023- 沪 - 023
西安市 Xi'an	伊斯坦布尔 Istanbul		
北京市 Pekin	安卡拉 Ankara	1990-06-20	0351-900620- 京 - 011
天津市 Tianjin	伊兹密尔 Izmir	1991-09-23	0380-910923- 津 - 011
鞍山市 Anshan	布尔萨 Bursa	1991-11-08	0387-911108- 辽 - 037
日照市 Rizhao	特拉布松 Trabzon	1991-12-23	0390-911223- 鲁 - 030
盘锦市 Panjin	亚洛瓦 Yalova	1993-07-24	0473-930724- 辽 - 047
西安市 Xi'an	孔亚 Konya	1996-09-08	0719-960908- 陕 - 024
河南省 Henan	孔亚 Konya	-	-
扬州 Yangzhou	孔亚 Konya	2015-12-23	2299-131216- 苏 - 290
镇江 Zhenjiang	伊兹米特 Izmit	1996-11-14	0735-961114- 苏 - 080
广东 Guangdong	伊斯坦布尔 Istanbul	2001-06-18	1041-010618- 粤 - 050
泉州 Quanzhou	梅尔辛伊尼 Mersin Yenisehir	2002-04-17	1078-010903- 闽 - 034
吉林省 Jilin	萨卡利亚 Sakarya	2002-08-28	1101-011011- 吉 -

			042
安庆市 Anqing	屈塔西亚 Kutahya	2005-11-27	1307-051028- 皖 - 054
常 州 Changzhou	埃斯基谢希尔 Eskisehir	2009-09-27	1648-090330- 苏 - 209
哈 尔 滨 市 Harbin	埃尔祖鲁 Erzurum	2010-04-02	1695-090507- 黑 - 063
济南市 Jinan	马尔马里 Marmaris	2011-10-21	1830-110919- 鲁 - 152
云浮市 Yunfu	阿菲永卡拉希萨尔 Afyon	-	-
银 川 市 Yinchuan	伊尔卡丁 Samsun	2011-12-14	1852-111220- 宁 - 027
江苏省 Jiangsu	伊兹密尔 Izmir	2012-04-30	1887-120218- 苏 - 243
广 州 Guangzhou	伊斯坦布尔 Istanbul	2012-07-18	1907-120109- 粤 - 113
遂宁市 Suining	克尔克拉雷利 Kirkclareli	2013-03-22	1995-121210- 川 - 062
昆 明 市 Kunming	安塔利亚市 Antalya	2013-05-10	2012-130116- 云 - 050
抚顺市 Fushun	安塔利亚市 Antalya	-	-
海口市 Haikou	安塔利亚市 Antalya	-	-
武汉市 Wuhan	伊兹密尔 Izmir	2013-06-06	2078-110602- 鄂 - 078
桂林市 Guilin	穆拉特帕夏 Antalya Murat pasa	2013-10-23	2063-120516- 桂 - 078
乌鲁木 Urumci	加济安泰普 Gaziantep	2016-09-23	2421-141031- 新 - 041
义乌市 Yiwu	卡赫拉曼马拉什 K.Maras	2019	-
格尔木 Golmud	马尔丁 Mardin	-	-
胶 州 市 Jiaozhou	代尼兹利 Denizli	-	-
金华市 Jinhua	宗古尔达克 Zonguldak	-	-

Note: (The source is created by the author)

As seen above, there are agreements on mutual friendship and good relation between the state and the institutions and local governments in the country by establishing Turkey-China relations good relations after 1970.

China's rising economy and foreign investment policies are a foreign policy that shows its determination and progress towards becoming a great state. Chinese state firms have intensified their worldwide acquisition and merger efforts in line with the regime's political and strategic goals over the past decade (Gokten, 2016: 31-32). 2008 was recorded as a year in which foreign direct investments decreased due to the global financial crisis. While foreign direct investment decreased by 15% worldwide, China's investments abroad increased by 132% and showed a serious deviation from the general trend (Unctad, 2010: 67-170). Turkey, which is an important part and central corridor route of One Belt, One Road that is effective project in 21st century and contribute to China's booming economy, is pretty much regarded by China, and it is desired intention to increase cooperation and protection of cooperation through economic and cultural investments.

China, aiming to become a global power, wants to both increase its role in the global order and create its own globalization. In this context, by establishing a new production chain through Eurasia, it aims to change the direction of globalization in the US hegemony. Therefore, the investments on the route, which will create opportunities for Chinese capital, are an instrument of this goal (Simsek, 2018: 192). Turkey in terms of China is a production centre used to overcome sanctions from the West. Today, it is able to market to Europe and other countries by making production Huawei and other technology products in Turkey, and by benefiting from Turkey's EU customs agreement easily.

446

China actively uses media platforms that praise China or promote Chinese culture by making media investments in many countries of the world in order to show well the information about its own country or to gain prestige in the international community. Besides, civil society organizations and associations established in Turkey and in China are available. The number of Chinese friendship associations in Turkey finds 20. These associations and organizations have positive contributions to bilateral and commercial relations.

4. Cooperation Agreements in Media Area between China-Turkey

With the establishment of bilateral diplomatic relations in August 4, 1971, formal diplomatic relation between China-Turkey began. The both countries, want to ensure and develop this diplomatic relations, are signed agreements in 46 fields in total from 1971 to 2008. Many of these agreements are government agencies and commercial agreements.

Agreements, on the other hand, were also made to increase cooperation in the media field between the two states. It has taken the first step in this area by deciding to broadcast in Turkish language in 1951 by CRI, the Chinese international broadcasting institution. Later, the cooperation agreement was signed in Jan 11, 1984 between the Republic of Turkey Radio and Television Corporation of General Directorate and People Republic of China Radio and Television of



Ministries (Deik, 2007: 27).

The agreement, which follows this agreement in the field of media of China-Turkey is a cooperation protocol signed mutually between Anatolia Agent and Xinhua News Agency on June 4, 1985. In 2007, an agreement was signed between the Uyghur Public Television and the Istanbul Television Institution. In 2010, the Chinese CRI channel has started joint broadcasting in Turkish. In the same year, within the scope of a One Belt-One Road Project in Turkish language, information is provided from the Turkish address that is 'silktrek.com'. The following year 2012, the agreement was done between Turkey Turkuaz Media Group and 'Today Magazine' which is broadcasting in China. On December 18, 2012, the first high-resolution satellite Gokturk-2 to be used for both civilian and military purpose was launched into space over Jiu Guang, China (Aziz, 2014: 100).

The Chinese side began Chinese-Turkish broadcasting in Turkey through the 'Turksat' in 2014. On the other hand, in 2016, it includes broadcasts in Turkey has reached the 95% level. By visiting China Ambassador in Turkey Anadolu Agency in 2019, cooperation conditions were discussed. In the same year, Kloudpeak Networks, which is Chinese media organization, signed an agreement with Milliyet Newspaper which is Turkey's largest newspaper. In the sequel, Turkey Journalist Consideration Institution made official visits to the diplomatic office in China. Radio and Television Corporation (TRT) which is Turkey's biggest broadcaster began Chinese-Turkish news broadcasts via <https://www.trt.net.tr/chinese/>. CRI has still continued to radio broadcast in the China-Turkey friendship and solidarity association building in Turkey.

By the agreement between the Chinese economy magazine 'Wiseweb' and the Turkish economy magazine 'Tekonomi' is provided economic news and economic developments between the two countries. Another global-owned media company investing in Turkey is as known 'GBT Times' which is China and Finland agent of production. It has started investments in radio channel called 'Radio Mega' in Turkey (Aziz, 2014: 298). In 2019, the Aydinlik Newspaper signed bilateral a 'Strategic Cooperation Agreement' with Beijing Media Network.

Turkey still does not have an official broadcast institution, which broadcasts in China. Besides, the number of Turkish media institution which is operating in China is very limited. On the other hand, many Turkish media organizations have representative offices and journalist employees on the mainland of China.

The Chinese communist administration has a direct say in state institutions and private institutions within the country. It is the most controlled and highest authority in the country in terms of ownership rights. The decisions taken and the policy implemented accordingly are within the knowledge of the communist party. Banks, media organizations, universities, private and public institutions in the country cannot invest without the knowledge of the management. With the martial law and reporting system, the management can make instant political interventions in current situations.

'The media in China is under government control as much as possible. The government's 7:00 am news is the most watched program in the world and watched by 500 million people. The national TV channel CCTV has 60% of all media

revenues and in 2006 the number of viewers over the age of 4 was 1.2 billion. The fastest growing media in China are the internet and digital media. State support is provided to the music, film and media industry in order to promote Chinese culture to the world' (Istanbul Chamber of Industry, 2010: 14).

It is a fact that made investments in the media and media activities in Turkey will be done under management permission and management. 'China uses new media extensively alongside that of traditional media such as television, radio, and magazine, especially in the last five years in Turkey. Media structuring in Turkey is consistent with the strategy is called as overseas expansion in media that China announced in 2001. This process beginning with broadcasts from China, continued with the agreement made with radio broadcasting and magazine group in Turkey, China finally made actualize its television, website and now carries on its works to establish radio. Besides, it gives warm messages in parallel with China's Soft Power Policy through these radios' (Boztepe, 2016: 98).

Media investments evolving depending on China-Turkey political rapprochement has led to the emergence of China based companies that showing more activity in Turkey. Turkey, located next to the classic western alliance, became, at the same time, a strategic project partner such as 'One Belt One Road Project' by developing its relations with China. West is quite disturbed by Turkey's good relations with China and Russia and warnings are made from time to time. It is made harsh criticisms which have target China, Russia and Turkey due to the execution of energy and commercial relations, especially political relations with China and Russia in criticism against Turkey which frequently encountered in the Western media.

In these criticisms, speculative news, which, deliberately intended to affect relations with China and Turkey, are included. To attempt of Turkey more in the Chinese government and the autonomous government rather than news sources of Western media agencies and playing a mediator role is important to prevent the matter from shaking vehicles in different ways (Dilek et al., 2019: 54). The media, which is the fourth force in the development of China-Turkey political relations, has significant directional power. Providing good control by using this effective power in the right area will ensure continuity in the protection of bilateral relations.

Table 4.5 Agreements on Media between China-Turkey

1	Turkish Broadcasting by China International Radio (CRI)	1957
2	Cooperation Agreement with Sincan (Uyghur Turks) Public Broadcasting Station and Istanbul Radio Station	2007
3	CRI Turkish Radio Programs, began airing in Turkey with CRI News channel leased	2010
4	The Official Website of One Belt, One Road Project that is 'silktrek.com' started broadcasting in Turkish.	2010
5	Collaboration Agreement with China Today Magazine and Turkuaz Media Group	2012
6	CTV started broadcasting in Turkish and Chinese via the Turkish	2014

	satellite (TURKSAT)	
7	CRI TURKISH FM radio took 95% of Turkey's population and area coverage	2016
9	Anatolia News Agency visited the Chinese Embassy in Turkey, and cooperation was discussed	2019
10	A Cooperation Agreement was reached between the Chinese Youth Annual Newspaper and the Turkish Youth Newspaper	2019
11	Kloudpeak Networks held a press conference at Innovation Expo's exhibition area and officially announced the signing of a copyright cooperation agreement to partner with Milliyet which is Turkey's biggest integrated local media.	2019
12	Turkish Media Think Tank visited representatives of China Public Diplomacy Association in China	2019
13	TRT started news website broadcasting in Chinese and Turkish https://www.trt.net.tr/chinese/	2019

Note: (The source is created by the author)

A cooperation agreement was signed between the Xinhua News Agency and the Republic of Turkey Cihan News Agency; nonetheless, Cihan news agency was closed by the government in 2016 due to its support the military coup. Currently, there is no cooperation between China's Xinhua News Agency and the Turkish News Agency. CRI radio program publishes in Turkey and the Turkish-Chinese Friendship Association. Turkish finance magazine 'Tekonomi' recently published news about China. The 'Tekonomi' magazine published full page news to report on the technical strength of the NetSmart Tianyuan Group. 'Big Data Technology', 'China Enterprises' and 'Wiseweb' were the first news in Turkish media. News are regularly broadcast in Turkish financial circles.

5. The Reason the Chinese Media Investing in Turkey and Threats and Opportunities in terms of Turkey

China has opened its doors to the world by accelerating the reforms after 1978. It has become one of the successful policies that set an example in the world today, thanks to the reforms implemented by the state in the economic and social field that China has rapidly realized after 1978. China, which had economically difficult times in the past, has become the second largest economy in the world with increased welfare. Depending on this rise, more effective roles have begun to assume in its region and in the world.

At the end of the 1970s, reforms were initiated to change China's planned economy system. The 'Contractual Family Responsibility System', which started to be implemented in rural areas in 1978, is one of the most important reforms in this regard. The economic system reform, which came to the agenda in 1984, shifted the direction of development from rural areas to cities. The direction of the reforms

made in 1992 is towards the development of the socialist market economy system in China (Saray and Gokdemir, 2007: 663).

Different economic models have been tried in different regions in China, and foreign capital inflows and foreign trade gained importance. With the transition to a market economy, the foundations of a strong banking system (under state control) were laid, which would be very necessary in the system. Thus, from 1976 to 1995, China's share in world production reached 11% (Ormeci, 2013: 2). The dynamics of the Chinese economic transformation initiated by Deng Xiaoping include the following areas; Constitutional Reforms, Rural Reforms, Administrative and Financial Decentralization, Banking Reform, State Enterprise Reform, Planning Change, Public Services Privatization, Foreign Direct Investments (Sezen, 2007: 35-40).

In particular, Deng Xiaoping ensured that the reforms beneficial for the benefit of the country were applied to China by analysing the reforms and current situations of the countries during his visits abroad. The most effective of these has been to open the doors of China to foreign investors. China, which attracted foreign investors to China in the past, has now become one of the countries that invested in many countries of the world such as Africa, the USA, the Middle East and the West. The technological technical knowledge that China has learned from foreign investors has facilitated the basic knowledge and opportunities in the technological field by making it easier to imitate its own brand or the same product. These developments have caused China to move rapidly in the field of economy and technology.

With the decrease in export demand for China and the increase in workers' wages, the entry of foreign direct investments into the country is decreasing compared to past. However, this situation remains at a moderate level due to the increasing purchasing power in the country. In 2016, China became the country that both invested the most abroad and attracted the most investments to its own country (Timurtas, 2018: 65).

Thanks to collaborations that increased between institutions and private sectors by establishing close relations with Turkey since 1970, it has zoomed China and Turkey primarily in economic and commercial aspects. Turkey's interest in Central Asia and Middle Eastern countries after 1970 has increased and it led to manage good relationship. Turkey has continued its relationship with the western alliance through friendship treaty and the pro-Western policies. In addition, the desire to improve relations with the Turkish states in Central Asia gained speed after 1980. One of the most important events affecting this is the disintegration of the Russian tsarist system and the declaration of the independence of the Turkish states. Due to China's political interests and territorial integrity claim in East Turkestan, policies and developments in eastern Turkestan are shaped by the dominant China's impositions. Creating news channels that will provide statistical, consistent, real-time, inclusive flow of information is one of the primary needs of the diaspora. This is the only way to prove the justification of the East Turkistan case, which China tried to discredit by associating it with international terrorist organizations (Tuna, 2012: 13).



Increasing East Turkestan demonstrations and calls for independence in Turkey strongly condemned by China and Turkey's news related to East Turkestan is closely monitored. Uyghur Turks activities in many countries are closely followed by drawing an analogy with international terrorism against Turkey structuring of East Turkestan. In the East Turkestan region, relevant activities with Turkey or Turkish flag is deemed dangerous and criminal by imposing restriction Turkey media and its news. While PRC accused Turkey about East Turkestan issue, it, on the other hand, impeached USA due to helping to Turkey.

Thanks to the Uyghur Turks who went to the USA in recent years, the Uyghur Turks have become the world's largest pro-US Muslims. On September 14, 2004, 'The Government of the East Turkestan Republic' consisting of 14 people was established in the US parliament building thanks to the initiative of Congressman Jo Ann Davis (Karaca, 2007: 239). The USA is following an anti-Chinese policy by claiming that it is with the people of East Turkistan against China. It follows a policy of weakening China by using ethnic nations such as Taiwan, Uyghur and Hong Kong as well. Turkey, which gained experience in this regard in recent years, is seeking solutions problems related to East Turkestan by negotiating directly with China.

In recent years, existing political relations between Turk-China are progressing in a better state through joint negotiations and agreement on certain issues. China, which is following Soft Policies towards Turkey that is an important part of Silk Road, has limited the development of Turkish-Chinese relationship within the framework of the economy. While the cultural event between China and Turkey organizing Chinese culture year in Turkey in 2012, it was celebrated as Turkey cultural year in China in 2013. Turkey's quest for market is expected to attain a solution with China. Turkey had the opportunity to marketing agricultural products such as milk products, Pistachio, Turkish cherries, dried apricots to China which is a big market. International and The Middle East interest of both countries intersect with certain issues. In this aspect, Turkey is taking on the important ally task by maintaining relations with western, at the same time, expands its high technology requirements and trade by maintaining good relations with China.

Under China's Soft Power policy, media opportunities are utilized to influence and persuade the international public opinion in order to create a positive Chinese perception in Turkey and the countries of the world. In this context, official media organizations such as CCTV channel and Xinhua news agency are moving to the global platform. Furthermore, it is stated that the two media organizations have allocated \$ 1.5 billion for each of them in order to increase their international activities. Within the scope of the strategy of 'internationalization' of Chinese culture, many film festivals that promotes Chinese cinema are sponsored by the state-owned Radio, TV and Film Institution and the participation of Chinese productions in international film festivals is encouraged (Kalathil, 2011: 6-7).

China's progress in technology and communication and is used of many equipment in the media industry by producing in China provides an advantage for China. By China having the renewed technologies of media and communication in advance, it has always developed them. Since these developments are developed in the standards and inclusiveness specified by the PRC, China constitutes the control

mechanism by having data used in technology devices. China, which has 5G technology and telecommunication communication fields, is known that it is ahead in technology and artificial intelligence compared to many countries. It based companies such as WeChat, TikTok, Baidu, Weibo, QQ, Alipay, Youku, renren, Alibaba are gaining speed at Turkey and foreign expansion, on the other side, plays a powerful role in message transport, producing news for people through new media alongside traditional media. As a matter of fact, the media has been one of the effective channels used today as the fourth force.

Result and Findings

Turkey-China official diplomatic contacts starting in the year 1971, cooperation between the state institutions on basic issues are provided until 1980-1990-2000s. By mutual contacts strengthened between 2000 and 2010, 'Joint Declaration on the Establishment and Development of Strategic Cooperation Relations' was signed in 2010. The cultural introductions between the two countries won a speed thanks to the mutual 'Culture Year' organization. Due to Turkey included on 'One Belt-One Road Project' which calls as a 21st century project by China between 2013-2016 year, it has entered into a close strategic cooperation.

Although in reverse polarity in international conflicts, Turkey and China have gained generous to the upward trend in political relations between the two countries without interruption. Mutual agreement and cooperation for Turkey and China are guided by national interests. With 'One Belt-One Road Project' China's investment in Turkey has welcomed by the Turkish government. Furthermore, Turkey has a positive approach the high speed railway and sea ports investment that is done by China. Through these investments, it is expected domestic and foreign iron and renewal of road outside the capital, to ensure the acceleration of transportation between countries, to increase the number of tourists coming to Turkey. China is inclined to the media investments of the countries included in the 'One Belt-One Road Project' to inform the promotion and current developments of the Silk Road. These investments are provided directly or through joint publication agreements with local media organization.

In this article, it was discussed media relations experienced in recent years by referring to the historical development of China-Turkey relations. In recent years, China gives speed for cultural promotion in the local language by using media investment in Turkey, Confucius training institutions and Consulate activities as well at maximum level. Depending on these developments, the media will be the biggest assistant tool that explains the promotion and country activities for both countries. Turkey-China states are seeking not only new markets in the international arena and developing countries but also are seeking to enhance and develop of international cooperation.

The Chinese administration attaches great importance to the internet and satellite broadcasting, which are called traditional media and new media. It wants to become a leader in the supply of 5G data sharing and media equipment by accelerating technological investments in the country. It is also in a race with world giants known in international journalism. The communist state administration

consciously and gradually aims to increase the popularity of China by using the Chinese culture and Chinese political news actively with moderate messages by applying the Chinese Soft Power Policy in the countries they have allied with. In the superpower policy, emphasis is placed on continuing investments by providing government support without slowing down in media promotion and media structuring. China's rise in terms of economy and technology in recent years has increased the interest in China. With many international investments, China has become a country that invests abroad from being a country waiting for foreign investment.

In the research article we deal with in terms of media, it is observed that China controls the media factor very well, makes media investments in the international arena in this context, and aims to increase the interest in China and the popularity of China with these investments. It is evident that the news in this direction, in addition to the traditional media, manages new media or social media in a controlled manner, and is well ahead in satellite and communication technologies. The historical development of China-Turkey relations, including Turkish and Chinese materials used primarily in research, existing agreements between the two countries, the media were limited by the investment research and media activities.

References

- Adibelli, Baris (2016). *Turkish and Chinese Relations from Ottoman to Today*, IQ Culture and Art Publishing, Istanbul.
- Atalay, Canan (2014). "Mao-Tun (Metehan) Period in the Asian Hun State", *KMU Journal of Social and Economic Research*, Volume 16, Issue 2, : pp.107-109.
- Aziz, Aysel (2014). *Communication and a Gift to Prof. Dr. Ersan İlal*, (Editor: Prof. Dr. Aysel Aziz & Assist. Prof. Suat Sungur), Istanbul, Hyperlink Publications, pp.68-100-298.
- Bilgin, Hasan (2010). *China in Terms of Strategic*. Publications of the International Strategic Research Organization, Usak.
- Boztepe, Veli (2016). "Chinese Media in Turkey as a Soft Power Source", *Anadolu University Journal of Social Sciences*, Volume 16, Issue 4, pp.93-110.
- Candarlıoğlu, Gulcin (2011). "Aids that made by Uyghur to the Chinese and Their Insight", *Journal of History*, Volume 0, Issue 31, pp.37-46.
- Colakoglu, Selcuk (2012). "Turkey and China Relations: Unilateral Love?", *Journal of Middle East Analysis*, Volume 4, Issue 45, pp.53-66.
- Dilek Serif, Ozdemir Busra Zeynep, İstikbal Deniz (2019). *Turkey-China Economic Relations in the Asian Century*, Turkuvaz Communication and Publishing, Istanbul.
- Durdular, Arzu (2016). "China's One Belt, One Road Project and Its Influence on Sino-Turkish Relations", *Eurasia Studies*, Volume 49, Issue 1, pp. 77-97.
- Durdular, Arzu (2018). "China's Shareholder Relations and Turkey-China Strategic Cooperation", *Eurasia Studies*, Volume 53, Issue 20, pp.117-114.

- Gökten, Kerem (2016). “China’s Outward Direct Investments: Historical and Contemporary Perspective”, *Economic Approach Association*, Volume 27, Issue 101, pp, 31-61.
- Istanbul Chamber of Industry (2020). *Succeed in the Chinese market*, Chamber of Industry Publications, Istanbul.
- Kafesoğlu, Ibrahim (2008). *Turkish-Islamic Synthesis*, Otuken Publication, Istanbul.
- Kalathil, Shanthi (2011). *China’s Soft Power in the Information Age: Think Again*, ISD Working Papers in New Diplomacy, Washington.
- Karaca, Kutay R. (2007). “The Question of Eastern Turkistan in Turkey-People’s Republic of China Relations”, *Gazi Academic Perspective*, Volume 1, Issue 1, pp.219-245.
- Kitfield, James (2002). “The Turkish Model”, *National Journal*, Volume 34, Issue 9, pp. 498-606.
- Ma Ming Da; Ma Yi (2010). “Ming Yu Ao Si Man Tu Er Qi Di Guo”, *Wu Yi Da Xue Xue Bao* (She Hui Ke Xue Ban), Issue 1, pp. 70-74.
- Ormeci, Ozan (2013). “US-China Competition in 21st Century”, *SDU Faculty of Arts and Sciences Journal of Social Sciences*, Volume 2013, Issue 29, pp. 1-14.
- Saray, Mehmet Ozan; Gokdemir, Levent (2007). “Growth Stages Of China Economics (1978-2005)”, *Journal of Yasar University*, Issue 7, pp.661-686.
- Sezen, Seriyе (2007). “Transformation to Socialist Market Economy in the People’s Republic of China”, *Journal of Amme Administration*, Volume 40, Issue 1, pp. 27-56.
- Simsek, Orhan (2018). “Increasing Diversity in Chinese Foreign Investments and the New Silk Road Economic Belt”, (Editor: Mesut Sert - Ahmet Arif Eren), *Political Economy*, Ankara.
- Tasagil, Ahmet (2003). *Gokturks I*, Turkish Historical Society Press, Ankara.
- Timurtas, Mehmet Emin (2018). “The Role of the Economic and Political History of the People’s Republic in The Present Development Process”, *The Sakarya Journal of Economics*, Volume 7, Number 1, pp.52-69.
- Tuna, Amine (2012). “Assimilation and Discrimination in East Turkestan”, (Editor: Ummuhan Ozkan), *IHH Humanitarian Relief Foundation Research Publications Unit*, Istanbul.
- Unctad, (2010). *World Investment Report 2010: Investing in a Low Carbon Economy*, United Nations Press, New York and Geneva.
- Yang Jian Xin; Ma Man li (1990). Northwest Nations Relations, History of Xibei Minzu Guan xi Shi (西北民族关系史), (Transl. Saritas Eyup), *Nations Publication*, Beijing.

