
MANAGING COUNTRY BRAND IMAGE: A CONTENT ANALYSIS OF THE UK NEWSPAPERS ON THE IMAGE OF TURKEY

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ÖZET

Ülkeler daha fazla turist, yatırımcı ve öğrenci çekebilmek için şirketler gibi birbirleriyle yarışmak zorundadırlar ve bunu başarmak için de pazarlama araçlarını kullanırlar. Farklı araştırmalar güçlü ülke imajının rekabet avantajı sağladığını ortaya koymaktadır. Bu nedenle ülke imajının bir strateji çerçevesinde yönetilmesi gerekmektedir. Ülke imajının oluşmasında çeşitli kaynaklar etkili olmaktadır, bunların başında da medya gelmektedir. Medyanın insanların kafasında bir ülke hakkında algı oluşturmaya etki eden önemli bir kaynak olduğu çeşitli çalışmalarda ortaya konmaktadır. Yazılı basında yer alan haberlerin Türkiye'nin imajını hangi yönde etkileyebileceğini araştırmak amacıyla, 2014 yılında, dört ulusal Birleşik Krallık gazetesinin İnternet sitelerinde yayınlanan haberler incelenmiştir. Toplam 1081 haber tespit edilmiş ve analiz edilmiştir. Yapılan içerik analizi sonucunda belirlenen her 6 boyutta da Birleşik Krallık medyasında yer alan haberlerin çoğunun negatif olduğu gözlemlenmektedir. Bulgular Birleşik Krallık'taki Türkiye imajının olumsuz yönde değişime uğramış olabileceğini ve bu sebeple bu ülkede olumlu algı yaratacak şekilde Türkiye imajının yönetilmesi gerektiğini ortaya koymaktadır.

Anahtar Kelimeler: Ülke Markası, Ülke İmajı, Ulus Markası, İmaj Yönetimi, Türkiye, Birleşik Krallık, İngiltere, Avrupa Birliği, İçerik Analizi.

ÜLKE MARKA İMAJINI YÖNETMEK: TÜRKİYE İMAJI ÜZERİNE BİRLEŞİK KRALLIK GAZETELERİNİN İÇERİK ANALİZİ

ABSTRACT

Countries, like companies, are competing with each other and using marketing tools so as to promote their country to increase their share of tourists, investors, students. Studies highlighted that a strong country brand image creates competitive advantage, thus it needs to be managed strategically. It is also argued that people form an image about a country by gathering information from different sources. Among those, media is proven to be an effective source which helps people to create a perception about a country, its

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products, its people, its potential etc. With the objective of exploring how the image of Turkey may be affected by the news appearing in the newspapers, a content analysis has been done on four of the UK national newspapers' online sites in 2014. In total, 1081 news were detected and analyzed. Six main dimensions, namely economy, political, socio-cultural, geographical aspects, sports and tourism have been identified. The content analysis indicates that most of the news that have taken place in the UK media are negative. Thus it can be argued that brand image of Turkey may have deteriorated in 2014 in the UK. Therefore, a proactive country image management strategy may be suggested to prevent negative consequences.

Keywords: Nation brand, Country image, Country brand, Media, Turkey, The United Kingdom, The UK, European Union, Content Analysis, Managing Country Brand Image.

1. Introduction

Country branding is a relatively new research area in marketing studies. It simply refers to all the things that ensure a clear, simple and differentiating image of a country (Fan, 2006). According to several studies the perception of a country can make a critical difference to the success of its business, trade and tourism efforts, as well as its diplomatic and cultural relations (Anholt and GFK Roper, 2008). In this respect, it encompasses a wide variety of elements special to a nation, such as geography, history, trade, infrastructure and image. This concept is important for a country in the sense that it will bring political and economic gains and thus long-run prosperity for a country (Mihailovich, 2006). To this end, countries need to manage their brand image to attain those gains.

Country brand image is analyzed in terms of a variety of aspects such as exports, governance, tourism, culture and people (Anholt and GFK Roper, 2009). A broader perspective is concentrating on economic, political and socio-cultural issues, having the economic aspects covering mainly trade, tourism, investment relations and consumer perceptions (Baloglu and Mangaloglu, 2001; Baloglu and McCleary, 1999; Bilkey and Nes, 1982; Jaffe and Nebenzahl, 2001; Papadopoulos and Heslop, 2002).

The country-of-origin effect and the brand image are found to be important in affecting the choice of the consumers (Haubl, 1996). Kaynak et al. (2000), surveyed 250 respondents in Dhaka, Bangladesh to conclude that country-of-origin significantly affects the perceptions thus the choice of consumer goods for imports. Another study exploring the images of five Mediterranean countries indicated that the tourist's destination preferences are highly affected by the country's image (Baloglu and McCleary, 1999).

Turkey is a candidate for the accession to the European Union (EU). Although several reforms are required to be a member, a positive country image may

contribute to the pace of the membership process. In her research Altinbasak (2008) concluded that the management of the country brand image is an important and crucial act, expected to create substantial benefits for the country. Therefore, Turkey's country brand image in the EU countries is worth investigating and working on.

Furthermore several studies support the argument that the media and the word-of-mouth or recommendation of friends constitutes the major sources of credible information for the individuals. Although it is mentioned that the media promotes whatever it is at its sake and the advertisements can be misleading its importance is still very high in terms of country image formation (Altinbasak, 2004; 2008).

In this study, the authors aim to analyze Turkey's country brand image by investigating the news which appeared in the UK's newspapers during the year 2014. To this end, following section examines the research on the country brand image of Turkey, followed by an overview of the Turkey-UK relations. The fourth section presents methodology and the fifth section includes the results of the analysis. The last section summarizes and concludes with suggestions regarding the country brand image management.

2. The Country Brand Image of Turkey

According to several studies, Turkey has a very big potential in many aspects but the main obstacle for improving the country brand image is the lack of accurate information (Altinbasak and Yalcin, 2010; Altinbasak, 2004). Other research on Turkey's country brand image also supports the argument that Turkey does not appear to have a well-run country brand and furthermore the management of Turkey's brand dimensions does not seem promising with regard to the EU application process (Kemming and Sandikci, 2007).

Turkey has a lot to offer to visitors and is the country with the 6th highest international tourist receiver (UNWTO, 2014a). Anholt-GfK Roper Nation Brands Index (Anholt and GfK Roper, 2009), is revealing data collected by over 20,000 ordinary people in 20 different countries about the perception of countries. According to the results of this research in 2009, people in the UK ranked Turkey as the 31st most attractive tourism destination among 50 countries. In terms of the culture dimension Turkey has been ranked as the 31st and as the 39th regarding the people dimension, among 50 countries analyzed. Taking into consideration that Turkey has a very rich and a variety of historical sites and beauties, this result is much unsatisfactory.

The same report indicates that people from the UK ranked products from Turkey at the 37th position, the governance at the 29th and immigration and

investment to Turkey at the 38th out of 50 countries investigated (Anholt and GFK Roper, 2009).

Another research (Altınbasak, 2004) had also revealed that there is a big lack of information regarding Turkey in the UK as well, which has been a strategic and historical partner for centuries. This lack of information is an indicator that more efforts should be directed to the promotion of Turkey. Despite these low rankings still there is a significant group of the UK people choosing Turkey as a tourism destination (In 2014 close to 2 Million (Turkstat, 2015)). However, the potential is even bigger and need to be worked on.

According to the survey of FutureBrand in 2014, Turkey is ranked at the 53th place (2014). Only 22 of the 75 countries included in the survey have been qualified as country brands and Turkey is not one of them. FutureBrand's report concluded that country brand strength is related to with how many consumer brands a country is known for. Other research conducted in Italy and the UK (Altınbasak, 2004) also supports the fact that any brand, product or company that could be associated with Turkey was hardly stated by the participants. That's why the development of stronger Turkish brands is expected to contribute to ameliorate the country's brand image.

The same survey (FutureBrand, 2014) on the 20 most influential cities citing New York, London, Beijing, Washington and Moscow as the top five, does not either include any Turkish cities. It is argued by another study that an influential city is not enough to make a strong country brand but it may significantly contribute to the formation of a positive country brand image (Altınbasak and Yalcin, 2010).

Turkey has a considerable potential to attract foreign direct investment and businesses. The businesses are eager to invest wherever there are opportunities. However, those opportunities have to be well communicated to the target group (Altınbasak, 2004; 2009). The nation brand index report of Brand Finance (2015) reveals that Turkey is ranked as the 19th most valuable nation brand among 20 countries. Brand Finance valued Turkey as a nation brand worth \$668 Billion with an 11% decrease compared to last year. According to the evaluations Turkey is neither in the best 5 performers nor in the worst 5 performers. Furthermore, it is not considered to be in the top 10 strongest nation brands.

Table 1: International Tourism Receipts. (M \$)

Country	2013		2012		2011		2010		2009	
	Rec.	Rank	Rec.	Rank	Rec.	Rank	Rec.	Rank	Rec.	Rank
United States	214.772	1	200.614	1	187.629	1	167.996	1	146.002	1
Spain	67.608	2	63.253	3	67.644	2	59.042	2	59.743	2
France	66.064	3	63.884	2	65.959	3	56.139	3	58.857	3
China	56.401	4	54.937	4	53.313	5	50.154	4	42.632	5
Germany	55.172	5	51.633	5	53.427	4	49.128	5	47.462	4
Macao SAR,	52.326	6	44.368	7	38.984	8	28.214	9	18.445	13
The UK	49.404	7	45.730	6	45.940	6	40.746	6	38.564	7
Italy	46.190	8	43.036	8	45.368	7	40.058	7	41.938	6
Thailand	46.042	9	37.740	9	30.926	11	23.809	12	19.814	12
Hong Kong SAR,	42.570	10	37.098	10	33.169	10	27.208	10	20.291	11
Turkey	34.863	11	31.455	12	30.093	12	26.318	11	26.331	9
Australia	33.376	12	34.326	11	34.096	9	31.064	8	26.909	8
Austria	22.618	14	21.446	13	22.453	13	20.980	14	21.220	10

Source: <http://www.worldbank.org>

Turkey was ranked as the 8th in top 10 tourism performers list in a 2014 report (Brand Finance, 2014). The same report ranks Turkey's nation brand strength as A+ in 2014. As country brand image is vulnerable to every change in the global economic, political and social issues, it is crucial to manage the strengths of the country brand in order to keep and improve the same rating in the coming years.

Tourism is a very important sector contributing to the economic development of a country. In 2013 Turkey is the 6th in terms of tourist arrivals however, in terms of monetary value created; the country is ranked as the 11th (Table 1).

If Turkey can manage to upgrade its country image it would be more likely to increase the value created by their tourism sector as well.

3. Turkey-The UK Relations

The relations between Turkey and the UK go beyond the economic facets. These two countries have long historical relations. According to Turkish governmental

sources “The UK was one of the first countries with which the Ottoman Empire established regular diplomatic relations. The two countries had a history, marked with periods of friendly relations as well as periods of confrontation and war in various alliances, prior to the foundation of the Republic of Turkey in 1923.” (Turkish Ministry of Foreign Affairs, 2015).

The trade relations between the two countries are very important as well. The UK, the 6th in the world and the 3rd largest economy in the EU (PricewaterhouseCoopers, 2014).

Table 2: TR-UK Export and Import Trend (M \$)

Year	Turkey Exports All	Exports to The UK	%	Turkey Imports All	Imports from The UK	%
2005	73.476	5.917	8%	116.774	4.696	4%
2006	85.535	6.814	8%	139.576	5.138	4%
2007	107.272	8.627	8%	170.063	5.477	3%
2008	132.027	8.159	6%	201.964	5.259	3%
2009	102.143	5.938	6%	140.928	3.473	2%
2010	113.883	7.236	6%	185.544	4.681	3%
2011	134.907	8.151	6%	240.842	5.840	2%
2012	152.462	8.694	6%	236.545	5.629	2%
2013	151.803	8.785	6%	251.661	6.281	2%
2014	157.610	9.903	6%	242.177	5.932	2%

Source: <http://www.tuik.gov.tr/>

As indicated in Table 2, Turkey-the UK bilateral trade volume was 15.8 billion USD, of which 9.9 Billion USD is exports to and 5.9 Billion USD is imports in 2014 (Turkstat, 2015).

As seen in Figure 1 Turkey’s import volume decreases in 2014 while export volume increases.

Furthermore, there are currently 2.362 companies with UK capital operating in Turkey and UK’s direct investments to Turkey in 2011 reached 917 million USD (Turkish Ministry of Foreign Affairs, 2015). Moreover, there are around 250 thousand Turkish citizens living in the UK.

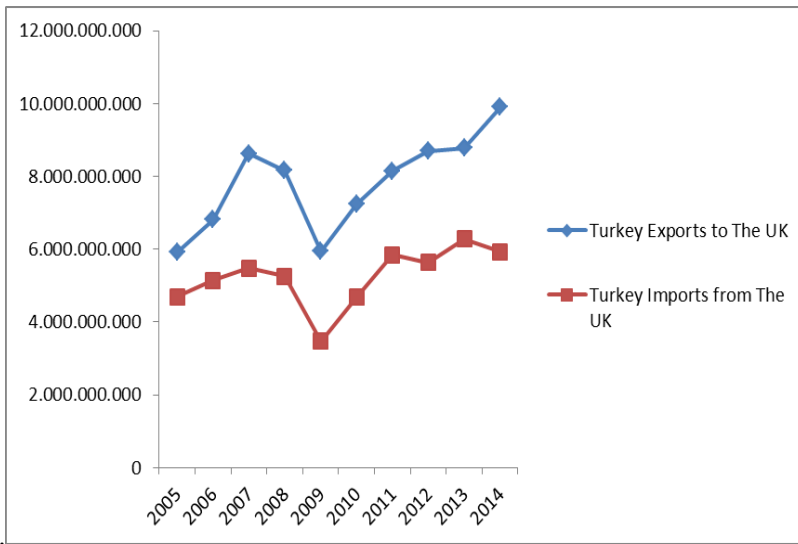


Figure 1: TR-UK Export and Import Trend (\$)

Foreign Direct Investment figures indicated a moderate rise in the share of the UK foreign investments in total world until the year 2012. In 2012, it reached to its peak with \$2.044 M and after that it showed a sharp decline in 2013. As it can be seen in Table 3, the 12% of the FDI inflow to Turkey is created by the UK companies.

Table 3: Yearly Foreign Direct Investments to Turkey (\$ M)

Year	From The UK	Total World	The UK %
2007	703	19.137	4%
2008	1.335	14.748	9%
2009	350	6.266	6%
2010	245	6.256	4%
2011	906	16.137	6%
2012	2.044	10.759	19%
2013	300	9.866	3%
2014	1.049	8.884	12%

Source: <http://www.tcmb.gov.tr>

As seen in Table 4 more than 2.6 million the UK tourists visited Turkey in 2014. In terms of the international tourism expenditure, the UK is the 4th largest spender in the world in 2014 by spending \$58 B (UNWTO, 2014b). Moreover, 34.460 the UK citizens own 26.730 properties in Turkey (Turkish Ministry of Foreign Affairs, 2015).

An annual report on tourism figures (UNWTO, 2014b) showed that international tourism capped off 2014 with record numbers, growing 4.4% to reach 1.135 million tourists that crossed international borders during the year, consolidating the growth after the global economic crisis despite many challenges.

Table 4: Turkey Yearly Entrances Non-Citizens (Thousand)

	2014	Rank	2013	Rank	2012	Rank	2011	Rank	2010	Rank
Germany	5.250	1	5.041	1	5.029	1	4.826	1	4.385	1
Russia	4.479	2	4.269	2	3.600	2	3.468	2	3.107	2
U.K.	2.600	3	2.509	3	2.457	3	2.582	3	2.674	3
Georgia	1.755	4	1.769	4	1.405	4	1.153	5	1.112	4
Netherlands	1.304	5	1.312	5	1.274	5	1.223	4	1.073	5
Syria	1.176	6	1.253	6	730	7	974	7	899	7
France	1.037	7	1.046	7	1.033	6	1.140	6	928	6
Iraq	857	8	731	10	533	14	369	18	280	19
Greece	831	9	703	11	670	9	702	9	670	9
Italy	697	10	732	9	714	8	752	8	671	8
Ukraine	657	14	756	8	635	10	602	10	568	10
Top 10's	20.645		20.123		18.078		17.792		16.369	
Total	36.838		34.910		31.783		31.456		28.632	

Source: <http://www.tuik.gov.tr/>

Tourism figures present a better picture concerning the image of Turkey in the UK. Looking at Table 4, an overall conclusion is that tourism is active between two countries. The yearly foreigner visitor's figures of Turkey show that the UK citizens ranked at 3rd place in the last five years. Turkey is considered to be a cheap, warm and a relatively close holiday destination for the UK citizens (Altınbasak, 2004).

Although the total number of tourist arrivals have increased by 29% in the last 5 years the UK citizens' Turkey entrances did not increase. As a result, the share of the UK citizen visitors in the total number of tourists visiting Turkey has declined by 25% from 2010 to 2014.

Table 5 presents overall tourist arrivals by countries. In this manner, Turkey is the 6th most popular country in attracting tourists in the World.

Table 5: Yearly Tourism Arrivals by Countries (Thousand)

Country	2013		2012		2011		2010		2009	
	Arrivals	Rank	Arrivals	Rank	Arrivals	Rank	Arrivals	Rank	Arrivals	Rank
France	84.726	1	83.051	1	81.550	1	77.648	1	76.764	1
USA	69.768	2	66.657	2	62.821	2	60.010	2	55.103	2
Spain	60.661	3	57.464	4	56.177	4	52.677	4	52.178	3
China	55.686	4	57.725	3	57.581	3	55.664	3	50.875	4
Italy	47.704	5	46.360	5	46.119	5	43.626	5	43.239	5
Turkey	37.795	6	35.698	6	34.654	6	31.364	6	30.187	6

Source: <http://www.worldbank.org>

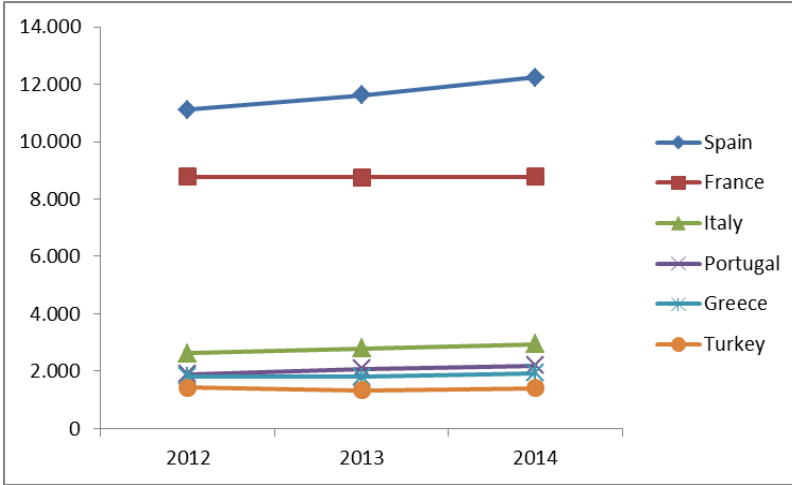
Among the destinations of the UK citizens, Spain and France comes as the most visited countries. As seen in Table 6, Turkey is the 11th most visited country and excluding European Countries; Turkey is the 2nd visited country by the UK citizens including tourism, business and other purposes.

Table 6: Number of Visits Abroad by the UK Residents by Main Country Visited (Thousand)

Country Visited	2014		2013		2012	
	Visits	Rank	Visits	Rank	Visits	Rank
Spain	12.246	1	11.622	1	11.110	1
France	8.784	2	8.755	2	8.781	2
USA	3.257	3	3.025	3	3.011	3
Irish Republic	3.095	4	2.793	4	2.827	4
Italy	2.948	5	2.790	5	2.630	5
Germany	2.323	6	2.385	6	2.307	6
Portugal	2.192	7	2.085	7	1.900	7
Netherlands	2.111	8	1.943	8	1.900	8
Greece	1.933	9	1.804	9	1.824	9
Belgium	1.740	10	1.604	11	1.664	10
Poland	1.693	11	1.640	10	1.573	11
Turkey	1.406	12	1.342	12	1.419	12

Source: <http://www.ons.gov.uk>

As Figure 2 depicts, although the visits to Spain have been increasing in recent years, those to Turkey have remained stable without any increase. That's also in line with the Turkish data showing that despite the increase in the total number of tourist arrivals, the percentage of the UK citizens is decreasing.



Source: <http://www.ons.gov.uk>

Figure 2: Number of Visits Abroad by the UK Residents by Main Country Visited (Thousand)

Furthermore it is worth observing that the other tourism countries who are competitors of Turkey, such as Portugal, Greece, and Italy also are not doing much to increase their tourism share from the UK market which can be considered as an opportunity to take advantage of.

Table 7: Turkey Departing the UK Visitors by Purpose of Visit

	2014	%	2013	%	2012	%
Travel and Ent.	1.841.854	87,76%	1.663.489	84,72%	1.626.554	84,07%
Business	114.956	5,48%	146.994	7,49%	138.739	7,17%
Visiting Rel./Fr.	111.725	5,32%	130.215	6,63%	133.282	6,89%
Health / Medical	9.596	0,46%	4.540	0,23%	3.664	0,19%
Shopping	6.212	0,30%	8.342	0,42%	20.801	1,08%
Edu., Training	5.142	0,25%	4.373	0,22%	4.626	0,24%
Religion/Pilgrimage	3.962	0,19%	2.414	0,12%	2.787	0,14%
Transit	2.919	0,14%	817	0,04%	1.512	0,08%
Other	2.256	0,11%	2.377	0,12%	2.810	0,15%
Total	2.098.622	100,00%	1.963.561	100,00%	1.934.775	100,00%

Source: <http://www.tuik.gov.tr/>

In Table 7 the reasons of the UK citizens to travel to Turkey have been depicted. The data between 2012-2014 underlines that most of the UK citizens come to Turkey for travel and entertainment purposes (84% in 2012 to 88% in 2014). Moreover, the share of visitors for business and education purposes remains low, meaning that Turkey is perceived mainly as a tourism destination for the UK citizens. 2nd and 3rd reasons are Business and visiting relatives and friends but their total share is small compared to travel and entertainment's share.

Another aspect of the relation between these two countries is Turkey's EU accession. In 31 July 1959 Turkey applied for associate membership in European Economic Community. A report named the standard Eurobarometer was established in 1973 by European Commission. Each survey consists of approximately 1000 face-to-face interviews per country which includes topics such as the European political situation and the economy. It tries to analyze how Europeans perceive their political institutions, both national governments and parliaments, and the EU and its institutions. The commission publishes the country reports twice a year. According to Eurobarometer study's "The European Union" chapter, 43% of the Turkish citizens who answered the question "In general, does the EU conjure up for you a very positive, neutral, fairly negative or very negative image?" said positive. Only 23% answered as negative. Also same report shows that positive answer percentage increases by decrease of age and increase of education. (European Commission, 2014a; 2014b; 2014c).

Another chapter of Eurobarometer is "Political Issues". In this chapter 41% of the Turkish citizens answered terrorism is one of the two most important issues facing Turkey at that moment despite 2% of the European citizens answered terrorism as one of their major problems. Also in that chapter 23% of the Turkish citizens answered terrorism is one of the two most important issues they are facing personally at that moment despite only 1% of the European citizens answered terrorism is one of the two most important issues they are facing personally at that moment. (European Commission, 2014a; 2014b; 2014c). As a result of the turbulence in the Middle East in 2014, it can be argued that terrorism and migration issues' importance has increased in the EU countries as well.

The fact that Turkey has borders with the countries which are in turbulence also has an importance for the EU and Turkey relations in order to increase the cooperation in the areas of migration policy and security. Turkey's role in Syria case is very important as Turkey hosts around 3 million of Syrian refugees and stands as a buffer area between the EU and Islamic State of Iraq and the Levant (ISIL). Turkey declared its readiness to play an active role in the coalition against ISIL (European Commission, 2014a).

4. Methodology

The media is proved to have an important role to affect the public opinion and develop or alter the image of a country. As McNelly and Izcaray (1986) mentioned, media plays an influential role in constructing the image of various societies and their peoples in a remarkable way. The authors stated that the mass media can contribute to people's understanding or misunderstanding of each other's countries.

As underlined by Shiekh (1997) most of the people gather impressions of the countries and societies from the media and media's ideological position plays vital role in shaping countries' image in media coverage. (Van Dijk, 2001)

With the objective of exploring how the image of Turkey may have been affected by the news appearing in the newspapers, a content analysis has been carried out in the UK. Data used in the research is gathered from four of the UK national newspapers' on line sites in 2014.

The UK is the 4th country in the world by its 38,4 minutes average time spent reading newspapers (Elvestad and Blekesaune, 2008). Therefore, the impact of the newspapers in opinion formation is expected to be more in the UK. Furthermore, according to a public listing of a California based company that provides commercial web traffic data, the UK newspapers' on line sites also are followed by many readers: Daily Mail's internet site is ranked 14th, The Guardians' internet site is ranked 17th, Daily Telegraphs' internet site ranked 23th and The Times' internet site is ranked 377th in all of the Internet sites in the UK (Alexa.com, 2015).

In order to decide which newspapers will be subject to investigation, two academicians who have studied and lived in the UK for long years have been contacted and their opinion on the political tendency of the newspapers have been discussed. As a result, considering the circulation numbers (Table 8) and political tendencies, four newspapers, namely Daily Mail, The Guardian, The Times and Daily Telegraph have been included in the research.

As a further step, to be able to reach all the news published in 2014, the researchers have subscribed for memberships to those newspapers' Internet sites. Two of them were publicly available whereas, the other two required a paid membership.

Table 8: Circulation Figures of The UK National Daily Newspapers (Thousand)

News Paper	2014	2013	2012	2011	2010
The Sun	2.214	2.410	2.582	3.002	3.007
Daily Mail	1.781	1.863	1.945	2.137	2.120
Daily Mirror	992	1.058	1.103	1.194	1.218
Daily Telegraph	545	556	579	651	691
Daily Express	500	530	578	640	675
Daily Star	489	536	617	734	779
The Times	384	399	398	457	508
The I	298	294	264	133	N/A
Financial Times	234	275	316	383	390
Daily Record	228	252	292	307	324
The Guardian	208	204	216	279	302
The Independent	67	77	105	185	186
Total	7.940	8.454	8.995	10.103	10.201

Source: <http://www.abc.org.uk/>

All the news that contain key word “Turkey” published in 2014 in those four newspapers have been downloaded and indexed. The news containing other meanings of Turkey beside the country has been eliminated. The double published or updated news have been cleaned. Finally 1081 news have been collected and analyzed.

5. Data Analysis and Findings

A content analysis for 1081 news in four newspapers has been carried out. The news is classified in terms of the date and the newspaper that they have been published in. Then the researchers have classified the news under several dimensions according the subject of the news such as Economy, Geographical, Political Aspects and Sports.

After several readings and discussions taking into consideration the previous studies and literature review, the analysis has been deepened and certain sub-dimensions have been identified under each main topic. As a result 6 main dimensions and 56 sub-dimensions have been obtained (Table 9). Afterwards, the tones of each news, the frequency of appearance of each topic on different newspapers, the monthly distribution have been analyzed. Furthermore, the news appearing most frequently has been detected and investigated.

Table 9: List of Dimensions and Sub-Dimensions Created

ECONOMY	Cyprus Issue	Terrorist Attacks	Culture
Dried Tomato Pr.	Democracy	Uighur Issue	Easy to Travel
General Economy	EU Membership	Ukraine Issue	Facilities
Hazelnut Producer	Freedom of Speech	SOC. CUL. ASP.	Health issues
Investment	Gaza Issue	Arts	Quality of Health Serv.
Job Safety	Hamas Issue	Education	Historical Places to See
Workforce	ISIL Issue	Religion	Local Attractions
GEOGRAPHICAL	Kurdish Issue	Society-Life Style	Natural Beauties
History	Military Partnership	SPORTS	Night Life
Refugee Path to EU	Muslim Bro. Issue	Basketball	Summer Places
War Near Border	Nationalism	Cycling	Problematic Trip
POLITICAL ASP.	NATO	Football	Safety
Armenian Issue	Politics General	Golf	Theft
Boko Haram Issue	Religious Political Gr.	TOURISM	Tourism Other
Bribery	Syria Issue	Cheap Country	
Corruption	Syrian Refugees	Cheap Food	

Table 10: Tone of The News

	NEGATIVE	NEUTRAL	POSITIVE	Total
ECONOMY	60	7	38	105
GEOGRAPHICAL ASPECTS	189	9		198
POLITICAL ASPECTS	376	100	101	577
SOCIOCULTURAL	6	8	11	25
SPORTS	2	49	1	52
TOURISM	43		81	124
	676	173	232	1081

Table 10 presents tone of the news appeared in all four newspapers chosen. In general, 676 of 1081 (63%) news points out a negative image for Turkey and 232 of 1.081 (21%) news present a positive image. Moreover, regarding the main dimensions, 577 of 1081 (53%) news analyzed is related to the Political Aspects. 376 of 577 (65%) political news indicate a negative image for Turkey to their readers. Furthermore, Geographical Aspects dimension constitutes 198 of 1081 (18%) news with 189 negative news extracts, the second concentrated dimension of the news analyzed.

The major reason for this unprecedented rate of negative news in this dimension might be the upheavals experienced in the Middle East especially in Syria. These are not issues related directly to Turkey but related to the problems in the region close to Turkey in terms of Geographical Aspects. Among all the dimensions, only Tourism and Socio Cultural Aspects present positive images higher in number than the negative ones. However the number of news appearing in the UK media related to Socio Cultural Aspects is very limited (only 25 in total). For Tourism dimension, 81 of 124 (65%) news are positive for Turkey. As the UK is one the most important countries (the 3rd biggest) important for Turkey in terms of tourism this finding is considered to be very valuable. However, the content of the negative news need to be checked to prevent future problems. Furthermore, it has to be noted that the negative news on the political and especially security issues may jeopardize the tourism potential for Turkey.

It is also worth analyzing the distribution and the tone of main themes in the four newspapers. Table 11 depicts the tone of the newspapers that are under examination.

Table 11: Tone of the News Papers

	DAILY MAIL			TELEGRAPH			THE GUARDIAN			THE TIMES		
	-	0	+	-	0	+	-	0	+	-	0	+
ECONOMY	4	1	11	22	2	15	25	3	6	9	1	6
GEO. ASPECTS	27	4		65	2		58	3		39		
POLITICAL ASPECTS	81	17	47	88	27	14	147	29	24	60	27	16
SOCIOCULTURAL	1	3	1	2	4	7	3	1	2			1
SPORTS	2	27	1		2			11			9	
TOURISM	24		21	10		26	7		16	2		18
Total	139	52	81	187	37	62	240	47	48	110	37	41

Among others, the number of negative news is highest in the Guardian. 240 of 335 (72%) news appeared in the Guardian is negative and only 14% of the news is positive regarding Turkey. 200 of 335 (60%) news stories in the Guardian belong to Political Aspects dimension and in line with the total, 147 of 200 (73%) is negative. Secondly, 187 of 286 (65%) news stories which appeared in the Daily Telegraph indicate a negative image of Turkey to its readers. Political news in this newspaper also has the highest number of news stories with 129 of 286 (45%) news stories, 88 of which are negative. Geographical Aspect news is the second largest dimension in this newspaper with 67 of 286, 65 of which is negative. 110 of 188 (59%) Turkish news stories which appeared in the Times are

negative and 103 (55%) is related to Political Aspects in Turkey. Regarding the Daily Mail, 139 of 272 (51%) news represent negative impressions for Turkey. 145 of 272 (53%) news appeared in this newspaper is related to Political Aspects. The second most covered topic in Daily Mail is Tourism with 45 (17% of the total covered) news out of which 24 are negative.

Table 12 lists the top 5 subjects covered in the chosen 4 newspapers. First five topics constitute 58% of the total number of the news related to Turkey. At first glance, 41% of total news is related to political instabilities happening in Syria (War at the Border, ISIL Issue and Syrian Refugees). War near Border has the highest number of news with 184 news stories of which 180 being negative. Secondly, Democracy dimension is important among other dimensions with 171 news stories, 160 being negative. ISIL Issue dimension has 64 positive news due to the fact that Turkey has played an active role in the coalition against ISIL. Turkey experienced two elections: the municipal elections and the presidential elections. In this period, most of the news is critical and negative in tone in the UK media.

Table 12: Highest Frequency Top Five Items

Sub Dimension	Negative	Neutral	Positive	Total	Per.
War Near Border	180	4		184	17,02%
Democracy	160	7	4	171	15,82%
ISIL Issue	40	45	64	149	13,78%
Kurdish Issue	64	5	7	76	7,03%
Syrian Refugees	7	30	8	45	4,16%
Total	451	91	83	625	57,82%

Looking at the monthly distribution of the published news it is observed a rise especially in October related to Political and Geographical Aspects

Monthly distribution of the news in main dimensions indicates that the news related to Turkey increased from January to October from 50 to 233 and 118 in December. As is illustrated in the Figure 3, Political and Geographical Aspects are the dominant subjects covered in those periods. The most possible explanation of this rise is the military attack of ISIL in October 2014, to Kobane, Kurdish city near Turkish border which has a critical geographical position and with a dominant Kurdish population. It is observed a regular pattern for other main dimensions throughout the year.

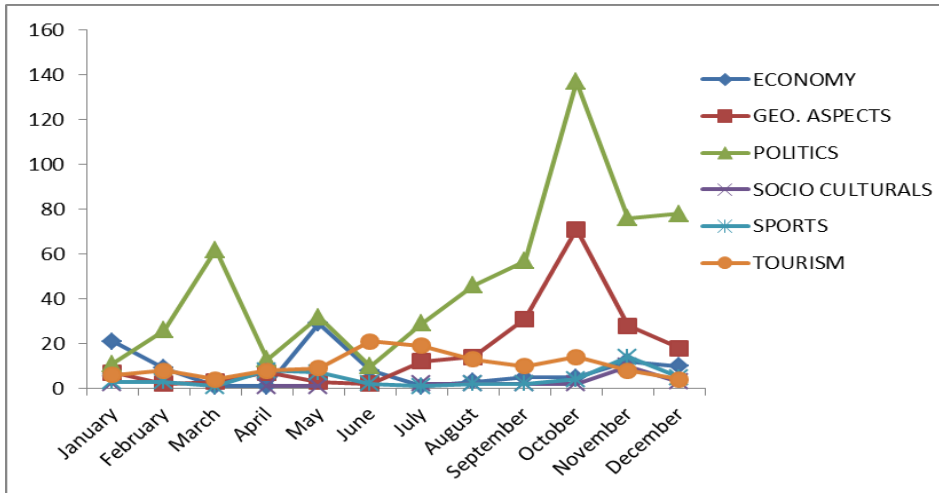


Figure 3: Monthly Distribution of Main Topics

6. Concluding Remarks

As supported by the literature the country brand image is a significant factor affecting the economic, political and socio-cultural developments of the countries. Although countries are much larger and complex entities than the companies, many of the strategic brand management notions applied by companies may be used to manage the country brand image. The first step is to detect the existing image of the country in the mind of the target group. People develop images of different countries, its people and its products through their personal experience, word-of-mouth and information they get from media. The mass media is proved to contribute to the formation of these images (McNelly and Izcaray, 1986). Therefore, the content, number and tone of the messages given by the media related to a country are expected to shape the perception of that country in the mind of the readers.

In this paper, researchers attempted to explore the content of the news published in the prominent newspapers of the UK in the year 2014. Turkey and the UK relations have a long history and two countries have strong economic and political relations. The UK is a significant supporter of Turkey in its EU accession process and is the third biggest tourist provider to Turkey. Thus the country brand image management of Turkey in the UK is an important topic.

Acknowledging that the mass media plays a crucial role in constructing the image of various societies and their peoples, Navasky states that, "it is based largely on journalism that we make up our national mind" (Navasky cited in Zelizer and Allan, 2002). Therefore, a country's image can be defined as "a representation of a country's positive or negative standing in media, in terms of historical, political, economic, military, diplomatic and religious context"

(Ahmad, 2005). Furthermore Media's ideological position plays vital role in shaping countries' images in media coverage. Saleem (2007) states that the media frames the images of foreign countries according to economic, political, military and ideological interests. Dijk (2001), also observed that the ideologies of the journalists somehow influence their opinions, which in turn influences the discourse structure of the opinion articles. That is why the researchers preferred to investigate four newspapers with different ideologies to explore whether there is a difference in terms depicting the issues regarding Turkey.

The content analysis revealed 6 main dimensions under which the topics have been classified. Actually, Stravinskiene et al. (2014) examining the country's image formation in the on line media, the case of the UK in Lithuania, come up with the same dimensions. The only dimension which is found specific to the case of Turkey is the "Geographical Location". Supported by other research (Altınbasak, 2004) independent of any political, economic and socio-cultural actions, the geographic location of a country is argued to affect its image.

The analysis of the news with the four newspapers indicates that the major part of the news which took place in the UK media in 2014, regardless of the political tendency of the newspaper has a negative tone and is mainly related with problems rather than opportunities or positive comments. The major problematic areas detected are: the war at the border, Syria refugee issue, the democracy and the Kurdish issue.

The UK is the fourth largest tourism spender of the world and constitutes a very big potential for the Turkish tourism. Under those circumstances it may be expected that the UK tourists will be more reluctant to come to Turkey in the coming years. Therefore, more effort will be necessary in order to create more attractive and positive images about Turkey as a tourist destination in the UK than before.

Furthermore, as a result of several geo-political problems taking place in the area where Turkey is located it may be difficult to overcome the security concerns of people related to Turkey. However, a proactive country image management strategy aiming to increase the number of positive news in all of those newspapers may be effective. Turkey has a big potential in terms of offering several education, health, business and tourism opportunities. To keep the interest alive and to diminish the effect of the negative news, those opportunities should be communicated to the opinion leaders and journalists. On line media is increasing its effectiveness, especially in the UK it can be a very strong medium to reach this goal.

The last but not the least thing to mention, a periodic perception survey to observe the current image of Turkey and the trends in the UK, will be useful to detect the impact of the media on the image formation.

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