Image And Reputation Management Activities of the Presidency of Religious Affairs for Islamophobic Policies

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Abstract

In this study, the pre-symposium and symposium opening speech organized by the Presidency of Religious Affairs on May 15, 2022 in Ankara, has been discussed in terms of image and reputation management. This study aims to evaluate the activities of the Presidency of Religious Affairs within the scope of struggling Islamophobia in terms of the application fields of public relations. This study is crucial because it analyses the Islamophobic activities of the Presidency of Religious Affairs in terms of public relations. The pre-Islamophobia symposium and the symposium opening speech will be analyzed with the content analysis method in Maxqda. Two speeches have been discussed in terms of image and reputation management, and this speech includes 113 codes. The frequency distribution of the themes on reputation management is as follows: The frequency of the themes of administration and sense of rule of Islam is (f=55). The most mentioned issues in the theme of administration and sense of rule of Islam are as follows: Non-discrimination, rule in peace and tranquility, freedom of life and property, and freedom of religion. The frequency of the working principle theme is (f=45). As a result, the most mentioned issues within this theme are as follows: Islamophobic studies, the Religious Council, the Islamophobia commission, and international meetings/organizations.

Key Words: Image Management, Reputation Management, Islamophobia, Public Relations, Presidency of Religious Affairs

İslamofobik Politika Üretimine Karşı Diyanet İşleri Başkanlığı'nın İmaj Ve İtibar Yönetimi Faaliyetleri

Öz

Bu çalışma, Diyanet İşleri Başkanlığı'nın İslamofobiyle mücadele kapsamındaki faaliyetlerini halkla ilişkilerin uygulama alanları açısından değerlendirmeyi amaçlamaktadır. Bu amaç doğrultusunda Diyanet İşleri Başkanlığı'nın İslamofobiyle mücadele kapsamında 15 Mayıs 2022'de düzenlediği sempozyum öncesi ve sempozyum açılış konuşması imaj ve itibar yönetimi açısından ele alınmıştır. Diyanet İşleri Başkanlığı'nın islamofobik faaliyetlerinin halkla ilişkiler bakımından analiz edilmesi çalışmayı önemli yapmaktadır. Bu bağlamda, Diyanet İşleri Başkanı'nın İslamofobi sempozyumu öncesi ve sempozyum açılış konuşması, içerik analizi yönyemiyle nitel analiz programı Maxqda'da analiz edilmiştir. Diyanet İşleri Başkanı'nın iki konuşması imaj ve itibar yönetimi açısından ele alınarak 113 kodlama yapılmıştır. İtibar yönetimi konusundaki temaların frekans dağılımı şu şekildedir: İslam'ın yönetim ve yöneticilik anlayışı temasının frekansı (f=55)'tir. Bu tema kapsamında ayrımcılık karşıtlığı, barış ve huzur içinde yönetim, can ve mal özgürlüğü son olarak da din özgürlüğüne odaklanılmıştır. İtibar yönetimi kapsamında ele alınan Diyanet İşleri Başkanlığı çalışma prensibi temasının frekansı (f=45)'tir. Bu tema içerisinde islamofobik araştırmalar, islamofobi mücadelesi, Din Şurası, İslamofobi komisyonu ve uluslararası toplantı/organizasyonlara vurgulama yapılmıştır. İslamofobiye karşı imaj yönetimi faaliyetleri temasının frekansı (f=13)'tür. Bu tema içerisinde medya araçlarının etkin kullanımı, bilingualist çalışmalar ve iletişim dili konularına yer verilmiştir. Sonuç olarak Diyanet İşleri Başkanlığı'nın islamofobiyle mücadele kapsamındaki faaliyetlerinde en fazla itibar yönetimiyle ilgili vurgulama yapılmıştır.

Anahtar Kelimeler: İmaj Yönetimi, İtibar Yönetimi, İslamofobi, Halkla İlişkiler, Diyanet İşleri Başkanlığı

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Giriş

The concept of Islamophobia is used to explain the fear and hatred of Islam (Allen 2017; Bleich 2011). Today, this concept is used in many fields. Islamophobia is also present in political discourses today. There are many different factors in the formation of these conditions. Far-right media organs, some political politicians who denigrate Islam, and religious groups that carry out harmful activities are a few of these factors (Ekman, 2015). According to Kumar (2012), these factors cause the formation of a climate of fear. And these factors have the power to affect political policies in every field. Such factors have a great impact on the growth of Islamophobic fear.

According to Said (2008), the media, harmful groups, and far-right governments adversely affect politics and security and play an important role in identifying Islam with violence by repeating fear. This situation shows that most countries display a racist and Islamophobic attitude towards Muslims in the public sphere (Ekman, 2015; Zaal, 2012). This Islamophobic attitude causes Muslims to be adversely affected by political and social areas. In addition, ideologies form and are legitimate with the Islamophobic attitudes and Islamophobic discourse (Evolvi, 2018). Accordingly, the effect of the policies carried out in the transformation of Islam, which is identified with violence in media organs as a result of political policies, into a growing fear factor should not be ignored.

Political Islamophobic discourse affects Muslim immigrants and their socio-economic status, and this is considered discrimination (Ünlü, 2019). These discriminatory Islamophobic policies, xenophobia, political discourses, cultural differences, and policies towards immigrants are the conditions that escalate Islamophobia into an international dimension(Yüksel, 2014).

According to Mastnak (2010:29), the escalation of Islamophobia into a global dimension is influenced by international media and political discourses. In addition, harmful activities of some foreign communities, and worried discourses about democracy and secularism also affect this situation. Islamophobic discourses, violence broadcast in the media, sexist discourses, and speech patterns adversely affect Islam (Silverstein, 2010). This profile created through the media creates a social and political problem and causes all kinds of political and psychological violence against Muslims.

Countries that have adopted Islam are affected by such Islamophobic activities (Aktaş, 2017). Therefore, all harmful activities and unpleasant discourses adversely affect the reputation and image of countries that have adopted Islam (Aktaş, 2014). Accordingly, foreign masses also have adverse thoughts about Islamic countries. That is, even if foreign masses have a positive perception of those countries, they position those countries in their minds in an ill part.

In this study, the pre-symposium and symposium opening speech organized by the Presidency of Religious Affairs within the scope of struggling Islamophobia will be discussed in terms of image and reputation management. This study aims to evaluate the activities of the Presidency of Religious Affairs within the scope of struggling Islamophobia in terms of the application areas of public relations. This study is crucial because it analyses the Islamophobic activities of the Presidency of Religious Affairs in terms of public relations. In this context, the pre-Islamophobia symposium and the symposium opening speech of the President of Religious Affairs, on May 15, 2022, in Ankara, have been analyzed with the content analysis method in Maxqda. Two speeches by the President of Religious Affairs have been discussed in terms of image and reputation management.

Islamophobia and Activities to Prevent Islamophobia

Fear of Islam and anti-Islamism are described as Islamophobia. Western countries use Islamophobia especially to humiliate and exclude nations that have adopted Islam (Cesari, 2011). Islamophobia is constantly on the agenda by Western countries from the past to the present. This notion is humiliating for Islam and Islamic countries. Especially Western countries take advantage of Islamophobia to humiliate Türkiye (Geisser, 2010).

Fears from ancient times and recent negative situations have reinforced the prejudice against Muslims, especially in many Western countries (Perocco, 2018). Research shows that, after the last world war, cultural, economic, and social intolerance and discrimination were applied toward those who adopted Islam in western countries and this is called Islamophobia (Yüksel, 2014). After the events that took place in the United States of America on September 11, Islamophobia as anti-Islam has increased tremendously (Akdeniz, 2019). The events of September 11 actually both caused an increase in Islamophobia and led to the growth of anti-Americanism among Muslims. This situation caused the westerners to be provoked more (Kırılmaz, 2020).

Today, the influence of extremist groups and xenophobia are increasing at a serious rate in most of the Western countries. Terrorist groups, which carry out activities in Western countries with Islamic symbols, cause serious harm to Muslims and Islam (Kaya, 2015). The actions of such harmful groups adversely affect the image of Muslims and Islam in Western countries (Borell, 2015). This situation causes anti-Islamism in Western countries, and these countries engage in harmful activities and discourses that exclude Muslims.

Due to Islamophobia, Muslims in foreign countries are exposed to insults, discrimination, and unpleasant discourse because of their faith (Kedikli and Akça, 2018). This situation is disturbing both for those living in western countries and for Türkiye. For this reason, institutions in Türkiye are fully fulfilling their responsibilities in solving these problems (Arslan, 2019). Especially Türkiye tries to solve the problems of people who have difficulties in employment, accommodation, and education (Mencet, 2018). On the other hand, the Presidency of Religious Affairs gives scholarships to students abroad who have financial difficulties due to such problems, and tries to prevent them from being affected by negative conditions. Like all institutions in Türkiye, the Presidency of Religious Affairs also works hard to prevent Muslims from being affected by the negative conditions related to Islamophobia. Türkiye is in a special posiposition; therefore takes a very serious responsibility in tackling such problems (Bakırcı, 2019).

The Presidency of Religious Affairs prevents the unpleasant effect of Islamophobia, an international crisis, and deals with Muslim communities at the international level. It also has a common view with these communities regarding Islamophobia. In addition, the Presidency of Religious Affairs is in contact with different religious leaders, so it plays a serious role in preventing Muslims from being affected by all kinds of negative conditions (Ay, 2021). Because the Presidency of Religious Affairs wants to eliminate the influence of Islamophobia. It is not possible to say that Islamophobia only affects Muslims living in western countries (Boyraz, 2021). As a matter of fact, given these circumstances, it is seen that all Muslims are adversely affected by Islamophobia. That's why Islamophobia is a universal problem. The solution to such problems requires a correct and reliable strategic public relations practice. In addition, Islamic countries should strive and cooperate to prevent the impact of Islamophobia.

Strategic public relations practices play an important role in reducing or even eliminating the negative influences of Islamophobia, which is an international crisis (Sırt and Ergenç, 2021). Strategic public relations activities are crucial in the struggle againts Islamophobia. Strategic public relations will effectively contribute to the formation of important reactions in terms of preventing the unpleasant effects of Islamophobia. Strategic public relations generally bring about changes in the attitudes and behaviors of the masses (Önder, 2016). Public relations is a communication system based on mutual trust. Accordingly, the public relations practices carried out by the Presidency of Religious Affairs have seriously eliminated the unpleasant influences of Islamophobia (Ustakara, 2019). Today, unpleasant discourses spread rapidly and affect many people, which increases the need for public relations practices. It will be possible to eliminate all the unpleasant influences of Islamophobia with a correct and reliable strategic public relations policy.

Public Relations Activities of the Presidency of Religious Affairs and Image and Reputation

Reputation is defined as how the masses perceive the activities implemented by countries or institutions (Brown et al., 2006; da Camara, 2011). Reputation directly affects how the masses behave towards a country or organization. Reputation is presented as an evaluative concept based on past performance and is defined as the collective assessment of a country's credibility among both internal and external audiences (Brown et al., 2006).

Image, on the other hand, focuses on the feelings and beliefs about the country that exists in the minds of the masses. Image means what it conjures up in the minds of the masses when we hear the name of a country or see its symbol (Bromley, 2000). The national image is based on mental interpretation, and human perceptions are easily influenced by the media and unpleasant discourses. However, this situation does not constitute an obstacle to the public relations practices that countries or organizations do or will do in order to get rid of the unpleasant perceptions of the masses.

The Presidency of Religious Affairs carries out public relations activities in many fields, especially due to the increase in Islamophobia in recent years. The Presidency of Religious Affairs organizes events such as conferences, congresses, and symposiums in Türkiye, and aims to raise awareness of the public affected by Islamophobia (Ünlü and Yaşar, 2021). The Presidency of Religious Affairs also attends meetings. In addition, The Presidency of Religious Affairs, through traditional and modern mass media, states that Islam is a religion of tolerance and intensely states that Islam prohibits racism and discrimination (Okumuş, 2021). The Presidency of Religious Affairs ,on the other hand, participates in many international events and symposiums and states that Islamophobia has become a kind of disease, especially for those who hate Islamic countries. The Presidency of Religious Affairs, which works hard to prevent Islam from being affected by harmful activities, indirectly contributes to the development of the country's image and reputation (Gökmen, 2018).

Islamophobia is actually an international crisis and this crisis needs to be resolved with the right communication methods. The Presidency of Religious Affairs plays a very important role in the management of crises that arise due to Islamophobia. Overcoming such crises includes four steps (Ünlü and Yaşar, 2021:71). The steps to be taken for the Islamophobia crisis should be as follows: In the first step, Islamophobia should be handled as a problem. Afterward, plans should be made to prevent the unpleasant conditions that arise due to Islamophobia. Third, Islamophobia should be treated and managed as a crisis. Finally, an evaluation should be made after the crisis, and communication activities should be started. According to Ünlü (2018), if the Presidency of Religious Affairs carries out policies within the framework of these steps, it will directly affect its own corporate image and reputation. Accordingly, the image and reputation of the country will be positively affected indirectly.

Related Studies

The media has an active role in increasing the effect of the phenomenon of Islamophobia. Therefore, discrimination and exclusion increase. There are studies dealing with the effect of media influence on the formation of Islamophobia. The studies carried out in this context are as follows; Saeed (2007); Gölcü and Çuhadar (2017); Terman (2017); Gölcü and Aydın Varol (2018); Koçer and Yazıcı (2018); Temel (2019). Some of the studies on the effect of Islamophobia on traditional or new media contents are as follows; Almalı (2018); Farkas, Schou, and Neumayer (2018); Koç (2018); Klein and Muis (2019); Arslan (2019), Froio and Ganesh (2019); Vidgen and Yasseri (2020). Studies about the effects of Islamophobia on social, economic, sociological and religious factors are as follows: Er and Ataman (2008); Martin-Muñoz (2010);Kunst et al. (2012); Karsli (2013); Istriyani (2016); Ogan et al. (2013); Bayraklı and Yerlikaya (2017); Brusilovskiy and Esipov (2019); Schlueter, Masso, and Davidov (2020); Helbling and Traunmüller (2020). In addition to the studies in these fields, the studies dealing with the relationship between Islamophobia and politics are as follows: Shryock (2010); GhaneaBassiri (2013); Lewicki (2018); Kirtsoglou and Tsimouris (2018); Fritzsche and Nelson (2020).

There are studies that study the relationship between political policies and Islamophobia. This study will contribute to the literature as it deals with the struggle for Islamophobia speeches of the Presidency of Religious Affairs in the islamophobia symposium organized by the Presidency of Religious Affairs in terms of image and reputation management.

Method

Content analysis means analysing what is contained in a message (Downe-Wamboldt 1992). Content analysis is generally used as a method to obtain inferences and conclusions about the content of the message. In addition, the content analysis method includes observation and document analysis (Prasad, 2008).

There are many definitions of content analysis. Campos and Turato (2009), state that the content analysis method is necessary for the systematic, quantitative and objective description of the content of communication. Describing certain features of messages objectively and systematically and interpreting messages reflects content analysis (Hopkins and King 2010). Analysing communication in a quantitative, objective and systematic way in order to measure variables is defined as content analysis (Lacy et al., 2015).

Krippendorff (2004), who has important studies in this field, states that the content analysis method should be used to make reproducible and valid inferences from the context of the data. The content analysis uses a number of rules to obtain valid inferences from the data. These inferences are about the sender of the message, the target audience of the message, or the message, itself. In addition, evaluating how themes or references affect a particular document or message is referred to as content analysis (André, 1983). The study questions of the Presidency of Religious Affairs on preventing Islamophobic activities in terms of image and reputation are as follows:

What is the most talked about issue about reputation management?

What is the most talked on issue about image management?

What are the communication tools used against Islamophobia?

This study is important in terms of identifying the most important topics in reputation and image management and revealing the strategic communication management strategy of the Presidency of Religious Affairs. And, the determination of the communication tools used against Islamophobia is important in terms of showing the communication strategy of the Presidency of Religious Affairs.

Findings

The speeches of the President of Religious Affairs before and during the symposium on Islamophobia have been analyzed by the content analysis method. The distribution of the themes and sub-themes of the explanations related to image and reputation management in these speeches is as follows: The first theme of the title of reputation management activities is the religion of Islam. Depending on the management point of view, the sub-themes include the issue of the prohibition of discrimination in Islam and the peaceful management approach of the religion of Islam. Finally, the working principle of the Presidency of Religious Affairs is as follows: Religious Council, the struggle for Islamophobia, Islamophobic studies, Islamophobia commission, and international meetings and organizations.

Explanations on image management activities for Islamophobia are grouped under three themes. The distribution of this theme and its sub-themes is as follows: Religious TV, radio, and social media account categories depending on the theme of effective use of media tools. There are translations and work distribution categories depending on the bilingualism studies theme. The last theme of image management activities for Islamophobia is the language of communication.

**Figure 1.** *Reputation Management Activities for Islamophobia*
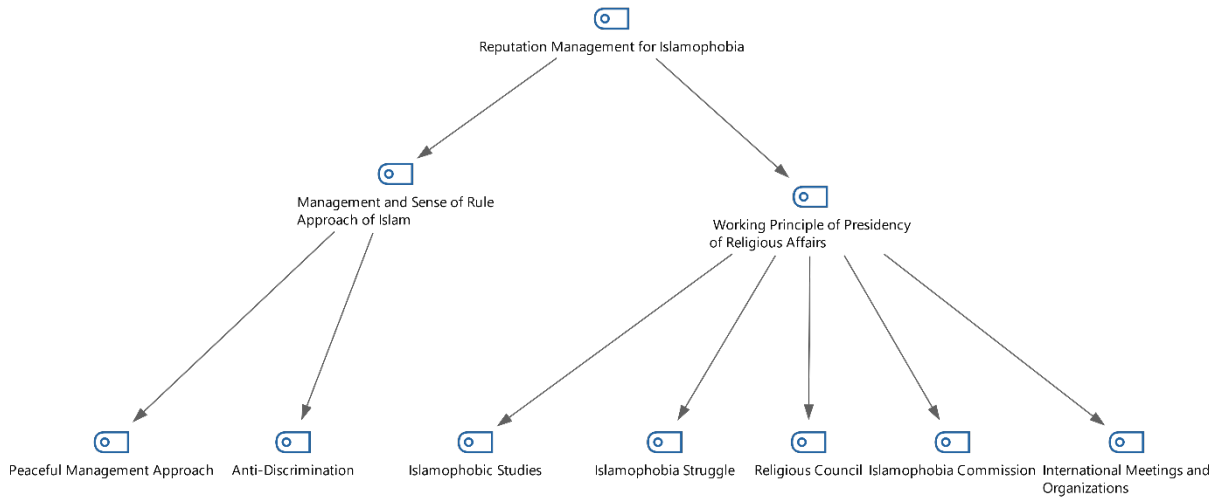
The themes and frequency codes related to reputation management activities in the speech are as follows: Management and sense of rule of Islam and working principles of the Presidency of Religious Affairs regarding reputation management for Islamophobia. The sub-theme and frequency distribution of Islam, depending on the theme of management and sense of rule approach, are as follows: Management in peace and tranquility (f=16), freedom of life and property (f=8) and freedom of religion (f=8) in the theme of peaceful management approach. f=6), frequency distribution of the anti-discrimination theme (f=25).

Depending on the working principle theme of the Presidency of Religious Affairs, the sub-themes and frequency distribution of the Religious Council title are as follows: Research reports (f=1), meetings (f=1), negotiation talks (f=2). In addition, the sub-themes and frequency distribution of the title of International meetings and organizations are as follows: meeting organizations (f=1) and summit (f=1).

The sub-themes and frequency distribution of the struggle for Islamophobia are as follows: Sermons (f=2), khutbah (f=2), trainings (f=2) and written/visual media applications (f=4). The sub-themes and frequency distribution of the Islamophobic research theme are as follows: Academic research (f=8), detection of Islamophobic activities (f=18).The frequency distribution of the last title is as follows: Islamophobia commission theme (f=3).

Figure 2. *Image Management Activity for Islamophobia*
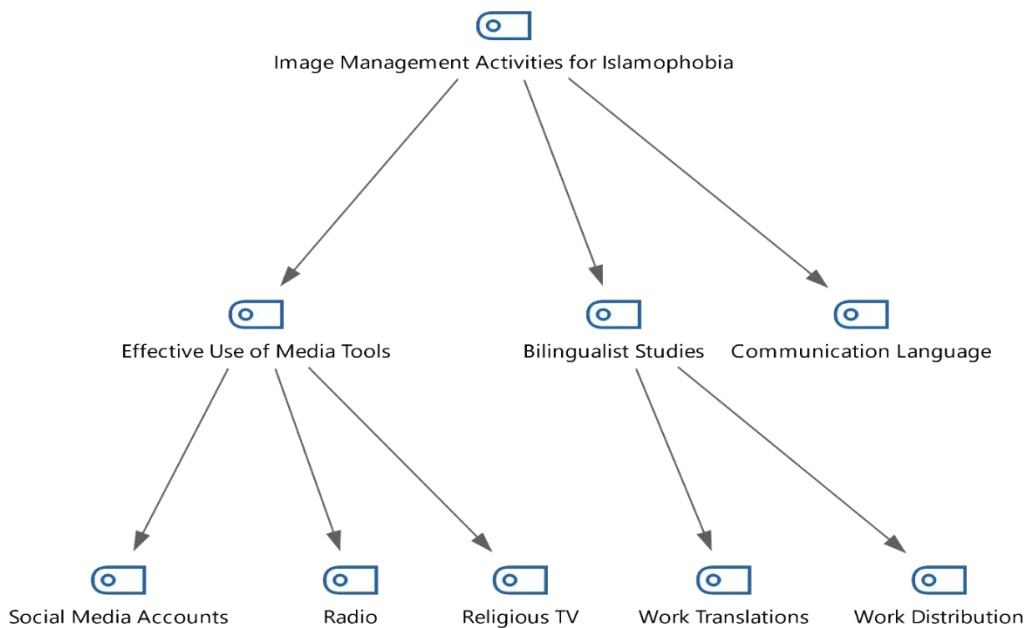
Depending on the title of image management activities for Islamophobia, the explanations are grouped under three themes. The first of these titles, the sub-themes and frequency distribution of the theme of effective use of media tools are as follows: Social media accounts (f=2), radio (f=2) and Religious TV (f=2).

The distribution of sub-themes and frequencies depending on the bilingualistic studies theme is as follows: Work translations (f=2) and work distribution (f=2). The last theme of image management activities for Islamophobia is the language of communication and its frequency distribution (f=3).

Figure 3. *Islamophobia Word Cloud*

The word cloud frequency is as follows: speech (f=47), Islamophobia (f=23), hostility (f=14), religious (f=14), media (f=9), international (f=7), peace (f=6), Jerusalem (f=6), Europe (f=5), struggle (f=5), world (f=5), terrorism (f=5), antisemitic (f=3). In this context, content analysis and word cloud findings support each other.

Conclusion and Evaluation

Transportation and communication technology have accelerated globalization. Accordingly, globalization has improved the ability of masses from different cultures, religions, and languages to communicate easily over the internet, and at the same time, developments in technology have led to the rise of racist-nationalist actions and anti-Islamism in many European countries. The problem of Islamophobia, which forces Islamic countries to polarize with many western countries, is one of the most important international crises of recent times. Unpleasant discourses, views, or actions about Islam in traditional and modern mass media have led to an increasing anti-Islamism in many European countries.

In this study, the speeches made by the President of Religious Affairs Ali Erbaş before and during the Islamophobia symposium on May 15, 2022, in Ankara, have been analyzed through the content analysis method. And the result is as follows: 113 codings have been identified in terms of image and reputation management in two conversations. The frequency distribution of the themes related to reputation management is as follows: The frequency of the theme of management and sense of rule of IslamAffairs (f=55). The most mentioned issues in the theme of the sense of rule and management of Islam are as follows: Non-discrimination, management in peace and tranquility, freedom of life and property, and finally freedom of religion.

The frequency of the working principle theme of the Presidency of Religious Affairs is (f=45). The most mentioned themes within this theme are as follows: Islamophobic research, the

struggle against islamophobia, the Religious Council, the Islamophobia commission, and international meetings/organizations. In this context, the most mentioned issue regarding reputation management is the management and sense of the rule of Islam. Therefore, the first research question, "What is the most talked about issue of reputation management?" The question has been answered.

The frequency of the theme of image management activities against Islamophobia is (f=13). The most mentioned themes within this theme are as follows: Effective use of media tools, bilingualist studies, and communication language. Therefore, the second research question, "What is the most talked about an issue related to image management?" The question has been answered. The means of communication used against Islamophobia are social media, television, and radio. In this context, the third study question, "What are the communication tools used against Islamophobia?" has been answered.

Institutions use various communication networks in order to expand their communication networks and create a positive image. Accordingly, it can be said that the Presidency of Religious Affairs has created the language of communication by broadcasting from traditional and new media in order to reduce islamophobic activities. These publications are supported by bilingualistic activities and image management is carried out.

The Presidency of Religious Affairs emphasizes the principle of managing and working with an understanding of management in reputation management. Working principles in reputation management, creating a positive impression and the continuity of these communication activities will maintain the reputation. Hence, the Islamophobic symposiums organized by the Presidency of Religious Affairs contribute to both the image and reputation management of the institution.

As a result; the Presidency of Religious Affairs contributes to its image and reputation by working on Islamophobia. Because the discourses of the Presidency of Religious Affairs focus on reputation management in response to the destructive effect of Islamophobia. In this context, there are also image management applications that support reputation management. The activities carried out by the Presidency of Religious Affairs against Islamophobia can be analyzed in terms of effectiveness and crisis management, one of the public relations practices, and contribution to the field.

Ethical Declaration

In the writing process of the study titled "*Image And Reputation Management Activities Of The Presidency Of Religious Affairs For Islamophobic Policies*", there were followed the scientific, ethical and the citation rules; was not made any falsification on the collected data and this study was not sent to any other academic media for evaluation. Since the document review was conducted in this study, there is no need for an ethics committee decision.

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EXTENDED ABSTRACT

İslamofobi kavramı, İslam'a karşı duyulan korku ve nefreti açıklamak için kullanılmaktadır (Bleich, 2011; Allen, 2017). Dolayısıyla günümüzde pek çok alanda bu kavramla karşılaşmak mümkündür. İslamofobi günümüzde siyasi söylemlere de konu olmaktadır. Bu koşulların oluşmasında birçok farklı unsur bulunmaktadır. Aşırı sağ görüşlü yayın organları, İslam'ı kötüleyen bazı siyasi politikacılar ve zararlı faaliyetler yürüten dini gruplar bu unsurlardan birkaç tanesini oluşturmaktadır (Ekman, 2015). Kumar'a göre, bu unsurlar korku ortamının oluşmasına neden olmaktadır. Ve bu unsurlar zemin bulduğu her ortamda siyasi politikaları etkileyecek güce de sahip olabilmektedir (2012, 190). İslamofobik korkunun büyümesi, bu tür unsurların yürüttüğü politikalar nedeniyledir.

Siyasi İslamofobik söylem üretiminde Müslüman göçmenler ve onların sosyo-ekonomik durumları ayrımcılık politikaları içinde değerlendirilmektedir (Ünlü, 2019). Bu ayrımcı İslamofobik politikalar, yabancı düşmanlığı, siyasi söylemler, kültürel farklılıklar ve göçmenlere yönelik politikalar islamofobiyi uluslararası boyuta taşıyan koşullardır (Yüksel, 2014). Mastnak'a göre, islamofobinin küresel bir fenomene dönüşmesi uluslararası yayın organları ve kullanılan siyasi söylemler etkili olmaktadır. Ek olarak, bazı yabancı toplukların zararlı faaliyetleri, demokrasi ve laiklik ile ilgili endişeli söylemler de bu durumu körüklemektedir. (2010: 29). İslamofobik medya ve söylemler sonucunda yayın içeriklerinde şiddetin sunumu, cinsiyetçi söylemler, konuşma kalıpları, şehir merkezi dışında isyan ve kanunsuz bölgelerle kurgulanmış bir islam profili sunulmaktadır (Silverstein, 2010). Medya aracılığıyla oluşturulan bu Müslüman profili, sosyal ve politik bir sorun olmasının yanı sıra Müslümanlara karşı yapılan her türlü siyasi ve psikolojik şiddet eylemlerinin önünü açmaktadır.

Yapılan araştırmalar göz önüne alındığında, son dünya savaşı sonrasında batılı ülkelerde İslamiyet'i benimseyenlere yönelik kültürel, ekonomik ve sosyal bir hoşgörüsüzlük ve ayrımcılık uygulanmıştır ve bunun günümüzdeki adı İslamofobi'dir (Yüksel, 2014). 11 Eylül'de Amerika Birleşik Devletleri'nde meydana gelen olaylardan sonra İslam karşıtlığı olarak İslamofobi çok büyük bir artış göstermiştir (Akdeniz, 2019). 11 Eylül olayları aslında hem İslamofobi'nin artışına neden olmuş hem de Müslümanlarda Amerika karşıtlığının büyümesine yol açmıştır. Bu durum, batılıların daha çok kışkırtılmasına zemin hazırlamıştır (Kırılmaz, 2020).

İslam'ın olumsuzlandığı yabancı ülkelerde insanlar değeri ve inancı dolayısıyla hakarete, ayrımcılığa ve olumsuz söylemlere maruz kalabilmektedir (Kedikli & Akça, 2018). Bu durum hem batılı ülkelerde yaşayanlar hem de Türkiye için rahatsızlık vericidir. Bu yüzden Türkiye'de bu sorunların çözülmesi konusunda kurumlar üzerine düşen görevleri eksiksiz yerine getirmektedir (Arslan, 2019). Çalışma, barınma ve eğitim konusunda sıkıntı yaşayan kişilerin sorunları özellikle Türkiye tarafından çözülmeye çalışılmaktadır (Mencet, 2018). Diğer taraftan Diyanet İşleri Başkanlığı bu tür sorunlardan ekonomik olarak sıkıntılar yaşayan öğrencilere burs sağlayarak onların olumsuz durumlardan etkilenmesini engellemeye çalışmaktadır. Türkiye'deki tüm kurumlar gibi Diyanet İşleri Başkanlığı da İslamofobi ile ilgili Müslümanların olumsuz tutumlardan etkilenmemesi için yoğun bir çaba sarf etmektedir. Türkiye özel konumundan dolayı bu tür problemlerle mücadelede merkezi bir görev üstlenmektedir (Bakırcı, 2019).

Uluslararası bir kriz olan İslamofobi'nin olumsuz etkisini önlemek için Diyanet İşleri Başkanlığı yine uluslararası düzeyde Müslüman topluluklarla ilgilenmektedir ve İslamofobi ile ilgili bu topluluklarla ortak görüşte birleşmektedir. Ayrıca Diyanet İşleri Başkanlığı farklı dini çevrelerle yakın ilişkiler kurarak Müslümanların her türlü olumsuz koşullardan etkilenmesini önlemede ciddi bir rol oynamaktadır (Ay, 2021). Çünkü Diyanet İşleri Başkanlığı İslamofibi'yi insan hakları açısından ele almaktadır. İslamofobi'nin sadece batı ülkelerinde yaşayan Müslümanları etkilediğini söylemek mümkün değildir (Boyraz, 2021). Nitekim son gelişmelere bakıldığında tüm Müslümanların İslamofobi'den olumsuz etkilendiği görülmektedir. Bu yüzden İslamofobi evrensel bir sorundur. Bu tür sorunların çözü ise doğru ve güvenlir bir stratejik hakla ilişkiler uygulaması gerektirir.

İslamofobi aslında uluslararası bir krizdir ve bu krizin doğru iletişim yöntemleriyle çözüme kavuşturulması gerekmektedir. İslamofobiye bağlı olarak ortaya çıkan krizlerin yönetiminde Diyanet İşleri Başkanlığı çok önemli roller üstlenmektedir. Bu tür krizlerin aşılması ise dört adımı içermektedir (Ünlü & Yaşar, 2021:71). İlk adımda Diyanet İşleri Başkanlığı'nın islamofobiyi bir sorun olarak ele alması. Sonrasında Diyanet İşleri Başkanlığı'nın islamofobiye bağlı olarak ortaya çıkan olumsuz durumları engelleyici planlamalar yapması. Üçüncü olarak Diyanet İşleri Başkanlığı'nın islamofobiyi bir kriz olarak ele alması ve yönetmesi. Son olarak kriz sonrasında diyanet işleri başkanlığı'nın değerlendirme ve iletişim faaliyetleri adımında yer almasıdır. Dolaysıyla Ünlü'ye göre (2018), Diyanet İşleri Başkanlığı'nın bu adımlar çerçevesinde yürüttüğü politikalar doğrudan kurumsal imaj ve itibarını dolaylı olarak da ülkenin imaj ve itibarını olumlu yönde etkilemektedir.

Bu çalışmada Diyanet İşleri Başkanı Ali Erbaş'ın İslamofobi sempozyumu öncesi ve sempozyumda yaptığı konuşmalar içerik analizi yöntemiyle analiz edilerek şu sonuçlara ulaşılmıştır. İki konuşmada imaj ve itibar yönetimi açısından 113 kodlama yapılmıştır. İtibar yönetimi ile ilgili temaların frekans dağılımı şu şekildedir: İslam'ın yönetim ve yöneticilik anlayışı temasının frekansı (f=55)'tir. İslam'ın yönetim ve yöneticilik anlayışı temasında en fazla değinilen konuların sıralaması şu şekildedir: Ayrımcılık karşıtlığı, barış ve huzur içinde yönetim, can ve mal özgürlüğü son olarak din özgürlüğüdür.

Diyanet İşleri Başkanlığı çalışma prensibi temasının frekansı (f=45)'tir. Bu tema içerisinde en fazla değinilen temaların sıralaması şöyledir: İslamofobik araştırmalar, islamofobi mücadelesi, Din Şurası, İslamofobi komisyonu ve uluslararası toplantı/organizasyonlardır. Bu bağlamda itibar yönetimiyle ilgili en fazla değinilen konu İslam'ın yönetim ve yöneticilik anlayışıdır. Dolayısıyla ilk araştırma sorusu olan "İtibar yönetimiyle ilgili en fazla değinilen konu nedir?" sorusuna yanıt verilmiştir. İslamofobiye karşı imaj yönetimi faaliyetleri temasının frekansı (f=13)'tür. Bu tema içerisinde en fazla değinilen temaların sıralaması şöyledir: Medya araçlarının etkin kullanımı, bilingualist çalışmalar ve iletişim dilidir. Dolayısıyla ikinci araştırma sorusu olan "İmaj yönetimiyle ilgili en fazla değinilen konu nedir?" sorusuna yanıt verilmiştir.

Sonuç olarak; Diyanet İşleri Başkanlığı İslamofobi konusunda etkin bir çalışma içerisindedir. Diyanet İşleri Başkanlığı'nın yaptığı faaliyetler İslamofobi'nin yıkıcı etkisine karşılık itibar yönetimi üzerinde yoğunlaşmaktadır. Bu bağlamda itibar yönetimini destekleyici imaj yönetimi uygulamaları da bulunmaktadır.