

## THE PURPOSE AND METHODS OF PUBLIC DIPLOMACY (IN THE EXAMPLE OF KAZAKH-TURKISH RELATIONS)

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### ABSTRACT

In the conditions of "a new world order" public diplomacy to become one of the main actors of the international relations. Public diplomacy includes such elements as public organizations and associations, contacts at the level of adopt towns, social and political actions, the international nongovernmental organizations. Let's consider these elements of public diplomacy. According to the author public diplomacy is become one of the main actors of the international relations. According to authors public diplomacy includes such elements, as public organizations and associations, contacts at the level of twin-cities, political actions, the international non-governmental organizations. Public organizations and associations as the element public diplomacy has huge value in modern conditions. Important theoretical and practical value has identification of functions of public organizations and movements as it helps to understand their place in system of civil society and the constitutional state, and also to show forms, ways of manifestation of their activity.

**Keywords:** Republic of Kazakhstan, Turkey, Public Diplomacy, Political Negotiations, Actors of Public Diplomacy.

## KAMU DİPLOMASİSİNİN AMACI VE YÖNTEMLERİ (KAZAK-TÜRK İLİŞKİLERİ ÖRNEĞİNDE)

### ÖZ

"Yeni bir dünya düzeninin" şartlarında, uluslararası ilişkilerin ana aktörlerinden biri haline gelen kamusal diplomasi. Kamu diplomasisi, kamu kurum ve kuruluşları, kasabaları kabul etme seviyesindeki temaslar, sosyal ve politik eylemler, uluslararası sivil toplum örgütleri gibi unsurları içerir. Kamusal diplomasi bu unsurlarını düşünelim. Yazara göre, kamusal diplomasi uluslararası ilişkilerin ana aktörlerinden biri haline geldi. Yazarlara göre, kamusal diplomasi, kamu kurum ve kuruluşları, ikiz şehirler düzeyindeki temaslar, siyasal eylemler, uluslararası sivil toplum örgütleri gibi unsurları içeriyor. Kamu örgütleri ve dernekler, kamusal diplomasi unsuru olarak, modern koşullarda büyük değere sahiptir. Önemli teorik ve pratik değer, sivil toplum ve anayasal devlet sistemindeki yerini anlamaya yardımcı olan kamu örgütlerinin ve hareketlerin işlevlerinin tanımlanmasını ve ayrıca faaliyetlerinin biçim ve biçimlerini gösterme imkânı sunmaktadır.

**Anahtar Kelimeler:** Kazakistan Cumhuriyeti, Türkiye, Kamu Diplomasisi, Siyasi Görüşmeler, Kamusal Diplomasisinin Aktörleri.

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It is known that treat the main functions of public organization:

1. Public concerns of citizens. In the conditions of formation new party – political system. In the former Soviet Union this function of public organization played and plays a special role.

2. Function of social integration and mobilization. This function has the wide context which is beyond concrete public association. Public organizations and the movements draw public attention to burning issues, decisions put forward the options, try to obtain public support to the undertakings.

3. Socialization function. Attracting the members to the solution of socially significant problems, public organizations and the movements promote formation of their active living position, increase in political education and culture, involvement of citizens to management of the public and public affairs.

4. Representative function or function of representation and protection of interests of the members in relationship with other political institutes. Public organizations and the movements not only promote understanding and expression of specific interests and needs of the members, but also undertake the obligation of representation of these interests, bringing requirements of group to data of public authorities, political parties, ruling elite.

5. One more function of public organizations and movements is function of modeling of new social and political structures, search and test of nonconventional forms of social communications. Voluntary associations owing to public, amateur character act as the irreplaceable channel of national diplomacy, search and implementation of new self-administrative forms of social activity of the population.

The Kazakhstan-Turkish cooperation is characterized by the increased dynamics of development from the first days of establishment of diplomatic relations (on March 2, 1992). Top-level fruitful contacts, including within the summits of the Turkic-speaking states are not interrupted. The parties signed a package of important interstate agreements which laid the foundation for long-term cooperation.

For the last decade this country achieved considerable progress in carrying out market and democratic transformations, managed to strengthen the international authority. Theoretical base of the Turkish foreign policy, it is equal as economies and doctrines of a homeland security make the principles formulated by Kemal Ataturk: safety, effective use of resources of development and the central role in the region (Nazarbayev, 1997).

The both countries follow a peaceful policy worldwide. At the same time, the bases and methods of the approach of the two states to world and territorial issues coincide. For example, Turkey welcomed with enthusiasm the decision of Kazakhstan to abandon its nuclear weapons. Public diplomacy turned into the specific phenomenon and an important factor of modern world politics. It is possible to note that this phenomenon reflects objective processes of high-quality changes of the essence of relationship of subjects of the world community. In effect, development of public diplomacy as real phenomenon is caused, first of all, by the ripened need of a humanization of system of the

international relations, its transfer to more democratic and new moral bases, meaning an urgent need of prevention of thermonuclear and ecological accidents.

The organizations of public diplomacy having impact on formation of public opinion and on international policy, despite sometimes very essential distinctions in social and national composition, the political orientation, differing solved specific objectives, organizational structures and fight forms, in the majority quite consciously proceed from a community of destiny and interests of mankind (Law RK, *About Public Associations*).

Several Turkish and Kazakhstan companies work under joint projects of strategic partnership at business level, and not only at the level of the state. At the present moment, in the world, the diversification of energy sector takes place and the world financial crisis plays an important role in these processes. In these conditions, it is very important for above-mentioned Turkish companies to enter into cooperation with such country, as Kazakhstan, which is rich in mineral resources. It should be noticed that consecutive and effective development of the given projects depends on the level of bilateral cooperation and ties of Turkey with Kazakhstan. In 2001, during the session of the intergovernmental committee on bilateral economic cooperation, the Prime Minister of the Republic of Kazakhstan, K.Tokayev, mentioned the greatest closeness of ties between Kazakhstan and Turkey among the countries of Central Asia and Transcaucasia and, in turn, the same opinion is held in Turkey ([www.fpc.org.uk](http://www.fpc.org.uk))

At the same time, public diplomacy not simply one of national forms of participation of the people in foreign policy processes, and result of difficult interaction, interference of the various political forces, which activity not always has only unambiguously positive contents.

Public diplomacy develops according to fundamental laws of dialectics because it can't exist in a separation from specific, its private forms, from a situation of promptly changing world, etc. Therefore studying of its phenomenon, it appears, is possible only at identification of sources, concrete historical forms and the corresponding experience of activity of various movements of public diplomacy. Thus, certainly, the integrated approach to its studying in line with process of basic changes and tendencies of development of the international relations is required (International legal documents).

First of all it must be kept in mind consequences of crash of system so-called "a real socialism", in particular, the end of the bipolar world order based on confrontational infrastructure of "cold war", its change by a new configuration of geopolitical forces on the basis of polycentrism. The new system of the international relations was entered, as we know, by the sovereign states formed after collapse of the USSR, Yugoslavia, and undressed Czechoslovakia to the Czech Republic and Slovakia. It not only changed the geopolitical world map, not only complicated world system of interstate communications, but also put forward problems of the most painless and adequate adaptation of the young states in the international community. For many of them national experience of public diplomacy became the starting moment in formation of own foreign policy proceeding from "national vision" world and the place in it. Kazakhstan became one of such states also. The people of Kazakhstan, besides official bodies as well through public organizations, that is mainly through public diplomacy, carries out communications with foreign countries. It is possible to tell that public diplomacy is one of the most important

means of an exit of the republic in the outside world. In a sense public diplomacy promoted understanding of fundamental problems of formation of independent foreign policy of sovereign Kazakhstan. Now the concept of public diplomacy even more often meets in performances of political and public figures, journalists and publicists, activists of social movements and the organizations (*The United Nations Charter*, 1999).

The tendency of growth of influence of separate forms of public diplomacy in the conditions of unprecedented increase of a role of the people in world affairs takes place. It can form a reliable basis further for studying of problems of the international relations as the process connecting actions of professional diplomacy to increasing participation of a people at large in historical creativity. In this plan it is represented very important to analyze sources, evolution and features of development of public diplomacy of Kazakhstan, to outline channels of its impact on world politics and the international relations especially as public diplomacy possesses huge social potential and it is shown in variety of organizational forms and methods.

Important value has a role and a place of international relations of public organizations and movements Kazakhstan in awareness of national interests and foreign policy priorities of the republic.

It is possible to claim rightfully that public diplomacy of the Kazakhstan public makes a huge contribution to formation of foreign policy of sovereign Kazakhstan. Public diplomacy, certainly, had considerable impact on development of ideas of new vision of the world, and, therefore, on folding in public consciousness of a place and a role of Kazakhstan in the modern world, on the main directions of modern independent foreign policy of the republic. In other words, studying of experience of participation of the public of Kazakhstan in public diplomacy allows to speak about already developed traditions, approaches which, at the corresponding reconsideration, can be used in carrying out foreign policy of the republic, in formation of the foreign policy concept of the Republic of Kazakhstan in the conditions of independence. Thus, the saved up experience of activity of various actors of public diplomacy of Kazakhstan has huge practical value (Kolosov, Krivchikova, 1999; 768)

Public diplomacy in no small measure promotes a formulation and a specification of basic provisions of the foreign policy concept of independent Kazakhstan, allows to outline priority at this stage the national and state interests of the republic, to raise a question of need of development of public consensus in that, as for national vision of the world, a place and a republic role in the world community, to isolate the most important directions of foreign policy of the country which realization is urged to provide free and democratic development of the people.

Won't be exaggeration to tell that the field of activity of public diplomacy constantly extends, and its value more and more increases in world politics. Certainly, there is no need to absolute a role of public diplomacy in the international communication. But already now the obvious tendency of growth of its specific weight in the organization and development of external relations of any state is looked through. It is especially important to consider this circumstance concerning the young states which Kazakhstan where public diplomacy created important and necessary prerequisites for formation of independent foreign policy treats. It is thought, public diplomacy made the contribution to formation of such geopolitical model of the modern world which as a

whole favors to realization of problems of modernization of Kazakhstan, proceeding from its national and state interests. Certainly, told at all doesn't belittle a role and value of official diplomacy. Another thing is that the foreign policy has to become more purposeful and effective for what deep professionalizing of all international activity of the supreme government bodies is necessary (Abashidze, 2002; 160)

Value of public diplomacy that it promotes the statement in the country of democratic institutes, to creation of effective market economy that allows to provide all set of the rights and freedoms of citizens of the republic, to make their life rich financially and spiritually. Now there are all necessary prerequisites of break of the Republic of Kazakhstan in the category of 50 most competitive countries of the world, and in the long term – in number of the most advanced states.

To them advantageous geopolitical position, and favorable climatic conditions, and quite good "the sympathy capital", and as a whole goodwill of the world community and the main political forces of the republic belong to democratic reforms which are carried out under the leadership of the first president of Kazakhstan N. A. Nazarbayev also political stability in the republic. There is a confidence that using the present possibilities the Republic of Kazakhstan is capable to take already in the near future a worthy place among the world countries, with the identity confirming unity of developing multipolar system of the international relations (Baranov, 2004; 395)

Public diplomacy as a phenomenon of public life arose not yesterday and not today. The international movement on the line of the public diplomacy, begun even during existence of the USSR, successfully proceeds and now in absolutely other conditions, putting before itself realization of other tasks. However, after disorder of the Soviet system it seemed too much that all this isn't necessary, however life showed the return. Against spiritual and economic revival of Kazakhstan is more increasing demanded there is a potential of establishment of close partner and friendly relations, first of all with non-governmental organizations, and also with political, creative and youth elite from other countries. Today interest is obviously visible from foreign countries to development of cooperation with Kazakhstan on the widest range of the directions that testifies to increase of a role and authority of our country on the world scene. The most perspective in public diplomacy the following directions seem are a development and strengthening of ties with the public of foreign countries through public diplomacy, carrying out explanatory and information work, strengthening of communication with compatriots and graduates of the Soviet and Russian higher education institutions, assistance to Russian distribution abroad and expansion of communications of the twin town. I.e. the policy was and will be effective provided that at its practical embodiment in life there will be participation not only government institution, but also the public, businessmen, the creative intellectuals and the youth organizations. On the contrary, restriction of this national support suffers serious damage to vital interests of our country (Baranovsky, 2000; 259).

Today increase of a contribution of institutes of civil society in formation of world processes and intercivilization interaction on the basis of cumulative experience and wisdom of the people and on the principles of spiritual and moral culture of the world comprehended through a prism of the relations of the person and the power, society, environment and other global problems of safety, components in the set a question of

further existence of mankind becomes an extremely important task. In the conditions of new, unprecedented earlier calls and threats the active civic stand of public forces on key questions and present contradictions has special value. Development of science and technologies opens new prospects and at the same time threatens bases of human life. The global economy creates material values in volumes of which recently it was impossible even to dream, and the abyss dangerously goes deep into too time between propertied and poor, rich and poor people and the whole people. Growing interdependence at global level puts forward the problems that decision lies outside national borders and can't be reached by the traditional ways leaning on possibilities of the certain states (Zonova, 2005; 494).

Problems of fight against hunger and shortage of drinking water, with degradation of habitat of the person, with threat of distribution and use of the nuclear weapon, with the terrorism which is knowing no limit, the religious and ethnic conflicts, confrontations of national and block expansion, calls of genetic engineering and technological invasions into human life – here it is far not the complete list of problems which have to be constant in public attention center. Now more than ever it is necessary to unite wisdom and experience of various civilizations in the solution of problems of further development of humanity to a new paradigm of understanding of each other and a joint management of the world. The main place is taken here by a question of historical prospect for which formation it is necessary to deliver together a barrier to mutual prejudices, to attempts to resolve global issues of the states and the people from one center of force and to open the road to dialogue between cultures and civilizations for identification and creation of the general values. By forces of the public effective support has to be given to efforts of the United Nations and its establishments on strengthening of the world and realization Is more whole than Development of the Millennium (Zonova, 2003; 336).

**Culture and public diplomacy.** The concept of public diplomacy contains in itself international relations and contacts by means of realization cultural, scientific, educational, programs (exchanges of delegations, art exhibitions, musical festivals, holidays of arts, etc.) – all diverse activities for interaction with civil society and audiences of foreign countries. Public diplomacy is when people of the different countries not under the pressure but under the will of circumstances at first get acquainted, and then start being on friendly terms.

It, eventually, goes on advantage to development of mutually advantageous public and business connections between the people and the countries. Today our country is faced by a task adequately to enter in a context of world history, without refusing own cultural and spiritual heritage, there is a task in a broad sense translation of own values in the outside world for mutual understanding and interaction. The culture and foreign policy are very closely bound. This situation is shown and that many cultural figures use the talents in diplomacy, and diplomats – in culture. So, the writer with a world name Chingiz Aitmatov was the ambassador of Kyrgyzstan in many countries (recently – in France and some other countries in combination). The ambassador of Kazakhstan at UNESCO is the poet Olzhas Suleymenov known around the world. The plenipotentiary ambassador of Azerbaijan in Russia is the known singer Polad Byulbyul Oglu (Kashlev, 2004; 472).

The modern world gives new opportunities for growth of scales and expansion of a field of activity of public diplomacy. In a century of informatization the new extensive space for activization of public relations, public diplomacy is opened on Internet open spaces.

The indisputable advantage of public diplomacy is when people of the different countries not on a pointer from above, and happy-go-lucky or circumstances at first get acquainted, and then start being on friendly terms. It, eventually, goes on advantage to development of mutually advantageous public and business connections between the people and the countries. Certainly, public organizations can have essential impact on the government as concerning external, and domestic policy. And their position, of course, has to be adequately presented in mass media. In modern conditions it would be perfectly. When we speak about interrelation of art and public diplomacy, the most important idea is an exchange of cultures, an exchange of customs, traditions of the people, spiritual and moral traditions, traditions in various areas of art (Konovalova, 2002; 252).

Public diplomacy works even better, than diligence of the utterly ambassadors. Participants of change from the different countries last to each other as magnets, and firsthand learn who as lives at home. The whole world was convinced more than once that public diplomacy is often much more effective in permission of difficult political affairs, than official settlement. While professional politicians speak, simple people gather and work. Also they are helped with it by art, in particular music. It forces to long and have fun, cry and to laugh, enjoy life and enjoy it daily. Music unites people from the different countries, after all to it is unimportant what person of a nationality, a sex, age or religion listens to it. It is out of the states and policy (Lebedeva, 2005; 365).

Public diplomacy is such form of communication by means of which the people show the feelings much more widely and more deeply, than the regulated state diplomacy allows. Public diplomacy speaks without any barriers, sincerely. Namely sincerity most of all fastens the people. Public diplomacy plays huge role in the international cooperation. In 20 years of independent development of the Republic of Kazakhstan in life of our country there were extremely important changes. They concerned, first of all, our understanding and perception of human values, relationship in society and participations in it each certain person. Country life, strategy of its development can't and shouldn't be under construction only on value judgment of several, let and exclusively gifted, statesmen and officials. Only such understanding when all branches of the power will participate in its realization can become the key to success in this grandiose process, the most modern achievements of science will be involved, the vast experience of a historical, economic, spiritual and cultural heritage of human community, people of the world and our country will be considered (Melvil, 2005; 229).

These changes didn't avoid also the international relations which stopped being a prerogative, the privilege, exclusive competence of only special governmental bodies which are carrying out on behalf of the state and the people of the country the international cooperation, diplomatic relations. Many states, the international organizations and structures with deep understanding perceive command of time and not only share exclusive "possession" of the state diplomacy, but quite often actively promote growth and development of national (public), public diplomacy, involving in it a wide circle, the business world, public non-governmental organizations. In a number of foreign

countries of the world are created and thousands organizations of the public diplomacy which is carried out on a voluntary basis and, probably, therefore sometimes by called public diplomacy work. It is important to note that many of them get material support of the states on the activity. It is known that a close attention to this activity pay in the UN, in EU, in NATO. In Kazakhstan considerable experience of the public organizations which operating on a field of public diplomacy and have proved as powerful, influential and authoritative international structures, the recognition which has got to and respect and in our country, and in many foreign countries is saved up (Plotnikova, 2004; 262).

Today the foreign policy of Kazakhstan is directed on establishment of the fair and democratic world order based on the collective beginnings in the solution of the international problems, supremacy of international law, equal and partnership between the states at preservation of cultural diversity in the world. The report on channels of public diplomacy to the general foreign public, especially young generation, spiritual culture of the people occupying our cornerstone at the heart of which the principles of humanity and tolerance always were, undoubtedly, will serve achievement of these purposes. Rapid spasmodic growth of number of non-governmental national and international public organizations, and also all-time their high involvement into any discussions on topical issues of domestic and foreign policy of the states and within the world community became a sign indicator of the XXI centuries of global changes occurring at the end the XX beginning in world society. Only within the 90th years of the last century there was a 40-fold increase in number of non-governmental organizations (NGO), and this tendency remains and in a century current. NGO community take more and more strong positions in system of national and international interactions, their role as actors in all spheres of activity steadily raises, their influence on adoption of strategic decisions by the certain states and interstate educations amplifies, their value as leading subjects of public diplomacy grows (Popov, 2003; 576).

## CONCLUSION

Today national and public diplomacy has to not only assist in the international humanitarian cooperation to strengthening of sympathies for our country in principle, but also promote realization of concrete state interests, it is ensuring regional security, strengthening of the Euroasian integration, and on a global scale development without the nuclear world.

For public diplomacy today there are neither Iron Curtains, nor deficiency of channels of communications. It is fed by the supreme values peculiar to the person: desire to live in the world, safety, the kind neighborhood with other people, aspiration to justice and self-improvement. It introduces a moral basis in the international relations, designates a vector of desirable development of the world, removes barriers in dialogue of civilizations, is the effective mechanism in attraction of world public attention to new calls and threats to mankind, the solution of global problems.

Today humanitarian cooperation is an important component in development of cultural dialogue. This cooperation has to become a priority in the relations between the countries and the people. Today the social base of public diplomacy due to involvement of representatives in it practically all segments of the population, people and the organizations of the most different views, belief, religious beliefs and ideological installations extended.



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