

INTEGRATION THROUGH COMMUNICATION: PUBLIC RELATIONS PRACTICES OF THE PRESIDENCY OF MIGRATION MANAGEMENT¹

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Araştırma Makalesi

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Abstract

This study analyzes the communication and harmonization activities carried out by Türkiye's Presidency of Migration Management (PMM). It aims to examine how these activities contribute to migration governance from a public relations perspective. Data were collected from the PMM's official website and analyzed through qualitative content analysis. The findings show that the Presidency's communication activities mainly aim to inform migrants about their rights, responsibilities, and how to access public services. At the same time, these activities seek to increase awareness among Turkish citizens. In contrast, the Presidency's harmonization activities prioritize dialogue, stakeholder engagement, relationship management, and trust-building between migrants and the host society. By leveraging digital tools, media platforms, multilingual counseling services, and participatory strategies, the PMM enhances transparency, accessibility, and public trust. The study highlights that such structured and inclusive communication efforts are increasingly essential for managing migration and ensuring sustainable social cohesion. It provides insights that can inform policymakers and public relations professionals in other countries facing similar migration challenges.

Keywords: Migration Management, Public Relations, Communication Activities, Harmonization.

İLETİŞİM YOLUYLA ENTEGRASYON: GÖÇ İDARESİ BAŞKANLIĞININ HALKLA İLİŞKİLER UYGULAMALARI

Özet

Bu çalışma, Göç İdaresi Başkanlığı'nın (GİB) yürüttüğü iletişim ve uyum faaliyetlerini halkla ilişkiler perspektifinden analiz etmektedir. Çalışmanın amacı, söz konusu faaliyetlerin göç yönetimine katkısını halkla ilişkiler bağlamında incelemektir. Göç İdaresi Başkanlığı'nın resmî internet sitesinden elde edilen veriler içerik analizine tabi tutulmuştur. Bulgular, Başkanlığın iletişim faaliyetlerinin ağırlıklı olarak göçmenlerin hakları, sorumlulukları ve kamu hizmetlerine erişimleri konusunda doğru bilgi sunmayı amaçladığını göstermektedir. Aynı zamanda bu faaliyetler, Türk vatandaşları arasında farkındalık oluşturmayı hedeflemektedir. Buna karşılık, uyum faaliyetleri göçmenler ile ev sahibi toplum arasında diyalog, paydaş katılımı, ilişki yönetimi ve güven oluşturma işlevlerini daha fazla ön plana çıkarmaktadır. GİB, dijital araçlar, medya platformları, çok dilli danışmanlık hizmetleri ve katılımcı stratejilerden yararlanarak şeffaflığı, erişilebilirliği ve kamu güvenini artırmaktadır. Çalışma, bu tür yapılandırılmış ve kapsayıcı iletişim çabalarının göçün etkin biçimde yönetilmesi ve sürdürülebilir toplumsal uyumun sağlanması açısından giderek daha önemli hâle geldiğini ortaya koymaktadır. Ayrıca çalışma, artan göç hareketleriyle karşı karşıya olan diğer ülkelerdeki politika yapıcılara ve halkla ilişkiler uygulayıcılarına yol gösterici nitelikte bulgular sunmaktadır.

Anahtar Kelimeler: Göç Yönetimi, Halkla İlişkiler, İletişim Faaliyetleri, Uyum.

Extended Abstract

Migration is more than just human movement; it involves complex social changes, impacting both migrants and residents. Adapting to a new society is a long-term process for those who migrate after growing up in different cultures for various reasons. Therefore, effective communication strategies are crucial for integrating migrants into society and raising public awareness about migration issues. Public relations (PR) serves not only as a means for managing corporate reputation but also as a strategic tool for fostering social harmony and acceptance. This study examines the communication and harmonization activities carried out by the Presidency of Migration Management of the Republic of Türkiye from the perspective of PR. Migration is a complex phenomenon that goes beyond individuals or communities relocating from one place to another. It involves various factors such as economic, political, technological, demographic, and cultural changes, which influence the institutions, public policies, and social relationships of affected societies (de Haas & Fransen, 2018). Since 2011, Türkiye has become one of the leading hosts of large immigrant and refugee populations, primarily because of extensive migration from Syria. This has required developing migration policies, providing accurate public information, enhancing access to rights and services for migrants, promoting social acceptance, and fostering social cohesion (Danış & Dikmen, 2022).

In this context, the Presidency of Migration Management has become a key institution in Türkiye's migration governance. The Presidency, established under Law No. 6458 on Foreigners and International Protection, oversees several key areas, including protecting victims of human trafficking, identifying stateless individuals, managing irregular migration, handling international and temporary protection processes, and coordinating harmonization efforts. However, the Presidency's activities are not limited to administrative and legal functions. The institution also conducts communication activities to provide foreigners in Türkiye with accurate information and to keep Turkish citizens informed about migration and migrants. Therefore, these efforts can be considered strategic PR activities in the public sector.

This study explores how the Presidency of Migration Management's communication and harmonization activities serve as a PR tool in migration management. In this regard, the study examines the Presidency's activities to inform migrants, provide counseling, facilitate access to services, raise awareness among the host community, foster empathy, and promote a positive view of migration. Furthermore, it analyzes how the Presidency uses digital tools, media platforms, and participatory activities to promote transparency, accessibility, public trust, and institutional legitimacy. Since PR encompasses strategic communication aimed at cultivating mutually beneficial relationships between organizations and their target audiences (PRSA, 2025), the initiatives undertaken by the Presidency of Migration Management serve as exemplars of public communication within the context of migration management.

The study uses qualitative research and content analysis, examining official website content, documents, statements, and activities from the Presidency of Migration Management. The findings regarding communication activities show that the Presidency uses various communication tools for both migrants and the host society. The Foreigners Communication Center, known as YİMER 157, is a key tool for the Presidency, operating 24/7 in multiple languages. The center provides official details on visas, permits, protection, travel, voluntary return, and emergencies. It acts as a vital communication hub for migration management by providing support and collaborating with agencies. In addition to YİMER 157, Migration Counseling Centers play a crucial

role in the Presidency's communication efforts. Founded in 2018, these centers provide in-person counseling and guidance to migrants and refer them to legal, social, and psychological support services. They help migrants access accurate information directly from official sources, thereby reducing misinformation. Tools like social media, websites, public service announcements, brochures, mobile apps, kiosks, and mobile units support the Presidency's multi-channel communication. Events like the International Migration Film Festival, International Migrants Day, and TEKNOFEST aim to raise awareness, foster empathy, and promote a positive view of migrants.

In the study's second finding, the harmonization activities, explain how the Presidency of Migration Management promotes understanding and dialogue between migrants and the host society. Activities such as local harmonization meetings, 'Conversations Among Us', neighborhood gatherings, women's events, and media meetings aim to unite various societal groups. Additionally, meetings with economic, business, public, NGO, and community leaders involve a range of stakeholders in migration governance. The Presidency aims to diversify its target audiences through social gatherings for students and scholars, along with informational events for children, women, and individuals with disabilities. In conclusion, the study shows that the Presidency of Migration Management plays a strategic role in migration governance. Its initiatives to inform immigrants about their rights, raise awareness among Turkish citizens, counter misinformation, and foster social cohesion are significant from a PR perspective. Through digital tools, media, face-to-face counseling, and participatory activities, the Presidency promotes transparency, accessibility, and trust. Overall, these activities provide a valuable example of public-sector PR.

INTRODUCTION

Migration is not merely a process of human movement. It is also a multilayered process of social transformation. In this process, effective communication strategies are crucial for both integrating migrants into the target society and providing accurate information to the public about migration. In this context, public relations (PR) — a practice applicable across diverse sectors beyond the corporate sphere — can also be employed by public institutions to foster the social acceptance of immigrants and

enhance social cohesion. According to de Haas & Fransen (2018), international migration is interconnected with wider economic, political, technological, demographic, and cultural shifts, rather than being an isolated event. In the 21st century, migration has emerged as a pivotal factor in transforming international relations and social frameworks. These dynamics have prompted nations to reevaluate and modify their migration management and integration policies. Türkiye, notably, hosts one of the largest refugee populations globally, particularly due to the large-scale migration from Syria that began in 2011 (Danış & Dikmen, 2022). This situation has necessitated informing the public, securing social acceptance, and managing potential crises, alongside handling immigration policies. In this regard, communication strategies have become increasingly vital for facilitating migrant integration and informing the public.

In Türkiye, the Presidency of Migration Management (PMM), established in 2013 under Law No. 6458 on Foreigners and International Protection, plays a pivotal role in the institutionalization and professionalization of migration governance. The agency is the designated authority responsible for conducting migration-related procedures, including protection of human trafficking victims, identification of stateless individuals, management of irregular migration, and facilitation of integration processes, as well as other related activities (Göç İdaresi, 2025). More than an administrative entity, the PMM serves as a strategic public institution that oversees migrants' integration, sustains social cohesion, and formulates policies aligned with international standards.

PMM, in accordance with the authority granted by law, conducts communication activities aimed at informing both foreigners residing in the country and Turkish citizens as part of its migration-related duties. In this context, these communication efforts can be viewed as a form of PR within the public sector. From a PR standpoint, the scope of the PMM's responsibilities is highly complex and multi-layered. The institution is responsible for ensuring migrants' access to basic rights and services while addressing the concerns of the local population and fostering social cohesion. In this regard, the communication activities undertaken by the PMM require a holistic approach that integrates information dissemination with two-way communication, crisis management, and efforts to promote social cohesion.

This study examines the PMM's communication activities in the context of public-sector PR. While many studies have explored migration policies, there is limited research on PR strategies for migrant integration. This study investigates the role of PR in migration communication, analyzes the PMM's strategies and practices, and offers recommendations for developing more effective government communication strategies on migration.

1. Public Sector Public Relations and Migration Communication

Public Relations (PR) encompasses all deliberate and strategic communication efforts aimed at fostering cooperation, understanding, and trust between an organization and its target audience to achieve specific organizational goals (Cutlip et al., 2000). These practices are applied across various sectors and are becoming increasingly prevalent in public institutions. According to the Public Relations Society of America (PRSA), PR is defined as “a strategic communication process that builds mutually beneficial relationships between organizations and their publics” (PRSA, 2025). This definition emphasizes the managerial and relational aspects of PR, aligning with current governance practices in the public sector. It highlights the importance of building trust, fostering engagement, and shaping public perception through strategic communication. In the context of migration governance, this approach is crucial for meeting the needs of diverse stakeholders and promoting social cohesion through inclusive and transparent communication efforts.

In modern management approaches, the focus on individual freedom has gradually increased. Along with advances in management, there has also been significant progress in rights and freedoms. From this perspective, it is considered normal for administrative structures to rely on PR practices to sustain their existence and uphold social order. Therefore, it is stated that central and local governments can achieve this through the implementation of PR activities (Kurtuldu & Poyraz, 2022). In this regard, PR is a valuable activity for all public institutions seeking to connect with their target audiences. As noted by Boztepe Taşkıran (2022), entities such as states, ministries, municipalities, and other public institutions can adopt various government PR practices to enhance transparency and public engagement. Furthermore, PR plays a crucial role in the public sector, fulfilling essential

communication and relationship management functions critical for effective governance and public trust. This is supported by recent research by Dong et al. (2023), highlighting the ongoing significance of PR in fostering positive relationships between government entities and their constituents.

Grunig and Hunt (1984, pp. 21–22) explain the historical development of PR through four models: press agency/publicity, public information, two-way asymmetrical, and two-way symmetrical. The press agency model aims for publicity, the public information model focuses on disseminating information, the two-way asymmetric model emphasizes scientific persuasion, and the two-way symmetric model seeks mutual understanding. Although these models represent the historical evolution of PR, elements of all four models can still be observed in contemporary PR practice. Likewise, through its communication and social cohesion initiatives, the Presidency of Migration Management reflects several PR practices associated with these models. In this context, the Presidency's communication and harmonization activities reflect various PR practices. Some activities focus mainly on informing the public or raising awareness, while others emphasize relationship management, participation, trust-building, empathy, and two-way communication.

Public-sector PR provides government organizations with diverse communication and relationship functions. These include public information, crisis and disaster communication (Graham et al., 2015; Selçuk, 2024), public diplomacy (Çataldaş, 2023), national image building (Raya & Apriliani, 2024), citizen participation (Cunningham, 1972), defending, facilitating, and sustaining social democracy (Waymer, 2013), and political communication (Canel & Sanders, 2012). In this respect, government PR practices can be used for various purposes. PR within the public sector serves to cultivate public support for the initiatives of public institutions and communicate this backing to policymakers to bolster their legitimacy. As Sezgül (2019) highlights, PR serves as an essential communication channel that transmits public support to administrative bodies. Consequently, by adhering to governance principles such as transparency, accountability, openness, responsibility, and consistency, public institutions can fortify their positive image among target audiences

(Erturk & Sesen, 2017). To effectively achieve these objectives, all public institutions must actively engage in PR practices.

PR practices support the administration in fulfilling public information requirements and communicating available services. They are essential for core functions such as information gathering, image management and protection, stakeholder communication, expectation management, and performance evaluation—particularly during crises (Akdağ, 2005; Uygun, 2019). These practices enable public institutions to effectively inform the public and secure public support when necessary.

In the context of migration communication, PR functions as a strategic instrument to foster public support for integration policies, mitigate misinformation, and facilitate dialogue between migrants and the host communities. The activities undertaken by the PMM such as social cohesion meetings, informational sessions, training programs, and digital communication initiatives serve as tangible examples of PR in practice. These efforts aim to inform migrants about their rights, responsibilities, and access to services, while also raising awareness among Turkish citizens to promote social harmony. Additionally, in the digital era, the use of social media platforms, mobile applications, and interactive tools enhances transparency, accountability, and public engagement, thereby strengthening institutional credibility and societal cohesion.

2. Challenges and Limitations of Public Relations in Migration Communication

Migration communication strategies face numerous challenges that hinder the success of PR efforts in governance. One of the most prominent concerns is the spread of misinformation and disinformation, especially through social media, which fosters negative public perceptions of migrants and damages trust in institutions. The increasing dissemination of false information about migration and migrants has fueled discriminatory attitudes and xenophobia, leading to hate speech and, in some cases, physical violence. These dynamics contribute to the marginalization of migrants in education, healthcare, employment, and broader social participation. Tackling these problems through strong anti-discrimination policies is crucial for promoting human

security and social cohesion (IOM, n.d.). In this regard, PR activities play a pivotal role in guiding the public with accurate information.

Media portrayals of migration are often dominated by narrow and mainly negative stereotypes, such as those emphasizing crime or security issues. Compared to other news stories, coverage of migration tends to be more negatively biased and lacks variety in storytelling (Eberl et al., 2020). This framing reinforces public fear and prejudice, making it harder to build empathy and understanding. In this context, PR plays a vital role in promoting more balanced narratives by working with media outlets, amplifying migrant voices, and strategically presenting migration as a complex social issue rather than a crisis. To achieve this objective effectively, collaboration between public institutions and non-profit organizations is crucial, as civil society actors often have the trust, cultural knowledge, and grassroots connections needed to communicate more genuinely and inclusively.

In addition, cultural and linguistic barriers often hinder effective communication between public institutions and migrant communities. For example, according to research on migrants, language and communication barriers, cultural obstacles, and systemic constraints were identified as key challenges migrants face when accessing mental healthcare, with a lack of professional interpreters worsening these issues (Forray et al., 2024; Zhang & Gao, 2024). To promote effective integration, communication efforts should go beyond simply providing information and should be extended to all public spaces.

Many public institutions, especially those with limited resources, struggle with financial and staffing shortages. These issues reduce their ability to create inclusive, continuous, and technology-driven communication efforts essential for engaging marginalized migrant groups. In this situation, PR can function as a strategic tool to make the most of scarce resources by improving messaging, effectively reaching high-risk groups, and promoting collaboration across sectors. When integrated with digital tools and civil society support, PR can help institutions maintain public trust, improve transparency, and foster inclusive dialogue, while working within budgetary constraints.



3. Research Topic and Methodology

This study adopted a qualitative research approach, employing a systematic content analysis of the communication and harmonization activities presented on the official website of the PMM in Türkiye. Qualitative research is a methodological paradigm that emphasizes the depth and contextual richness of social phenomena and the voices of various stakeholders (Lim, 2025). The investigation aimed to examine how the Presidency strategized its communication and social cohesion efforts to facilitate migrants' access to services, disseminate accurate public information, and foster social harmony. The study used qualitative content analysis to systematically describe, interpret, and categorize text to find themes and meanings. The data were collected from the official website of the PMM (www.goc.gov.tr), serving as the primary source of official communication materials. The study involved a systematic review and analysis of content, documents, and statements on the website related to communication and harmonization efforts. These materials were coded and categorized into themes based on factors such as target audience, communication channel, purpose, and message type. The findings were interpreted and displayed using descriptive tables and diagrams.

4. Findings

The findings of this study demonstrate that the PMM implements a comprehensive range of communication and harmonization activities designed to promote the integration of migrants into Turkish society. These activities are structured to foster dialogue, reduce prejudice, and support peaceful coexistence between migrants and the host communities. In official documents and practice, the term harmonization activities is used to describe these initiatives, emphasizing inclusive, participatory, and multi-stakeholder approaches to integration. In this context, various communication and harmonization activities implemented by the institution were identified, and the data concerning these activities were presented in tables under relevant headings. Each analyzed activity was classified according to one or more PR functions. Accordingly, the activities were grouped under the following four categories:

1. Information provision
2. Relationship management

3. Participation
4. Trust-building

4.1. Communication Activities

The PMM has implemented a comprehensive suite of communication strategies and tools aimed at enhancing service delivery to migrants and promoting social cohesion. These initiatives form part of an inclusive policy framework designed to facilitate dialogue, mitigate prejudice, and advance peaceful coexistence between migrant populations and local communities. In official discourse, these initiatives are frequently characterized as social harmonization activities, embodying a multifaceted approach to integration involving diverse stakeholders. The PMM's communication efforts are directed at both foreign nationals and Turkish citizens, reflecting a dual-focus strategy. Specifically, the primary objective for foreign nationals is to provide accurate information regarding their rights and responsibilities and to assist them in accessing services provided by the PMM. Conversely, the primary aim for Turkish citizens is to increase awareness and foster understanding, empathy, and positive attitudes toward migrants, thereby strengthening social cohesion within communities. The table below presents the communication activities, their primary objectives, target groups, communication methods, and primary PR functions.

Activity / Tool	Purpose / Scope	Communication Method	PR Function
YMER 157 (Foreigners Communication Center)	Provides multilingual emergency assistance, counseling, and information services.	Telephone call center (24/7)	- Information provision (dominant) - Trust-building
Migration Counseling Centers	Delivers legal, social, and psychological support; conducts social cohesion activities.	Face-to-face counseling, training, information sessions	- Relationship management (dominant) - Information provision
Communication Tools	Conducts awareness and information campaigns for migrants and the public.	Social media, website, public service announcements, brochures	- Information provision (dominant) - Participation

MUYU Concept (Mobile Cohesion Unit)	Provides on-site support and information to migrants, strengthens cohesion on the ground.	Mobile field teams, direct communication	- Relationship management (dominant) - Participation
Migration Kiosk Devices	Enables migrants to quickly access information and perform certain transactions.	Digital kiosks	- Information provision
The International Migration Film Festival	Raises social awareness and empathy through migration-themed films.	Cultural event / film screenings	- Trust-building (dominant) - Participation
18 December International Migrants Day	Celebrates migrant rights and contributions; raises public awareness.	Annual events, seminars, commemorative activities	- Participation (dominant) - Trust-building
TEKNOFEST Participation	Promotes use of technology in migration management to the public.	Fair, exhibition, technology showcase	- Participation (dominant) - Information provision

Table 1: Communication Activities of the Presidency of Migration Management of the Republic of Türkiye

Source: www.goc.gov.tr, Accessed March 29, 2025

The communication activities outlined above fulfill different PR functions depending on their specific objectives. While some activities primarily focus on information provision, others emphasize relationship management, participation, or trust-building. These activities collectively demonstrate that the PMM uses a multifaceted PR strategy to promote migration governance and social integration.

The PMM in Türkiye implements comprehensive communication practices that are essential for the effective governance of migration and social integration. This strategy aims to disseminate accurate information to migrants, foster public understanding, address misconceptions, and encourage social cohesion between migrants and the host communities. The communication approach is holistic and inclusive, incorporating multilingual call centers, in-person counseling services, digital communication platforms, and cultural awareness programs. Among the key components of this communication strategy is the Foreigners Communication Center (YIMER 157), established on August 20, 2015. YIMER 157 functions as a multilingual call center, operating continuously (24/7), and provides assistance in Turkish, English,

Arabic, Persian, and Russian. It serves as an emergency hotline for support and reporting, while also providing detailed information on visas, residence permits, international and temporary protection, all within the legal framework managed by the PMM. Since its inception, YIMER 157 has handled approximately 20 million inquiries and has been instrumental in emergency response efforts, assisting around 15,000 individuals in partnership with law enforcement agencies (YIMER, 2025). The center's services encompass a broad spectrum of needs, including guidance for residence permit applications, status checks, travel permits, voluntary return procedures, and emergency situations such as maritime distress or threats to personal safety. From a PR standpoint, YIMER 157 primarily serves an information-provision function by delivering timely and reliable information to migrants. Furthermore, the institution's ability to provide services in various languages and maintain accessibility enhances its credibility and promotes trust.

In addition to the remote services provided by YIMER 157, the Migration Counseling Centers were established in 2018 to offer reliable, face-to-face counseling and guidance. These centers operate in 21 locations across 16 provinces with high migrant populations, providing services in five languages. Their mission is to ensure foreigners receive accurate information and assistance directly from official sources, thereby reducing the risk of exploitation by third parties. The centers provide counseling, informational materials, and referrals to relevant institutions, in accordance with the National Cohesion Strategy. Additionally, they play a vital role in monitoring and evaluation by collecting statistical data on migrant needs and challenges, sharing these insights with relevant institutions to help improve policies and services. In addition to providing information, the Migration Counseling Centers enhance relationship management by maintaining direct, ongoing contact with migrants. Their personalized guidance and institutional backing help foster trust between migrants and public authorities.

The Presidency also employs innovative digital tools, mobile applications, and kiosk systems to enhance communication and make services more accessible. These tools mainly provide information by ensuring quick access to official information. In addition to these communication tools, the Presidency hosts events to raise public

awareness, including International Migrants Day and the International Migration Film Festival, and participates in major events like TEKNOFEST. These initiatives aim to promote participation, empathy, dialogue, and trust related to migration. Based on Grunig and Hunt's (1984) PR models, the communication activities mentioned above mainly exhibit features of the public information model. The primary objective of these activities is to deliver accurate, timely, and reliable information via multilingual channels, counseling services, and digital tools. While some activities also support trust-building and stakeholder engagement, the primary emphasis remains on information dissemination and enabling access to public services.

4.2. Harmonization Activities

Türkiye has adopted the concept of harmonization in its migration policies to emphasize mutual understanding and cooperation between migrants and the host society. By choosing this term, Türkiye highlights a two-way, participatory approach to cohesion that reflects shared responsibilities and dialogue. This perspective is clearly reflected in the activities carried out, where social cohesion is built on reciprocal understanding and active engagement from both migrants and local communities.

Activity Type	Activities / Examples	PR Functions
Local Cohesion Meetings	Local Cohesion Meetings, Conversations Among Us, Neighborhood Cohesion Meetings, Local Women Meetings, Local Media Meetings	- Relationship management (dominant) - Participation
Business and Public-NGO Engagement	Economic Cohesion and Business World Meetings, Public and NGO Cohesion Meetings, Gatherings with Community Leaders	- Participation (dominant) - Relationship management
International Students/Academics	Social Cohesion Meetings for International Students and Academics, Information Sessions for International Students	- Participation (dominant) - Relationship management
Educational and Information Sessions	Social Cohesion Activities at Schools for Children, Information Meetings for Children, for Mukhtars, for Women, and for Persons with Disabilities	- Information provision (dominant) - Participation
Workshops and Conferences	Social Cohesion Workshop	- Participation (dominant) - Relationship management

Training Programs	Child Protection Training, Interview Techniques Training, Psychological Resilience and Motivation Training, Peer Bullying, Xenophobia and Emotional Security Training, Health Literacy Training	- Information provision -Trust-building
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Table 2: Harmonization Activities of the Presidency of Migration Management of the Republic of Türkiye

Source: www.goc.gov.tr, Accessed March 29, 2025

Table 2 illustrates that the PMM performs various harmonization activities that fulfill different PR functions. These activities are intended to promote dialogue, mutual understanding, and peaceful coexistence between migrants and the host communities. While many of these initiatives primarily emphasize relationship management and participation, others focus on providing information and building trust through educational and awareness-raising activities. These activities collectively show that social cohesion is fostered not only through information sharing, but also through sustained dialogue and stakeholder engagement.

The Local Cohesion Meetings, which include Conversations Among Us, Neighborhood Cohesion Meetings, and Local Women Meetings, serve as important platforms for direct dialogue and interaction between migrants and local residents. Through these meetings, potential sources of tension can be addressed proactively, while opportunities for collaboration and mutual support are strengthened. From a PR standpoint, these initiatives mainly serve to manage relationships by fostering ongoing interaction between migrants and the host communities. These activities facilitate two-way communication with migrants, thereby fostering mutual understanding.

Similarly, initiatives such as Economic Cohesion and Business World Meetings, Public and NGO Cohesion Meetings, and gatherings with community leaders support the inclusion of migrants into socio-economic life and foster cooperation among key societal actors. In this regard, these events not only support migrants in integrating into society but also provide information to help them actively engage in economic activities within the host community. From a PR standpoint, these events are notable for fostering trust and delivering information.

The Presidency also addresses the particular needs of vulnerable and diverse groups through informative meetings and training programs. These sessions, aimed at women, children, persons with disabilities, international students, and local administrators, are designed to ensure fair access to information and services while fostering inclusivity. Training programs on topics such as child protection, health literacy, interview techniques, and resilience address both practical skills and psychosocial well-being.

Overall, harmonization activities focus more on dialogue, stakeholder engagement, and relationship management compared to the communication activities discussed earlier. From a PR perspective, this aligns with Grunig and Hunt's (1984) two-way symmetrical model, particularly its emphasis on mutual understanding between organizations and their publics. These initiatives facilitate direct engagement between migrants, local communities, public institutions, and civil society organizations, moving beyond simple one-way information sharing. Harmonization activities therefore promote collaborative engagement in the integration process.

CONCLUSION

In recent decades, migration has become a key global issue, driven by political instability, conflicts, economic challenges, and social upheavals. Türkiye, situated at the crossroads of Asia and Europe, has emerged as one of the world's major migration destinations, largely due to political and humanitarian crises in the Middle East. As a result, effective migration management has gained importance as a policy priority, emphasizing the vital role of integration and communication efforts in meeting the complex needs of migrants and the host communities.

This study explores the strategic importance of public relations (PR) in migration management, focusing specifically on the PMM in Türkiye. The findings show that the Presidency uses various PR roles depending on the goals of its activities. While communication activities mainly focus on providing information and increasing public awareness, harmonization activities prioritize relationship management, stakeholder engagement, and trust-building. This approach promotes sustainable

migration governance by fostering dialogue, reducing misinformation, and strengthening understanding between migrants and the host communities.

The PMM implements targeted communication strategies to address both migrants and the host community. For migrants, initiatives such as the YIMER 157 multilingual call center, the Migration Counseling Centers, digital communication platforms, and interactive kiosks provide critical access to accurate information regarding their rights, responsibilities, and available services. Simultaneously, the PMM directs significant efforts toward raising awareness among Turkish citizens to promote empathy, understanding, and a positive perception of migrants through cultural initiatives like the International Migration Film Festival and International Migrants Day celebrations. These findings suggest that PR in migration management involves more than just sharing information. In addition to sharing information, these activities also foster long-term relationships and stakeholder engagement.

Furthermore, the PMM's integration of modern digital communication technologies—including social media, mobile applications, and interactive platforms—enhances transparency, accountability, and public participation. These innovative practices not only facilitate migrants' successful integration but also reinforce public trust and institutional legitimacy. The study's findings underline the necessity of structured, transparent, and inclusive communication and social harmonization strategies for managing migration. The findings indicate that successful migration management depends on combining information provision, relationship management, participation, and trust-building, rather than relying on a single communication method. Consequently, these findings could also offer valuable insights for policymakers seeking to create more inclusive and sustainable migration communication strategies.

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