

## Chapter 6

# REFLECTIONS OF TURKEY'S FOREIGN POLICY UNDERSTANDING ON PUBLIC DIPLOMACY

Uğur ÜNAL<sup>1</sup>

### INTRODUCTION

The roots of Turkey's foreign policy understanding “historically dates back to the Ottoman Period and, certainly, to the founding years of the Republic. Examining this historic experience and its effects on the present day together in order to understand and explain Turkish foreign policy is the basis of the concept of continuity in the state.” (Gözen 2012:117)

The Ottoman Empire “existed for 600 years as one of the greatest empires in history and ruled around 35 states that are independent today. Therefore, Ottoman diplomatic history is also considered as the history of these countries.” (Yurdusev 2010:47) Today we can see in their attitudes towards Turkey that all these states and peoples have either positive or negative perceptions about, Ottoman Empire. In these geographies, the Ottoman traces still continue to be felt in social and political climates. In this context, it can be said that the current and potential source of public diplomacy in today's Turkey in its own region is largely based on the capital of this period.

Since the Ottoman Empire based its power on superior military existence, its bureaucratic relations with other states had

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<sup>1</sup> Asst. Assoc. Dr., Kyrgyzstan-Turkey Manas University, Faculty of Communication  
unalugur09@gmail.com

is increasing today. What needs to be done is to create a “*smart power*” concept where hard power and soft power tactics and tools are successfully balanced.

Given the multi-actor structure of public diplomacy, it is clear that the institutional capacity of the Ministry of Foreign Affairs alone will not be sufficient to evaluate the public diplomacy of a country alone. In order to achieve the necessary competence in this matter, a multifaceted strategic communication plan and program models must be developed for maintaining public diplomacy within common policies that would ensure the participation of all institutions and citizens of the country as well as the government policies.

As a result, the determination of the nature, strategy, objectives, and the position of public diplomacy and its activities in the field of international relations and communication is among the primary conditions necessary for obtaining competence in this field.

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