

The Role of Turkish Film Week in Kyrgyzstan in Advancing Public Diplomacy

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Abstract: Public diplomacy, as a key component of countries' soft power strategies, seeks to enhance societal connections through cultural and artistic initiatives. Within this framework, the Turkish Film Week event holds significant potential to strengthen cultural and social ties between Türkiye and Kyrgyzstan, while supporting Türkiye's cultural diplomacy efforts in the region.

This study aims to analyze the characteristics of the Turkish Film Weeks organized in Kyrgyzstan to date and assess their role in the context of public diplomacy. Through Turkish cinema, the study seeks to raise awareness among the Kyrgyz people about Türkiye's cultural values and to strengthen the cultural dimension of bilateral relations between the two countries. Utilizing the content analysis method, the study evaluates the Turkish Film Weeks held over an eight-year period since 2016. The analysis focuses on examining the dates, locations, and organization of the events, while also exploring audience engagement and interest in the activities.

The findings indicate that the consistent organization of Turkish Film Week enhances Türkiye's positive image among audiences with an interest in cultural events and strengthens cultural rapprochement between the two countries. Beyond fostering cultural dialogue, these events also play a significant role in deepening social ties through shared history and values.

In conclusion, cultural events such as Turkish Film Week are shown to be effective tools within the framework of public diplomacy, contributing significantly to the establishment of sustainable relations between the two countries. Considering the interests and needs of local communities during the planning process can help reach broader audiences and enhance the overall impact of such initiatives.

Key Words: Public Diplomacy, Turkish Cinema, Kyrgyzstan, Türkiye, Turkish Movies

Introduction

Public diplomacy is a key tool of soft power, playing a vital role in strengthening international relations and fostering political and economic cooperation. Unlike hard power, which relies on coercion, soft power uses persuasion, attraction, and cultural appeal to enhance a country's influence globally. The sustainability of soft power relies on its integration with public diplomacy strategies, particularly in media, education, and cultural exchange programs, through long-term strategic communication.

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