



# DÜNYA TÜRK FORUMU WORLD TURKIC FORUM

Kamu Diplomasisi, Medya, Enformasyon  
Public Diplomacy, Media, Information

[www.dunyaturkforumu.com](http://www.dunyaturkforumu.com)



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INSTITUTE OF PUBLIC DIPLOMACY  
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TÜRK ASYA STRATEJİK ARAŞTIRMALAR MERKEZİ  
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UNION OF TURKISH WORLD MUNICIPALITIES  
СОЮЗ МУНИЦИПАЛЬНОСТЕЙ ТУРКЕКОГО МИРА





# DÜNYA TÜRK FORUMU WORLD TURKIC FORUM



## STRATEGIC VISION DOCUMENT

# 4<sup>th</sup> WORLD TURKIC FORUM

## “Public Diplomacy, Media, Information”

( 23-25 April 2015, İstanbul )

**Public diplomacy** is a multi-dimensional and multi-factorial communication process that a country was maintained over the official foreign policy with the aim of steering international public opinion in the direction of its policies and targets. In present days the point that transportation and communication technologies have been reached, has been made obligatory to interest with wide public groups by more different methods and more intensive ways both in domestic policy and foreign policy. Alteration and development in every field with the globalization has been reflecting on public diplomacy and management approaches has been changing. These alteration and developments have been affecting international relations.

**Media**, which was regarded as the fourth power till the modern periods, has been one of the most important instruments of public diplomacy with the major functions such as defining the agenda, developing the rhetoric, creating a norm, activating or deactivating the groups and has been located as a showcase of a country. On the other hand, foreign press has been playing a vital role in shaping an image of a country to the outside world. And it is possible only with a good activity of **perception management and effective information**. Press attaché's offices that have been working in the embassies of strong countries and the branch offices of foreign media brands that were opened in the other countries were the most important sign of that. In the same context, organizations and regulations related with the visits to the country of more pressman and the transfer the good impressions to the outside world as much as the regulation the activities of a specific country by foreign pressmen has been important.

Press-release activities have been in a new dimension with the development of **Internet**; new phenomenon such as **social media** have caused the public diplomacy activities to turn into a highly active, interactive and very audible shape. At first sight, even if social media have thought that dynamism has been derived of the community itself, it has constituted a highly open field to interventions of the other countries and the other actors. Even if such an increase of the information flow and the interaction speed seems to feed the hopes about to strengthen the democracy, it can cause spreading the crisis rapidly and turning them into an unmanageable way.

The concept of diplomacy is a concept that contains the traditional and official activities of foreign policy. In the process, after it was obvious that international relations couldn't be maintained only with the instruments of official foreign policy, **the concept of public diplomacy has been developed in the shape of containing non-governmental factors' activities**, in addition to other ministries such as commerce, tourism and economy besides ministries of foreign affairs. The official quality of the activities maintained basically in international field, is to limit the activity field, efficiency and motility in a serious way.





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Efficiency of the countries, which have been trying to keep the public diplomacy activities with the official channels in spite of all, is observed as highly low in the international fields. On the other hand, official activities have been perceived as propaganda and have been ineffective, no matter what is their kind, method and intense. **So, to increase the civil quality of activities about the public diplomacy and to stay official activities limited with regulation and inspection have a great importance.**

Besides being spread of prosperity and being strengthened of middle-classes in the modern periods, extraordinary developments in technologies of information and communication have made democratic management approach inevitable for stable political and social structures. The life of a prosperous society which has been consisted of the individuals guaranteed of the basic rights and freedoms has been possible only with **the democracy**. This approach has been foreseen of providing services with efficient and fertile methods based on the representation and participation in the widest way, an efficient civil society, superiority of the law, the decentralization, the responsibility of clarity and rendering an account, the content of citizen. According to the society and government, the lack of democracy has been in the base of important structural problems. To be able to solve lots of problems has been depending on settling a healthy democracy.

According to the perspective of civilization and prosperity, it is necessary to strengthen democratic institutions and mechanisms, to support them with their news, to actualize the institutional, cultural and ideological transformations which will provide the stability of democracy. **So the activities of public diplomacy, because of its definition, are possible with a democratic method.** The democratic method shouldn't be thought only as defining the management with the massive majority. The concept of good global governance explaining that all related factors can affect the management also in the international field has been emphasized more, in recent. **Good governance** should be important also in Turkic World for maintaining the perspectives of identity and profit in healthier interaction and strengthening the common ground.

According to difficulties faced and opportunities owned by Turkic World and Diasporas, the activities of media, release, information and public diplomacy have a vital importance. Above all, a common conscience, agenda and rhetoric about problems and opportunities in the related public opinions will be able to be constituted in the result of the activities in this field. After these activities, common profit fields of Turkic World and Diasporas will be in clarity and taking the concrete and realist steps about solving the problems and implementing the common profit potential will be possible. So, in Turkic World, the possibility of a wide cooperation in the fields of local administrations, sportive and cultural activities, activities of media and information, and production of TV series and movies, has been present.

**4<sup>th</sup> World Turkic Forum** will provide a strategic contribution to multidimensional capacity building in the Turkic World and Diasporas by the main theme of **“Public Diplomacy, Media, Information”** parallel to the agenda of **Turkic Council 2015 Summit** which is to be held In the host of H.E. Nursultan NAZARBAYEV, the President of Kazakhstan Republic.





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### Main Theme

“Public Diplomacy, Media, Information”

### Sub-Themes

- Regional - Global Governance; Media, Information and Public Diplomacy
- Change in the Nature of State, Expectation Management & Security; Public Diplomacy, Media, Information
- Public Diplomacy, Media, Information; New Perspectives for Turkic World and Diasporas
  - Local Managements
  - Civil Society
  - Media
  - Private Sector
  - Universities and Academy
  - Cinema and TV Broadcasting
- Tourism, Culture, Representation and Public Diplomacy
- Perception Management in Turkic World and Diasporas
  - Socioeconomic and Cultural Integration
- Armenian Issue in its 100<sup>th</sup> Anniversary
- Turkic World Student and Academician Exchange Programs
- 2015 | Çanakkale Spirit in Turkic World in the 100<sup>th</sup> Anniversary

## WORLD TURKIC FORUM

**World Turkic Forum**; has been projected by TASAM to gather Turks living all across the world, representatives of the Turkic world and Turkic social movements and civil initiatives operating in various countries in the frame of social, cultural and economical issues. It was institutionalized with an announced declaration after the first meeting in **Istanbul between the dates of 20-22 October, 2010** with the participation of thought and opinion leaders of Turkic Diaspora from all over the world with the official and civil delegations from independent Turkic Governments who joined to the agreement of “Turkish Speaking Countries Council Treaty”.

**World Turkic Forum** meetings have been actualizing regularly in every year in different main themes since 2010 by the participation of exclusive statesmen, politicians, bureaucrats, diplomats, scientists, experts, artists, businessmen, managers and representatives of NGOs and media from Turkic World and Turkic Diasporas. Former World Turkic Forum meetings were organized thrice successfully by the qualified participation from approximately 60 countries under the main themes of “Turkic Council, Turkic Diaspora and Socioeconomic Cooperation”, “Turkic Diaspora and Turkic World Vision 2023”, “Turkic Republics; Cultural Diplomacy and Tourism | Turkic and Armenian Diasporas; Public Diplomacy: Opportunities and Risks”. Represented notifications in the meetings have been publishing in English and Asian languages by collecting into a book by **TASAM Publishing**. In this process, **Wise Persons Board** has held two meetings.



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## World Turkic Forum Wise Persons Board

**Ambassador (R) Prof. Dr. Ali Engin OBA**, Consultant of Chairman, TASAM, Turkey

**Prof. Dr. Ahat ANDİCAN**, Lecturer of Istanbul University, Former State Minister

**Prof. Dr. Emine GÜRSOY NASKALİ**, Lecturer of Marmara University

**Prof. Dr. Faruk ŞEN**, Chairman of TAVAK

**Prof. Dr. Hakkı KESKİN**, Honorary Chairman of Germany Turkish Society, Germany

**Prof. Dr. İsenbike TOGAN**, Boğaziçi University

**Prof. Dr. Kadırali KONKOBAYEV**, Manas Kyrgyz - Turkish University, Kyrgyzstan

**Prof. Dr. Nevzat YALÇINTAŞ**, 21<sup>st</sup>–22<sup>nd</sup> Term Member of the Grand National Assembly

**Prof. Dr. Onur Bilge KULA**, Hacettepe Univ., G. Director of Libraries & Broadcasts, Ministry of Culture and Tourism

**Prof. Dr. Vamık VOLKAN**, Center for the Study of Mind and Human Interaction Virginia University, USA

**Dr. Veyis GÜNGÖR**, President of UETD (Union of European Turkish Democrats), Netherlands

**Ambassador Halil AKINCI**, Advisor to Secretary General of Turkic Council

**Hakkı ATUN**, EMU, Former Prime Minister of the Assembly Turkish Republic of Northern Cyprus

**Anar RIZAYEV**, Member of Writers Union, Azerbaijan

**Olcas SÜLEYMENOV**, Permanent Representative of UNESCO, Writer, Kazakhstan

## Red Apple Awards

Again in the process; in order to honor and encourage successful individuals and institutions that strengthen Turkic World's socioeconomic and cultural integration, vision and depth, **Turkic World Red Apple Awards** in the branches of government, diplomacy, business, science, culture, art, technology, strategy, sports, public diplomacy have been given since 2014, simultaneously with the Forum.

## COOPERATING AND SUPPORTING INSTITUTIONS ( 2010 - 2014 )

Education, Culture and Social Solidarity Foundation of Ahiskan Turks

Air Astana

Eurasia Turkish Foundation Federation

Ayaz Tahir Turkestan Idil Ural Foundation

Ministry of Diaspora of Azerbaijan Republic

Bagcilar Municipality

Solidarity Foundation of Eastern Turkestan

Migrants Foundation of Eastern Turkestan

Culture and Solidarity Foundation of Eastern Turkestan

Eastern Turkestan Foundation





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Foreign Economic Relations Board of Turkey  
Edirne Commodity Exchange  
Edirne Chamber of Commerce and Industry  
The Governance of Edirne  
Eskişehir 2013 Turkic World Cultural Capital Agency  
Culture and Solidarity Foundation of Gagauz Turks  
Strategic Studies Center of Hacettepe University  
Hodja Ahmet Yesevi Foundation  
Eurasia Institute of Istanbul University  
Karadeniz Technical University  
Kazak Turks Foundation  
Friendship and Culture Foundation of Kyrgyzstan  
The Governance of Mardin  
Union of Marmara Municipalities  
Institute of Turkic Studies of Marmara University  
Eurasia Development and Research Center of Okan University  
Republic of Turkey Office of the Prime Minister Directorate General of Press and Information  
Republic of Turkey Promotion Fund  
Ministry of Foreign Affairs of Turkish Republic  
Ministry of Culture and Tourism of Turkish Republic  
TEKFEN Holding  
TMB Media  
Trakya Birlik  
Trakya University  
TRT  
Touristic Hotels & Investors Association (TUROB)  
Turkish Academy  
Union of Turkish World Municipalities  
Human Rights Foundation of Turkic World  
Turkish Cooperation and Coordination Agency  
Turkic Council  
Turkish Society Head Office  
Turkestan Science Circulation Society  
Union of Turkish Municipalities  
Association of Turkish Travel Agencies  
International Transporters Foundation  
Ziraat Bank

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The official website of World Turkic Forum has been implemented in the languages of Turkish and English just for the beginning.

