WORLD ISLAMIC FORUM

Strategic Communication:
Reference Values, Institutions, Persons

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7TH WORLD ISLAMIC FORUM

"Strategic Communication: Reference Values, Institutions, Persons"

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Strategic Communication

The latest point in information technologies has changed the nature of war. The fact that a battle can be gained without using any weapons; and the challenges can be maintained in cyber areas with communication efforts instead of naval, aerial and ground wars has been showed up. Internet, cyber area and social media can be used with the aims of gaining knowledge, furthermore targeting the people and organizations. Such tactics can be used as a part of general strategy as it can be used all alone. "Strategic Communication" can be used by an aim of actualizing important strategic targets by affecting minds and souls of interlocutors; activating supporters and showing enemies bad; discouraging enemy governments and their armed powers; and legitimizing activities of a country. People can be directed by being used of moral values and cultural sensitivies, which are the basic factors of civilizations, and can be formed a public opinion. A successful strategic communication activity has been turning conventional war for overpowering the enemy into an unnecessary shape.

A cyber-attack can be understood with the interruption or stoppage of activities that has been actualized by computers in daily life. The results such as the derailment of trains, being functionless of satellites, interruption of food supply by hacking vital computer systems are important but the most important points are the attacks to the perception management of countries with misleading knowledge; the affections for the decisive mechanisms of enemy or rival countries; and taking result defining steps. To send manipulative signals or to manipulate the signals that have been sent is possible by the social media and internet. The results of such cyber-attacks can be as effective as a real armed attack, also possible to be more effective.

"Strategic Communication" is an approach which has been locating the communication into the center of strategy. "Strategic Communication" is concerned about which country is "right" in its story about the situation of battle; coordinative words are the name of establishing a communication by the images and actions. As long as the adherence for modern technologies, computer networks and internet have been increased, cyber area is becoming more important. Internet and social media, which have been in highly dynamic and various place, have been used more and more day by day by the aims such as propagandas and knowledge war. It is highly difficult to reach the first source of a knowledge, to check

its accuracy and to variate real and imaginary ones in this place; but such knowledge is as much as effective in the case of directing perceptions of the society.

Social media can be also used by the aim of psychological operation. Prejudices and hatred emotions, tendencies of believing the worst and hopes of interlocutors can be disrupted very easily by the social media. The persuasiveness of this knowledge is highly dominant because it provides the connection among friends, belief groups and the groups that have ideological intimacy.

The Negative Strategic Communication; becomes functional by using civilization values, tendencies and symbols of a society. That can be done by two ways. First is to exploit present civilization values. And second is to be formed of new civilization values and symbols by the way of emptying or changing the present values. The way of ignoring the strategical operations, which have been maintained in cyber areas, is to ignore the values and symbols being exploited, demolished or manipulated by rival or enemy actors. The activities related with the "Revival of Civilization" have to consider the events of strategic communication and cyber-attack given on to the values.

In conclusion, one of the most important problems in the Islamic world is the difficulties experienced in the opinion production. The problems that have been experienced in this point have been shaping serious dilemmas in the case of how the basic principles of Islam can be understood and applied in the condition of today. The problems in the opinion production have been making the original values of Islam impossible to be mentioned. The sides, who defend the same view, can experience great conflicts just because of the misunderstanding of the context of the concepts or because of the usage of different concepts for the same event.

For Strategic Communication: Reference Values, Institutions, Persons

It is possible to think that there is a direct relation between the concept of "Civilization" and the concept of "Value"; because value points common moral and material benefits for a certain group of people. Basic values and principles, which have been brought by Islam, have established a ground to build original institutions and to train important persons just in a short period. In this frame, Islam has been rapidly spread from Arabian lands, which has been its birth place, to its environment; and has shaped constant and permanent civilization basins.

Islamic civilization basin has been into an uninterrupted interaction with neighbor civilization basins thanks to its central location. Besides modern periods especially nowadays, in which globalization has been concentrated, this interaction has been transformed into an atmosphere in which Islamic civilization has been more passive. This passivity has established a ground to exist serious issues not only according to the Islamic civilization, but also according to the whole humanity. So, Islamic civilization has to revive its original values and institutions by the way of addressing contemporary conditions; and has

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to form a reference point for today's humanity and next generations by remembering the persons who have left a mark onto Islamic history and civilization.

The history of humanity has been the history of civilizations at the same time. Throughout the history, human and humanity have been into the great efforts and struggles for maintaining their vitality and presence. Each civilizations has been the outbreak and the result of searching of the transition from complex structure of human nature to the social order.

The first social structure is the city in the way of civilization. As a sign of this truth, there is a fact that the concept of "civilization" in Turkish was derived of the word of "medina" that means the "city"; just as there is a relation between the word of "civilization" and the word of "city" in Western languages. Civilization has been existed as a result of the search from city to state, from state to the world order. Humanity has been trying to supply the necessity of "freedom" and "security". And as this necessity gains new qualities, the formation of different civilizations has been lead up during this process.

For civilizations to take a part into the history; it is necessary to describe the perception of existence, to write the fund of knowledge by systemizing them, to determine moral and legal norms, to transfer the conscious of history to the next generations and to exist a comprehension that surrounds political and economic fields with reorganization of the cities and places in the frame of this conscious and norms. If existence and continuation factors of a civilization can be determined; also it will be possible to define the contributions of that civilization for the prosperity and happiness of humanity right now and later.

As a result of modernization activities begun in West in the process of last few centuries, even if Western civilization challenge to all of the other civilizations by the argument of being the headmost civilization; the other civilizations have protected their existences and furthermore they have begun to make felt their existences more with the rise of the effect of globalization. According to the perception of existence, the main qualification of Western civilization is to transform the relation of human - nature to the relation of domination by accepting nature and human as two different poles of existence. Therefore, an exact variation and so a comprehension of struggle between subject and object have been spread. In the last instance, "civilized" human has been dispersed into a madly struggle in all of the production and consummation patterns and also in social formations.

Islamic civilization, who finds universe as a piece of art by the Creator, has advised to look creatures well; and has defined the prior and main condition for survival of state as keeping human alive and giving value to them. The perception of civilization based on this point of view has the potential of formation of a starting point to the solution of lots of problems that should be handle with from crimes done against to the humanity in today's world to the environmental breakdown.

Nowadays, in the time of the fact that the relations between the state and society have been evaluated according to the comprehension of economic benefits; and ethical and moral values have lost their importance, the necessity of revival of the perception of "existence, human and justice" in the

realization of Islamic civilization has been felt more deeply day by day. So, the secret of living with "the other" together will be understood one more time, all obstacles in front of being social parts in freedom, security, peace and prosperity all together will be removed.

According to the globalization and the interaction process among the civilizations; the geography, on which Islamic countries have been located, has original and highly important location. This geography that associates the continents of Africa, Asia and Europe has been constituting an interaction basin among the civilizations on which archaic human savings have been concreted and have left a mark in the most colorful and permanent way. This basin has been derived of countries, who have been living in the most comprehensive way and have been directly reflecting the tenses of "East - West", "tradition - modernity"; and "North - South" as the global political economic sense. Uncommon countries, who has the ability of compiling and reviving the archaic philosophy of the East and the rational opinion tradition of the West; the economic productivity of the North and the global justice search of the South in the cultural sense, have been just into this geography.

It is necessary to develop different methods and strategies for understanding, commenting and directing this compilation and revival process correct. All the social factors, especially think tanks should develop a vision for establishing a connection between the present base and future; then they should form the ideational base of adaptation of the civilization members to this process in practice. To actualize that, the first step to take is to refresh the trust for the durableness and richness of our own civilization savings; to remove the suspicions about the identity; to strengthen the links in the point of the conception of civilization between the society and the state; as a result to produce the opinion for the benefit of all humanity and to develop the social vision in this direction.

By this aim, activities about the better publicity and institutionally reevaluation of founder values, pioneers and opus of the Islamic world should be intensified. This is the only way to provide original and fertile contributions to the training of opinion and science leaders of 21st century. In today's consummation era, people has been moving away from the history and worries about future; in the same time, the relations of time and place have been into the more problematic shape. So in this era, the sources have been drained away.

The forecasts about the extinction of fossil fuels, which have been synthesized and stored by natural ways for millions or may be billions of years, just in a few centuries; in case the consummation madness can't be stopped, have been constituting the most obvious proof of that. While there have been environmental crisis besides the modernity; the proposition of "human dominates nature" has been transformed into a contradiction that demolishes existential security just because of reaching to the freedom. This approach that has been offered just as one of the basic criteria of being modern has been leading the environmental disasters, which have been threating the universal existence by finding the nature as an endless source that will be exploited and irresponsibly dominated.

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Also the parameters of the competition in the relations among people is related with who will be dominant on which natural factors in the basis. Nowadays, developments about the science of genetics and the cloning activities have increased, the usage of chemical and radioactive materials has been spread and the environmental problems have been an impasse more and more.

And in this time, the concept of "Human" has gained new dimensions according to the existential security and freedom. On the other hand, unrestrained usage of modern technology has brought lots of irreparable environmental problems. In case a serious healthy change in consummation patterns can't be actualized, it is obvious that we won't be able to leave a worth living world to the next generations. Present consummation patterns have been causing to define social statuses over the consummation power and to transform individualism into the egoism. And that has been causing the basic civilization values to be senseless and the social dissociation. The solution of that kind of problems will be possible only with gaining sufficiently deep and qualified civilization comprehension to the new generations.

The cores of such comprehension is present in the Islamic civilization savings. Problems derived of technological developments, problems of industrialization and centralization, problems of energy, water and environment should have been seriously dealt, reevaluated in the point of protecting and surviving the civilized values; and appropriate policies should be developed about this case. Also the approaches in the fields of urban planning, energy security, environment security etc. should be reevaluated with such point of view. The problems that have been tried to tell here have been both the cause and the result of the search of capitalist economic growth. If the necessary precautions aren't taken, present problems will convolutely grow and will be an impasse more and more just in a short time. Because of unbalanced population actions health and climate problems have been gaining worrisome dimensions more and more day by day. Also the solution of all of these problems has been obliged civilization based searches of the rooted solution.

In the result of intense interaction between the technological developments and today's consummation culture, dissatisfaction emotions of people have been deepening more; and individuals that have unlimited ambitions have been interesting on terrorist settlements such as mafias by their dreams about being directly rich and consuming more.

The development of concepts such as cyber terror, cyber security; the rise of international mafia organizations and actions in the context of smuggling of money, human, drug etc. in an unusual rate are the results of over ambitious people who has begun to see every way fair to reach their goals, and the results of this situation that has widely gained a wide currency. To find a rooted solution to this problem is impossible with technical domestic, foreign and international security precautions; to actualize long-lasted civilization projects is an inevitable obligation in this context.

Nowadays, the rise of Asian countries, especially China, depending on the factors such as capitalism of state and cheap labor has shaken the competition power of Western countries; and has been obliged to

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revise social security policies in these countries. Also, Islamic world will be negatively affected from this process. In this point, it is necessary to strengthen civil social networks, which reduce the load of state, and to make original civilization institutions such as foundations functional.

Today, countries have been facing with such challenges. Foremost among them has been the dispositions of micro-nationality. Foreign powers, who would like to widen the effect places in some countries or regions, have been trying to use micro dispositions by transforming them into the nationalist movements. Unfortunately the policies of lots of states, which are applied to their own publics, have been causing the erosion of justification; and that has been creating a centrifugal effect over the micro-nationalist movements. Recently, some countries have been developing new synthesis such as "social democracy" or "liberal economy, communist management" among the usual liberal/capitalist and communist/socialist state models in 20th century for handling with that kind of problems. On the other hand, the disturbances that have existed because of this negative view in the world have been forming a basis for the development and gain a wide currency of the "illegitimate" formations in the other side. The desperation of nation states against present problems has been causing the rapid increase of non-state actors in the country or in the international level. Besides terrorist organizations as Al Qaeda and DAESH, movements in African countries as Mali and Somalia are the most obvious proves of that. The precautions taken in international areas can't be enough for the solution of such problems.

Moreover, tendencies and ideas of the sides, who want to solve the problem, can turn that into a position which is more impossible to be solved. Also the permanent solution of such problems will be possible thanks to humanitarian approaches which have been taking advantage to the utmost of history and civilization savings.

Insisting on the point of shaping today's cities only with central and mechanic policies of modern state has been causing lots of insolvable problems in lots of areas such as financial, social, architectural areas etc. leading social security and general security. In this point, there is a necessity of approaches which will make cities more livable places by featuring humanitarian and ethical values. It is impossible to expect from a civilization, which couldn't make its cities livable and prosperous, to be accepted in a global level and to offer significant contributions to the newly shaping world order.

According to the time and place factors, social institutions such as spiritual places and foundations in the context of existing, spreading, shaping of civilizations and protecting their existence have highly important role. And in the same context, important persons and opinion leaders who have left a mark in the history have a great importance. The virtues such as reliance, good neighborhood, patience that existed in the frame of the existence comprehension of a civilization; have been turning into protective castles of that civilization by the time; and so state - society relations have been playing a defining role here. So, it is necessary to introduce, to survive and to protect persons, values and places that makes civilizations a civilization.

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In this point, it is necessary to revise mission, vision and activities of the institutions of primary, secondary and higher education; to activate think tanks and NGOs more actively as a completive power; to fortify the state image; to transform society - state relations into a healthy shape; and to strengthen the justification of the state by the society.

As it has been forecasted; the Forum, which will be organized, will provide strategic contribution about the future of Islamic countries and the future of the world to the new civilization perspective by presenting historical basis and original qualities of Islamic civilization savings. By the movement of presupposition of the fact that prosperity and power without the development of values will bring the corruption; current comments of civilization values and institutional representation talent of these comments have been accepted as the main focus point.

In this point, **7th World Islamic Forum** that will be held under the title of **"Strategic Communication: Reference Values, Institutions, Persons"** has been targeting to provide a modest contribution to be formed of a unity of discourse in the Islamic world; to be fastened of necessary opinion production for the solution of problems; to be fortified of the image of Islamic countries and to be offered of Islamic savings to the service of all humanity.

Main Theme
Strategic Communication: Reference Values, Institutions, Persons

Sub Themes
Islamic Opinion Saving and Strategic Communication Perspectives
Critical Opinion Dynamics/Institutions
Reference Values (Obedience to State, Ecology Mind, Strong Authority Comprehension, Honor (Dignity), Trust, Tolerance, Bravery, Horse Culture, Simplicity, Respect to Women, Family Culture, Child Education, Collectivism, Peace, Justice, Love, Safety of Religion-Mind-Soul-Propents-Generation, Freedom of Human-Will-Expression, Brotherhood, Solidarity, Loyalty, Morals, Courage, Trueness, Science, Knowledge, Heart, Assent, Satisfaction, Patience, Merit, Loyalty, Excellence-Taqwa, Competition in Solidarity, Beauty-Husn etc.)
Reference Institutions (Military Order, Camel Train, Elders' Council, Quriltais, Neighborhood, Cradle, Ancestor Sports, Poets, Affinity, Family, Society, Education, Humanitarian Contacts, Market, Financial Institutions, Law, Mosque, Sufism, Guilds etc.)
Reference Persons (Prophet. Muhammad [pbuh], Bahaeddin Naksibendi, Abdulkadir Gailani, Ahi Evran, Ahmed Yasawi, Aksemseddin, Alia Izzet Begovic, Farabi, Ibn Arabi, Ibn Sina, Mawlana Jalaluddin Rumi, Yunus Emre etc.)
Common Values, Integration and Strategic Communication
Islamic Economic Model and Security
Social State Model and Security in Islam
Interaction among Civilizations

Common Values in Struggle with Terrorism
Security and The Cities as Symbol of Civilization
Art, Esthetic, Culture and Tourism: Products, Models and New Strategies