

STRATEGIC VISION DOCUMENT

MEDIA AND INFORMATION DIPLOMACY

“Development of Sectoral Diplomacy”

Most of time, media has been described as the forth force of modern politics besides legislation, execution and jurisdiction. The main power of media has been sourced from determining the discussion agenda. **So, media diplomacy is a diplomacy area trying to analyze and direct events, statements, press meetings, interviews, media activities, information leakage events to the media according to the national profits.** Media and Information diplomacy is especially important as an only communication channel according to the relations among the actors who have problem or who have not official diplomatic relations.

Media diplomacy is equal with benefiting from media for influencing interlocutor country leaders and unofficial international actors by politicians and leaders. So, media diplomacy is seen as a sub-branch of public diplomacy because of unofficial actors as its interlocutors most of the time besides its activities for influencing official representatives by official representatives. The aim of such communication is to influence journalists, writers, academicians, opinion leaders, superior bureaucrats, in short all environments who has capacity to direct public opinion in the frame of national profits and to direct them towards foreign policy targets. Arbitrating by media workers, especially famous reporter and writers is another track for media diplomacy. Media representatives can arbitrate also for third countries besides activities which they will organize for their countries.

Today's media area is highly complex. Lots of channel giving information to the public opinion have showed up. It is possible to see different and even more contradicting narrations in telling the aims of foreign policy. People has been evaluating gained knowledges differently in the frame of their own ideologies, their original history comprehensions etc. and so they have been finding different results. So, people, who makes diplomatic activities on the media, is obliged to analyze their interlocutors' situations very well; and to determine in detail about how the explanations and activities done will evaluated by interlocutors and rivals; and what kind of reactions they will give.

The development of information technologies has accelerated the speed of informing interlocutors on the media and made it spread. Today, even in countries who limit internet activities such as China, educated elite sides have been influenced from the explanations from another countries. And that has been causing the revision of mentioned countries' treatments according to these explanations. Media and Information diplomacy is important according to the development of image in outer world or activities of public relations for a country. In this point, presentation activities towards media representatives has great importance because the exact initiative is owned by international media institutions. It is required to make activities maintained by institutions such as Directorate General of Press and Information and Prime Ministry Office of Public Diplomacy more qualified.

Also one of the most important factors that should be considered in media diplomacy is the watching rate abroad of national media organs. Western country medias have serious watching rates by taking their own country's economic, political and mental power as a support in this case. Hence, press quality has a great importance in addition to the conditions as political engagement. For instance several new media institutions, who have been shaped in the countries whose economic and political power cannot be compared with Western countries, have been efficient in the global level.

Today, the concept of public diplomacy has been discussed more day by day and the effect of civil society has increased in lots of areas from tourism to culture, from education to humanitarian diplomacy. In the other words, unofficial actors have begun to be more efficient than past in case of presentation of national profits abroad. Rapid and cheap internet publishing gives opportunity to all civil factors to be active by using these technologies.

But this situation can cause rapidly spread of crisis showed up some countries or regions and so can cause diplomatic crisis. And another objection brought by internet is to declare several interviews and meetings (crypto) which were maintained in secret and thought that would rest hidden all the time.

It is so important to maintain media and information activities maintaining in civil area in the way that will not ignore the official activities. In this point, an important handicap has been taking the attention. The cliff between the power and opposition in the countries that have domestic and foreign political problems has been making impossible to adopt a concept of national profit that all civil factors will adopt in the same way. Views and initiatives offered as service to the homeland by one of the sides can be perceived and offered as betray to the homeland by other or others.

So, it is an indispensable condition to provide a minimum unity in the level of ideal, ideology, expression and action by media and information diplomacy activities maintained by official and civil channels. Otherwise, scattered image given out has been showing up a broken nation image in the eyes of its interlocutors and rivals; and has been causing them to develop opposite approach and treatments to the benefit of country.

In this context, we hope **the Studies of Media and Information Diplomacy**, which will be held in the content of **Civil Global 2015-2023-2053** "Development Program of Global Civil Diplomacy", will provide multilateral profits and important contributions on the development of cooperation opportunities in the national and international area by the proactive approaches.



Main Theme

“Development of Sectoral Diplomacy”

Sub Themes

Historical Perspective: Technological Developments and Media Effect in Modern Politics

Propaganda, Media and Information Diplomacy

Public Diplomacy, Media and Information Diplomacy

Communication, Transportation and Media and Information Diplomacy

Non-State Actors, Non-Governmental Organizations, Media and Information Diplomacy