

## **EU and Turkish Communication Strategies (2012-2022)**

### **The Media**

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**Communication is an essential tool for all segments of the society. Public diplomacy should be developed especially in the middle eastern and Arab societies.** How do Turks and Europeans communicate ? Misunderstandings can result when journalists and reporters cannot analyze the different aspects of Turkish and European communities. What sort of a dialogue is needed? Intercultural dialogue, language training, cultural differences, xenophobia... We need a new definition of cultural diplomacy in the region. We should have a competent civil society dialogue between EU and Turkey by pushing the boundaries of communication. Then, we can succeed in ways we didn't think possible. A European-Turkish communication consultancy specializing in building relationships with Europe's key stakeholders. These interactions are critical to the full range of challenges Turkey and EU face. We believe EU's reputation is the culmination of how such challenges are managed. Our target audiences for this communication strategies are ambassadors, government officials, diplomats, civil society organizations, reporters, editors, news directors, journalists, and executives from business and non profit organizations. In brief, multi-channel communication is essential in our digital age. The media should help EU and Turkish communities to convey the right messages to the right audiences (including print, broadcast and online communication) What's more, Turkey should handpick the best practitioners in bureaucracy, academia, and media.

**How do the foreign media present Turkish imagery and Islam in Turkey in the context of Turkey's EU Candidature?** How does Turkey's imagery and Islam roles are perceived in the EU? Do foreign media avoid discriminatory references to religious beliefs and avoid religious stereotyping?

An analysis of Turkish imagery in reputable news media with the images of Turkey in the Middle East region and Europe denotes particular attention. How is Turkey pictured? Portrayal of Muslim Turkey and foreign press coverage of women in Turkey will position the findings within this debate.

This analysis will explore some main news agencies like The Reuters, AP, and Arab News network. My proposal's current urgency provides a window into some more abiding problem; the negative images of news coverage presented during the 2000s. A perceived trend of rising islamophobia and its consequences in Europe and US mass media. How does this trend affect the possibility of Turkey's entry to the EU? I'll specify the sources, the respondents from the news agencies. (BBC, Reuters, CNN, the Arab News...) **The results could be argued to be relevant not only for academic debate but also could provide an input for public diplomacy specialists.**

The coverage of foreign affairs in the media deserves particular attention. **Articulation of a set of standards is needed to guide the media in the area of religion or belief so that one should know which standards have been violated by unethical conduct.** My proposal is comparative and I need an international multi-disciplinary comparison. When one attempts to examine the media coverage of Turkish image and Islam by the foreign press in Turkey,

it's seen that there's the problem as the Turks see it, and the problem as the foreign media see. Handling such a research question requires a thorough knowledge of Turkish perspectives and EU, US media agenda.

There has been a failure of the perception of Europe and America's Turkish focused media policy. A process of reassessment of the media coverage and the rise of Islamic conservatism is needed. As a matter of fact, foreign correspondents must have in-depth back grounding in the society and institutions of Turkey where they are being assigned. **Different political orientations caused different reporting. There should be an educated awareness within the media on issues related to religion or belief.**

The most crucial issue is that the publication of a story should not provoke the terrorists and endanger lives. The mass media has insight into the public mind.

Media coverage has a great potential to raise Turkey's profile around the world. International public opinion is inevitably shaped by media coverage. What kind of a paradigm the foreign media use? I'll try to discuss these issues, but especially **EU-Turkish communication strategies** for the next decade. I'll propose some new trends as a futurist approach in my paper.