

**CULTURAL DIPLOMACY IN THE CONTEXT OF  
TURKISH FOREIGN POLICY: A PARADIGM SHIFT FOR NEW TURKEY**

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According to the changing nature of power, states has been started to use alternative methods for their foreign policy goals. As a result of this alternative approaches in 1990s, *Soft Power* emerged as a game changer for states that crowns attractiveness, instead of using military/economic power/threats to reach their foreign policy goals. Due to the widening usage of *Soft Power* in the international relations, new types of tools for *Soft Power* have been developed. From this point of view, if one considers *Soft Power* as a body of a tree, one of its branches could be named as *Cultural Diplomacy*. Taking its core from the same root, *Cultural Diplomacy* uses *Soft Power* mechanics for states to enhance their attractiveness capacity through cultural activities. Considering Cultural Diplomacy as a tool for Turkish Foreign Policy, the Strategic Depth doctrine of Prime Minister Ahmet Davutoglu, provides suitable background to operate. Through incumbent doctrine of Turkish Foreign Policy, Turkey's *Cultural Diplomacy* also get enhanced with various state institutions and NGOs. In this paper, evolution of *Cultural Diplomacy* usage in the international relations and especially in Turkish Foreign Policy context, will be reviewed.

**Keywords:** Soft Power, Strategic Depth, Cultural Diplomacy, Turkish Foreign Policy

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