

## Digital Analysis of the Lobbying Activity of the Turkish World: TURKSOY Case

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### Abstract

States, communicating with the diasporas who have migrated to different countries and sharing cultural, religious and economic shares by helping diasporas protect themselves and aim to show that diasporas are not supported by their homeland. These shares also strengthen their relations with diasporas and their countries and positively contribute to the international image of states. For this purpose, the Turkish government also interacts with citizens living in the Turkish world and constitutes a public diplomacy before them. With new communication technologies, public diplomacy activities are being carried out through digital channels. This study combines Türksoy's diasporas in the Turkish world with digital public diplomacy.

**Keywords:** Diaspora, Turkish World, TURKSOY, Communication, Education.

### Introduction

International Turkish Culture Organization (TURKSOY), Azerbaijan, Kazakhstan, Kyrgyzstan, Turkey, Turkmenistan and Uzbekistan Cultural Ministers 19-20 June 1992 Istanbul and 30 November-02 December 1992 in the meetings held in the meetings of the International signed on 12 July 1993 It was established with an agreement. According to Purtaş (2012), the TURKSOY Organization has contributed to the reinforcement of the cultural partnership among the member states with its critical activities since its establishment, and it is a cultural cooperation organization that has made significant contributions to the intercultural rapprochement process with its efforts to promote the Turkish culture to the world.

One of the public relations practices used by organizations for political powers is lobbying (Bıçakçı, 1998: 143). With this, it aims to change a political issue or prevent a possible change (Tosun, 2003: 353). For this purpose, it is known that different organizations operating in different business lines lobby in line with their own goals and expectations (Faupin, 2005: 92). This situation leads to various definitions of lobbying. For example, while an organization operating in the production sector defines lobbying activities according to its own, an organization in the service sector can use a different definition. However, a common point, such as "influencing decision makers", is also seen in all definitions.

According to Hikmet Election (1994: 18), lobbying is the effort to inform and influence people who are legislators or decision-makers in public administration. According to Sezgin (2002: 752), Using lobbying, persuasion, convincing and promotional techniques is defined as the ability to put pressure on decision-making mechanisms (such as the legislative, executive, judiciary, local assemblies and board of directors) and change the decisions of a group or against a country.

Almost all public relations practices given in brief information are made for similar purposes, and lobbying is different. In general, lobbying appears as the initiatives of individuals and private interest groups to influence political decision-making (Peltekoğlu, 2004: 381).

Lobbying, which is a public relations practice, aims to establish the decision-making authority and remove the decisions in the desired direction but also aims to create a positive image for the organization and gain public support by explaining the case and the organization to the public. As a result of the seizure of global power by multinational companies in the world in the world, nowadays, public relations (Bıçakçı 1999: 279), which is of interest to the private sector rather than the public sector, has become more and more frequently used lobbying.

The main objectives of lobbying in public relations are To prevent the negative attitudes that may occur in the target audience, to strengthen the reputation of the organization in public opinion, to increase awareness, to reposition, to make the legal decisions that may affect the fields of activity to be taken according to the situation or to ensure that the necessary arrangements are made.

### Method

Our research aims to reveal whether the benefits of lobbying in realizing the organization's goals as a public relations practice is valid through the "Lobbying Activity of the Turkish World: Türksoy Case". For this purpose, the first cooperation organization established in the Turkish world, the International Turkish Culture Organization

TURKSOY, Azerbaijan, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan and the Republic of Turkey, then the Turkish Republic of Northern Cyprus. The lobbying activities in the Gagauz Place of Tatarstan, Bashkortistan, Altai, Field, TIVA Hakas, and Moldova affiliated to the Russian Federation are to strengthen the heartiness and brotherhood of Turkish peoples since the day it was founded and to introduce the common Turkish culture to the future generations. As the Public Relations Practice, the issue of lobbying makes our work vital because it is the first in the TRNC since it has not been studied in the Turkish Republic of Northern Cyprus. In Turkey, close studies in this field have not gone beyond the literature screening and did not include research findings. The fact that these are being done for the first time with our doctoral thesis research reveals the study's originality. The research, TURKSOY, the first cooperation organization of the Turkish world, Azerbaijan, Kazakhstan, Kyrgyzstan, Uzbekistan, Turkmenistan, the Republic of Turkey, and the Turkish Republic of Northern Cyprus, has been limited to the lobbying activities in the Gagauz Place of Tatarstan, Bashkortistan, Altai, Field, TIVA and Hakas and Moldova, affiliated to the Russian Federation.

### **Short History of TURKSOY**

TURKSOY, the International Organization of Turkish Culture, is the Organization of Culture and Art, which continues to work in order to investigate, develop and promote common Turkish Culture, art, history, and present historical heritage by establishing friendly relations between Turkish origin and Turkish language -speaking countries and peoples.

The international agreement, which can be described as the foundation of Türksoy's establishment, was signed on July 12 1993, in Almaty, the capital of Kazakhstan at that time. The agreement declared their independence from the Union of Soviet Socialist Republics; Azerbaijan, Kazakhstan, Kyrgyzstan, Turkmenistan, Uzbekistan and Turkish Cultural Ministers as Azerbaijan Turkish, Kazakh Turkish, Kyrgyz Turkish, Uzbek Turkish, Turkmen Turkish and Turkish Turkish signed it. The TURKSOY organization created by this agreement, then the Republics of the Russian Federation Altay, Bashkortistan, Hakas, Field-Yakut, Tatarstan and TIVA, together with the Gagauz Place of Moldova and the Turkish Republic of Northern Cyprus, including the founding and observer countries The number was 14 (Aliyi, 2020, p: 13). In the past time, Türksoy has developed continuously and has made significant innovations about the Turkish World.

T.C. According to the protocol published in the Official Gazette on September 04 1994, T.C. A protocol was signed between the Ministry of Foreign Affairs and the Secretariat General of TURKSOY, the settlement of the organization's headquarters in Ankara and the status of national representatives and international personnel. The TURKSOY Organization was established in Ankara in 1993 and continues its activities as an international organization with all diplomatic privileges, immunes and rights. The states are the organization's host country and the Republic of Türkiye deposit. The official language of the organization is Türkiye Turkish. Türksoy Organization as a whole: Permanent Council, Term Coordinator, TURKSOY Secretariat, and representatives of the member states. TURKSOY Corporate Activities, Permanent Council Member

He is the chairman of the period coordinator, elected among the ministers of Culture and served as the president of Türksoy. Türksoy's rulers are determined by election by complying with democratic principles, customs and rules. In addition, member and observer countries have equal rights in the organization.

In the thirteenth year of Türksoy, its capacity grew, and it was moved to the new service building in 2006, with an increase in the number of representatives of the member states and international personnel. For these reasons, a new host-country agreement was needed. In this context, on February 04, 2010, T.C. He signed a "Host Country Agreement link between the Ministry of Foreign Affairs and the Turkey Secretariat. With this agreement, the privileges that TURKSOY and its personnel will benefit from during their activities in Turkey are determined legally by the immunes (Official Gazette, 2011, No: 28038).

TURKSOY's activities are not limited to member states and are spread across a broad geography, including the Balkans. In the realization of these activities, the Turkish Council, Türkpa, Turkish Academy, Turkish Culture and Heritage Foundation, Yunus Emre Institute (YEE), Turkish Cooperation and Coordination Agency (TİKA) and international Turks and relative communities (YTB) worked in the coordination of Türksoy institutions.

TURKSOY also cooperates with national organizations such as the United Nations Education, Science and Cultural Organization (UNESCO), Council of Europe, ISESCO, IRCICA and CIS countries, where the same principles and objectives share the same principles and objectives. Today, it would not be wrong to say that Turkey contributed to many of the activities organized about common Turkish Culture worldwide (Aliyi, 2020, p: 13).

### **TURKSOY's Purpose**

In the Tenth Year Book of Türksoy by Şengül (2006), the organization's primary purpose is in the Turkish language's geographies. It is stated to strengthen the brotherhood and cultural unity among the peoples whose language, history and culture are familiar. Undoubtedly, one of the most important goals of Türksoy is to create suitable environments and conditions for the use of a common language and alphabet in the Turkish world geography.

In doing all these studies, the organization aims to establish mutual friendship bridges at all times, provided that it teaches the principles of their cultures and their mother tongue. It strengthens scientific research, which prepares an environment to transfer the national history, language, literature, culture, art, traditions and traditions of the communities living in the regions of the working regions to future generations and deals with the shared past of friendly and brotherly peoples as well as the shared past of friendly and brotherly peoples. For the said purposes, he has published various printed works, opera days, poets, painters, sculptures and photographers meetings; international festivals; commemoration and celebration days; exhibitions, conferences, symposiums and panels (Kaseinov, 2019: 41-49).

Cultural and artistic activities organized for these purposes have significantly supported global peace and intercultural interaction. In addition, it makes significant contributions to the emergence of scientific research that deals with the familiar past, history, language and literature, culture and art of the people living in the geographies in the working region.

### **The concept of lobbying and legal arrangements**

Lobbying (Fupin, 2005: 92), which has been behind the power of decision-making, influencing the government and the members of the parliament, starts from the early ages of the governing and rules in terms of historical origins. The first release date of the United States is considered the early period adopted by the Republic (Dincer, 1998: 51-52), the first release date of the United States.

America, the first place where modern practices are done, planned, programmed and consciously, is still the capital of world lobbying; it is known that more than 20 thousand lobbyists operate in Washington only in Washington (Powell and Cowart, 2003: 238).

In addition to the United States, the European Union, another power influential in world politics, is one of the essential places where today's lobbying is done. It is known that there were more than 10,000 lobbying at the end of the 20th century in Brussels, which became the gathering centre of the member states of the Union, and that they are trying to influence the institutions and administrators of the member states (Çamdereli, 2000: 292).

Lobbying, which is so cared for and influential in the decision-making bodies of two superpowers, such as America and Europe, is not only a mere activity but three elements. According to Kazancı (2002: 282), these elements are lobbying, lobbyists and lobbying studies.

Lobbying, public, printing groups, companies, or national lobbies, in their countries or foreign countries for the legislative, executive and even judicial bodies, whether the support of the laws in line with their interests, whether or not the appointment of government officials, using various communication techniques by using material/spiritual persuasion by using various communication techniques It is a series of organized actions that require continuity.

Although the history of lobbying is not as old as the history of humanity, it has a historical history that goes up to the early ages when people began to live as a society and the governed relationship existed (Mack, 1989: 1). For this reason, it is claimed that the second oldest profession in the world is lobbying (Howe and Trott 1978: 20).

Lobbying has been a form of application that has been made in line with the social, religious-moral and economic life of the society in direct proportion to the social, religious and economic life of the society and has the methods of organized and conscious influences that have been done with the arguments of time in line with the needs of time by showing the stages of societies.

### **Modern Lobbying History and Legal Regulations in Turkey**

A nation with a long history in terms of its origins, establishing and governing many states and empires, and ultimately establishing the Republic of Turkey, must be as old as the lobbying history.

The oldest lobbying information about the Turks is the information on the southern face of the Ash Tigin Monument and the east of the Bilge Khan Monument. Although there is no direct information about lobbying in these inscriptions, they do not leave their homeland, nor their customs and traditions, and the Chinese could change the society and state order as he wished by bringing the administrators and the people closer to himself with various gifts, unique silk and beautiful words, otherwise the Turks did not believe it. Otherwise, the Turks did not believe it. He advises that they will fall into captivity (Ergin, 2001: 3-52).

It is understood from this that the precious and beautiful gifts given by the Chinese were made for lobbying according to the conditions of the time to influence people with power and power and to refer them to a particular situation, while the history of lobbying in the Turks.

During the Ottoman Empire, various lobbying activities were encountered. On May 7, 1830, Turkey and the United States signed the first trade agreement. Turkish-American relations were given official dimensions, and the privileges granted to other countries with capitulations were also granted to this country (Kantarıcı, 2001: 141). The lobbying studies carried out in these and later periods were generally carried out by foreign tradesmen and minorities (by Jewish and Armenian rich) who were in the subject of subjects. For example, the Committee of Union and Progress Society, where Jews and returns dominated, had shown someone who trusted the Sultan under control in the period when it was active (Yalçın, 2004: 79), at the same time, the purpose of reaching their desires

directly to the upper level. It is also a known fact that even the interpreters of the embassies of foreign countries in Istanbul have significantly influenced the state (Öymen, 2002: 186).

It is seen that Jewish and Armenian lobbies have intense work in the event of whether or not the Janissary Quarry was removed. According to Soner Yalçın (2004: 123–124), the Jewish Sarrafs at that time greatly impacted the palace by establishing partnerships and various relationships with janissary aghas. For this reason, they always opposed the abolition of the Janissary Quarry and carried out activities in this direction. However, various circles, especially Armenians, who were uncomfortable with the influence of the Jews on the palace, wanted to increase their power over the Ottoman Empire. For this purpose, the Armenian capital supported the establishment of the janissary quarry and the establishment of the Credit army with extraordinary requests.

In the sense that we understand today, Turkey started its modern lobbying studies for the first time in 1924 after the transition to the Republic, 1924 the "Turkish Teavün Society" (Turkish Welfare Association). In response to the "No Lausanne Treaty!" Campaign initiated by the Armenian and Greek lobbies to cancel the "friendship and trade treaty, he launched the first modern lobbying study in Turkey by showing the first reaction in 1924.

In response to the work of Armenian and Greek lobbies, he published a small brochure titled "Free People's Leaders'. It was an open letter or a memorandum. The American Congress was distributed to members. "We, Turkish colonies in the United States... We respectfully present this memorandum to your attention". The deliberate slanders of the Turkish enemies were "vehemently protesting .. After that, why the Lausanne Treaty should be approved, and the contribution of this to world peace and Turkish-American relations was explained (Şimşir, 2001: 43-44).

The Republic of Turkey, after these works initiated by volunteers in 1924, has made the formation of several official institutions for our national promotion abroad and the training of elements that can perform little lobbying activities. The most important are the Ministry of Culture and Tourism, Anadolu Agency, TRT, General Directorate of Press and Publication and the General Directorate of Foreign Affairs (Soysal, 1999: 725), established on 23 July 1958.

Through the state, the first international professional trials began in 1981 with an agreement with an American professional lobby company to protect Turkey's interests in the United States. This agreement and this date began the first Turkish lobbying in the modern sense. After this date, agreements with various lobbying organizations and initiatives in this direction have continued (Özsoy 1999: 191). The agreements have changed quality and quantity by undergoing various changes per the needs. Previously, it has led to the demand for a broader range of services from the lobbying companies requested on limited issues. For example, in return for an agreement with Turkey's company "Capitoline / M.S. L in 1994, the company has committed to providing the following services (Özsoy, 1999: 194);

- Research customers,
- Preparing testimony for open talks in committees,
- Creating political action committees (PAC),
- Creating a coalition with other lobbies,
- To observe the interests of its customers at the state and local level,
- To carry out relations with the media,
- Organizing Grass Roots Campaigns,
- Making publications for promotional purposes on behalf of customers,
- To announce the written statements to be made by the Turkish Embassy to the American public.

Although our country's lobbying activities are primarily for international purposes, it is seen that the U.S. and E.U. mainly target this. In today's world, two superpowers (Private, 1994: 57), such as the U.S. and the E.U., are in economic, commercial, political and military fields, decisive and impressive positions. Apart from these, only a few activities can be shown as examples in the international arena on behalf of our country.

In our country, lobbying activities have been carried out since the establishment of parliaments based on folk will, although not legal and institutionalized like the USA (Unat, 1987: 49). For this purpose; it is seen that similar activities are carried out in the Turkish Grand National Assembly and various ministries (Aziz, 2003: 27).

While the lack of legal rules that regulate lobbying in our country constitutes a deficiency in this field, in the Constitution and Laws, other rules of law can limit this area indirectly. For example, the Law on Political Parties No. 2820 is one of them (T.C. Official Gazette, Publication Date: 24.04.1983, Issue: 18027).

### **Communication dimension of lobbying activities in Turkey: TURKSOY Case**

When we look at the lobby studies still being applied within Turkey, it can be said that these are not fully organized, and how and by whom are unknown and mostly negative images (Dinçer, 1998). Today, many interest groups in Turkey can ensure the approval of the legal regulations they want with lobbying activities; they can intervene in appointing and promoting the officers they find close to them and benefit from a number of material and moral privileges. Although the political structure of the United States is a significant business line that draws attention

and is respected for the legal regulations needed by every segment in this country, the Lobbying Institution is seen as a wrong and informal way to finish business in public relations in Turkey. (Dinçer, 1998). There is no lobby order and environment established in Turkey. There is no such business that has been accepted by society. However, there is informal and traditional lobbying in Turkey.

Before submitting important tenders or critical law proposals, national or international printing group representatives carry out lobbying studies before the relevant institutions. In Turkey, the election campaign of the parties' candidates during the election periods is very costly. Money is found in the printing groups, usually deemed appropriate by the group members on the candidate lists; these people are put into parliament and lobby on behalf of themselves (Çomaklı, 2003). Similarly, it was seen that the large companies and holding managers entered the parliament to represent their groups. The printing groups in our country provide specific support while making certain requests from the government to ensure that certain public services and goods are offered to the printing groups of these supports and demands. Such a relationship results in bargaining between the printing groups and the government (Erkan, 1992). In addition, the recent corruption scandals show that bribery to lobbying in our country is transmitted in amounts exceeding trillions (Ay, 2003). Again, in our country, invitations and cocktails are the most suitable environments for lobbying in the individual sense. Cocktails are organized after ceremonies or meetings, ball and invitation organizations are organized on official holidays, and environments are individual but natural lobbying environments in our country. Bureaucrats requesting promotion in the public sector, those who follow the tender, those who have problems in one way or another, and those who will solve these problems may have significant opportunities in these cocktails (Kazancı, 2002). In an individual sense, it can be said that lobbying initiatives were carried out by significant capital groups (Sönmez, 1990). The fact that it has a negative image and the work followers of the work of the people who perform most lobbying activities is also called the work followers of the work followers of the tender follower. In Turkey, it is possible to make the work follow-up of some spouses, friends and relatives who are not institutionalized in Turkey, close to deputies or decision-makers. Since lobbying in Turkey is not settled as a profession, the capital offices and senior executives of the significant holdings, people who are close to the bureaucrat environment, some public relations and advertising agencies, workers' unions, media, agricultural organizations, chambers, high school and university societies, These are weak activities carried out by the Secretaries of Chambers and Associations. In addition, deputies in Turkey are interested in business follow-up in line with the demands of citizens and printing groups in addition to their legislative duties (Dinçer, 1998). As a result, it is a kind of lobbying against the government, government institutions and employees. As a result, it is possible to say that the lobbying activities in Turkey have not been institutionalized in terms of the lobbying profession made by the printing groups.

### **Conclusions And Recommendations**

When we look at the lobby studies still being applied within Turkey, it can be said that these are not fully organized, and how and by whom are unknown and mostly negative images (Dinçer, 1998). Today, many interest groups in Turkey can ensure the approval of the legal regulations they want with lobbying activities; they can intervene in appointing and promoting the officers they find close to them and benefit from a number of material and moral privileges. Although the political structure of the United States is a significant business line that draws attention and is respected for the legal regulations needed by every segment in this country, the Lobbying Institution is seen as a wrong and informal way to finish business in public relations in Turkey. (Dinçer, 1998). There is no lobby order and environment established in Turkey. There is no such business that has been accepted by society. However, there is informal and traditional lobbying in Turkey.

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