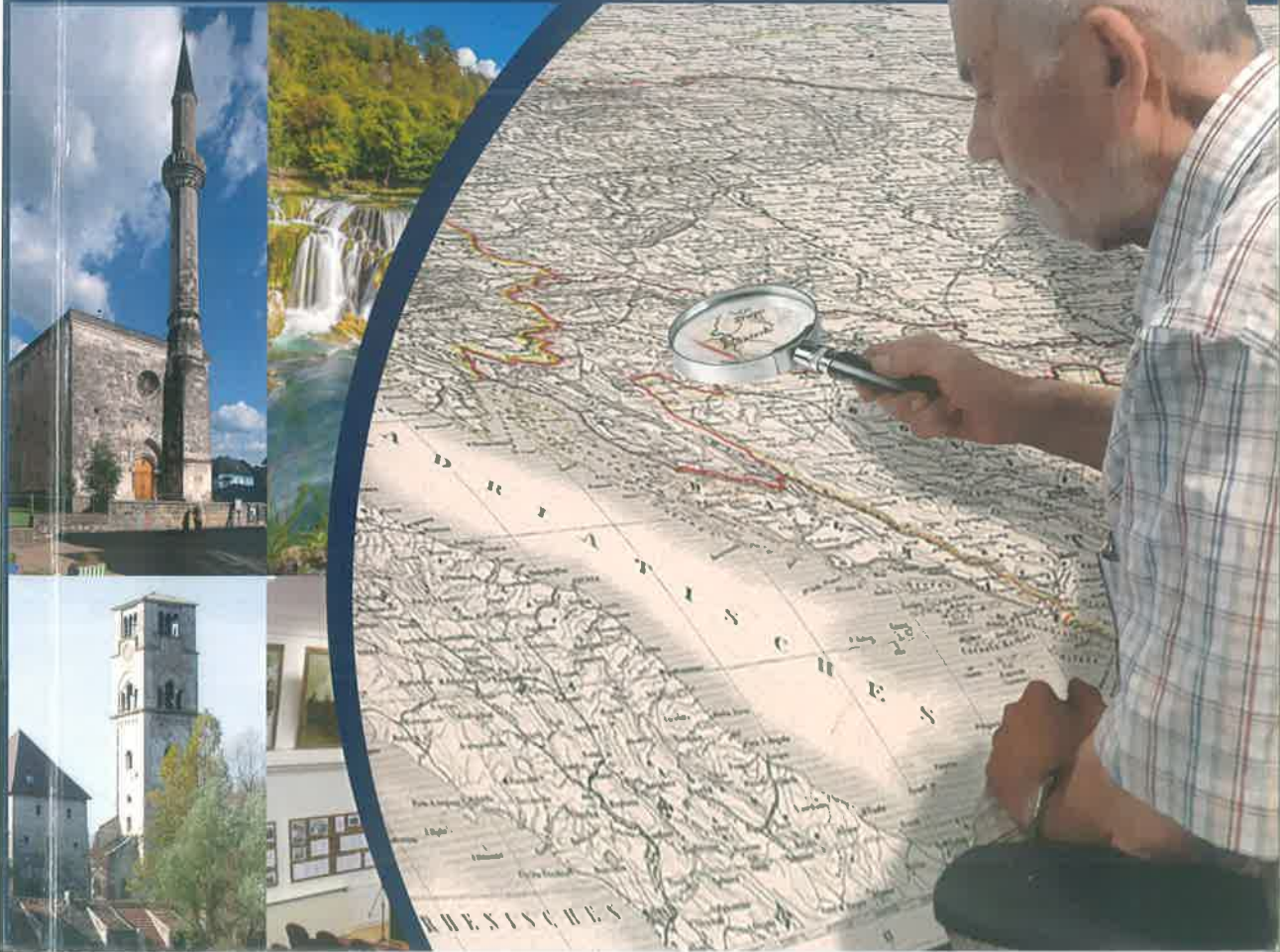


ZBORNİK RADOVA

BOSNA I HERCEGOVINA KROZ HISTORIJU

Povodom 40 godina naučnog rada
Mithada Kozličića



ZBORNİK RADOVA
BOSNA I HERCEGOVINA KROZ HISTORIJU
Povodom 40 godina naučnog rada akademika Mithada Kozličića

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ZBORNİK RADOVA

BOSNA I HERCEGOVINA KROZ HISTORIJU

POVODOM 40 GODINA NAUČNOG RADA
MITHADA KOZLIČIĆA

Bihać – Tuzla, 2021. godine

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**STUDY ON CULTURAL DIPLOMACY IN THE
CONTEXT OF TURKEY'S BALKAN POLICIES:
SAMPLE OF ACADEMIC FOUNDATION OF BOSNIA
SANDŽAK CULTURE AND HISTORY**

Introduction

Public diplomacy, which has been conducted in the past with strict norms and hierarchical system on societies and governments where the intercultural communication efforts are desired to be increased, political, economic, artistic and cultural cooperation is needed, and the societies and states desired to be influenced with positive perception, are now replaced by cultural diplomacy where cultural and artistic activities, media and promotional services, educational activities and sports, and ideological elements are used as soft power. The Republic of Turkey has adopted the principles of neutrality, independence and peacefulness in its foreign policy processes. The country conducts diplomacy activities in order to maintain good relations with neighboring geographies for the purpose of protecting current borders and existing equilibrium. The reduction of international relations activities to the people as much as to the governments has caused the transformation of the classical understanding of diplomacy. To concentrate the political discourse of governments on peoples as well as governments can be possible only with the correct practise of intercultural communication processes by governments that demand to promote their own culture, history, politics, ideology, culture and society.

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Success undoubtedly can be achieved when the related communication process occurs in both directions. For this reason, it is required to learn the history, culture, language and current life practices of the people to be communicated in the process. Especially in the establishment of two-way diplomatic relations, it plays an active role in emphasizing language, history and cultural factors. It will increase the chances of success in the attempts of the countries to persuade and establish positive perceptions in economical, political, military and social contexts. Ensuring that non-governmental organizations, non-governmental institutes, higher education institutions and schools, public and media actors, civil society organizations and opinion leaders focus on cultural factors in the communication processes that will be developed within the context of diplomacy will bring the persuasion fact, one of the main objectives of diplomacy. The sensation of trust and empathy that develops with the persuasion fact will also provide the gain of the power factor that is as old as the history of humanity among individuals and governments in the historical process.

Nowadays, when public diplomacy goes beyond its traditional meaning, seeking for power has become more important than ever before, especially with the development of technology networks, communication and communication facilities. The development in the communication technologies has set ground to the internet to take place in the lives of individuals and societies shortly in almost every geography in the world. The profound impact of the internet network on the lives of individuals and societies has made today's individuals and societies a participant and resource. The chances of every individual to access any information quickly and without cost have made non-governmental organizations and governments actors within the context of diplomacy. Today's technology, which puts each individual to the point of being a resource, has also raised the presence of non-government actors in their daily life practices. With this related change, as governments are making efforts to ensure the sustainability of government policies with their work, non-state organizations also attempt to introduce their people through cultural studies.

Herein, it is very important that especially non-governmental institutes, non-governmental organizations adopt supplementary and integrated approaches that are compatible with the public diplomacy movements and foreign policy strategies of the governments. Due to this reason, countries such as Turkey, which have to maintain their power in the unstable geography in which they take place, always improve alternative plans in their

foreign policy strategies, and protect their own interests, have to increase their shareholders especially in the diplomatic steps they will take in today's conjunctural structure. With this understanding, it is possible to remark that Turkey supports different approaches in diplomacy in order to keep its vision continuously updated. Cultural diplomacy, which is surely one of the most important components of the existing approaches in diplomacy understanding, is conducted in Turkey on the view of the successful work of all its actors. The institutions that carry out activities which support Turkey's public diplomacy strategy, have succeeded to reach individuals and societies living in a wide geography by performing extensive and profound activities in many countries.

1. The Conceptual Framework of Diplomacy and Public Diplomacy

The concept of diplomacy, which is connected with the concept of foreign policy, is considered as the maintenance of human relations in a peaceful way. Diplomacy, the dominant factor in establishing foreign policy relations between political units, is identified as a resource that enables the execution of policy defined as building a strategy in line with tactics. While the political approach that is pursued by governments with other governments in the international arena is referred to as foreign policy, the nature of the relations developed in the process of carrying out foreign policy is called diplomacy. Diplomacy, one of the important concepts used by governments for the sustainability of interstate relations with peace and friendship approaches, is very important for establishing peaceful sources and relations between governments in order to protect their existence and interests in the international arena. The term diplomacy with its current meaning belongs to the British statesman and writer Edmund Burke in 1796. "Burke, taking the word diplomat with its French origin as a reference, enables the implementation and development of foreign policy"¹ (Klavins, 2011:2).

1 Klavins, D. (2011)., Understanding the Essence of Modern Diplomacy, The ICD Annual Academic Conference on Cultural Diplomacy 2011; Cultural Diplomacy and International Relations; New Actors; New Initiatives; New Targets, (Berlin, December 15th- 18th, 2011).

The concept of diplomacy, in the literature, is defined differently according to each discipline at different times and different perspectives; the common point of each resource is the unity of the parties on achieving strategic gains. It is surely beyond doubt that the tactical approaches of the actors come to the prominence in the process of achieving strategic gains. Diplomacy, which is also identified as becoming effective of tactical and strategic approaches as an art of negotiation, is an effort to create an effective image on the view of sustainable policies by ensuring the positive maintenance of interstate relations, in other words, international relations through negotiations. The existence of economic, technological, social, cultural, geographical, military, geopolitical and other elements of each government has the ability to create a value on the political discourse it produces in the sight of foreign governments. Diplomacy, which includes a structure that defines the existing and possible relations of a government with all foreign governments, is defined as “the art of business or diplomats negotiated by ambassadors and diplomats within the context of international relations”² (Nicolson, 1939: 15).

Diplomacy, considered as the representation of a reconciliation process, has the characteristic of a projection of the ways of reconciliation and negotiation followed by governments in order to accomplish the goals planned by governments within the scope of their goals, to protect the values, to afford their advantages, and to defend their interests. Diplomacy, which has a key role in fulfilling the related aims, also takes the task of being a source for the implementation of the relations that governments have established concerning foreign policy. From this aspect, it is not possible to consider the concepts of foreign policy and diplomacy separately from each other. Due to this reason, it is possible to confuse the concepts of foreign policy and diplomacy with each other or to use them interchangeably in many expressions. No matter the concepts of foreign policy and diplomacy can be identified as parts of a whole, the foreign policy points to the goals and objectives that governments plan to implement in the field of international relations, while the diplomacy points to the methods determined to ensure the effectiveness of the relevant goals and objectives.

In the process of achieving the aforementioned goals and objectives, to make other governments take the intended steps, to increase current relations to the highest level of positive direction and to minimize possible negativities are considered as the primary duties of the art of diplomacy.

2 Nicolson, H. (1939), *Diplomacy*. Oxford: Oxford University Press.

Diplomacy, which forms the opponent discourse of state of war and conflicts, is also an expression of the effort to conduct interstate communication with intelligence and skill. In the process of building profound relations between countries, it is of great importance that the parties are able to convey their culture, existence, values, judgments, and perspectives they have about events and facts to the other party in the most proper and effective way. On the view this reason, it is remarked that diplomacy consists three dimensions and three constituents concerning the establishment of effective communication and healthy relations between the parties. The related dimensions and constituents are defined as “communication, recognition and representation” by Jönsson and Hall. Not only diplomacy firstly begins with recognition, but also recognition is also a precondition for representation and communication. Communication and negotiation occurs between parties that know each other mutually³ (Jönsson and Hall, 2005: 165).

With the concept of globalization, which is considered as the development of technology, the acceleration of the communication network, the increase in transportation facilities and the disappearance of borders between countries; the concept of traditional diplomacy has been involved in a new process with the effect of post-modern approaches. It is possible to state that the roles assumed by the parties in the execution of the duties and responsibilities defined as rooted within the context of international relations have changed in today's modern day. It is possible to observe that the relevant change takes place in the context of diplomacy. In the traditional understanding of diplomacy, the roles of the parties are defined and their aims are predictable, while it has become difficult to control the understanding of diplomacy of the post-modern era. Today's diplomacy phenomenon, which is difficult to predict and control according to past periods, also emerges from the monopoly of the states. This situation has brought the number of parties and the diversity of the actors in the context of diplomacy, in line with the needs of the age we are in.

This sort of qualitative and quantitative change resulted in the inclusion of new and different actors in the understanding of diplomacy. The understanding of diplomacy, which exists at an interstate level in the past years, intends to inform the public as well as the governments today. To become widespread of the understanding of democracy day by day, the accelerating developments in the mass media, the existence of global organizations beyond governments and non-state, the increase of public opinion,

3 Jönsson, C., Hall, M., (2005)., *Esence of Diplomacy*, New York, Palgrave Macmillan.

civil society and media organizations change the nature of the power, and the necessity of conducting the concept of diplomacy with different and active shareholders and multilateral population. Efforts should be made to develop communication with the governments of the related structures as well as with their peoples in order to direct the way of perception of individuals, groups, nations and cultures, to identify their needs, to understand their orientations and to develop common aims. To correct misperceptions, to prevent communication errors, to form consensus on a common ground, to understand different cultures and social structures, to meet intercultural communication, to correct the extant misperceptions that have occurred along the historical process, to have information about the needs and convictions of the nations that exist in different geographies, to develop integrated perspectives in order to ensure a sustainable peace environment point to the concept of public diplomacy, which gains importance in parallel with this age we live in.

Developments in the field of diplomacy have brought a new type of diplomacy named public diplomacy. Today, it is important that public diplomacy, which focuses on looking for areas for common purposes, should be carried out with non-governmental institutions, media, public opinion and non-governmental organizations rather than being the monopoly of the governments alone. On the view of this reason, the concept of public diplomacy increases its effectiveness “by including governments, private individuals and groups, which affect the thoughts and behaviors of the public”⁴ (Snow&Taylor, 2008:7). The governing power of today, especially the governments of today, who have to act with these new actors, determine clear strategies and work with many actors outside the borders in order to accomplish their aims in parallel with the current developments of the era. Today, while the importance of public diplomacy is increasing in almost any field, the flexibility of elected and well-known governments is supported by non-state actors against the elements of pressure. The diversification of the actors alters the balance of power. Within this context, it is possible to identify public diplomacy as the whole process in which non-governmental actors come into prominence, the communication and interaction process intensifies, international areas gain importance, the concept of image becomes a current issue, and foreign policy strategies are built on cultural dialogues.

4 Snow N., Taylor M. (2008)., Handbook of Public Diplomacy, Taylor & Francis e-Library, Routledge.

2. The Most Effective Component of Public Diplomacy: Diplomacy of Culture

The diplomacy of culture, or cultural diplomacy in other common expression, is a concept that becomes an issue today which is frequently mentioned, has not achieved a consensus on its definition in the literature, and has become one of the dominant methods used effectively in country relations. Cultural diplomacy, which is one of the important methods used by governments in order to influence other countries positively within the context of international relations, is the positive evaluation of the soft power actions carried out in accordance with the interests of governments with diplomatic courtesy. The concept of cultural diplomacy, which aims to change the attitude of individuals, societies and governments in target countries, has a structure identical to the history of humanity, in one sense, it is a concept that brings intercultural diplomacy to the present day, as a type of communication that is more mentioned, questioned and researched in world politics. Cultural diplomacy, which was placed at the periphery of the discipline of international relations in the past, has become an academic research field that is ever-growing, changing and transforming with innovations.

Cultural diplomacy, that makes it possible to objectify abstract ideals with its theory and execution areas, has been a focus of many disciplines, especially communication sciences, in the field of social sciences. Cultural diplomacy, which is fundamentally considered as one of the usage areas of public diplomacy, corresponds to the actions of conducting cultural ideologies without economic, military, sanctions, threats, pressure and derivative factors within the context of international relations in the world political sphere. Cultural diplomacy, that contains the pursuit of remarkable and effective cultural ideologies and the effort to have positive perceptions in the presence of other governments, is embodied by the way of exporting cultural elements. Countries that equip their diplomacy strategies with cultural resources have the ability to transform the reflections existing in the perceptions of other governments by blending their previously made action plans with cultural diplomacy.

With the addition of cultural entities to diplomacy strategies, diplomatic relations are not in the monopoly of the governments, and in order to carry out strategic actions and to develop international relations and to increase sociocultural cooperation, non-governmental organizations as well as pu-

blic and private sectors are also involved in diplomacy process in order to preserve national interests. No matter cultural diplomacy “is perceived as institutions, foundations, libraries and research centers established by the government in a traditional way, cultural productions created by non-governmental organizations and the private sector are among the cultural diplomacy practices of a country”.⁵ (Cull, 2009: 12). Cultural diplomacy, which makes it possible to share the cultural reflections of a nation that can be determined according to the target population with other governments, branch of art that deliver cultural objects, exhibitions, fairs, international programs, scientific, educational and artistic events, translations of national and popular publications, cultural, documentary and research-oriented publications and TV series prepared according to current life practices can be possible with the presentation of certain sections of the social process that can be presented as an example.

“The more trustworthy, reputable and respected countries are, the more they can easily explain their policies to other countries and societies and they eventually become a center of attraction.”⁶ (Özkan, 2015: 13). To be able to access individuals, groups and societies comprises complex and challenging processes. However, the introduction of cultures, ideas and ideologies through diplomacy will bring important gains in the long term. In today’s globalizing world, cultural diplomacy causes different changes and the occurrence of different reflexes in different geographies. Cultural diplomacy, which provides a basis for the establishment of mutual communication, cooperation, understanding, common interest and sustainable peace between societies and nations through the use of cultural elements, is considered as the issue of cultural policies. Cultural diplomacy, created as a concept of diplomacy tradition, is carried out with cultural assets from education to art, from literature to sports, from tourism to historical heritage. As cultural diplomacy is regarded as “mutual sharing of ideas, information, art and culture”⁷ (Cummings, 2003: 1). As a result of the sharings carried out within the context of cultural diplomacy, individuals and societies can have the opportunity to recognize different nations, different cultures, different art activities, different literary writings and different life practices belong to different geographies.

5 Cull, N.J. (2009)., *Public Diplomacy: Lessons from the Past*. Los Angeles: Figueroa Press.

6 Özkan, A. (2015)., 21. Yüzyılın Stratejik Vizyonu Kamu Diplomasisi ve Türkiye'nin Kamu Diplomasisi İmkanları. Stratejik Rapor No: 70. İstanbul: Tasam Yayınları.

7 Cummings, M. (2003)., *Cultural Diplomacy and the United States Government: A Survey*. 1-15. <https://www.americansforthearts.org/sites/default/files/MCCpaper.pdf>, (23.04.2021).

With the different cultural reflections and perspectives presented through cultural diplomacy, the basis for international dialogue and empathy is also established. Cultural diplomacy, in which active shareholders in the outside of governments and multilateral populations can take an active role rather than just state institutions, is an important form of communication for rapprochement, positive image, admiration and curiosity, to initiate mutual understanding and tolerance, to develop common understanding, to gain the support of the public, to develop empathy, to meet on a common ground and to establish sustainable peace. In the related type of communication, the functioning of the works of managing powers, active shareholders and the multilateral population in parallel with each other will establish a ground for the successful execution of cultural diplomacy. Complementary actions of the parties that manage cultural diplomacy processes will give acceleration to the work and increase the percentage of success that can be achieved.

Cultural diplomacy, which has the power to establish a ground for trust-based relations between governments that want to develop economic, military, political and social relations and to establish consensus in terms of policy making and strategy development within the context of diplomacy, acts as a communication bridge between the parties in the context of international relations, and also leads the establishment of public relations activities. Furthermore, cultural democracy, which also causes the sensitivities between nations to be understood, contributes to the creation of positive environments for cooperation despite political differences, with its feature of presenting the possibility of capturing societies beyond the traditional approaches to the administrative powers by using the arguments of cultural diplomacy and intercultural communication. Cultural diplomacy will also help ease diplomatic tensions and take steps towards rapprochement among nations which are aware of having common values. Governments that engage in cultural diplomacy activities in a universal nature will gain both their own voters and supporters at the international level. Regarding the interpersonal communication, it will also bring various studies to eliminate the language barrier between individuals who want to know different geographies.

On the contrary of the traditional diplomacy method, cultural diplomacy, which gives a chance to reach active individuals of foreign societies more easily, also understands the possibility of reaching the young population and non-elite masses. Cultural diplomacy, which has a level

of effectiveness to prevent diplomatic tensions, communication errors, misunderstandings, hate speech and even violence and terrorist-oriented acts, also clear the way for the development of cultural-based cooperation and non-governmental organizations that aim to develop activities in this way. Cultural diplomacy that plays a dominant role in getting the support of the public, makes unique contributions to the recognition of cultures as well as calling cultures as universal values. To maintain the cultures within the context of universal values constitutes one of the basic duties of humanity, as every initiative that contributes to the development of humanity and serves its interests is supported. Cultural diplomacy, which takes an effective role in persuasion, creating soft power and cultural attractiveness, is also the formula for successful foreign policy strategies and effective country overview. Cultural diplomacy, which is one of the concepts “the most effective from the point of being effective in the intellectual arena and even being able to dominate this arena”⁸ (Türk, Topçu, Yaşar, 2018: 1847), is one of the popular concepts owing to the fact that it provides more permanent and clear results no matter it requires longer-term processes compared to traditional diplomacy types.

In addition, the importance and effectiveness of the concept of culture has increased because of the fact that societies have more intense contact with each other as a result of the concept of globalization, which has effects in almost every field. In this regard, it is possible to state that the effects of the concept of culture are more permanent within the context of international relations and intercultural communication compared to the past. Cultural diplomacy, which is related to the winning hearts and minds, focuses on the requirement of paying attention to cultural unity rather emphasizing cultural differences. Far from the different, other or minority discourses, cultural diplomacy, which undertakes the role of proving to the government of the world that diversity and variety are wealth, also reveals the importance of the concept of intercultural communication. Cultural awareness, which were recalled as important through cultural diplomacy, takes its place among the soft power elements at the point of renewal of reputation and trust of nations.

8 Türk, M.S., Topçu, Z. ve Yaşar, H.N. (2018)., Türkiye’de Öğrenim Görmeye Yeni Başlayan Yabancı Uyruklu Üniversite Öğrencilerine Yönelik Softpower Araştırması: Gazi Üniversitesi Örneği, *Electronic Turkish Studies Dergisi*, 13 (19), 1843-1866.

3. Sample of Academic Foundation of Bosnia Sandžak Culture and History

Academic Foundation of Bosnia Sandžak Culture and History, “which was established in order to preserve, maintain, research and document historical, cultural, linguistic, artistic and folkloric values of the Bosnia and Sandžak originated Bosnians who are citizens of the Republic of Turkey”⁹, “aims to record and document the history and cultural heritage of Bosniaks, full of tragedies, migrations, massacres, genocides and great struggles, with scientific honesty, far from prejudice and chauvinism, and improve friendship, sympathy and cooperation among Turkey, Bosnia, Hercegovina, Bosniaks from Sandžak and other Balkan people”¹⁰ since 2015. It is possible to remark that almost all of its founders have their origins in the disintegrated Socialist Federal Republic of Yugoslavia, primarily Bosnia-Hercegovina and Sandžak. It can be stated that the concept of culture is at the center of the foundation, which has listed a series of activities within the framework of its work plan in order to accomplish its establishment goals and has been working in the direction of its goals since its establishment.

The foundation, in which the concept of culture has the dominant role, “In cooperation with the relevant departments of universities and experts and institutions, to encourage the execution of studies on written and oral history, music and folkloric compilation, academic and cultural and even Bosnian language and literature,” constitutes its main field of activity. In order to concrete the the related objectives, the foundation also stated, “It has adopted the principle of organizing cultural, artistic, sportive activities and tourism activities in order to improve friendship, sympathy and cooperation among the people and particularly the youth of Turkey, Bosnia-Hercegovina, Sandžak, other Balkan countries. The foundation has carried out many activities to cooperate within the framework of the laws with the domestic and foreign organizations operating in line with this purpose”. Within the framework of the efforts to create cultural awareness, which is one of the important factors of cultural diplomacy that is important for finding a common ground, the foundation conducts activities as “collecting, archiving and preserving all kinds of documents, documents, photographs, films, posters, books, diaries, clothing and memoirs of cultural and histo-

9 Bosna Sancak Akademik Kültür ve Tarih Vakfı Resmi İnternet Sayfası, <https://www.bsavakfi.org/>, 23.04.2021.

10 Bosna Sancak Akademik Kültür ve Tarih Vakfı Resmi İnternet Sayfası, <https://www.bsavakfi.org/>, 23.04.2021.

rical value.”

Furthermore, the foundation, which organizes seminars, panels, symposiums, conferences, festivals, performances, concerts and trips within the framework of the activities carried out in accordance with its determined aims, publishes “books, brochures, annuals, magazines, journals, calendars” in order to in order to concretize the related works. The foundation “provides consultancy services in related fields by taking a leading part in the preparation of cdrom, documentary films, radio and TV programs”, and it establishes expertise commissions and cultural advisory boards, and cooperates with non-governmental organizations classified at national and international levels within the framework of legal regulations. The Academic Foundation of Bosnia Sandžak Culture and History, which has been actively conducting cultural and citizen diplomacy, which is one of the main components of public diplomacy, in quantitative and qualitative terms since its existence in 2015, also carries out intensive lobbying activities between the Republic of Turkey and the Western Balkan countries. The foundation, which considers “the Balkan issue that is constantly blown by the mind and mentality of Europe”¹¹ (Karaman, 2018: 221), from a cultural perspective, recognises the fact that “the historical awareness is also related to the development of the sense of identity and the fact of culture”¹² (Çolak, Türkmen, Hanılçe, 2017: 83).

As one of the cultural diplomacy institutions of Turkey, The Academic Foundation of Bosnia Sandžak Culture and History has conducted numerous activities from cultural days to conferences, from the commemoration of the Bosnian Genocide in Srebrenica to academic writings, been an ambassador especially in the Bosnia-Herzegovina and Sandžak regions, in the Western Balkan countries (Bosnia-Herzegovina, Serbia, Macedonia, Albania, Kosovo, Serbia, Montenegro, Croatia) within the context of diplomacy. The foundation, which is headquartered in Istanbul, is an institution with the projects and activities they carry out in the fields of culture and arts, academic and scientific fields at home and abroad, with its activities are recognized within the context of Western Balkan societies as well as on the Balkan immigrants who are in Turkey. The foundation carries out its works to promote the culture, art, literary writings, civilization and histo-

11 Karaman, M. (2018)., Balkan Çözülmesi ve Osmanlı Cephesinden Balkan Devletleri Algısı. Sosyal Bilimler Araştırmaları Dergisi, 13 (1), 219-248. DOI: 10.19129/sbad.356.

12 Çolak, M, Türkmen, İ, Hanılçe, M. (2017)., Halkın Tarihi ve Kültürel Bilinç Durumu: “Tokat Örneği”, Sosyal Bilimler Araştırmaları Dergisi, 12 (1), 81-102, <https://dergipark.org.tr/en/pub/gopsbad/issue/48586/617216>.

rical elements of the Western Balkan societies and to improve intercultural communications not only in the Republic of Turkey, but also in cooperation with institutions and organizations at national and international levels in many countries.

In order to keep the cultural awareness alive, the foundation, which adopts the sustainability of intercultural communication with the geography with a common historical background and its people in the related geography, conducts activities to create cultural awareness with an integrated perspective. In this respect, the foundation carries out studies with considerable criteria in order to create a positive image on behalf of Turkey, aims to keep the forgotten values of the local culture and art fields of the Western Balkan countries, to introduce the Balkan culture to the citizens of the Republic of Turkey, and also to unite the societies that share the common culture and heritage by announcing their names to the societies of the Western Balkan geography. Despite the fact that the founding history of the foundation, which was established by Balkan immigrants who lived in Turkey, in order to combine the Turkish and Balkan cultures and to develop positive relations between the two cultures, the foundation has managed to make a name for itself in a very short time and by extending the intercultural communication network, has succeeded in improving its diplomacy activities in quantitative and qualitative terms.

The foundation, which diversifies its activities by spreading to different geographies with its activities day by day, is rapidly progressing to become one of the most important carriers among cultural diplomacy ambassadors exist in the Balkan geography of Turkey. Not only the foundation, which gives importance to activities aimed at keeping the cultural awareness alive with the Balkan people whom we have a common heritage, with concerts, theaters, exhibitions, film screenings, translations of academic publications, workshops and intellectuals from Balkan countries, and many activities where it is possible to reproduce examples, but also introduces the underrecognized Balkan culture and art in Turkey while positively affects the image of Turkey in the Balkan countries with the activities carried out in Turkey with the contributions and collaborations of Balkan intellectuals. Due to the importance of the activities carried out in different Balkan languages, especially Turkish, “as each language represents its own culture, the unity of language and culture”¹³ (Demirkıran, 2020: 47), the foundation has undertaken the duty of being a cultural institute while announcing the

13 Demirkıran, C. (2020)., *Çift Dil ve Çift Kültür Yayıncılığı “Arte”*, Ankara: İksad Yayınevi.

activities in Balkan countries simultaneously with Turkey via mass media, especially social media and print media “through the cultural change created by mobile technologies”¹⁴ (Ceylan, 2021, 512). Likewise, “saved information in oral history is shared through discussion boards in virtual environments, and they play an active role in keeping the cultural history and identity alive”¹⁵ (Sepetçioğlu, 2014: 74).

The foundation, which undertakes its activities as a cultural institute in order to develop mutual understanding and leniency with the Balkan countries, to cooperate, to establish empathy, to meet on common ground, to develop mutual intercultural communication, to reconcile in common interest and to establish a sustainable peace environment, infuses the sense of preserving cultural heritage into future generations. The foundation, which has a sense of responsibility and cultural awareness on the lands that were migrated to and the land that was left behind, “by fulfilling its social, environmental, cultural and political obligations,”¹⁶ (Artuner Özder, 2019: 278), acts with the awareness that “in social responsibility, culture means more than having financial means”¹⁷ (Yalın, 2019: 833). The foundation, which develops Turkey’s cultural exchange with the Balkan countries in terms of quality and quantity, and prioritizing cultur-oriented academic studies in order to ensure the sustainability of friendship and cooperation with Balkan societies with a common historical and cultural background, has adopted the principle of introducing to the geographies.

To perform activities for the sons of Balkans living in the Balkan geography and our citizens living in different geographies and to find solutions to their problems, to maintain communication, to ensure the development of cultural, economic, social and artistic activities with our relatives and cognates, and to plan carrying the cooperation from the past to the future are undoubtedly considered among the important steps within the framework of cultural diplomacy. Likewise, the related factors “can be any

14 Ceylan, A. (2021)., Toplumsal Yapı Çözömlenmeleri ve Bilgi Toplumu, Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi, 9 (1), 502-533. DOI: 10.19145/e-gifder.835368, 23.04.2021.

15 Sepetçioğlu, T. (2014)., İki Tarihsel “Eski” Kavram, Bir Sosyo-Kültürel “Yeni” Kimlik: Mübadele Nedir, Mübadiller Kimdir?, Türkiye Sosyal Araştırmalar Dergisi, 180(180), 49-84. Retrieved from <https://dergipark.org.tr/en/pub/tsadergisi/issue/21490/230360>, 23.04.2021.

16 Artuner Özder, C. (2019)., Yönetici Bakış Açısıyla Otel İşletmelerindeki Yeşil Faaliyetlerin Etkinliğinin Değerlendirilmesi, Stratejik ve Sosyal Araştırmalar Dergisi, 3 (2), 277-287. DOI: 10.30692/sisad.583455, 23.04.2021.

17 Yalın, A. (2019)., Gelişmiş ve Gelişmekte Olan Ülkelerde Sosyal Sorumluluk Kavramı Halkla İlişkiler Kampanya Örnekleri Üzerinden Kültürel Eksende Bir Değerlendirme, 4. Uluslararası Bilimsel Araştırmalar Kongresi (14 – 17 Şubat 2019 / Yalova) (UBAK), 827-839.

of the social, economic, political and cultural systems that determine the connections of societies with each other¹⁸ (Çelikkaleli, Tümtaş, 2017: 158). To perform information bulletins and book studies to improve the quality of the current intercultural communication with sister communities and to create a basis for dialogue with empathy are the principal coordinations undertaken by the foundation, which, “shows attention, gathers at a common point to establish a long-term and mutually beneficial relationship”¹⁹ (Boyacı Yıldırım, 2021: 264).

Result

Today, the absolute condition to conduct successful public diplomacy activities is reasonable and persuasive policies that consider the needs and demands of all sections of the society. In the new world order changing in political and social sense with globalization, foreign policy strategies and trends have also had to go through changes. Hard power, which has been frequently used in international politics in the past years, is no longer a solution fact today, and it is leaving its place to soft power strategies. Soft power strategy, which is based on the concept of persuasion, influence, mutual understanding and empathy, is form on a management approach outside of military, economic and force. The use of soft power, which is also called the art of management with the aspect of persuasion, is an understanding that requires non-governmental organizations to conduct their activities rather than acting alone in the policies of governments. With the changing world order, the fact of diplomacy has also changed, cause to the emergence of public diplomacy and cultural diplomacy. In order to achieve effective, efficient and successful diplomacy activities, the necessity of taking the support of governments, non-governmental organizations and other elements has occurred.

In this point, governments substitute their diplomatic activities, which they conduct with sharp lines, with soft power activities they implement in order to change the perceptions of the targeted masses through non-public

18 Çelikkaleli, Ö. Tümtaş, M. (2017)., Üniversite Öğrencilerinde Sosyal Dışlanma İle Saldırganlık Arasındaki İlişkide Sosyal Yabancılaşmanın Aracı Rolü, Mehmet Akif Ersoy Üniversitesi Eğitim Fakültesi Dergisi, (43), 156-175. Retrieved from <https://dergipark.org.tr/en/pub/maeuefd/issue/31552/345830>, 23.04.2021.

19 Boyacı Yıldırım, M. (2021)., Nedene Dayalı Pazarlamada Marka-Sivil Toplum Kuruluşu İşbirliği: Haytap Örneği, Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi, 9(1), 255-294. DOI: 10.19145/e-gifder.825784. 23.04.2021.

institutions. On the view of this understanding, it is possible to remark that sharp and hard diplomacy activities are replaced by cultural diplomacy and mutual exchange of arts, science, knowledge, culture and ideas. There has been a long-term process between Turkey and the Western Balkan countries based on historical, political, social, economic and cultural ties for centuries. The Balkan geography is home to a population of cultural diversity that believes in different religions, communicates in various languages, belongs to different ethnic origins. Intercultural communication is undoubtedly very important for individuals with such diversity to establish their coexistence practices in the Western Balkan geography. With the collapse of the Ottoman Empire, there has always been a sensitive connection between Turkey and the Western Balkan governments in the process from the nation-state structure to the present. Nurturing the existing bond with the common cultural heritage and facts of the common historical past, will also provide the development of the intercultural communication established between Turkey and the Western Balkan countries.

The contributions of non-public organizations are undoubtedly as important as inter-state diplomacy activities for the sustainability of this development. The activities and contributions of non-governmental organizations in order to strengthen the ties between the Western Balkan governments and Turkey, to improve the relations between the two geographies, to promote their cultures and to unite the societies are at a level that cannot be underestimated. Among the related non-governmental organizations, the Academic Foundation of Bosnia Sandžak Culture and History, which contributes to cultural diplomacy by creating intense sympathy between Turkey and Western Balkan countries, conducting lobbying activities, and its work is important for the sustainability of intercultural communication between the two geographies. Turkey has to realize more active cooperation, coordinated activities and efficient projects planning in order to ensure a sustainable peace environment, because of the existence of the people of Balkan in the Western Balkan geography.

It has the responsibility of successfully continuing to attract the people of the Western Balkans in reaching a consensus in common interests. Turkey intends to create a national image in the field of international relations, to ensure the sustainability of the cultural influence existing in the Balkan geography, to contribute to the strengthening of existing relations, to establish sociocultural cooperation, to control attitudes, to ensure mutual understanding between individuals and societies, to channel the thoughts of

societies to the targeted direction, to protect sons of Balkan, who continue their life in the Balkan geography with cultural heritage, carries out cultural diplomacy activities with a wide perspective in order to shape perceptions in line with political interests. It is important to support cultural diplomacy, which is regarded as action plans for the maintenance of culture, identity, values, traditions, ideas, common past and values in a strategic context, with cultural and artistic activities in order to protect and promote national interests. In this point, to announce the activities carried out related to the intercultural communication through transparent communication channels is necessary.

It is very import that the strategies followed in the Balkan geography, where different ethnic origins have to live together, are presented to members of different ethnic origins with separate details and that the sharing of each society is specific to their own values. In particular, following the social developments that cause indignation in the societies and not being indifferent should be among the important goals of cultural diplomacy for building mutual trust. The main mission of the foundation, which is classified as an institution of cultural diplomacy with its activities, is to introduce the Balkan culture to the citizens of the Republic of Turkey and to endear the Turkish culture to Balkan societies. Within this framework, it is possible to remark that Turkey has made important contributions to the sustainability of current ties within the context of cultural diplomacy activities with Balkan countries, due to our cultural partnership and historicity that has lasted for hundreds of years. It is possible to express that, government-backed public diplomacy actors, as well as non-governmental organizations such as the foundation, without any support from the government, conduct cultural diplomacy activities that complement government policies completely voluntarily. Furthermore, the foundation successfully undertakes the activities of promoting its cultural heritage in international areas by protecting the common cultural heritage with its dynamic activities.

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STUDY ON CULTURAL DIPLOMACY IN THE CONTEXT OF TURKEY’S BALKAN POLICIES: SAMPLE OF ACADEMIC FOUNDATION OF BOSNIA SANDŽAK CULTURE AND HISTORY

Sibel Akova - Gökmen Kantar

Summary: The quick alteration created by technological improvements, transportation and communication network transformations in the lives of individuals and societies, together with the effect of the globalization made it unavoidable for the political, economic, social, artistic and cultural fields to differentiate from daily life practices. Nowadays, especially in political life, the power-based policies of the past have been replaced by diplomacy and soft power arguments. Governments had to replace the invasive and expansionist policies of the past with diplomacy and its components. The custom of conducting diplomacy in international relations under a government monopoly has been replaced by cultural diplomacy. Cultural diplomacy, which is a subcomponent of the diplomacy discipline used as a source to introduce traditions, customs, languages, cultures and life practices to other nations, has become today’s requirement in the international arena. Turkey, which also follows the current conjuncture, has given the initiative to non-governmental organizations, public opinion, media actors and non-governmental organizations to conduct cultural diplomacy activities without keeping the diplomacy fact under the monopoly of the government alone.

The Academic Foundation of Bosnia Sandžak Culture and History also embodies the concept of cultural diplomacy, one of today's contemporary approaches, by transforming the power and cultural background of its intellectual capital into productive activities. In this sense, the foundation takes important initiatives for cultural diplomacy by conducting concrete activities in academic, social, cultural and artistic contexts between Turkey and the Western Balkan countries. The foundation continues its efforts to emphasize the common cultural nodes in order to introduce the Western Balkan countries with which we have a common historical and cultural background and to ensure the continuity of the current positive relations between Turkey and the Western Balkan countries. In our digitalizing world, it is required to use each of the components of public diplomacy in a correct and effective way in order to create a positive perception on the public. Cultural diplomacy, which is one of the most effective of the relevant constituents, is defined as the activity of transforming the effort to get soft power, metaphorically, into concrete outputs.

Today, surrounded by a busy information network, ideologies and ideas, together with the opportunities thanks to technology, we have the ability to be quickly deployed and create powerful effects without any physical obstacle. This situation has evolved into a period in which today's governments and administrative powers are also aware of it and cannot remain indifferent. Likewise, each government that has claims, interests and aims in a global and regional sense is in an effort to create a hinterland where they can spread their ideas, ideologies and cultures and increase their power in line with this purpose. Within the framework of increasing international recognition and existing reputation, cultural diplomacy ambassadors, the figures of countries for the outside world, have reached the position of implementers of intercultural communication. Cultural diplomacy, which covered a distance in popularity today, where the fact of globalization is intense, has turned into an important factor in the international politics arena with the cultural communication studies carried out. Non-governmental organizations, particularly non-governmental institutions, public opinion and media actors get involved in communication processes as soft power when they realize that governments are insufficient to influence societies and governments of other geographies.

As a result of the necessity of improving communication between societies and governments, cultural diplomacy, in which intercultural communication processes are emphasized, has created a new form of international relations. To make its existence a current issue with changing actors, cultural diplomacy is important for Turkey just as for many powerful governments. By using the soft power arguments between the Western Balkans, their ancestral lands, and Turkey, their homeland, the Academic Foundation of Bosnia Sandžak Culture and History, along with many institutions operating in this field in Turkey, provides one of the most successful examples of intercultural communications, and continues its studies on cultural diplomacy. Acting as cultural diplomats between Turkey and the Western Balkan countries, the foundation contributes to public diplomacy with its activities compatible with the government and complementary to the government policies. Furthermore, the value of the activities conducted with the foundation budget set on the basis of volunteering and the donations of the foundation members also reveal the existence of a different sensitivity worth considering.

Key Words: Culture, Cultural Diplomacy, Balkan Policies, Bosnia, Sandžak