Keywords: Public diplomacy, Central Asia, comparative analysis, soft power, network-based diplomacy

Öz

Bu çalışma, Türkiye'nin Orta Asya'daki kamu diplomasisi faaliyetlerini kuramsal bir perspektifle ve karşılaştırmalı bir biçimde analiz etmektedir. Bu bağlamda, Türkiye'nin Kazakistan, Kırgızistan ve Özbekistan'daki girişimleri, Nye'ın yumuşak güç kavramsallaştırması, Cull'un kamu diplomasisi tipolojisi ve Zaharna'nın ağ temelli diplomasi yaklaşımı çerçevesinde incelenmektedir. Çalışmanın amacı, kamu diplomasisinin yalnızca imaj yönetimi değil, aynı zamanda kimlik inşası ve stratejik meşruiyet üretimi bağlamında işlevsel bir dış politika aracı olduğunu ortaya koymaktır. Çalışma, Yin'in vaka analizi yaklaşımı ve en benzer sistemler tasarımı yöntemine dayanmaktadır. TİKA, Yunus Emre Enstitüsü, Türkiye Maarif Vakfı, YTB, TRT Avaz ve Anadolu Ajansı gibi kurumların raporlarının yanı sıra medya içerikleri ve ikincil literatür, temel veri kaynakları olarak kullanılmıştır. Verilerin güvenilirliği ise üçgenleme (triangulation) yöntemiyle artırılmıştır. Bulgular, Türkiye'nin kamu diplomasisinin ağırlıklı olarak eğitim diplomasisi ve kültürel diplomasi eksenlerinde yoğunlaştığını, bunları medya diplomasisi ve kalkınma yardımlarının desteklediğini göstermektedir. Hoca Ahmet Yesevi ve Manas Üniversiteleri, burs programları ve Yunus Emre Enstitüsü gibi kurumlar, Nye'ın çekiciliğe dayalı güç kavramının sahadaki somut yansımalarıdır. Bununla birlikte, kurumsal koordinasyon eksiklikleri, bütçe şeffaflığı sorunları ve Rusya ile Çin gibi aktörlerle yaşanan rekabet, Türkiye'nin etkinliğini sınırlayan faktörler olarak öne çıkmaktadır. Öte yandan, çalışma Türkiye'nin Orta Asya'daki çok aktörlü ve bütüncül kamu diplomasisi yaklaşımının, bölgesel kimlik inşasına ve uzun vadeli stratejik meşruiyet üretimine hizmet ettiğini ortaya koymaktadır. Bu yönüyle çalışma, ilgili literatüre özgün bir katkı sunmakta ve politika yapıcılar için stratejik çıkarımlar sağlamaktadır.

Anahtar Kelimeler: Kamu diplomasisi, Orta Asya, karşılaştırmalı analiz, yumuşak güç, ağ temelli diplomasi.

Introduction

The traditional functioning of international relations, based on military and economic power (hard power), has begun to be reshaped through normative values such as history, culture, sports, and education, which have been at the centre of communication strategies since the end of the Cold War. This new paradigm regarding the functioning of international relations has formed the basis for the development of a unique literature around Joseph Nye's (2004; 2011) conceptualisation of "soft power." According to Nye, soft power refers to an actor's capacity to use its values as a foreign policy tool to persuade other actors. Public diplomacy, on the other hand, is a multidimensional field of application in which international actors directly target the

public opinion of different countries through communication, contributing to the realisation of foreign policy objectives through the perceptions and images they create (Cull, 2009; Gilboa, 2008).

Public diplomacy is viewed as a crucial tool for the foreign policies of international actors, particularly emerging powers (Yaşar & Uğurhan, 2023). Public diplomacy, as conceptualised by Nye's soft power theory, is recognised as a novel approach to diplomacy that transcends traditional methods in interstate relations and is at the centre of communication strategies (Melissen, 2005; Aydemir, 2022). However, it is emphasised that public diplomacy is not a one-way propaganda activity; rather, it is a dynamic process based on the construction of interactive communication bridges and relationship networks (Zaharna, 2010; Aydemir & Güner, 2023). Indeed, today, public diplomacy encompasses a wide range of activities, including cultural exchange, education, sports, exchange programs, scholarships, development aid, and media strategies (Snow & Cull, 2020).

Within this framework, Türkiye's public diplomacy activities, as a rising power, should be approached and examined from this perspective. Türkiye, which is present in various parts of the world through its institutions, attaches particular importance to Central Asia and makes intensive use of public diplomacy activities alongside traditional diplomatic efforts. This is because Central Asia is a region with deep historical, cultural, and linguistic ties to Türkiye, as well as a special place in terms of strategic priorities. Türkiye quickly recognised the Turkic Republics that gained independence in the 1990s following the collapse of the Soviet Union (USSR) and subsequently sought to rapidly develop its relations with these countries, strengthening its ties. This orientation was not limited to diplomatic and economic relations; it also focused on social rapprochement and made intensive use of public diplomacy activities targeting the public opinion of these countries. In this context, institutions such as the Turkish Cooperation and Coordination Agency (TİKA), the Yunus Emre Institute (YEE), the Turkish Maarif Foundation (TMV), the Presidency for Turks Abroad and Related Communities (YTB), TRT Avaz, and the Anadolu Agency (AA) form the backbone of Türkiye's public diplomacy (Çelik & İşeri, 2016; Öztürk, 2016; Ekşi, 2018).

This study aims to mutually analyse Türkiye's public diplomacy activities in the context of Kazakhstan, Kyrgyzstan, and Uzbekistan, Central Asian countries with which Türkiye shares deep historical, cultural, and linguistic ties. Within this framework, the study seeks to concretize Türkiye's soft power capacity and tools, as well as the diverse strategic functions of these tools in relation to the countries in question. The study highlights the multidimensional and multi-actor nature of public diplomacy by examining relevant institutions and activities holistically within a relational context. A review of the relevant literature reveals that Türkiye's public diplomacy activities are mainly addressed individually, focusing on a single institution or country. The present study

differs from others in that it addresses the actors and activities that form the backbone of Türkiye's public diplomacy efforts within a mutual and analytical framework, encompassing multiple countries.

Conceptual Framework

This study examines public diplomacy from a comprehensive perspective, drawing on theories of strategic communication and international relations. Public diplomacy is a field of activity that aims to strengthen a country's international legitimacy and support its foreign policy through values such as culture, history, and identity. Joseph Nye's concept of soft power forms the fundamental theoretical basis of this study. Soft power is the capacity to influence other countries' public opinion and decision-makers, and to guide their policies by creating appeal through a country's values (Nye, 2004; Hayden, 2012). Cultural values, political ideals, educational programs, sporting events, and media are important tools in this process (Schneider, 2009). Türkiye's activities in Central Asia are a concrete reflection of this strategy. Institutions such as TİKA, Yunus Emre Institute, Türkiye Maarif Foundation, YTB, TRT, and AA are key actors in Türkiye›s soft power strategy.

In addition to soft power, the concepts of smart power and sharp power also stand out in the field of international relations. Smart power refers to the combined use of hard power and soft power (Wilson, 2008), while sharp power defines the strategy of exerting pressure through disinformation and media manipulation (Walker & Ludwig, 2017). Türkiye's strategy in Central Asia is an innovative power approach formed by supporting soft power elements with hard power. Türkiye also competes with the sharp power strategies of actors such as Russia and China in this region.

Nicholas Cull's (2009) typology analyses public diplomacy activities in five categories: listening, advocacy, cultural diplomacy, exchange programs, and international publishing. Türkiye's scholarship programs, cultural events, and media activities correspond to these categories. Gilboa's (2008) strategic communication approach emphasizes that public diplomacy is not merely cultural interaction, but a strategic activity aligned with foreign policy objectives. This perspective highlights that Türkiye has not only strengthened regional cooperation in Central Asia but also fostered cultural rapprochement.

Public diplomacy is also an important tool in identity construction. Türkiye has developed a regional identity strategy cantered on shared language, history, and cultural elements in its relations with Central Asian countries. In this context, public diplomacy is not only a foreign policy tool but also a process that develops collective identities through normative values.

Public diplomacy is a multi-actor structure involving civil society organizations, educational institutions, media outlets, and state institutions. This study comprehensively examines the roles of institutions such as TİKA, YEE, TMV, YTB, TRT, and AA. Furthermore, new approaches such as digital diplomacy, diaspora diplomacy, and inter-people diplomacy are gaining increasing importance (Erkan & Akman, 2025; Bjola & Holmes, 2015; Rana, 2011).

Türkiye's Public Diplomacy Tools and Activities in Central Asia

Türkiye's public diplomacy activities towards Central Asian countries correspond to a multi-actor and multi-layered strategy built on a common language, history, and culture. The cultural appeal created in this way, the educational opportunities offered, development cooperation, and media activities point to Türkiye's strategy of creating long-term impact based on soft power (Yaşar & Uğurhan, 2022). Public diplomacy, based on perception building, image management, and the transmission of normative values, supports the acceptance and legitimacy of strategic goals defined within the foreign policy axis at the societal level (Melissen, 2005; Sevin, 2017). In this scope, the examples of Kazakhstan, Kyrgyzstan, and Uzbekistan reveal the diversity of Türkiye's public diplomacy tools and activities, as well as their strategic adaptations, which vary from country to country (Erkan & Nergiz, 2024).

The Turkish Cooperation and Coordination Agency (TİKA), which is at the centre of Türkiye's public diplomacy activities in Central Asia, is the most concrete representative of development diplomacy. It positions Türkiye as a regional development partner through education, health, agriculture, cultural heritage projects, and humanitarian aid. The restoration and healthcare infrastructure strengthening projects it carries out in Kazakhstan, Kyrgyzstan, and Uzbekistan are part of Türkiye's strategy to preserve its shared historical heritage and contribute to social development. These activities can be linked to the functions of "listening" and "cultural diplomacy" in Cull's (2019) typology.

The Yunus Emre Institute (YEE) is the leading actor in Türkiye's cultural diplomacy activities in Central Asia. YEE promotes Turkish culture through language courses, art workshops, and cultural festivals, contributing to identity building through shared history and values (YEE, 2021). Programs targeting young people are crucial in creating long-term social capital (Bjola et al., 2020).

Educational diplomacy is one of the strongest dimensions of Türkiye's public diplomacy. The Turkish Maarif Foundation (TMV) and the Presidency for Turks Abroad and Related Communities (YTB) are the leading institutions in this field. The schools and educational partnerships established by TMV provide a lasting infrastructure, while YTB scholarships enable thousands of students to study in Türkiye (YTB, 2022).

Kyrgyz-Turkish Manas University and Hoca Ahmet Yesevi University stand out as Türkiye's institutionalized "soft power centres" in the region. These institutions not only provide education but also facilitate the formation of long-term cultural and diplomatic channels of interaction (Altbach & Knight, 2007; Fisher & Speakman, 2020).

Media diplomacy is conducted through TRT and AA. TRT Avaz and AA play strategic roles in shaping Türkiye's regional image and public opinion beyond the news flow. Broadcasting policies based on a shared language and culture lend legitimacy to political and economic cooperation (Entman, 2008). Turkish public diplomacy is consistent with Zaharna's (2010) "network-based diplomacy" approach. TİKA's development projects, YEE's cultural events, TMV's educational activities, YTB scholarships, and TRT and AA's media initiatives form a complementary network. This structure offers a multi-actor and interactive diplomacy practice rather than one-way propaganda. Türkiye's public diplomacy largely overlaps with Cull's (2019) five dimensions of listening, advocacy, cultural diplomacy, exchange, and international publishing.

Table 1. Cull's Public Diplomacy Model and Türkiye's Examples of Implementation in Central Asia

Cull's Model	Kazakhstan	Uzbekistan	Kyrgyzstan
Listening	Training and health projects adapted to local expectations	Vocational training projects aligned with reform policies	Agriculture and education projects integrated with development plans
Advocacy	Energy security, emphasis on the Turkic world, TRT Avaz broadcasts	Common development and modernization messages	Brotherhood discourse, AA news framing
Cultural Diplomacy	Turkish language courses, Nowruz celebrations	Turkish film days, art workshops	Language courses, cultural festivals
Exchange Diplomacy	YTB scholarships, cooperation with Hoca Ahmet Yesevi University	YTB scholarships, university collaborations	Manas University, strong alumni network supported through scholarships
International Media	TRT Avaz Kazakh-language broadcasts, AA energy news	TRT Avaz documentaries, AA joint content	TRT Avaz cultural broadcasts, AA journalism during crisis periods

Source: Cull, 2019.

While Türkiye's wide range of activities should be taken into account, the challenges faced by public diplomacy in practice are also noteworthy. Some of these challenges include coordination deficiencies related to self-sufficiency and competence, sustainability, difficulties in measuring long-term effects, and limited effectiveness (Sevin, 2017). On the other hand, another challenge facing public diplomacy is relat-

ed to external factors, much like those encountered in traditional diplomacy. When considering Central Asia specifically, it is evident that Türkiye is competing with two powerful actors, China and Russia. For example, China is striving to implement its own agenda in the region through the Belt and Road Initiative (Rutland & Kazantsev, 2018), while Russia is pursuing its Eurasian Union vision (Laruelle & Peyrouse, 2012). On the other hand, Western actors such as the US and the EU are also active, primarily through the cultural industry. The foreign policy objectives of all these actors, including Türkiye, and their related public diplomacy practices sometimes overlap and sometimes conflict. While each actor has its own unique advantages in the competitive arena, Türkiye's historical and cultural legitimacy, along with the interest of its predominantly young and dynamic population, and the deepening of institutional cooperation both bilaterally and through the Organization of Turkic States, strengthen Türkiye's hand.

Method

This study examines Türkiye's public diplomacy activities in the Central Asian countries of Kazakhstan, Kyrgyzstan, and Uzbekistan comparatively, focusing on the tools and methods employed. The study employs descriptive case analysis, a qualitative research method. Descriptive case analysis is an approach that enables the detailed examination of events, actors, and processes within a specific context, and the systematic presentation of the findings (Yin, 2018). The multi-actor and multi-dimensional nature of public diplomacy, as well as the breadth of context covered by the study, were key determinants in the choice of this method. This method enables a more in-depth and holistic understanding of the findings, extending beyond numerical data (Merriam, 2009). Descriptive analysis techniques were applied to interpret the data, which were organized, classified, and related to the theoretical framework through this approach. Thus, the data obtained were not only conveyed but also interpreted by integrating them with the theoretical foundation of the research (Creswell, 2018).

The comparative analysis dimension of the study applied the Most Similar Systems Design (MSSD) method. This method involves comparing systems that share similar historical and cultural characteristics but differ in their social, economic, and political contexts. MSSD is an approach that allows the reasons for differences in similar countries to be revealed (Przeworski & Teune, 1970). In this context, Türkiye's public diplomacy activities in Kazakhstan, Kyrgyzstan, and Uzbekistan were compared, and similarities and differences between the countries were identified. The points of intersection and divergence in the activities were systematically revealed.

The data used for analysis is based on activity reports and budget documents published by TİKA, YEE, TMV, YTB, TRT Avaz, and AA, statistics from international organizations such as UNESCO, OECD, and the World Bank, national and international media content, and current academic literature on public diplomacy, soft power,

and Central Asian politics. The triangulation method was applied to increase data reliability. Triangulation is an approach that aims to ensure the consistency and validity of findings by combining different types of data and sources (Denzin, 1978). Official institutional reports were primarily used in the research; however, due to the risk of these reports containing success-oriented discourse and self-selection bias, comparisons were made with academic sources and independent reports. Where budget and activity data for certain years were missing or inaccessible, secondary data sources and media content were consulted. For data that could not be accessed directly, information obtained from indirect sources was used at an estimated level, and this was clearly stated in the relevant sections of the report. The gaps in quantitative data were supplemented with qualitative content, thus preserving data integrity. Data analysis was conducted in accordance with the descriptive analysis steps outlined by Creswell (2018), and findings were visually supported with tables and graphs. This provided a quantitative summary of the study, making the differences between countries and institutions more visible.

The study has methodological limitations. These include the irregular publication of institutions' budget and activity reports, the lack of statistical data for certain years, the reports' tendency to focus heavily on success narratives, and the lack of transparent and reliable data on other regional actors such as China and Russia. These limitations have been taken into account in interpreting the research findings and are clearly stated in the relevant sections of the report. The results obtained from the study have been evaluated within the scope and limitations of the existing data set, and it has been emphasized that this situation should be considered in the generalization process.

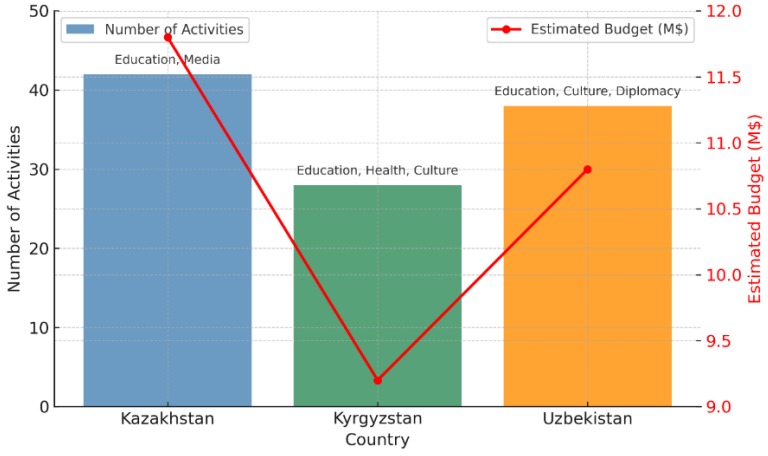
Findings

The analyses aim to reveal the diversity of Turkish public diplomacy activities in Central Asia across various fields, including education, culture, media, and health, as well as the institutional actors involved in these activities and their relationship to Türkiye's strategic priorities at the regional level. The findings obtained in this context reveal the diversity of public diplomacy activities at the institutional level, their thematic focus, and their strategic priorities.

General Findings

The findings reveal differences in the institutional contexts of the three countries examined (Kazakhstan, Kyrgyzstan, and Uzbekistan), but indicate that Türkiye's public diplomacy strategy is primarily shaped by educational diplomacy and cultural diplomacy at the regional level.

Figure 1. General Comparison of Public Diplomacy Activities by Country
(the bar chart represents the number of activities; the red line represents the estimated budget. Each country's prominent public diplomacy areas are indicated at the top of the chart.)



As can be seen from Figure 1, education, culture, and media stand out in Kazakhstan; education, health, and culture in Kyrgyzstan; and education, culture, and diplomatic activities in Uzbekistan. In this context, it can be said that multidimensional tools such as education scholarships, cultural events, media-cantered communication activities, health aid, and restoration projects form the basis of Türkiye's soft power capacity in the region. The findings show that the number of activities is proportional to the estimated budget, while indicating that the areas of activity differ in line with the priorities of the target countries.

Figure 2. General Distribution of Public Diplomacy Institutions in Terms of Project, Event, And Other Activity Intensity

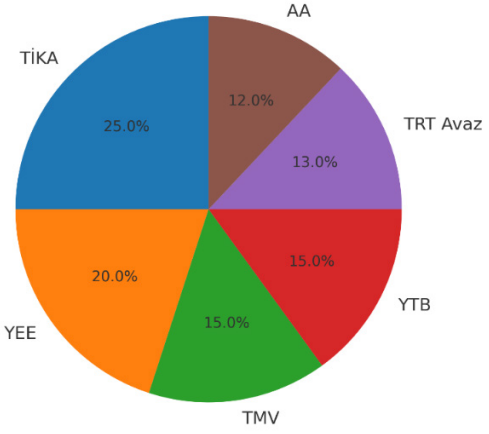


Figure 2 illustrates that the Turkish Cooperation and Development Agency (TİKA), one of the key institutions that form the backbone of Turkish public diplomacy, is the most prominent actor in the context of the three countries. The findings show that TİKA plays a leading role, particularly in development and cooperation projects, as well as in activities that intersect and overlap with those of other institutions, such as cultural heritage projects that involve education and restoration. The Yunus Emre Institute, which operates with the mission of promoting the Turkish language and culture, fostering common values, and transferring them, ranks second. The Turkish Maarif Foundation (TMF), which is responsible for coordinating overseas educational institutions at various levels, and the Presidency for Turks Abroad and Related Communities (YTB), which contributes to the long-term development of potential elites through scholarship support, student mobility, and alum networks, rank third. Although TRT Avaz and AA rank lower in terms of project, event, and other activity intensity, they serve as catalysts in publicizing all other activities and reaching audiences. This distribution, which is not very different in terms of the field practices of the institutions, shows that Türkiye's public diplomacy activities are spread across a wide range and in a balanced manner in these three countries. This distribution aligns with both Cull's Public Diplomacy Model (2009) and Zaharna's Network-Based Diplomacy (2010) approaches. This distribution indicates that Türkiye's public diplomacy activities have a structure that aligns with both Cull's Public Diplomacy Model (2009) and Zaharna's Network-Based Diplomacy (2010).

Country-Specific Findings

Under this heading, country-specific findings regarding the distribution of public diplomacy actors' areas of activity, the number of projects by year, estimated budget trends, and the strategic priorities of Turkish public diplomacy are examined in turn (Kazakhstan, Kyrgyzstan, Uzbekistan).

Kazakhstan is one of the most significant countries in Central Asia due to its vast geographical size, strategic geopolitical position, stable political structure, and abundant resources, particularly energy. With its current and future potential, as well as its shared language, history, and cultural structure, it is one of Türkiye's leading strategic partners in the region. Indeed, Türkiye is actively present in Kazakhstan with all its institutions engaged in public diplomacy. This approach indicates the importance of Kazakhstan for Türkiye. Table 2 below summarizes the public diplomacy practices of institutional actors in Kazakhstan, providing examples of their activities.

infrastructure projects in Uzbekistan are progressing in line with local priorities and compatibility factors. Türkiye's development of projects parallel to Uzbekistan's modernisation, opening up, and reform policies demonstrates that its public diplomacy strategy is positioned within the framework of both cultural affinity and strategic cooperation.

Conclusion

In this study, Türkiye's public diplomacy activities in Kazakhstan, Kyrgyzstan, and Uzbekistan, which share similar socio-cultural characteristics, were examined comparatively using the Most Similar Systems Design (MSSD) approach (Przeworski & Teune, 1970). The findings reveal that in these countries, which share a similar historical background and standard identity references, the intensity and thematic orientation of Türkiye's public diplomacy tools differ according to variables such as institutional capacity, domestic priorities, and the nature of bilateral relations.

The results of the study demonstrate that Türkiye's public diplomacy in Central Asia aligns with Joseph Nye's soft power theory, both theoretically and empirically. Türkiye has established a significant presence and influence in the region through its educational institutions, scholarship programs, cultural centres, media activities, and development projects (Nye, 2004). As Nye (2011) emphasises, power elements built through attraction have more lasting and profound effects than coercive power mechanisms. The research findings reveal that YTB scholarship programs and TMV educational institutions not only provide short-term visibility but also serve to create long-term social capital and elite networks. This situation is consistent with approaches in the literature that view internationalisation in higher education as functioning not only as an educational but also as a diplomatic and cultural channel of interaction (Altbach & Knight, 2007). Türkiye's education and cultural diplomacy-centred activities ensure both the strengthening of historical ties and the establishment of future-oriented institutional and social relations, aligning with its strategic interests in the region. In this context, public diplomacy serves not only as "image management" but also as the strategic production of social capital (Cull, 2009).

The findings also clearly demonstrate that Türkiye's public diplomacy in Central Asia has a multi-actor structure. TİKA's development aid and cooperation, YEE's cultural centres, TMV's educational institutions, TRT Avaz, and AA's media broadcasting activities are entirely consistent with the "network-based diplomacy" approach defined by Zaharna (2010). The literature also emphasises that public diplomacy today has moved away from a one-way propaganda model and evolved into a multi-centred, horizontal, and interaction-based form of communication (Melissen, 2005). Türkiye's activities, carried out through inter-institutional coordination, are a concrete

manifestation of this transformation. Türkiye's development of joint projects that take local needs into account, its consideration of cultural sensitivities, and its support for mutual learning environments demonstrate a strong alignment with the modern understanding of public diplomacy.

The data obtained clearly reveal the practical application of Cull's (2009) typology of public diplomacy. The listening dimension is evident in TİKA's projects based on local needs analyses; the advocacy dimension is evident in state leaders' visits and AA's regional news coverage; cultural diplomacy in YEE's language courses and cultural events; exchange diplomacy in YTB scholarships and bilateral university partnerships; and international publishing in TRT Avaz's multilingual broadcasting strategy. This situation confirms that diversifying public diplomacy tools strengthens states' capacity to gain international legitimacy and build inter-societal ties, as stated by Snow and Cull (2009). Türkiye's approach to coordinating different actors and tools demonstrates that all dimensions of Cull's model are practical.

The research reveals that Türkiye has designed its public diplomacy in Central Asia not merely as a tool for cultural visibility, but as a long-term strategic component of its foreign policy. Education and cultural diplomacy activities are prominent tools that complement hard power elements and produce more lasting effects in the long term, in line with Nye's (2004) concept of "power through attraction." Zaharna's (2010) network-based diplomacy framework is implemented through the coordinated presence of various Turkish institutions in the field, while Cull's (2009) typology reveals how these activities are systematically structured institutionally. A comparison of the three countries shows that education and cultural diplomacy are fundamental to Türkiye's public diplomacy in Central Asia, while media and health projects are complementary. The mutually supportive structure of institutional actors has the effect of increasing Türkiye's soft power capacity.

The limitations of the study should also be taken into account when evaluating the results. Shortcomings in budget transparency and the limited availability of quantitative data have led some analyses to rely solely on estimates. Therefore, the findings should be evaluated at the level of contextual comparison rather than absolute generalisation. However, the combined use of descriptive case analysis and triangulation techniques has significantly increased the validity and reliability of the findings (Yin, 2018).

Overall, Türkiye's public diplomacy activities in Central Asia reflect a strategy based on historical and cultural ties, but shaped by current geopolitical and socio-economic conditions. Education and cultural diplomacy form the basis of Türkiye's regional soft power capacity, while media, health, and development projects serve as complementary tools built upon this foundation. However, the presence of

powerful actors such as Russia and China in the region creates a critical competitive arena for the sustainability of Türkiye's public diplomacy policies. Therefore, strengthening institutional coordination, increasing the sustainability of projects, and strategically utilising alum networks, in particular, should be among the key priorities for the future. The production of digital cultural content and the development of joint media projects will enhance Türkiye's effectiveness, particularly in reaching younger generations.

In conclusion, this research reveals that Türkiye's public diplomacy in Central Asia not only exhibits a theoretical structure consistent with the academic literature but also has a tangible impact that can be observed in the field. Diversifying public diplomacy tools, enhancing institutional coordination, and directing efforts toward long-term strategic goals will further strengthen Türkiye's soft power capacity in the region. With its findings, this study contributes to the public diplomacy literature and provides policymakers with actionable strategic recommendations.

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