

WORKSHOP ISTANBUL

2 MAY

Turkey's "Soft Power" Potential in the Arab world: Prospectives and Obstacles



The Journalists and Writers Foundation



UNIVERSITÀ
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Associazione per il Commercio e la Cooperazione Italo - Turca



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The scientific starting point for this workshop has to be found in the new dynamics of the post-Cold War era and in their impact on Turkey's strategic vision of national foreign policy. In this context a new mixture of internal and external developments has contributed to the enhancement and improvement of Turkey's "soft power" potential.

The main aim of this workshop is to explore the impact of Turkey's "soft power" potential in the Arab world and to analyse the "demonstrative effect" (using an expression of Kemal Kirisci, 2011), which has led many analysts to talk about a "new Turkish model" of interest for the Arab world.

In particular, we will try to answer two main questions:

1. What is the meaning of "soft power" for a middle-sized country such as Turkey and under which conditions can Turkey be considered as acting as a "soft power" today?

2. What makes Turkey attractive for the Arab World?

Independently from the current debate on whether Turkey can be considered a model for transformation, reforms and democratizations in the Arab world or not, what is important to understand is the growing awareness of Turkey's "demonstrative effect". Turkey's "soft power" potential is a "work in progress". What are the instruments and/or the obstacles?

The workshop will be divided into three panels.

In the first panel we will analyse both the influence of new Turkish foreign policy abroad and the evolution of Turkey's political Islamist movement, which has generated a widespread interest outside Turkey and has made it relevant to the debates in the Middle East.

In the second panel we will investigate the rise of a "trading state" (Kirisci, 2009), which has made Turkey visible through commerce, investment and trade. The role of business organizations and civil society organizations is closely connected to Turkey's economic growth and a strong commercial, economic and financial network has been created with other nearby countries strengthening its own capacity to influence.

Finally, in the third panel we will explore the cultural aspects and the rising visibility of Turkish media in the Arab world, especially Turkish TV series and films, as well as the increasing importance of the role of education.



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PROGRAM

9.00 Welcome
9.00 - 9.15 : Present of Journalist and Writers Foundation

Introduction by Huseyin HURMALI

I. 9.30 – 11.00 : Historical Perspectives: Internal and External developments

Chair : Paolo Branca (Catholic University, Milan / SeSaMO)

- Sait Ozervarli (Yildiz Technical University)
- Carola Cerami (University of Pavia)
- * *Attractiveness of Turkey in the Arab world : An evolutionary process*
- Giorgio Del Zanna (Catholic University of Milan)
- * *Past and present of Ottomanism*
- Savas Genc- (Fatih University, TRT Buyutec TV Program and Aksiyon Magazine)

Discussant: Alberto Tonini (University of Florence)

Coffee break 11.00 – 11.30

II. 11.30 – 13.00 : Economic and commercial aspects

Chair: Carola Cerami

- Marco Padovan (Italian-Turkish Association for Trade and Cooperation)
- * *Is Turkey grown-up player in the international economic and trade arena?*
- Mensur Akgun (TESEV)
- * *Perception of Middle East to Turkey*
- Adnan Aslan, (Suleymansah University)

Discussant: Adriana Cerretelli (Newspaper Il Sole 24 Ore)

Lunch 13.00/13.30 – 14.30

III. 14.30 – 16.00 : Cultural aspects and Media

Chair: Antonio Ferrari

- Mustafa Akyol (Newspaper "Star")
- * *Turkish model and Arab spring*
- Cecilia Zecchinelli (newspaper Corriere della Sera)
- * *The Egyptian case : Between Muslim Brothers and Salafist*
- Nurshin Gunay Ateshoglu (Yildiz Technical University - Head of International Relations Dept.)
- Lucia Goracci (RAI TV)
- * *The arab spring and the new networks : A challenge to traditional media*

Discussant: Paolo Branca

Round Table with Journalists:

Giorgio Bernardelli, Celil Sagir, Adnan Topkapi , Emrah Ulker, Cecilia Zecchinelli

Under the atronato Presidency of the Council of Ministers of the Republic of Italy.



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