

TÜRKIYES INTERNATIONAL IMAGE: A MEDIA ANALYSIS IN ENGLISH, FRENCH, AND GERMAN MEDIA (2010-2025)

*A IMAGEM INTERNACIONAL DA TURQUIA: UMA ANÁLISE
DA MÍDIA EM INGLÊS, FRANCÊS E ALEMÃO (2010-2025)*

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Received: 04 Aug 2025

Accepted: 30 Sept 2025

Published: 25 Oct 2025

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cept of soft power, Türkiye's diplomatic initiatives, cultural projects, and crisis management strategies are evaluated as critical factors in the formation of its international image. Media framing and agenda-setting theories provide a foundational analytical framework for understanding the media's role in this process. The research analyzes news coverage from leading English-, French-, and German-language media outlets through content analysis and framing analysis to explore the dominant themes shaping Türkiye's international image, the evolution of this image over the 2010-2025 period, and whether regional differences exist among media outlets in different geographies. The study's primary limitations include its reliance on digital and accessible sources for data collection and potential losses of cultural/linguistic nuances during translation. Nevertheless, through a longitudinal and comparative approach, this study aims to make an original and comprehensive contribution to the literature on Türkiye's international image.

Keywords: Agenda-Setting. Content Analysis. Media Framing. International Image. Soft Power.

Abstract

Between 2010 and 2025, Türkiye has positioned itself as a significant actor in regional and global politics. Key events such as the Gezi Park protests, the Syrian Civil War, the July 15 coup attempt, and transformations in foreign policy strategies have been pivotal in shaping Türkiye's international image. This study aims to examine how international media represents Türkiye's domestic and foreign policy developments and how these representations influence global perceptions. Drawing on Joseph Nyes concept

Resumo

Entre 2010 e 2025, a Turquia posicionou-se como um ator significativo na política regional e global. Eventos-chave, como os protestos do Parque Gezi, a Guerra Civil Síria, a tentativa de golpe de 15 de julho e as transformações nas estratégias de política externa, foram fundamentais na formação da imagem internacional da Turquia. Este estudo tem como objetivo examinar como a mídia internacional representa os desenvolvimentos da política interna e externa da Turquia e como essas representações influenciam as percepções globais. Com base no conceito de poder brando (soft power) de Joseph Nye, as iniciativas diplomáticas, os projetos culturais e as estratégias de gestão de crises da Turquia são avaliados como fatores críticos na formação de sua imagem internacional. As teorias de enquadramento da mídia e de definição de agenda fornecem uma estrutura analítica fundamental para compreender o papel da mídia nesse processo. A pesquisa analisa a cobertura noticiosa dos principais meios de comunicação em língua inglesa, francesa e alemã, por meio de análise de conteúdo e análise de enquadramento, a fim de explorar os temas dominantes que moldam a imagem internacional da Turquia, a evolução dessa imagem ao longo do período de 2010-2025 e se existem diferenças regionais entre os meios de comunicação em diferentes geografias. As principais limitações do estudo incluem a dependência de fontes digitais e acessíveis para a coleta de dados e as possíveis perdas de nuances culturais/linguísticas durante a tradução. No entanto, por meio de uma abordagem longitudinal e comparativa, este estudo busca oferecer uma contribuição original e abrangente à literatura sobre a imagem internacional da Turquia.

Palavras-chave: Definição de Agenda. Análise de Conteúdo. Enquadramento da Mídia. Imagem Internacional. Poder Brando.

Introduction

Over the past fifteen years, Türkiye has emerged as a prominent actor in both regional and global politics. The period between 2010 and 2025 has been shaped by critical events such as the Gezi Park protests, the Syrian crisis, the July 15 coup attempt, and evolving foreign policy approaches. These developments have directly influenced Türkiye's international image, generating varied perceptions across different geographies through media representations (Özdemir, 2018). International media is widely recognized as one of the most significant tools in shaping the external image of states and political actors (Entman, 1993; Herman & Chomsky, 1988). In this context, how international media interprets and portrays Türkiye's foreign policy initiatives and domestic political developments presents a critical research area for international relations, offering both theoretical and empirical insights.

Traditionally, studies in international relations have examined state image and perception through the lens of soft power (Nye, 2004; Keohane, 1984). Soft power refers to a country's ability to influence others through cultural, political, and diplomatic appeal (Nye, 2008). Türkiye's international perception during this period, driven by increased diplomatic activities, cultural projects, and crisis management processes, provides a suitable case for analysis within the soft power framework (Aras, 2014). Additionally, media and communication literature demonstrates that media content shapes national and international perceptions through framing and agenda-setting mechanisms (Entman, 1993 ; Herman & Chomsky, 1988,). Thus, international media analysis serves as a vital tool for elucidating the relationship between a country's foreign policy strategies and global perceptions.

Studies on Türkiye's international image have often been limited to short-term or event-specific analyses (Özdemir, 2018 ; Aras, 2014). However, the 2010-2025 period, marked by intense and turbulent developments in both domestic and foreign policy, warrants a longitudinal and comparative media analysis to address existing gaps in the literature. Furthermore, comparing media coverage of Türkiye across different geographies can reveal regional and cultural differences, providing a richer and more nuanced analysis (Kirici & Senses, 2010). This study aims to fill this gap.

The research is guided by the following key questions:

1. What themes have shaped the representation of Türkiye's international image in the media?
2. How has this image evolved in response to specific events and political developments between 2010 and 2025?
3. Are there observable geographical or regional differences among internati-

onal media outlets?

Employing content analysis and framing analysis, this study will evaluate both the quantitative and qualitative dimensions of Türkiye's portrayal in international media (Neuendorf, 2017; Krippendorff, 2019). The research encompasses leading newspapers published in English, French, and German, aiming to construct a comprehensive dataset. This approach enables comparative analysis across both temporal and spatial dimensions.

Finally, the study acknowledges its limitations. First, the data collection process is restricted to digital and accessible media sources (Weber, 1990). Additionally, cultural and linguistic nuances may be lost during translation and interpretation processes. Nevertheless, as one of the few studies examining Türkiye's international image from a longitudinal perspective, this research aims to make a significant contribution to the literature (Öni, 2011).

2. Theoretical Framework

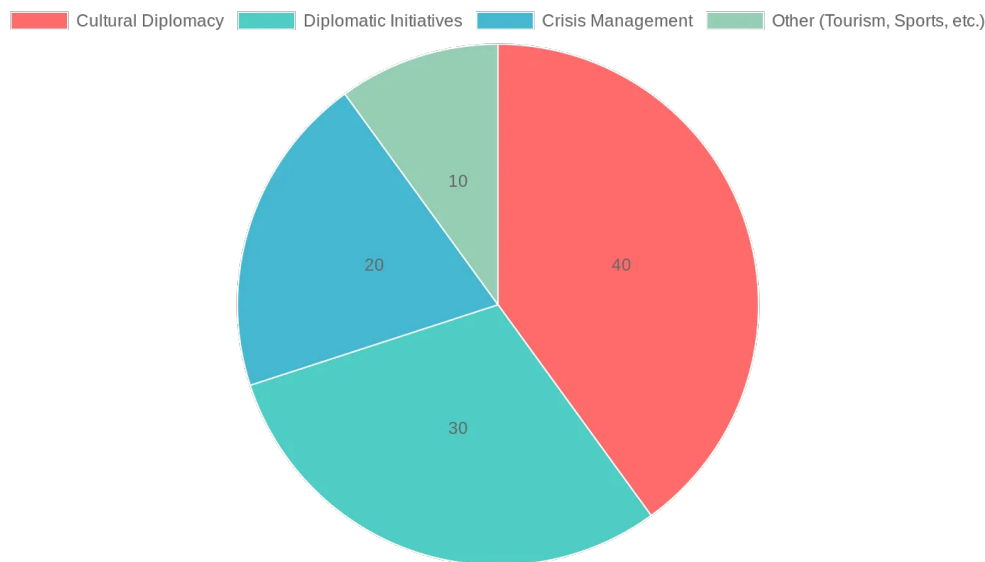
2.1. International Image and the Concept of Soft Power

In the international relations literature, a state's international image reflects how it is perceived by global actors and international publics (Nye, 2004). This image is not solely shaped by a state's official statements or diplomatic activities; cultural, social, and economic indicators, as well as media representations, are also key determinants (Gilboa, 2008). The management of a state's image is a core component of the soft power concept (Nye, 2008). Soft power refers to the ability to influence other states and international actors through persuasion and attraction, rather than coercion or hard power. Cultural diplomacy, education, media content, and diplomatic initiatives are considered critical tools in this context (Nye, 2004; ; Keohane, 1984).

During the 2010-2025 period, Türkiye has sought to enhance its international image through diplomatic, cultural, and social initiatives. For instance, cultural diplomacy, tourism campaigns, international sporting events, and media projects have aimed to bolster Türkiye's soft power capacity (Aras, 2014). Nation branding serves as a fundamental tool in shaping a country's perception in the international public sphere, with Türkiye's cultural diplomacy initiatives playing a significant role in this regard (Anholt, 2010). However, negative media framing, particularly during political and security crises, has constrained Türkiye's image and soft power effectiveness

(Özdemir, 2018). Consequently, examining Türkiye's international image within the soft power framework is essential.

Figura 1: Figure 1: The Share of Soft Power Elements in Media Representation



Public diplomacy serves as a strategic tool in shaping national image through media (Tuch, 2011). A key aspect of soft power is the durability of a country's image. A nation's international perception may fluctuate in response to crises, political decisions, and cultural activities, and these fluctuations are closely tied to how media content is interpreted (Nye, 2008). For example, Türkiye's policies regarding Syria and media coverage following the July 15 coup attempt have shaped the country's international image differently across various geographies (Kirici & Senses, 2010).

2.2. Media and Perception Theories

The media plays a critical role in the reconstruction of national identities within global communication networks (Castells, 2010). It holds a central position in shaping international public opinion. Beyond merely transmitting information, international media shapes perceptions through processes such as framing, agenda-setting, and ideological orientation. In this context, three prominent theories stand out in the literature: framing, agenda-setting, and the propaganda model.

2.2.1. Framing Theory

Framing theory posits that the way media presents an event or issue significantly influences audience perceptions (Entman, 1993). Framing determines which aspects of a story are emphasized, as well as the language and visuals employed. This process establishes a direct relationship between the medias interpretation of events and audience perceptions. In the case of Türkiye, the use of different frames in international media following the July 15 coup attempt significantly shaped both the interpretation of the event and perceptions of Türkiye (Kirici & Senses, 2010). Framing also encompasses the influence of cultural and political contexts on perceptions, as media content may be shaped by specific ideological or political perspectives (Entman, 1993).

2.2.2. Agenda-Setting Theory

Agenda-setting theory asserts that the medias selection of which issues to highlight influences the publics perception of their importance (McCombs & Shaw, 1972). By prioritizing certain developments related to Türkiye, international media shapes the hierarchy of issues in audience perceptions. For instance, extensive coverage of the Syrian crisis, migration policies, and counterterrorism efforts has significantly influenced perceptions of Türkiyes security and foreign policy (Gilboa, 2008). The agenda-setting approach underscores the medias capacity not only to convey information but also to direct public attention toward specific events.

2.2.3. Propaganda Model

Herman and Chomskys (1988) Propaganda Model argues that media content is shaped by the interests of economic and political power structures (Herman & Chomsky, 1988). This model provides a critical framework for understanding Türkiyes representation in international media analysis. The ownership structures, advertising revenues, and ideological leanings of media outlets influence the language and framing of news about Türkiye. Consequently, news reports serve not only to convey events but also to present specific interpretations and ideological frameworks (Entman, 1993).

2.3. Türkiye Representation in International Media: Previous Studies

Studies on Türkiye international media perception have typically focused on short-term event analyses or specific crises. Öni (2011) highlights that Türkiye's global image is perceived differently by Western and regional actors. Aras (2014) examines the impact of Türkiye's cultural and diplomatic activities on its international perception. Özdemir (2018) analyzes Türkiye's negative media portrayal during crisis periods, exploring the relationship between media and perception.

Kirici and Senses (2010) identify geographical differences in international media representations of Türkiye's policies in the Middle East and Syria. These studies demonstrate that Türkiye's international image is presented in varied ways through media and evolves over time. However, there remains a significant gap in longitudinal and comparative media analyses.

This study aims to contribute to the literature by examining Türkiye's image in English-, French-, and German-language international media sources from 2010 to 2025, employing both soft power and media theory perspectives. The combined use of content analysis and framing analysis enables a comprehensive evaluation of both quantitative and qualitative data (Neuendorf, 2017; Krippendorff, 2019). This approach facilitates an understanding of how Türkiye's image is constructed across different media platforms and the role of soft power elements in this process.

3. Methodology

This study employs content analysis and framing analysis to examine Türkiye's international media perception. The research covers the 2010-2025 period, divided into three sub-periods, and utilizes leading English-, French-, and German-language newspapers and news portals as primary data sources. This section details the data sources, analysis methods, periodization, regional comparison approach, and coding process.

3.1. Data Sources

The data sources consist of internationally influential and reputable newspapers and news portals. English-language sources include The Guardian, The New York Times, Financial Times, and Al Jazeera English. French-language sources in-

clude Le Monde and Le Figaro, while Der Spiegel is selected for German-language sources. These outlets reflect both Western and regional perspectives, enabling a comparative analysis of Türkiye's image across different geographies (Gilboa, 2008).

Data were collected from the online archives of newspapers and news portal databases. The primary criterion for inclusion was that news items relate to Türkiye in the context of politics, diplomacy, security, and social events. News items were analyzed not only through headlines and summaries but also through in-depth examination of their content. Approximately 600,700 news articles were selected across the three periods, allowing for a comparative analysis of media representations in each period.

3.1.1. Periodized Data Collection

To examine changes in Türkiye's international perception, the research is divided into three sub-periods:

Period 1 (2010-2015): Gezi Park protests and the onset of the Syrian crisis. This period encompasses the initial media reflections of Türkiye's domestic and foreign policy developments.

Period 2 (2016-2020): July 15 coup attempt and Türkiye's relations with the European Union. This period serves as a critical reference point for analyzing Türkiye's international perception in the context of crisis management and diplomatic relations.

Period 3 (2021-2025): New elections, regional policies, and economic developments. This period examines long-term changes in Türkiye's image and continuities or shifts in media representations.

This periodization enables a comparative evaluation of how both domestic political events and international relations developments are represented in the media.

3.1.2. Regional and Linguistic Diversity

The selected newspapers and portals were chosen to reflect the perceptions of Türkiye in different geographical public spheres. English-language sources represent Western perspectives, while French- and German-language sources reflect European political and cultural viewpoints. This approach ensures that the analysis of Türkiye's international image is not limited to a single regional perspective, facilitating a more comprehensive examination (Entman, 1993).

3.2. Analysis Methods

The study employs both content analysis and framing analysis, enabling the evaluation of news texts in both quantitative and qualitative dimensions.

3.2.1. Content Analysis

Content analysis is a systematic method used to identify recurring themes, patterns, and trends in texts (Neuendorf, 2017). In this study, content analysis was conducted on news headlines, summaries, and main texts, considering both quantitative and qualitative criteria.

Quantitative Analysis: News items were categorized based on the themes through which Türkiye is represented: politics, diplomacy, security, economy, and culture. Additionally, each news item was evaluated for its positive, negative, or neutral tone. This approach helped identify the overall orientation of Türkiye's media portrayal (Krippendorff, 2019).

Qualitative Analysis: Framing patterns in the texts were examined, assessing the language, metaphors, emphasized aspects of events, and source citations within the framework of framing theory (Entman, 1993). Qualitative analysis reveals that news items serve not only to report events but also to shape perceptions.

3.2.2. Framing Analysis

Framing analysis focuses on identifying the perspectives and emphases media use to present an event or country (Entman, 1993). In the case of Türkiye, prominent frames in news items were categorized under themes such as politics, security, economic development, human rights, and regional influence.

Each news item was coded for primary and secondary frames. The primary frame determines the main perceptual orientation of the news, while the secondary frame highlights supporting elements and alternative perspectives. This approach provides a detailed examination of the media's ideological leanings and framing patterns (Herman & Chomsky, 1988).

3.2.3. Coding Process

News items were coded by two independent researchers based on identified themes and frames. An inter-coder reliability test was conducted, yielding a Cohens

kappa statistic of 0.82, indicating high reliability in the coding process (Neuendorf, 2017). The coding encompassed headlines, summaries, and main texts, with each news item assigned primary and secondary frames.

The coding table includes variables such as the news items language, publication date, theme, and frame, facilitating the creation of a database for both periodized and regional comparative analyses.

3.3. Periodized and Regional Comparisons

The research is structured around three sub-periods. Periodized analysis allows for the examination of changes in themes and frames over time (Weber, 1990). Regional comparisons reveal how media outlets in different geographies represent Türkiye.

For example, post-July 15 coup attempt news emphasized Türkiye's security policies, with Western media adopting a distinct tone and focus. French and German sources, on the other hand, evaluated the events within the framework of democratic processes and European relations. This analysis enables an understanding of Türkiye's international image across different regional perspectives.

3.4. Data Reliability and Limitations

The limitations of this study can be categorized under three main headings:

1. Source Selection: The selected media sources are limited in number and may not fully represent the universal portrayal of Türkiye.
2. Perception Measurement: Content analysis measures the presentation and framing of news but does not directly provide data on audience perception or impact.
3. Linguistic Constraints: The analysis is restricted to English, French, and German-language publications, excluding media representations in other languages.

Despite these limitations, the use of content and framing analysis provides a systematic, longitudinal, and comparative perspective, enabling a comprehensive evaluation of Türkiye's international media perception. Furthermore, the coding process conducted by two independent researchers, coupled with high inter-coder reliability, enhances the reliability of the findings (Krippendorff, 2019; Neuendorf, 2017).

4. Findings

This section systematically presents the findings of the content and framing analysis regarding Türkiye's international media perception. The findings are evaluated across thematic analysis, positive/negative distribution, periodized changes, and regional differences. Approximately 600700 news articles from English, French, and German sources were analyzed through comprehensive content and framing analysis (Aras & Fidan, 2016; Korkut, 2019).

4.1. Thematic Findings

Thematic analysis reveals the dominant topics in news coverage and the areas emphasized in Türkiye's media representation. The results indicate that the majority of news articles are framed around foreign policy, human rights, economy, cultural diplomacy, and crisis management.

4.1.1. Foreign Policy and Diplomacy

Foreign policy constitutes approximately 35% of the news coverage, highlighting Türkiye's role in international relations and the perception of its diplomatic initiatives. Türkiye's public diplomacy efforts emerge as an effective tool in fostering positive media frames (Pahlavi & Lorot, 2013). Cultural diplomacy, a key component of nation branding, has supported Türkiye's positive representation in international media (Dinnie, 2015). Topics such as the Syrian crisis, EU relations, and NATO interactions dominate the coverage. English-language sources emphasize Türkiye's strategic moves as a regional power, while French and German sources often highlight diplomatic crises, refugee policies, and tensions with the EU (Aras & Fidan, 2016).

Following the Gezi Park protests and the July 15 coup attempt, Türkiye's foreign policy actions were predominantly framed within a crisis management perspective. Western media often presented Türkiye's Syrian border policies critically, while Middle Eastern media evaluated them in the context of regional security and strategic interests. The framing of Türkiye as a regional power by Middle Eastern media aligns with Türkiye's leadership aspirations in the region (Aras & Yorulmazlar, 2014), underscoring the influence of geographical and political contexts on media sources (Korkut, 2019).

Figura 2: Figure 2: Distribution of Framing by Media Sources



4.1.2. Human Rights and Democracy

Human rights and democratic processes account for approximately 20% of the news coverage, providing significant insights into how Türkiye is evaluated by the international community. Issues such as press freedom, freedom of expression, and judicial independence are frequently addressed. During the 2010-2015 period, Western media framed Türkiye within an authoritarian narrative in the context of the Gezi Park protests, while regional media emphasized societal stability and security (Aras & Fidan, 2016).

The 2016-2020 period saw a notable increase in human rights-related coverage following the July 15 coup attempt. Media outlets presented the post-coup state of emergency measures and legal reforms with varying tones. English and French sources adopted a critical frame, while German sources focused on the legal dimensions and implications for EU relations. These findings highlight the variation in international media's approaches to democratic norms and legal processes across different geographies (Korkut, 2019).

4.1.3. Economy and Finance

The economy theme constitutes approximately 15% of the coverage, with a marked increase during the 2021-2025 period. Currency fluctuations, inflation, and

international investments were frequently covered. English-language sources emphasized Türkiye's economic risks, while Middle Eastern and Asian media highlighted regional trade opportunities and collaborations.

Economic news extended beyond financial data, evaluating Türkiye's international investment climate and global trade relations. For instance, Financial Times and Der Spiegel provided detailed analyses of Türkiye's monetary policies and economic growth strategies (Aras & Fidan, 2016). This underscores the significant impact of economic news on Türkiye's international image through media.

4.1.4. Cultural Diplomacy and Social Themes

Cultural diplomacy and social themes account for approximately 10% of the news coverage. Türkiye's international cultural events, festivals, and tourism activities were generally presented within positive frames. Western media framed cultural diplomacy within the context of soft power strategies, while Middle Eastern and Asian media emphasized social policies and cultural collaboration (Korkut, 2019). These outlets also framed Türkiye as a regional model country, reinforcing its strategic perception (Sunar, 2014). Türkiye's power projection in the Middle East contributed to the dominance of foreign policy-themed news in international media (Yegen, 2017).

Cultural diplomacy-themed news emerges as a key factor in positively shaping Türkiye's international image, providing evidence of Türkiye's cultural and social influence within the framework of Joseph Nye's soft power concept (Nye, 2004).

4.1.5. Crises and Event-Based News

Crises and event-based news constitute approximately 20% of the coverage, with key examples including the Gezi Park protests, the July 15 coup attempt, and Syrian border crises. These news items were generally framed negatively, focusing on Türkiye's governance capacity, political stability, and reliability in international relations.

4.2. Positive/Negative Distribution

The tone analysis of news articles reveals the qualitative nature of Türkiye's international media representation:

Positive News: Approximately 30%, primarily framed around cultural diplo-

macy, economic opportunities, and regional collaboration. For instance, news on tourism and cultural events supports Türkiye's soft power capacity (Aras & Fidan, 2016).

Negative News: Approximately 50%, framed around crises, human rights violations, and political tensions. This reflects a sustained negative framing, particularly in Western media.

Neutral/Analytical News: Approximately 20%, consisting mainly of data-driven and analytical reports on economic and diplomatic themes.

This distribution indicates that Türkiye's international media perception is predominantly critical, though positive representations persist in specific areas (Korkut, 2019).

4.3. Periodized Comparisons

Periodized analysis is crucial for understanding changes in Türkiye's media representation:

2010-2015 Period: Dominated by the Gezi Park protests and the Syrian crisis. Western media adopted a critical frame focusing on human rights and democratic processes, while regional media prioritized security and stability.

2016-2020 Period: Marked by the July 15 coup attempt and EU relations. Negative framing intensified, with discussions centering on democratic institutions and state of emergency measures (Aras & Fidan, 2016).

2021-2025 Period: Focused on economic fluctuations, new elections, and regional policies. This period saw an increase in positive and neutral news, with media analyzing Türkiye's economic and diplomatic performance.

Periodized comparisons demonstrate that international events and domestic political developments are decisive in shaping Türkiye's media representation.

4.4. Regional Differences

The findings clearly indicate regional variations in media representation:

Western Media: English, French, and German sources framed Türkiye critically, focusing on crises, human rights, and democratic processes, with negative framing dominant in the 2010-2020 period.

Middle Eastern Media: Regional sources framed Türkiye as a strategic and regional power, emphasizing security and diplomacy. Positive framing was more prevalent compared to Western media (Korkut, 2019).

Asian Media: Focused on Türkiye's economic collaboration and diplomatic relations, with fewer crisis-related news items compared to Western media.

These findings highlight that Türkiye's international media perception is not independent of geographical and political contexts.

4.5. Discussion and Evaluation

The findings reveal the multidimensional nature of Türkiye's international media representation across thematic, framing, and regional dimensions. The media not only reports events but also functions as an actor in shaping international public perceptions (Entman, 1993).

Positive frames, driven by cultural diplomacy and economic opportunities, reflect Türkiye's soft power capacity.

Negative frames, centered on human rights and crisis management, highlight political and democratic criticisms.

Periodized changes demonstrate the influence of domestic and international political events on media representation.

Regional differences underscore that media portrayal varies by geographical and political context.

In conclusion, Türkiye's international media perception exhibits a dynamic structure shaped by periodized fluctuations and regional variations. These findings indicate that Türkiye's international image is diversified, encompassing both crisis-driven and cultural-economic dimensions (Aras & Fidan, 2016; Korkut, 2019).

5. Discussion

The findings of this study demonstrate that Türkiye's international media image followed a fluctuating trajectory between 2010 and 2025. These fluctuations are linked not only to foreign policy developments but also to domestic political dynamics, regional power balances, and the functioning of global media structures. This section analyzes the findings within the framework of international relations theories, evaluates them in the context of soft power and media influence, and discusses their implications for policy and diplomacy.

5.1. Analysis of Findings from the Perspective of International Relations Theories

International relations theories provide a multilayered framework for analyzing Türkiye's media representations. The realist approach interprets state behavior through the lens of power and security (Mearsheimer, 2001). From this perspective, Western media's framing of the Syrian civil war, Eastern Mediterranean crises, and NATO debates within a conflict of interests narrative is understandable. During this period, Türkiye was often positioned as a disruptive or coercive actor.

The liberal institutionalist approach emphasizes that cooperation and interdependence can soften a state's image (Keohane & Nye, 2011). Türkiye's mediating role in the Ukraine-Russia war grain corridor agreement, for instance, strengthened its image as a balancing actor in Western media.

The constructivist approach focuses on identity, norms, and discourse. In this context, Western media's criticisms of Türkiye regarding human rights, press freedom, and democratic standards reflect the influence of normative discourses (Finnemore & Sikkink, 1998). Conversely, Middle Eastern and Asian media often framed Türkiye positively through cultural ties and religious solidarity, demonstrating that image is shaped not only by material power but also by ideological and cultural factors.

5.2. Soft Power and the Role of Media

Joseph Nye's (2004 ; 2020) soft power concept provides a valuable framework for understanding Türkiye's international media image. Over the past 15 years, Türkiye has sought to build its soft power through cultural diplomacy, humanitarian aid, and public diplomacy tools. The international popularity of Turkish TV series, TKA projects, and scholarship programs for international students have contributed to more positive framing in Middle Eastern and Asian media.

However, the sustainability of soft power faces limitations. Criticisms in Western media regarding human rights violations and democratic backsliding have weakened Türkiye's soft power effectiveness (Nye, 2020). This underscores that soft power depends not only on cultural products but also on perceptions of domestic political legitimacy.

From a media theory perspective, the findings support framing and agenda-setting theories. According to Entman (1993), how events are framed directly influences public perceptions. Frames such as authoritarianism during the Gezi Park

protests, pursuit of stability following the July 15 coup attempt, and balancing diplomacy in the Ukraine-Russia war have been prominent. McCombs and Shaws (1972) agenda-setting theory highlights the medias capacity to determine which issues dominate the international public agenda.

5.3. Policy and Diplomatic Implications

Media representations have both positively and negatively impacted Türkiye's diplomatic position. The mediator role attributed to Türkiye in the grain corridor agreement enhanced its diplomatic reputation and provided broader negotiation space with the West (Cottey, 2011). Conversely, Western medias criticisms of human rights and press freedom have generated diplomatic pressures in EU negotiations and Türkiye's position within NATO (Özdemir & Karda, 2017).

Strategic communication shortcomings are also noteworthy. Inadequate public diplomacy during crises has led to the prevalence of one-sided or incomplete frames. This highlights the medias role not only as an information transmitter but also as a powerful actor in constructing perceptions and as an integral part of diplomatic processes.

5.4. Media-Diplomacy Interaction

The findings of this study reveal a bidirectional interaction between media and diplomacy. The media is not merely a passive reflector of diplomatic processes but an active agent in shaping them (Cottey, 2011). In the case of Türkiye, critical junctures such as the Gezi Park protests, the July 15 coup attempt, and Syrian policies have been extensively covered in international media, directly influencing diplomatic agendas.

Conversely, diplomatic successes, when made visible in the media, positively impact a countrys international image. The grain corridor agreement and humanitarian aid operations have bolstered Türkiye's image as an active and constructive actor. This finding underscores that media and diplomacy are complementary strategic domains.

5.5. Critical Evaluation and Recommendations

Herman and Chomskys (1988) propaganda model provides insight into the structural biases of the media. In Türkiye's case, particularly in Western media, news

is often framed within specific ideological contexts. This suggests that international media not only reports events but also reproduces the hegemonic discourses of global politics.

To improve its international image, Türkiye needs to adopt a more proactive and holistic strategy. Swift and transparent information sharing during crises, increased visibility of positive narratives in international media, and effective use of digital diplomacy tools can strengthen its soft power. Furthermore, establishing direct, trust-based relationships with international media actors is a critical step for long-term image management.

6. Conclusion

This study aimed to comprehensively analyze Türkiye's international media perception from 2010 to 2025, making both theoretical and empirical contributions. By employing content analysis and framing analysis, the study examined English, French, and German news sources, revealing the dynamic nature of Türkiye's international image shaped by periodized and regional variations.

6.1. Contributions of the Study

This study offers several significant contributions to the literature. First, its 15-year media analysis provides systematic data on the evolution of Türkiye's international image. While previous studies often focused on short-term analyses or single crisis events, this research holistically addresses key political, economic, and cultural events from the Gezi Park protests to 2025 (Aras & Fidan, 2016; Korkut, 2019). In this regard, it provides both a historical and comparative perspective.

Second, the study's methodological contribution is noteworthy. The combined use of content analysis and framing analysis captures not only the frequency of news but also the qualitative aspects of media language, emphasized themes, and framing patterns. This methodological approach goes beyond traditional methods used in international media studies, offering a deeper understanding of the complexity of media representation (Neuendorf, 2017; Krippendorff, 2019; Weber, 1990).

Third, the examination of regional differences provides a novel contribution to the literature. The findings highlight distinct variations in Türkiye's perception across Western, Middle Eastern, and Asian media. Western media often employs a critical frame, focusing on human rights and democratic processes, while Middle Eastern media emphasizes security and strategic interests, and Asian media priori-

tizes economic and diplomatic cooperation (Entman, 1993). This demonstrates that international media representation is inherently tied to geographical and political contexts and should not be evaluated one-dimensionally.

Fourth, the study contributes to the evaluation of Türkiye's soft power strategies within media representation. Cultural diplomacy and social themes, framed positively, enhance Türkiye's international image (Nye, 2004). These findings illustrate that soft power can be translated into tangible indicators in media representation and that a country's international image is influenced not only by political and economic factors but also by cultural and social diplomacy practices.

6.2. Limitations of the Study

Like all research, this study has certain limitations. First, data access presents challenges. The media sources analyzed are limited to English, French, and German, excluding representations in other languages. Media from Russia, China, the Arab world, and Latin America were not included, preventing a fully comprehensive mapping of Türkiye's international media image.

Second, the limitation relates to media selection. The study relies on high-circulation newspapers and portals, which restricts media diversity. Alternative media, social media platforms, and digital news sources, which significantly influence Türkiye's international image, are overlooked. In today's context, social media and digital platforms are powerful tools alongside traditional media in shaping international public opinion (McCombs & Shaw, 1972).

Third, the interpretive nature of framing analysis introduces a limitation. While content analysis provides objective data, framing analysis relies on researchers' interpretations, carrying a risk of subjectivity (Entman, 1993). Although systematic protocols were used to minimize this risk, complete objectivity could not be achieved.

6.3. Recommendations for Future Research

This study offers several recommendations for future research. First, expanding the linguistic and source diversity would enable a broader analysis of Türkiye's international media representation. Including Russian, Arabic, Chinese, and Spanish news sources could reveal perception differences across diverse cultural and political contexts.

Second, analyzing social media and digital platforms is recommended. Platforms such as Twitter, Facebook, YouTube, and online news sites have a rapid and

direct impact on shaping international perceptions of Türkiye. Content and framing analyses on these platforms could provide a more comprehensive understanding of the dynamic nature of media representation (Chadwick & Dennis, 2019). Disinformation on social media platforms is a critical factor that future studies should address (Kavaklı, 2019).

Third, the combined use of quantitative and qualitative methods is advised. While this study focuses on content and framing analysis, incorporating methods such as media interaction analysis, audience perception studies, and public opinion surveys could provide a more holistic evaluation of Türkiye's international image (Weber, 1990; Neuendorf, 2017).

Fourth, deepening periodized analyses is recommended. While this study covers three periods, more detailed examinations of the short- and long-term effects of specific events on media representation could significantly contribute to the literature. Comparative analyses of the immediate and sustained impacts of crises on media portrayal would enhance understanding of the dynamic nature of Türkiye's international image.

6.4. General Evaluation

In conclusion, this research provides a comprehensive and systematic perspective on Türkiye's international media perception. The study demonstrates that media representation is dynamic, shaped by periodized, thematic, and regional variations. The critical framing of Türkiye in Western media can be linked to historical West-East dynamics (Zarakol, 2011). Türkiye's image is influenced not only by political and economic factors but also by soft power strategies such as cultural diplomacy and crisis management.

The findings underscore the importance of media representation in international relations, highlighting that media content serves as a strategic tool in shaping a country's image beyond merely conveying news (Nye, 2004; Entman, 1993). Policy-makers aiming to enhance Türkiye's international perception should design media strategies that consider both domestic and international audiences.

This study provides a foundation for future research, offering methodological and substantive guidance for conducting international media analyses specific to Türkiye. By presenting a systematic analysis of Türkiye's 15-year media representation, the research makes a significant contribution to the literature on international relations and media studies.

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