

THE REPRESENTATION OF KAZAKHSTAN COUNTRY IMAGE ON THE WEBSITES OF TURKISH NEWSPAPERS¹

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Abstract

The aim of this study was to examine the representation of Kazakhstan in the internet websites of Turkish newspapers. The study sample comprises the websites of Turkey's top four newspapers in terms of sales. The news reports were examined between October 1 and December 31, 2017. Data obtained were analyzed using the method of content analysis. The results revealed that the representation of Kazakhstan by the Turkish press is generally positive. Additionally, it revealed that politics, economics, and sports are top three topics discussed in the news. Most reports about politics, economics, culture, arts, and education of Kazakhstan are affirmative in nature. Topics such as the crimes and politics receive more negative treatment. Most of the news articles concern Kazakhstan citizens living in Turkey or to those who participate in the activities related to sport, economics, art, or cultural events in Turkey. Therefore, Kazakhstan government should begin promotional activities to disseminate information on the nation and its rich heritage.

Keywords: International Public Relations, Country Image, Kazakhstan, Content Analysis, Kazakhstan Country Image

KAZAKİSTAN ÜLKE İMAJININ TÜRK GAZETELERİNİN WEB SİTELERİNDE TEMSİLİ

Özet

Bu çalışmanın amacı, Türk gazetelerinin web sayfalarındaki haberlerde Kazakistan'ın temsilini incelemektir. Çalışmanın örneklemini Türkiye'nin en çok satan ilk dört gazetesinin web sayfalarıdır. Çalışmada, 01 Ekim-31 Aralık 2017 tarihleri arasında, ilgili gazetelerin web sayfalarındaki haberler analiz edilmiştir. Çalışmada verilerin analizinde içerik analizi tekniği kullanılmıştır.

Çalışma sonuçlarına göre, Türkiye basınında Kazakistan'ın temsili genelde olumludur. İlave olarak, haberlerde ilk üç sırada siyaset, ekonomi ve spor haberleri gelmektedir. Siyaset, ekonomi, kültür sanat ve eğitim haberlerinin çoğunluğu olumludur. Olumsuz haberler sırasıyla polisiye, siyaset ve diğer konu başlıklarına aittir. Haberlerin çoğunluğu, Türkiye'de yaşayan veya Türkiye'deki sportif, ekonomik, kültürel etkinliklere katılan Kazaklarla ilgilidir. Bu yüzden, Kazakistan devletinin ülkesi ve ülkesinin zenginlikleri konusunda güçlü bir tanıtım atağına geçmesi gerektiği düşünülmektedir.

Anahtar Kelimeler: Uluslararası Halkla İlişkiler, Ülke İmajı, Kazakistan, İçerik Analizi, Kazakistan Ülke İmajı

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Extended Summary

The country's image can be defined as the awareness of a person about any country or the beliefs of a person about a nation and its people (Kunczik, 2003, p. 412). The factors affecting a country's image include the wealth perception of a nation, its level of technology, its creativity, the level of education of its people, the welfare of its citizens, and the impression of the hard work of the populace (Vijarabakorn et al. 2015). According to Dowling, political attitudes, cultural reflections, media news, brand images, political and cultural leaders, opinions expressed by tourists, products, hospitality advertisements, exports, sporting events and sports stars, scientific achievements, and official visits are important factors in the creation of the image of a country (Balta Peltekoğlu, 2016, p. 572).

The aim of this study was to examine the country image of Kazakhstan as it is represented on the websites of daily newspapers in Turkey. The data obtained from this study will be a valuable data for planning to increase the number of tourists coming to Kazakhstan, to enhance the reputation of Kazakhstan and Kazakhstan's export to Turkey. According to Kunczik (2003), the link between the news media and the image of a country has not been adequately researched. Therefore, this study will contribute to the field of international public relations.

The research was descriptive in its methodology, content analysis was used for data collection technique. Content analysis is a method that analyzes the contents of texts and moves within the framework of certain rules in this process (Gökçe, 2006, p. 20). The approach aimed to analyze the existing communication dimensions and to deduce certain dimensions of social reality that are not available (source-target-environment). The population of the study comprises the websites of national newspapers published in Turkey. Turkey has 168 countrywide newspapers. The total daily circulation of these nationwide newspapers is 3,602,954 (TUIK 2017). The current investigation took into account the sample of four newspapers with the highest circulation in the national arena. Hurriyet (314,587), Sabah (301,252), Sozcu (273,853), and Posta (256,576) (medyatava 2017).

News reports on Kazakhstan appearing on the web pages of Turkey's top four most-read national newspapers were analyzed for this study. The investigation revealed that the image of Kazakhstan portrayed by the Turkish news platforms is largely positive. The examination also demonstrated that among the four newspapers, 66.1% of the news regarding Kazakhstan appeared on the Hurriyet website, with Sabah, Sozcu, and Posta respectively taking 2nd, 3rd, and 4th place.

Ten different themes of coverage were examined in the study, and the foremost three subjects were found to be politics, economics, and sports, which constituted 62% of all the set categories. Politics and economy were the top two topics covered by Hurriyet, Sabah, and Sozcu, while education other tabloid-type miscellaneous items were most common for Posta.

The vast majority of news about Kazakhstan in the Turkish papers comprised positive and neutral reports. The negative news represents a small fraction at 8.9%. Positive news includes reporting on the opening of the Baku-Tbilisi-Kars railway line, items on Turkish companies operating in Kazakhstan or trying to enter the market, and pieces on the Istanbul Meeting on Islamic Cooperation. Negative news reports concern Kazakh citizens involved in crimes in Turkey, and FETO activities in Kazakhstan. Neutral news coverage pertains to Turkey's exports to Kazakhstan and the participation of Kazakhstani teams in international sports tournaments. In general, it can be said that the Turkish press looks at news about Kazakhstan in a positive manner. This situation is regarded as advantageous for the promotion of Kazakhstan's country image.

When the cultural, sportive, artistic, and educational news items are examined within the scope of this research, it is seen that these activities are performed in good faith by independent municipalities, universities, and NGOs and that such activities are not coordinated. As a result, they lack synergy in efforts and outcomes.

Kazakhstan should invite Turkish journalists to artistic, sportive, cultural, economic, educational, and other events. Thus, news items on Kazakhstan will become more evident in the Turkish press. This increase in media coverage will also be beneficial for the development of Kazakhstan's country image in the long term.

INTRODUCTION

The image of an institution is expressed by its physical representation, corporate communication, and institutional behavior. The image of a person refers to external appearance, body language, usage of words, environment, and behavioral patterns (Balta Peltekoğlu, 2016, p. 560). The topic of "image" has recently been emphasized in Turkey and has become a huge industry in the west. Presidential elections in the United States are considered an image war (Kazancı, 2013, p. 74). In this regard, public relations professionals are defined as "image makers" (Marconi, 2004, p. 81). Such visualization is important for countries as well as for individuals and institutions. Bad publicity such as an accident resulting from negligence, an unlawful trial, politicians involved in sex scandals, or instances of corruption tends to harm the

reflection of a country in the long run. Sometimes, an intense struggle is required to correct this perception. For example, US President George Bush set up a permanent Global Communications Bureau in the White House after the September 11 attack and tasked this office with the regulation of America's international representation in coordination with the government's foreign policy (Seitel, 2016, p. 251). The aim of the study is to examine the image of Kazakhstan in the websites of the newspapers. Firstly, the concept of image of a country and notions which affect that image will be explained. After that, reflections of that image in the newspapers will be analyzed.

1. Theoretical Framework

1.1. Country Image

International public relations can be defined as the planned and organized effort to establish a mutually beneficial relationship of one nation, institution, or government with other countries and their people. The term “people” can be described as various groups or communities affected or influenced by the activities of a company, institution, or state (Wilcox et al., 2006, p. 516). Kunczik (2003) argues that international public relations for nation states mean “the dissemination of interest-oriented information, often planned by the state, in a planned and continuous manner to improve the image of the country abroad” (Kunczik, 2003, p. 402). On the basis of this definition, it can be said that the main purpose of international public relations is trying to maintain or establish a positive image of a particular country (Yıldırım Becerikli, 2005, p. 12).

The country's image can be defined as the awareness of a person about any country or the beliefs of a person about a nation and its people (Kunczik, 2003, p. 412). The factors affecting a country's image include the wealth perception of a nation, its level of technology, its creativity, the level of education of its people, the welfare of its citizens, and the impression of the hard work of the populace (Vijarabakorn et al., 2015). According to Dowling, political attitudes, cultural reflections, media news, brand images, political and cultural leaders, opinions expressed by tourists, products, hospitality advertisements, exports, sporting events and sports stars, scientific achievements, and official visits are important factors in the creation of the image of a country (Balta Peltekoğlu, 2016, p. 572). In this study, the news on the media which is one of the Dowling factors that constitutes image of a country will be discussed. The work is limited to media news. The other factors that create image of a country are not included.

A good image is of great importance to all countries. If a positive image is created, it becomes easier for a nation to be accepted by the global community and for it to convey the material and spiritual values, it possesses. A good impression in the world arena presents significant opportunities for countries to forge a strong identity. For this reason, it is accurate to say that countries are now considered as brands (Gultekin, 2005, p. 127).

A good image also provides country with a good economy. First of all, it is a stubborn fact that country image has a effect on increasing exports and getting international capital (Kaleağası, 2009) While products which are made by countries with good images go like hot cakes, the ones made by countries with negative images walk on thin ice. For instance, according to research by Kurtuluş, as digital cameras which are produced by Japan have a great image, they have lower images when they are produced by China. The same situation applies when it comes to countries' images (Kurtuluş & Bozbay, 2011) The level of social relations between nations also affects the economic impacts of countries images. For instance, Turkish consumers prefer German products rather than French, Italian or Swedish products since Turkey and Germany have much more social interactions than other countries (Kavak, Özkan, & Demirsoy, 2004).

Having a good image provides country with less issues and more say in an international political arena. For example, in the process of Turkey being accepted to EU, negative attitudes of European countries are caused by negative image of Turkey in the Europe. Lack of knowledge in the European media brings forth these negative attitudes (Akşit, Şenyuva, & Üstün, 2009, p. 192). Furthermore, social and economic situations of countries with negative images might be excluded from the world such as Korea and Iran (Saleem, 2007)

Every so often, positive country image can be caused by socio-cultural connection between nations. According to Yaras study, Turkey has a better image in the countries with similar language and culture, while its image is lower in the countries with no language and cultural bonds. In this regard, increasing commercials, supporting artists in international organizations, establishing language courses and cultural centers abroad, giving importance to publicities are the supportive materials about creating good image (Yaraş, 2009).

Determining the country's image is important for the strategic planning of the country in many areas. To increase the number of tourists who are coming to the country, to increase the number of export and its types and to be more prestigious in other countries, will be possible by measuring the image of that country. One of the ways of measuring the image of the country is to measure its existing image in another country's media. According to the United Nations

World Tourism Organization (UNWTO), the number of global tourists reached 1.3 billion in 2017 (Dunya, 2018). This shows that only 17% of the world's population travel and the remained 83% obtain their information from various ways. That is why the media holds a significant place on people's impressions of another country.

The media plays a pivotal role in the activities of people around the world and in the formation of the image of a country. The news of events occurring in a country, newspaper articles, photographs of incidents and of people, company and product advertisements from a country are all critical issues pertaining to the formation of a global image and perception. Again, the lifestyles, welfare levels, and even behavior patterns of people affect the image of a country (Onay, 2008).

The idea that media is effective in creating, changing and developing of image of a country is supported by many researchers. The media plays an influential role in building the political, cultural and other images of societies. In fact, these roles sometimes cause misunderstandings mutually between countries (McNelly & Izcaray, 1986, p. 546; VanDijk, 2001; Mossberg, 2005). Especially, the independent media is effective in creating the country image in the targeted countries (Kleppe & Mossberg, 2014). According to Van Dijk, the ideology of the media is influential in the formation of this image (VanDijk, 2001). In addition, Salem supports the idea of VanDijk and states that it is effective in the creation of this image regarding economic, political and militarily interests (Salem, 2007, p. 130). As a result, national and international media have an important place of shaping positive or negative images of countries. However, the political, economic, cultural and militarily interests of the media are influential in the formation of this image.

To note, a country's image can vary over time. For instance, the country image of Japan is remarkable today as compared to the post-World War II period (Kotler et al., 2000). In fact, the opinions and feelings of the public can change according to the fluctuations in the foreign policies of nations and a country with a very good image can become an enemy country within the space of a few months. Mass media vitally influence the formation of this positive or negative picture created in the minds of people across the globe. Therefore, negative sides of the country's image should be made positive by measuring the image of the country frequently via media analysis or questionnaires.

The aim of this study was to examine the country image of Kazakhstan as it is represented on the websites of daily newspapers in Turkey. The data obtained from this study

will be a valuable data for planning to increase the number of tourists coming to Kazakhstan, to enhance the reputation of Kazakhstan and Kazakhstan's export to Turkey. According to Kunczik (2003), the link between the news media and the image of a country has not been adequately researched. Therefore, this study will contribute to the field of international public relations.

1.2. Kazakhstan

Kazakhstan is a country with a GDP of 183.6 billion dollars and a population of 17.6 million. GDP per capita is 24 thousand 596 dollars. The country's main exports include crude oil and derivatives, radioactive elements, mining, food, and iron or steel products. While Turkey exports goods worth 750 million dollars to Kazakhstan, it imports products costing around 1.390 billion dollars from Kazakhstan. Turkey is the first destination of choice for Kazakh tourists (www.mfa.gov.tr, 2018). 402.000 tourists came to Turkey from Kazakhstan in 2017 (Sabah, 2018). According to brand index report, Kazakhstan is the 53rd most valuable nation brand among 100 countries in 2018. In the report, Kazakhstan was considered a country brand worth 167 billion dollars with an 8% increase over the previous year (brandfinance, 2018).

1.3. Country Image Research

Research on country image dates back to the 1960s. Most of the studies on this subject have been handled from a marketing perspective and have been examined through the concept of the country of origin in the purchase or sale of any goods. There are only a few studies that study the representation of Kazakhstan country image on the foreign countries' media.

Turkey's image in the South Korean press was examined by Colakoglu et al. (2005) by scrutinizing the news articles pertaining to Turkey in two South Korean newspapers between 1999 and 2000. The content analysis technique was utilized to classify the news reports into themes such as politics, economics, sports, history/culture, and others. The study found that political news was the most reported theme in the South Korean press with regard to Turkey; however, this political coverage was mostly negative in nature. On the other hand, reports on Turkish sports were more positively regarded. The 1999 earthquake was also sensitively reflected in a manner that created a positive impact on Turkey's image. Turkey's historical and cultural richness and its economic issues were subjects of very few news items.

A study was conducted by Saleem called "Foreign Country Images in US Media." According to the results of this study, the US media acted upon political, economic and military interests of the country. The media supported policies of its country on foreign

relations. For instance, North Korea and Iran were portrayed as “axis of evil“ in the US media. Although there were occasional media reports against US policies in the terms of country image, they represented only a small proportion compared to all (Salem, 2007).

Zhumagulova (2011) examined the perception of tourism image of Kazakhstan This study was applied to 111 travel agencies’ employees in Turkey. The study found that Turkish people had very little knowledge about Kazakhstan. Additionally, Kazakhstan should study more about the promotion of country image and Kazakh life style. Finally, It was stated that Kazakh students who study in Turkey could support the promotion of Kazakhstan.

Another study on the subject of the country image was undertaken by Bakan et al. (2013), who investigated the image of Japan and the Japanese people as portrayed by the content in three Turkish newspapers in March, 2013. The study examined news items in the categories of economics, technology, natural or nuclear disasters, culture and arts, sports, international politics, and other categories. The content analysis technique was used to compute the data and Bakan et al. evaluated the attitudes expressed in the news pieces in three categories: positive, negative, and neutral. The findings of this research project demonstrated that articles on economics, culture and art, and natural and nuclear disasters were the most important representations of Japan and its citizens in the Turkish press. A few of the news items in the newspapers were positive, some were negative, but the majority was neutral in tone.

Kleppe and Mossberg (2014) conducted a study on the Appearance of Norway in France, Sweden and Japanese Media. According to the study, the type of media affects the subjects of the published news. For example, business newspapers often refer to economic issues in relation to the target countries. In addition, published news depends on the geographical distance to the target countries. In Sweden and France, which are close to Norway, there were more news than Japan which is distant to Norway. This situation offers that the geographical, cultural and social relations within the target countries affect the characteristics of the news (Kleppe & Mossberg, 2014).

Kenzhalina (2014) examined the role of the diplomacy in the development of country’s image. The study was made by analyzing the news about Kazakhstan in the world press. The study found that Kazakhstan didn’t have a coordination agency of country image. Additionally, there were no modern Kazakh brands to direct foreign policy. It was seen in the study that a peaceful foreign policy is one of the basic conditions for a positive image of the country. The Republic of Kazakhstan was defined as "unknown" and "distant" of Central Asia in the world

press. Finally, the study emphasized that international meetings, fairs and sports activities will be useful for promoting the country.

Another study on the subject of the country image was undertaken by Kussainova (2016). In the study, two Turkish newspapers were analyzed between 2012 and 2014. The study found that news about the economy came in the first place. In addition, the news was mostly published within high-level politics. Economic relations between Turkish businessmen and Kazakhstan were also frequently reported.

Imran's (2017) study entitled "Development of the Country Image of Azerbaijan and Creation of a National Brand" examined the effects of country branding techniques on the formation of a nation's image in terms of strategy, concept, and application. The study found that the branding of a state can be achieved by first contemplating the desired national image. Additionally, it was also found that an accent of nationalism is likely to be beneficial in branding activities for countries. Finally, the study emphasized that the promotion of image and branding efforts assist countries in increasing the number of tourists, the scope of exports, and the quantum of foreign direct investments.

2. Material and Methods

The aim of this study was to examine the manner in which the websites of the newspapers in Turkey disseminate information on Kazakhstan. The study employed quantitative data to reveal how the news reports in the media of another country affect a nation's image. To this end, the investigation sought to answer the following questions:

1. What is the number and distribution of news items about Kazakhstan in the selected newspapers?
2. What is the distribution of the topics of the articles on Kazakhstan?
3. What is the distribution of the topics for each selected newspaper?
4. What image of the country is portrayed with respect to each classification of subject matter?

The research was descriptive in its methodology, content analysis was used for data collection technique. Content analysis is a method that analyzes the contents of texts and moves within the framework of certain rules in this process (Gokce, 2006, p. 20). The approach aimed

to analyze the existing communication dimensions and to deduce certain dimensions of social reality that are not available (source-target-environment).

The main objective of content analysis was to arrive at the concepts and associations that could explain the collected data. The methodology was used to identify the data and to try to reveal facts that may be hidden within the data. The fundamental process of content analysis was to combine similar data within the framework of certain concepts and themes, and to interpret them in a manner comprehensible to the reader (Yıldırım et al., 2005, p. 227).

The population of the study comprises the websites of national newspapers published in Turkey. Turkey has 168 countrywide newspapers. The total daily circulation of these nationwide newspapers is 3,602,954 (TUIK, 2017). The current investigation took into account the sample of four newspapers with the highest circulation in the national arena. *Hurriyet* (314,587), *Sabah* (301,252), *Sozcu* (273,853), and *Posta* (256,576) (medyatava 2017).

The research was conducted on the websites of the above mentioned four newspapers between 01 October and 31 December 2017. The websites analyzed were www.hurriyet.com.tr, www.sabah.com.tr, www.sozcu.com.tr, and www.posta.com.tr. The researchers first developed a content analysis category form and a content analysis coding form. All the news that contain “Kazakhstan” published in 2017 in those four web sites have been downloaded and indexed. Subsequently, 381 news articles related to the selected period were analyzed using these formats.

In this study, only media news, which is one of the factors that create the country image of Dowling, will be discussed. The work is limited to media news from the elements of the country image. The other elements that make up the country's image are beyond the scope of the study

The content analysis process first examined the treatment of the news by the newspapers and then established the coding direction. According to Erdogan (2012), category direction in content analysis may be specified through pre-created classifications as well as divisions that are created from a study of the text (page 118). The content analysis category form for the study contained 8 categories: the name of the country, the name of the newspaper, the month when the news was published, the main theme, the subtitle, whether or not a photograph accompanied the report, the person in the news, and the image of the country.

News reports were classified according to topics, and the subjects in which a reference to the country appeared were identified. Later, a general analysis of the photographic and non-photographic news was affected. It is sometimes asserted that a visual element is more influential than dozens of written lines. According to a simple communication model, although the source is always an effective determinant of the communication environment, the communication environment within which the message originates is also of import (Gokce, 2006, p. 24).

The study evaluated news reports to be positive, negative, or neutral (Bakan et al., 2013; Çolakoğlu et al., 2005). News items that emphasized the country's worth and that praised values like brotherhood and cooperation were classified as positive. Prejudiced news reports and photographs were placed into the negative news category. News pieces that merely state the situation without any positive or negative impression, or those that encompassed both positive and negative attributes were evaluated as neutral.

Initially, data were recorded in the form of the category for the research. This recorded data was then transferred to the SPSS-24 (Statistical Package for the Social Sciences) data analysis program. At the end of the SPSS analysis, cross tabs with the numbers and percentages of the variables were obtained to compare the frequency tables and the categories as the descriptive statistic values. The acquired tables were assessed via an association of the results with the information contained in the conceptual framework. The relationship between the achieved values was analyzed by a Chi-square test.

3. Results and Discussion

The findings from the content analysis regarding Kazakhstan, the distribution of news regarding this country in each of the selected newspapers, the topics, and the approaches are illustrated below.

3.1. Distribution of News in each Selected Newspaper.

381 news items found about Kazakhstan in the four newspapers over the selected period. The distribution of the news according to each selected daily is shown in Table-1.

Table 1. Distribution of News According to Newspapers

Newspapers	n	%
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Hurriyet	252	66.1
Sabah	104	27.3
Sozcü	14	3.7
Posta	11	2.9
Total	381	100.0

According to Table 1, 66.1% of Kazakhstan related news was reported by Hurriyet, 27.3% by Sabah, 3.7% by Sozcü, and 2.9% by Posta. Thus, more than half of the 381 news items were published in the Hurriyet.

3.2. Distribution of News According to Topics.

The distribution of the 381 news items about Kazakhstan according to their topics is provided in Table-2:

Table 2. Distribution of News According to Topics

Topics	n	%
Politics	92	24.1
Economy	86	22.6
Sports	60	15.7
Culture and Art	39	10.2
Tourism	31	8.1
Education	26	6.8
Judiciary	15	3.9
Other	32	8.4
Total	381	100.0

According to Table 2, 24.1% of the news on Kazakhstan was political, while 22.6% pertains to the economy, 15.7% is related to sports, 10.21% was associated with culture and art, 8.1% was connected to tourism, 6.8% applied to education, 3.9% referred to judicial topics, and 8.4% dealt with other issues. The three topics on Kazakhstan most often reported in Turkish newspapers are thus politics, the economy, and sports.

An overview of the distribution of reports about Kazakhstan in terms of the classification topics as they appear in each selected newspaper is provided in table 3:

Table 3. Distribution of Topics According to Newspapers

Topics	Hurriyet	Sabah	Sozcu	Posta	Total
Politics	21.8	27.9	42.9	18.2	24.1
Economy	24.2	17.3	42.9	9.1	22.6
Sports	17.9	13.5	0.0	9.1	15.7
Culture and Art	8.7	16.3	0.0	0.0	10.2
Tourism	8.7	8.7	0.0	0.0	8.1
Education	6.3	7.7	0.0	18.2	6.8
Judiciary	4.0	3.8	0.0	9.1	3.9
Other	8.3	4.8	14.3	36.4	8.4
Total	100.0	100.0	100.0	100.0	100.0

$$x^2 = 37,97, df = 21, p < 0,05$$

According to Table 3, the first three topics for Hurriyet were economy, politics, and sport news; the top three themes published in Sabah were politics, economy, and culture & art; for Sozcu, the three major subjects were politics, economy, and “other” or miscellaneous categories; and the Posta most often reported on Kazakhstan’s education and politics. According to the Chi-Square test results, there was a meaningful relationship ($p = 0,013$) between the news topics and the newspapers. This relationship stems from Posta, which leads reports on education and other uncategorized themes. Politics and economy were the leading topics for Hurriyet, Sabah, and Sozcu.

Some of the news reports on Kazakhstan in the abovementioned newspapers concern the inauguration of the Baku-Tbilisi-Kars railway line, Kazakhstan’s transition from the Cyrillic to the Latin alphabet, Kazakhstani students studying in Antalya, and the Silk Road Star Music Competition.

3.3. Distribution of News According to Evaluation of Attitude

The distribution of the viewpoint of the news as evaluated for each selected newspaper is given in Table-4:

Table 4. Approach to News

Newspapers	Image			Total
	Positive	Negative	Neutral	

Hurriyet	Frequency	114	18	120	252
	In text %	45.2	7.1	47.6	100.0
	In image %	64.8	52.9	70.2	66.1
Sabah	Frequency	49	14	41	104
	In text %	47.1	13.5	39.4	100.0
	In image %	27.8	41.2	24.0	27.3
Sozcu	Frequency	8	1	5	14
	In text %	57.1	7.1	35.7	100.0
	In image %	4.5	2.9	2.9	3.7
Posta	Frequency	5.0	1	5	11
	In text %	45.5	9.1	45.5	100.0
	In image %	2.8	2.9	2.9	2.9
Total	Frequency	176.0	34	171	381
	In images	46.2	8.9	44.9	100.0

$$\chi^2 = 5.15, df = 6, p > 0.05$$

46.2% of the news reports on Kazakhstan were positive, 8.9% were negative, and 44.9% were neutral in approach. 45.2% of Hurriyet news reports, 47.1% of Sabah's coverage, 57.1% of Sozcu's items, and 45.5% of Posta's pieces were positive in their tone and content. Whilst 7.1% of Hurriyet's, 13.5% of Sabah's, 7%, of Sozcu's, and 9.1% Posta's reports were negative. The distribution of neutral news was computed to be 47.6% for Hurriyet, 39.4% for Sabah, 35.7% for Sozcu, and 45.5% for Posta. Chi-Square test indicated that there was no significant relationship between the newspapers in terms of their attitudinal approach to news about Kazakhstan and reports on Kazakhstan consisted largely of positive and neutral news. This result bodes well for Kazakhstan's country image.

The distribution of the stance of the news reports according to topics is elucidated in Table-5.

Table 5. Distributions of the Approaches According to Topics

Topics	Positive		Negative		Neutral		Total	
	n	%	n	%	n	%	n	Within Topics
Politics	72	78.3	15	16.3	5	5.4	92	100.0
Economy	44	51.2	0	0.0	42	48.8	86	100.0

Sports	3	5.0	0	0.0	57	95.0	60	100.0
Culture and Art	27	69.2	0	0,0	12	30.8	39	100.0
Tourism	1	3.2	0	0.0	30	96.8	31	100.0
Education	16	61.5	0	0.0	10	38.5	26	100.0
Judiciary	0	0.0	15	100.0	0	0.0	15	100.0
Other	13	40.6	4	12.5	15	46.9	32	100.0
Total	176	46.2	34	8.9	171	44.9	381	100.0

$$\chi^2 = 328.52, df = 14, p < 0.05$$

46.2% of the news items about Kazakhstan were positive, 8.9% of them were negative and 44.9% of were neutral in treatment. According to the Chi-Square test results, there is a meaningful relationship ($p = 0,000$) between the topics of the reports and the approach taken. This relationship stems from the positive stance taken to news items on politics, culture and the arts, and education, and a very negative approach to judicial issues.

In positive news about Kazakhstan during the selected period, Astana received first place for the Syria negotiations held there in 2017. Turkey, Iran, Russia, Syria, and the Syrian opposition groups participated in these discussions. Kazakhstan's capital city Astana attracted much attention in news items and these items helped to create a positive image for Kazakhstan. The second most positive news concerned the opening of the Baku-Tbilisi-Kars railway line. The presidents of Turkey, Azerbaijan, Turkmenistan, Kazakhstan, and Uzbekistan participated in the line opening ceremony. The opening ceremony was almost a Turkish Countries event (A.A. 2017). The news was evaluated positively primarily because of this feature. The third theme for the encouraging reportage pertained to a Turkish entrepreneur who tried to enter the Kazakh market and who still operates in Kazakhstan. The fact that Kazakhstan has become a center of attraction for entrepreneurs is considered positive for the image of the country. The fourth affirmative topic on Kazakhstan in the Turkish newspapers relates to the meeting of the Organization of Islamic Cooperation in Istanbul. On December 13, 2017, leaders of Islamic countries gathered in Istanbul for an extraordinary agenda: to evaluate the issue of shifting the US ambassador to Jerusalem. The interviews of the presidents of the Azerbaijan, Kazakhstan, Uzbekistan, Tajikistan and Turkmenistan and the meetings of President Erdogan with these Presidents before and after the summit about Jerusalem frequently occupied the agenda for about two weeks. News items regarding the fact that Kazakhstan's president also participated in such a sensitive meeting became positive for the image of the country.

34 negative news reports on Kazakhstan appeared in the selected newspapers during the chosen period and represented 8.9% of the total coverage. In negative news items, the top theme pertained to the activities of the Fethullah Terrorist Organization (FETO) in Kazakhstan. A FETO coup attempt was made in Turkey in July, 2016. In Kazakhstan, however, FETO operations began 15 months later, in November 2017. Negative news in this regard pertains to FETO schools and business people aligned to the FETO agenda in Kazakhstan. These reports were evaluated to belong to the negative image category. The second theme of the negative reports concerns judicial events. Crimes such as murder, prostitution, assault, theft, and assault perpetrated by Kazakhstan citizens who live in Turkey are the focus of such reports and they were regarded as negative because they cause negative disadvantageous perception of Kazakhstan. Other negative news pieces relate to the Internet restrictions and the Russian base in Kazakhstan, and news regarding countries that require prisoners to wear uniforms.

Neutral news coverage comprised 44.9% of the total news on Kazakhstan in the Turkish dailies that were selected. Turkey's exports to Kazakhstan and the growing numbers of Kazakh tourists to Antalya take the top two spots respectively in such news items. The third and fourth place is taken by sports related news. The state and municipalities in Turkey regulate many sports organizations. Many Kazakh athletes and teams participate in these organizations. One of the neutral news items concerns the Kazakhstani football team's participation in the U19 European Football Championship. Another news piece features the Kazakhstan Football Team's participation in the World Cup.

Photographs comprise the most important factor in the news items on Kazakhstan. Sometimes the visual is more appealing than the title and the pictures attract the reader to the actual reportage. While 95.5% of the news was published with photographs, 4.5% reports did not include any photographs. 46.2% photographs were positive, 8.9% were negative, and 44.9% were neutral.

CONCLUSIONS

International public relations activities are vital in establishing a country's image in other target nations. The press also contributes significantly to such international public relations endeavors. Most people now follow the news on the Internet. According to monthly statistics, 10.6 million people visit the Hurriyet website from desktop computers and 17.18 million people follow news reports on Sozcu's online platform from mobile devices (medyatava 2017). Therefore, the news pieces about other countries published on newspaper websites carry

a lot of weight in the formation of the country's external image.

News reports on Kazakhstan appearing on the web pages of Turkey's top four most-read national newspapers were analyzed for this study. The investigation revealed that the image of Kazakhstan portrayed by the Turkish news platforms is largely positive. The examination also demonstrated that among the four newspapers, 66.1% of the news regarding Kazakhstan appeared on the Hurriyet website, with Sabah, Sozcu, and Posta respectively taking 2nd, 3rd, and 4th place.

In the news published in the Hurriyet which is liberal, the first three places were economy, politics and sports. News about culture and art, tourism, education and crime were at lower rates in the newspaper. Having a more educated audience (Posta, 2016) compared to Posta and Sabah, Hurriyet brought economy and politics to upfront in its news about Kazakhstan. It put sports and culture/art news in the third and fourth place and satisfied the expectations of the reader. These news were mostly the sports competitions and festivals among Turkish Republics. These kind of news which feed more patriotic sentiments were one fourth of its news. Nearly half of its news were positive, while almost half of them contained neutral news. Hurriyet generally approaches Kazakhstan positively.

In the Sabah, which is liberal like Hurriyet, the first three places were news about politics, economy and culture/art. In the newspaper, which is close to the government, the news about relations between Kazakhstan and Turkish government took place much more. With the audience that 21% of it is a university graduate, Sabah gave more attention to culture and art news in its pages than other newspapers. These news included commemoration days, festivals, music festivals, activities jointly organized by NGOs, municipalities and various organizations. Sabah contributed to cultural and ethnic loyalty by carrying this news to its pages. Sports, tourism, education and crime news were reported at a lower rate than other news. Nearly half of its news were composed of positive news, while almost half of them contained neutral news. News about Kazakhstan in Sabah is generally positive.

Sozcu is a national and dissent newspaper. In the Sozcu, the news about Kazakhstan were only 4% of all. Sozcu passed off Kazakhstan with this rate of news. Sozcu is not interested in Turkish Republics unless there is an issue about international economics or politics. The first three places in the news were politics, economy and other topics. Sozcu which broadcasts in a dissenting line, more than half of the news related to Kazakhstan were positive and one third were neutral reports. A total of 14 articles (3.7%) of the Sozcu were about the

Astana meeting on Syria, the companies that invest in Kazakhstan, and the name change to Kazakhstan street in Ankara. There were no news published in the Sozcu on the issues such as the Baku-Tbilisi-Kars railway news and the Islamic Cooperation Istanbul meeting, although these were the vital issues for Turkey and region countries. The third place in the newspaper was mostly magazine subjects. Sozcu did not published a single article on sports, culture and art, tourism, education and police. News related to sports and culture/art news are mostly news of the competitions and festivals among Turkish Republics and this kind of news that feed more patriotic feelings could not be found in Sozcu.

Posta which is liberal, had 11 news (2,9%) about Kazakhstan. The Posta newspaper has the audience who have lower education level than other newspapers. In the newspaper, magazin news are predominant. These news are in the headline called “others”. In this headline, the news were Borat commercial which annoyed Kazakhstan and the plane crash occurred in Kazakhstan. The second is the news about education in the newspaper, which was the alphabet change in Kazakhstan. The third place in Posta is political news. These were the meetings of the Organization of Islamic Cooperation in Istanbul and the Syrian talks in Astana. As a result, Posta did not include news that feature patriotic feelings and cultural bonds between Turkey and Kazakhstan. Almost half of the news were positive, while other half was neutral. Posta is usually positive regarding Kazakhstan.

The general results of the study are as follows. Ten different themes of coverage were examined in the study, and the foremost three subjects were found to be politics, economics, and sports, which constituted 62% of all the set categories. Politics and economy were the top two topics covered by Hurriyet, Sabah, and Sozcu, while education other tabloid-type miscellaneous items were most common for Posta. Hurriyet and Sabah published Kazakhstan related news on all the set issues while Sozcu did not publish any Kazakhstani news about sports, culture and art, tourism, education, and judicial events.

Likewise, no news items were published on the topics of culture, art, and tourism in Posta. Newspapers, thus, were observed to publish news reports in keeping the expectations of their readers.

The vast majority of news about Kazakhstan in the Turkish papers comprised positive and neutral reports. The negative news represents a small fraction at 8.9%. Positive news includes reporting on the opening of the Baku-Tbilisi-Kars railway line, items on Turkish companies operating in Kazakhstan or trying to enter the market, and pieces on the Istanbul

Meeting on Islamic Cooperation. Negative news reports concern Kazakh citizens involved in crimes in Turkey, and FETO activities in Kazakhstan. Neutral news coverage pertains to Turkey's exports to Kazakhstan and the participation of Kazakhstani teams in international sports tournaments. In general, it can be said that the Turkish press looks at news about Kazakhstan in a positive manner. This situation is regarded as advantageous for the promotion of Kazakhstan's country image.

When the cultural, sportive, artistic, and educational news items are examined within the scope of this research, it is seen that these activities are performed in good faith by independent municipalities, universities, and NGOs and that such activities are not coordinated. As a result, they lack synergy in efforts and outcomes.

The factors that affect a country's image are (Balta Peltekoğlu 2016) its political aspirations, its cultural reflections, media news, brand image, political and cultural leaders, impressions of tourists, products, tourism advertisements, exports, athletic events and sports stars, scientific achievements, and official visits. When news about Kazakhstan is analyzed, the only political feature of the country that is communicated is that it limits the freedom of Internet use. Cultural reflections are mostly related to Kazakhstan citizens who participate in cultural and artistic activities in Turkey. There is no news with regard to the culture and art of Kazakhstan except for the 3rd week showings of Turkish movies in Kazakhstan and items about the Kazakh-Turkish co-production of the film, *The Old Man*. Reports about Kazakh political leaders attending the meeting in Turkey and in Astana have been categorized as political coverage on Kazakh leaders. Kazakhstan's export news mostly pertains natural gas and oil. Apart from the Turlikanov International Wrestling Tournament held in Kazakhstan, there was no news published regarding other sporting events held in the country. Items about football player Maksimovich who played in the Astana Football team and transferred to Fenerbahce, a football team in Turkey, was categorized as news about Kazakhstan sports stars. Not a single news item was reported about Kazakhstani media, brands, cultural leaders, tourist impressions, or tourism advertisements which are important factors in the creation of a country's image. News about Kazakhstan in the Turkish press is mostly limited to events held in Turkey. This situation also indicates that Kazakhstan must make more efforts to promote itself.

When this study is compared with similar studies, the following results are obtained: Colakoglu et al. (2005) examined the image of Turkey in the South Korean press and concluded that a very low percentage of the news reports were positive. While a very low percentage of the

news items were negative, and a large part of the coverage was neutral in nature. In this study, nearly half the news reports were found to be positive and half were of a neutral tone. Political news about Turkey in the South Korean press were most common, but were mostly composed of negative reports. Political news is also most evident in this study. However, the reporting is mostly positive. Perhaps the affirmative tone results from Turkey's ethnic intimacy with the Kazakhstani people. Although Turkish sports news is treated in a constructive manner by the South Korean press, mostly because of the success of the Turkish national team in the world soccer championship. Kazakh sports news reports in the Turkish press are mostly neutral. The sports news encountered during the course of this study reveals very little about the success of the Kazakhstan team, and the items often concern only Kazakh teams that participated in a tournament in Turkey. There were very few news pieces about Turkey's historical and cultural richness in the South Korean print media. There is also a similar lack of news reports on Kazakhstan's historical and cultural richness in the Turkish press. It is considered that this situation results from the paucity of promotional and international relations activities on the part of Turkey and Kazakhstan.

A study was conducted by Saleem(2007) states that US media acts upon political, economic and militarily interests of the country. Similar to Saleem's study, this study evaluates that ethnicity and cultural bonds affects image of Kazakhstan positively on Turkish Media. Furthermore, this caused that economy news regarding energy cooperation between Turkey and Kazakhstan took place on the top.

The current study matches up with the study of Zhumagulova (2011). The study found that even the travel agencies have little knowledge about Kazakhstan, thus further promotion is needed. Additionally, the Kazakh lifestyle always must be shown in the media. Similar results were achieved in this study. The news in Turkish media about Kazakhstan mostly consists of news about Kazakh citizens in Turkey. Very few reports were published on events, political and economic issues, tourism and cultural issues in Kazakhstan. Finally, there is a limited knowledge about Kazakhstan in the Turkish media.

Bakan et al. (2013) examined the depictions of Japan and the Japanese people in the Turkish press. The authors found economy, culture and art, natural and nuclear disaster to be the most reported themes. The current study found economy, culture and art, as the foremost items, but in contrast to Japan, sports also took center-stage because of Kazakhstani teams participating in numerous sports meets in Turkey. While the majority of news about the

Japanese and Japan consisted of neutral news, the large portion of the news on Kazakhstan was found to be positive by the present investigation. It is estimated that this circumstance is the result of the ethnic ties mentioned above.

Kenzhalina (2014) examined the role of the diplomacy in the development of country's image. The study was made by analyzing the news about Kazakhstan in the world press. The study found that Kazakhstan didn't have a coordination agency of country image. Additionally, there were no modern Kazakh brands to direct foreign policy. It was seen in the study that a peaceful foreign policy is one of the basic conditions for a positive image of the country. The Republic of Kazakhstan was defined as "unknown" and "distant" of Central Asia in the world press. Finally, the study emphasized that international meetings, fairs and sports activities will be useful for promoting the country. The current study also emphasized uncoordinated promotion activities of Kazakhstan and benefit of the international activities. Additionally, because of the lack of news reports on Kazakhstan's economy, citizens, tourism, historical and cultural richness in the Turkish press, people don't have any information about Kazakhstan.

Another study on the subject of the country image was undertaken by Kussainova (2016). In the study, two Turkish newspapers were analyzed between 2012 and 2014. The study found economy to be the most reported theme. In addition, the news was mostly published within high-level politics. Finally, economic relations between Turkish businessmen and Kazakhstan were also frequently reported. Therefore, all of these findings overlap with the analysis of Kussainova in current study.

Imran's (2017) examined development of the country image. The study found that the branding of a state can be achieved by first contemplating the desired national image. Additionally, it was also found that an accent of nationalism is likely to be beneficial in branding activities for countries. Finally, the study emphasized that the promotion of image and branding efforts assist countries in increasing the number of tourists, the scope of exports, and the quantum of foreign direct investments. The current study emphasized the similar findings about Kazakhstan country brand and benefits of country image. The current study didn't find any nationalism of Kazakhstan promotion.

Herz and Anregger (2017) examined the ways in which international events in Azerbaijan affected the country's image. It was confirmed that the Eurovision song contest contributed constructively to the image of the country in both the cognitive and the emotional sense. Within the scope of the current research project, however, no international activity that

could exert a positive effect on the image of Kazakhstan's country.

The following proposals are ranked according to the results of the current investigations:

- a. It would be useful if the Turkish Cooperation and Coordination Agency (TIKA) coordinated the Kazakhstan-related activities of municipalities, NGOs, and universities.
- b. It would be beneficial for Kazakhstan to appoint an international public relations agency for activities related to its external image.
- c. Kazakhstan should organize festivals and competitions to attract the attention of international media.
- d. Kazakhstan can sponsor films and sporting activities.
- e. Kazakhstan should invite Turkish and the other countries' journalists to artistic, sportive, cultural, economic, educational, and other events. Thus, news items on Kazakhstan will become more evident in the Turkish and world media. This increase in media coverage will also be beneficial for the development of Kazakhstan's country image in the long term.

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