

“MILITARY PUBLIC DIPLOMACY” AS A STRATEGIC TOOL IN INTERNATIONAL RELATIONS*

Gökhan AK¹ , Nilhan KARAKURT² 

Abstract

This paper is intended to explore and analyze how military public diplomacy can be considered as an effective strategic tool in order to escalate or fade-away international crisis and tensions while developing a broader understanding in the field of international relations by emphasizing the strategic importance of military public diplomacy. This problematic puts forth important issues such as how military elements can be used in interstate communication, building trust, protecting national interests and playing a role in ensuring peace at the international level. States that have experienced constant disharmony and failure in their relations with the international community have turned to public diplomacy as a way to achieve success in international relations. Public diplomacy is becoming an area that can be adapted to every field with the continuation of the globalization process. Because military power elements are important for the security of a country, the concept of power has begun to adopt the use of soft power and smart power in addition to strict rules. Accordingly, military public diplomacy appears to be used as a strategic tool in international relations regarding various international crisis and conflicts. This is because this new type of diplomacy aims to shape international relations by using countries' military power. Indeed, military power can affect the balance between countries and serve the purpose of protecting and developing a country's interests. However, in order for military public diplomacy to be effective, it must be used in an integrated manner with other diplomatic tools. Thus, military public diplomacy can be an effective method in establishing trust between countries and resolving conflicts. Because it should not be forgotten that in addition to military force activities, strategic communication activities also play a major role in establishing trust between countries.

Keywords: public diplomacy, military public diplomacy, international relations, strategic tool, strategic communication.

Research Article

Author Information

¹Dr, İstanbul Topkapı University, Faculty of Economics, Administrative and Social Sciences, Department of Political Science and International Relations (Eng.), İstanbul – Türkiye.
gokhanak@topkapi.edu.tr

Corresponding Author

²Master Graduate, İstanbul Topkapı University, Institute of Graduate Studies, Security Studies and Applications, İstanbul - Türkiye
karakurtnilhan@gmail.com

Received: 01.08.2025

Accepted: 14.12.2025

*This study is a revised, shortened and advanced essay version that was developed from the master dissertation prepared by Nilhan Karakurt under the guidance and consultancy of Dr. Gökhan Ak in İstanbul Topkapı University Institute of Graduate Studies on February 2025.

Cite as:

Ak, G. & Karakurt, N. (2026). “Military Public Diplomacy” as a Strategic Tool in International Relations. *Journal of Sustainable Equity and Social Research (JSESR)*, 3(1): 01-22.

DOI: 10.5281/zenodo.18366666

In the long-term effort against terrorist networks and other extremists, we know that direct military force will continue to have a role. But we also understand that over the long term, we cannot kill or capture our way to victory. Where possible, kinetic operations should be subordinate to measures to promote better governance, economic programs to spur development, and efforts to address the grievances among the discontented from which the terrorists recruit.

Former U.S. Defense Secretary Robert Gates – 30 Sept. 2008¹

1. INTRODUCTION

“Conflict” and “Diplomacy” notions have been two ancient phenomena in which human societies have interacted in a highly conflictive manner since the earliest ages, sometimes side by side, sometimes hand in hand, and sometimes with blood and knife. However, no matter what, first diplomacy or first conflict, these two phenomena have never been separated from each other. “Conflict” is a very important phenomenon that concerns all living beings and therefore is a very important phenomenon related to life. The “conflict” phenomenon, which has existed at every moment, stage and period of worldly life since the first moment of human existence as an individual, is the situation of human existence, which has been a slave to interests at every level, showing this inner world of interests to the outside world in one way or another and in different amounts.

This phenomenon, which is essentially a very old and important social phenomenon, can have very rapid and serious consequences on the quality of life of human beings, so it is an indispensable issue to prevent it before it even starts, or if this is not done, to resolve and eliminate it as soon as it occurs. On the other hand, while some people showed a will to continue the conflict, others made efforts to end the conflicts through various means. Therefore, in addition to the will to conflict towards intransigence, there also emerged a will to end the conflict, resolve it and reach a compromise.

Therefore, conflicts have never continued indefinitely.

The first half of the 20th century, which can be defined as the century of conflicts, witnessed important discussions in the Western world regarding the transformation of civilization and world order, and during the Cold War, these discussions evolved into ideological discussions within the bipolar order and faded away within the search for security. With the end of the Cold War, ideological discussions gave way to searches for a new world order where the differences of civilizations originating from religion were exhibited. After the Cold War, discussions in the fields of political science, international relations and international economics-politics took place within the framework of socio-cultural complexities affecting domestic and foreign policy, freed from the determinism of history (Akarçay & Ak, 2018; Akarçay, 2019a; 2019b).

“Diplomacy”, which is the opposite of the phenomenon of “conflict”, includes negotiation processes used in interstate relations from the past to the present and implemented between high-level individuals. With the Cold War, the classical understanding of diplomacy began to give way to public diplomacy. Classical diplomacy activities carried out behind closed doors are no longer a process carried out behind closed doors with the effective use of the public diplomacy process. In addition to the fact that the classical diplomacy understanding is carried out with official rules, regulations and senior executives, public diplomacy activities are a type of diplomacy in which the public is also included.

In diplomacy activities, the hard power factor is dominant and in military diplomacy activities, the public diplomacy understanding, in which soft power and smart power are used together, is gradually taking its place. In the concept of Military

¹ See for more (Wallin, 2015: 3; Garamone, 2008, Sept. 30)

Public Diplomacy (MPD), the concept of soft power appears as a contradictory concept. The main reason for this contradiction is that the military has a hard power-based understanding and acts according to the principle of using force. With the globalizing world, classical military diplomacy has also differentiated the principles of force and power. As in all over the world, various different, dominant and distinctive effects of MPD are observed in our country as well. As the complexity and uncertainty of the global security environment increases, relations between countries are also becoming more strategic and multi-dimensional. In this context, military power and strategic communication play a critical role in international relations. Strategy and MPD provide important tools for countries to effectively exist in the international arena and achieve their goals.

"Strategy" is generally defined as a series of planned and coordinated actions to determine and achieve a country's long-term goals. While military strategy determines how military power and resources will be used to achieve these goals, general strategy covers all political, economic and military areas of the country. Strategic planning allows countries to be prepared for potential future threats and to effectively evaluate opportunities. In this context, MPD is defined as a soft power-based public diplomacy activity that makes a significant contribution to the interaction of a country's army with another, to build trust and ensure continuity in relations with countries, to implement strategic plans developed against possible conflicts and to ensure crisis management, to restructure negative attitudes and perceptions after conflict and to ensure stability, to prevent hostility and to support peaceful policies and processes. Strategy and MPD are two important complementary elements. MPD activities developed in line with strategic goals can increase the effectiveness of strategic plans in international relations. MPD is a critical tool for gaining public support and cooperation to help achieve strategic goals.

Due to the increasing differentiation of international politics, the diversity in diplomatic relations is increasing. Keeping up with these differences and changes experienced both in the national and international arena is a very important issue for states and institutions. The concept of power is also changing in these changes experienced with globalization. Indeed, it is known that the issue of security always comes to the fore in both the internal and external relations of states and institutions. When the issue of security comes to the agenda, the first thing that comes to our mind is the hard power element. With the increasing differentiation of global politics, states and institutions see that hard power elements sometimes cannot solve diplomatic relations. Therefore, strategic methods are chosen. The concepts of soft power and smart power come to the fore among strategic methods. When we talk about military institutions, the hard power that comes to our mind has gradually given way to soft and smart power. It is considered a serious contradiction that military institutions are mentioned with soft power elements. Military institutions are also adapting to the globalizing world.

2. GENERAL INFORMATION ON THE RESEARCH

2.1. KEY SUBJECT, CONTENT, AIM, PROBLEMATIC, FOCUS OBJECTIVES, IMPORTANCE OF THE RESEARCH

The key subject of the study is military public diplomacy. The study contains public diplomacy, military public diplomacy, international relations, being a strategic tool as well as strategic communication in this regard. The aim of this research is to examine and reveal how states are perceived on the international stage and how they interact through communication, beyond the use of military force. And thus, the problematic stands on the fact that this paper is intended to analyse and explore how military public diplomacy can be considered as an effective strategic tool in order to escalate or fade-away international crisis and

tensions while developing a broader understanding in the field of international relations by emphasizing the strategic importance of military public diplomacy.

In order to evaluate military public diplomacy as a strategic tool, this research will focus on achieving the following objectives:

- **Building Trust:** Military public diplomacy can play an important role in building trust between states. This can form the basis of stability and cooperation in international relations,

- **Protecting International Interests:** Military public diplomacy can be used to protect a country's national interests. This can be achieved by strengthening relations with other countries and communicating effectively.

- **Effective Communication in Crisis Situations:** Military public diplomacy can help manage the situation and minimize negative effects by effectively conveying messages to the public and the international community in crisis situations.

- **International Peace and Stability:** Military public diplomacy, implemented strategically, can contribute to maintaining peace and stability at the international level.

The importance of this research focuses on emphasizing and understanding the strategic value of military public diplomacy in modern international relations, where communication and diplomacy tools play an important role in addition to the use of military force. Military public diplomacy is a tool that strengthens communication between countries, increases trust, seeks solutions in crisis situations and strengthens international reputation. It has also an international confidence-building importance. It is a subject that should be shown sensitivity during and before crisis periods. It contributes to the resolution of conflicts.

In this context, the research will contribute to the relevant literature in Türkiye within the scope of the

concept of "military public diplomacy" by examining the importance of using military public diplomacy as a strategic tool in international relations. This is one of the main factors that increase the importance of the research.

2.2. LITERATURE REVIEW

Within the scope of the literature review of the research, we can recount that in this research, which generally adopted the qualitative research methodology, secondary data sources were mainly used in terms of resource use within the framework of obtaining scientific data. In this context, priority was given to scientific (e-)books, (e-)scientific articles, (e-)scientific (published) theses, (e-)scientific (published) academic activity papers and (e-)scientific reports obtained from public and university libraries and/or virtual environment.

The aforementioned sources were searched, found and examined. In this way, the main and secondary sources that will support the findings of the research have been obtained and read; the information in the sources has been classified in accordance with the tentative outlines of the research; was subjected to an analytical review and imported into the research in accordance with ethical publication rules (Yıldırım & Şimşek, 2008).

2.3. METHODOLOGY

Within the scope of the research methodology; this study adopted the qualitative research methodology and was based on the deductive approach. In this study, which is basically a qualitative research, in the conceptual framework of the research, "descriptive" explaining the concepts and relationships, "causal" trying to find the facts in the background of the events, "theoretical" that draws principles from the events that took place, the effect and the effect of a past event, "historical" examining the effects of this situation today, including scientific research of studies based on information obtained from sources such as libraries, archives, and internet related to the subject being researched; scientific research methods such as

document analysis, content analysis, discourse analysis, grouping and comparison were used; in addition, methodological support was received from advanced research methods such as hermeneutics.

3. MILITARY PUBLIC DIPLOMACY (MPD): A CONCEPTUAL FRAMEWORK

Public diplomacy is defined as policies aimed at influencing and winning the public opinions of other states for the foreign policy goals and interests of states. Jeffrey Hart defines public diplomacy as institutionalized propaganda as a foreign policy tool (Hart, 2013: 3). Globalization and the development of technology have caused an increase in the number of actors and the diversification of the methods used in public diplomacy. Diplomatic activities carried out behind secret doors in the classical understanding of diplomacy have been reduced more to the public in today's world. The classical understanding of diplomacy, where the hard power element is dominant, has begun to give way to the concept of public diplomacy in which soft power and smart power elements are actively used.

According to Gullion (Cit. Cull, 2006), public diplomacy are practices that aim to influence the attitudes and decisions of governments, non-governmental organizations and individuals. Public diplomacy can be defined as the process of communicating with foreign publics in order to ensure that a country's ideas, thoughts, claims, ideals, culture, policies and national goals are understood and approved (Tuch, 1990: 3).

The concept of power is a very variable and complex element. For this reason, a universal definition cannot be made. Each definition of power actually contains different elements and is included in different worldviews. Power has abstract and concrete elements. These elements can be shaped in line with various elements such as time and space, international systems, political and ideological. There are various tools of power. These tools are

classified as military, economic, diplomatic political, communication process and cultural (soft) (Nye, 2004a: 18). In this context, Joseph Nye (2005) classifies the concept of power in three dimensions. These are military power and economic power as being "Hard Power"; and public diplomacy as being "Soft Power".

The concepts of power and strategy, which have an important factor in ensuring security, are among the important factors in their traditional dimensions. While the hard power element may be sufficient for countries to achieve their strategically planned goals, in today's world the hard power element alone is not sufficient to achieve the determined strategic goals. The impact of globalization, the gaining importance of the concept of digital diplomacy and the diversification of actors in the international arena have led to new searches and changes in the concept of power. In this context, the concepts of "Soft Power" and "Smart Power" emerge (Nye, 2004a; Wimbush, 2009).

In the late 1990s, Joseph Nye (2004b) from the USA defined the concept of "soft power" as the ability of a country to persuade others to do what it wants without coercion. Smart power, on the other hand, is the use of the concepts of hard power and soft power together by a state in international relations to achieve its desired goal. In this context, smart power is neither hard power nor soft power; on the contrary, smart power is the union of two powers (Akçadağ, 2010; Ratzan, 2010). Although it may seem like a paradox to see the concept of soft power within military public diplomacy, it can actually be shown as an example of the reality of differentiation and adaptation for today's international system.

While military institutions / armies, which are elements of hard power, represent an armed force, when we look from the other side, they have also started to focus on various activities that can contribute to soft power. Military Public Diplomacy is defined as the interaction of a country's army

with another, building trust and ensuring continuity in relations with countries, implementing strategic plans developed against possible conflicts and ensuring crisis management, restructuring negative attitudes and perceptions after conflict and ensuring stability, preventing hostility and providing support for peaceful policies and processes, and a public diplomacy activity based on soft power that makes an important contribution (Zaharna, 2009: 21).

MPD activities are evaluated from two different perspectives: individual and army-based. "Individual-based MPD" activities include;

- (1) Military personnel overseas exchange missions,
- (2) Military personnel training activities,
- (3) Military attachés,
- (4) Development of bilateral relations between military personnel,
- (5) Development of military-civilian relations and promotional activities (Kocatepe, 2001).

Accordingly, "Army-based MPD" activities include;

- (1) Humanitarian aid and reconstruction processes in disasters and potential crises,
- (2) Organization of international festivals and exercises,
- (3) Public activities,
- (4) Development of high-level contacts with the armies of other countries,
- (5) Joint activities carried out with civil society organizations,
- (6) Humanitarian diplomacy,
- (7) Cultural activities,
- (8) Consists of studies based on strategic communication for the purpose of peace agreements (Kocatepe, 2001).

3.1. TASKS USED WITHIN THE SCOPE OF SMART POWER AND SOFT POWER

COMMONLY USED BY ARMED FORCES IN MILITARY PUBLIC DIPLOMACY

With the new defence diplomacy, the number of tasks used within the scope of Armed Forces soft power has increased and has started to be more community-based. This has increased the image and awareness of Armed Forces and has shown the importance of its corporate brand value with current studies. In this regard, some tasks carried out within the scope of soft power are as follows:

- (1) Search and rescue activities,
- (2) Evacuation of the wounded and sick,
- (3) Humanitarian aid,
- (4) Relief operations in natural disasters,
- (5) Military Attachés,
- (6) Exchange programs between military students,
- (7) Educational activities,
- (8) Sports, shooting etc. competitions,
- (9) Mutual visits,
- (10) Organizing band and janissary band shows,
- (11) International observation mission studies can be classified as (Kocatepe, 2001).

Accordingly, some of the tasks carried out within the scope of smart power are as follows:

- (1) Civilian disaster drills,
- (2) Confidence-building activities,
- (3) Land, air and sea logistics operations,
- (4) Reconnaissance and surveillance activities,
- (5) Stability operations,
- (6) Internal security and counter-terrorism studies (Kocatepe, 2001).

3.2. TOOLS AND METHODS USED IN MILITARY PUBLIC DIPLOMACY ACTIVITIES

A wide variety of tools and methods are used in military public diplomacy activities. The main ones include; (1) Military Communication Studies; (2)

Image / Reputation Management; (3) Lobbying; (4) Psychological Warfare and Propaganda; (5) Public Relations and Promotion; (6) Perception Management; (7) Consent Building (Opinion Leaders / Gatekeepers); (8) Civil Relations; (9) Meetings / Conferences / Panels / Exercises / Trips (Swistek, 2012: 80-81).

3.3. MILITARY PERSONNEL AND MILITARY STUDENTS' MILITARY PUBLIC DIPLOMACY AND PUBLIC DIPLOMACY TRAINING

Military Public Diplomacy is a powerful instrument of "Soft Power". Thus, the training of military personnel and military students in military public diplomacy and general public diplomacy is of critical importance in increasing the effectiveness of modern military forces and defence policies. These trainings allow military personnel and students to develop strategic communication skills and gain the ability to effectively inform and direct national and international public opinion (Willard, 2008: 3-4).

Regardless of the field in which military students specialize, they should receive basic training in these subjects and gain experience in the field of public diplomacy before stepping into their professional lives. Given that military personnel and command candidates will be in many different environments throughout their careers, it is clear that they will encounter many people and professional groups, both official and unofficial. Having sufficient knowledge on every subject in these environments is extremely important in terms of reflecting both their own image and the image of the institution they represent in a positive way (Pajtinka, 2016: 181).

Public diplomacy is a strategic tool that allows states to be effective on target audiences by using soft power in the international arena. Public diplomacy in the military field is a form of this strategy adapted to military personnel. The aim here is to ensure that military operations and policies are correctly perceived by the public and to create a supportive audience. In this context, it is

vital for military personnel to gain competence in media relations, crisis management and strategic communication processes. Military forces can be successful not only with their military skills, but also with their ability to effectively present these skills to the public (Hayden, 2012: 11; Nye, 2006: 104-105).

Military public diplomacy focuses on the ability of military personnel to inform national and international public opinion, especially in crisis situations or during sensitive military operations. In this context, military students should receive basic training in public diplomacy and strategic communication, regardless of the branch they choose. It is extremely important for them to gain experience in areas such as public diplomacy and crisis communication during their time on duty. In particular, commanders and commander candidates must face the fact that their places of duty will be very diverse, they will encounter different cultures and they will have to communicate with various media outlets. At this point, military personnel must be ready for all kinds of questions and criticisms in the environments they are present in, and must be able to analyse national policy, international policy, public opinion formation processes, strengths and weaknesses, and follow the agenda and the media (Nye, 2004b; 2011).

In this context, military students and personnel should receive training to develop strategic communication skills and to effectively inform the public, especially in crisis situations. Strategic communication skills play a critical role in media management, press conferences and public information processes. Therefore, military personnel should be able to answer questions effectively and calmly, especially during international crises, and to defend the policies of their institution in the best way possible. Therefore, officers, non-commissioned officers and specialist sergeants who will work in the field of press and

public relations should be selected from among personnel who are calm and have good communication skills (Kirişçi, 2011: 44-45).

It should be planned that military personnel and students receive training in areas such as Military Public Diplomacy, public diplomacy, press, digital diplomacy and strategic communication within the scope of in-service activities during their duties. These trainings are important for military personnel to be effective not only in the national but also in the international arena. In particular, topics such as telephone communication, face-to-face communication processes, protocol rules in military institutions and the ability to represent the institution in public areas should be a part of the training. Training on issues such as hierarchical structure rules, organizing ceremonies, and welcoming guests is also necessary for military personnel to fully perform their official duties (Atkinson, 2014: 33-37; Kirişçi, 2011).

Military personnel and students must receive both academic and practical protocol and diplomacy training during their education. This training is critical for a military individual to best represent the institution in public and official settings. In addition, such training allows military personnel to act more effectively in crisis management. Because public diplomacy should be used effectively not only in times of crisis but also in routine times (Kirişçi, 2011: 58-62).

In the digital age, media relations and digital diplomacy are among the most important issues that military personnel must pay attention to. In order for military personnel to effectively manage their relations with the media and to ensure strategic information sharing while protecting national security interests, they must receive media training. Therefore, issues such as media monitoring and analysis and agenda tracking are an important part of military public diplomacy. Digital diplomacy is a form of diplomacy conducted through social media platforms and online

communication channels, and military personnel gain competence in this field, allowing them to act in accordance with the requirements of the digital age (Fisher, 2011; Cull, 2009).

Military personnel and students who receive training in military public diplomacy and general public diplomacy play a critical role in increasing the effectiveness of modern military forces and defence policies at national and international levels. Thanks to these trainings, military personnel gain strategic communication, crisis management, because it gains competence in areas such as media relations and international cooperation and contributes to the creation of a positive perception of military operations in the public. Thus, military operations and defence policies are correctly perceived and supported by both national and international public opinion (Doğan, 2012: 91-92; Çevik, 2014: 35-37).

3.4. ADVANTAGES AND DISADVANTAGES OF MILITARY PUBLIC DIPLOMACY

Military public diplomacy is the effort of states to effectively use their military power and strategies in international relations. This approach has many advantages and disadvantages. First of all, one of the most important advantages of military public diplomacy is the demonstration of power of a state in the international arena. Military presence provides assurance to both allied countries and potential enemies. Such a demonstration of power can be an important trump card in diplomatic negotiations (Nye, 2004a; 2004b). Military public diplomacy allows countries to develop security cooperation and develop common strategies. Joint exercises and training programs strengthen alliance relations and increase mutual trust. In addition, military aid and support reinforce solidarity between countries, especially in crisis situations (Smith, 2010; 2018).

However, military public diplomacy also has disadvantages. First, the use of military force can lead to negative reactions in some countries and the

international community. This situation can reduce the effect of military diplomacy and carries the risk of straining relations. Secondly, military public diplomacy can often take a one-sided approach when not balanced with other forms of diplomacy (cultural, economic, political). This can cause problems in the long run (Grunig, 2009). In particular, the presence of military assets in other countries can draw the reaction of the public in those countries and lead to local unrest. In addition, military public diplomacy can be costly in terms of budget and resource requirements. This situation can increase countries' military expenditures and decrease investments in social and economic areas (Thompson, 2012).

While military public diplomacy offers various advantages for states, it also brings significant disadvantages. For successful military public diplomacy, it is important to combine the use of military force with other forms of diplomacy in a balanced way. Otherwise, military diplomacy can lead to permanent problems and tensions in international relations (Nye, 2004a). Therefore, military public diplomacy strategies need to be carefully planned and implemented. Successful military public diplomacy requires the balanced combination of the use of military power with other forms of diplomacy. This balance is critical for both the healthy maintenance of international relations and the effective implementation of military strategies (Smith, 2010).

Military power is an important tool that a state uses to increase its presence and influence in the international arena. However, it should not be forgotten that military power alone will not be sufficient and must be supported by other forms of diplomacy. Areas such as cultural diplomacy, economic cooperation and political dialogue reinforces the security provided by military power (Grunig, 2009). For example, a country's military presence should be supported not only by military exercises but also by cultural activities carried out

alongside these exercises. In this way, relations with target countries are strengthened and possible misunderstandings are prevented (Thompson, 2012).

Overdoing military diplomacy can lead to permanent problems and tensions in international relations. A country's constant increase in military presence or the establishment of military bases in another country can cause concerns in neighboring countries. Such situations can increase the risk of hostility or conflict. Therefore, the use of military force should be carefully planned and possible reactions should be considered. In addition, continuing political and economic dialogues along with military actions contribute to easing relations (Smith, 2010).

The careful planning and implementation of military public diplomacy strategies is the key to success. In this process, it is important to first analyze the cultural, political and economic dynamics of the target countries. Since each country has its own historical and cultural ties, military diplomacy strategies should be shaped by taking these dynamics into consideration (Nye, 2004b). In addition, military diplomacy should be supported not only by military leaders and diplomats, but also by various actors such as civil society organizations and the media. In this way, public awareness and legitimacy of military activities can be ensured (Thompson, 2012). Military public diplomacy becomes an effective tool when it is carried out in a balanced manner with other forms of diplomacy as well as military power. This balance prevents permanent problems in international relations and strengthens military cooperation. Careful strategic planning and implementation are essential for successful military public diplomacy. In this way, both military assets and diplomatic relations can be carried out on solid ground (Smith, 2010).

4. THE PLACE OF PUBLIC DIPLOMACY IN THE CONTEXT OF INTERNATIONAL RELATIONS

Military public diplomacy enables states to play an effective and strategic role in international relations. It is a critical tool in achieving basic goals such as security, stability, cooperation and peacekeeping. Therefore, military public diplomacy is an indispensable policy tool for modern states (Çavuş, 2012: 27-29; Dahl, 1957: 201-203). Military public diplomacy helps maintain peace and prevent conflicts between countries. This is achieved through military alliances and security agreements. The many roles of military attachés, such as gathering information and making observations during their missions abroad, are of great importance in diplomatic relations between countries (United Nations, 2005). With the Vienna Convention, military attachés also serve as military advisors. They represent their countries in the military and defence fields in accredited states and lead important negotiations. As part of military public diplomacy, confidence-building measures (Confidence-Building Measures, CBMs) are developed between countries. In this way, misunderstandings and unwanted conflicts are prevented and friendly relations are maintained (Fan, 2008: 151; Gallarotti, 2011: 26-27).

Military public diplomacy helps strengthen alliances such as NATO (North Atlantic Treaty Organization) and strengthen ties between member countries. NATO is a multinational alliance in which military public diplomacy plays an important role. The purpose of NATO is to ensure collective defence among member countries and to promote global security. Military public diplomacy is a critical tool for NATO to achieve these goals. NATO conducts strategic communication and information campaigns to explain NATO's mission and activities to both member countries and the world public opinion. These campaigns create support for NATO's goals (Güleç, 2021: 105-106; NATO, 2023). It uses strategic communication tools

to counter disinformation and propaganda campaigns. It also helps to ensure the flow of accurate information and protect NATO's institutional reputation. NATO helps prevent potential conflicts by developing intelligence sharing and early warning systems between member countries and partners in times of crisis, thus ensuring the preservation of a peaceful environment (NATO, 2023). Organized cultural events and educational exchange programs develop cultural understanding between countries and encourage cooperation. It contributes to the training of military personnel in training centres and helps develop common defence strategies. The use of military units and military vehicles for relief purposes in natural disasters is an example of the use of military public diplomacy activities as a soft power element. The transportation of aid and the provision of support to rescue units in times of natural disasters. It helps develop civil-military cooperation relations and protect human rights (Çavuş, 2012: 30; Babst, 2009; Seib, 2014).

4.1. TYPES OF MILITARY DIPLOMACY

Military public diplomacy activities are a product of transformation within the scope of peacebuilding in the 1990s (Tan, 2016: 592). Military diplomacy covers a series of strategies and activities that states implement in order to carry out their security and defence policies and to be effective in international relations by using their military power and capacity. The statement of King Frederick of Prussia that "diplomacy without military force is like music without instruments" shows that diplomacy is multifaceted and not independent of each other (Ekşi, 2023: 203). There are various types of military diplomacy and each is used under certain purposes and conditions. In this context, we can show the main types of military diplomacy as follows.

4.1.1. DEFENSE DIPLOMACY

The concept of defence diplomacy is a type of diplomacy that has been in our lives together with military diplomatic activities since ancient times. It

is known that military attachés have been sent to support diplomatic activities since the 17th century. The sent military attachés perform many tasks such as gathering information, making observations, representing the Ministry of National Defense and negotiating in the states to which they are accredited. Cottey and Forster define defence diplomacy as a means of solving security issues without requiring the use of military force (Cottey & Forster, 2004: 6).

The development and implementation of international defense strategies, defense It is an important part of diplomacy. Defense diplomacy covers a wide range of activities from determining strategic goals to the implementation phase and encourages multilateral cooperation to strengthen the international security architecture. Defense diplomacy, which is seen within the scope of military public diplomacy activities, emerges as a result of the peace-oriented transformation of the 1990s (Ekşi, 2023: 201).

In this context, the successful design and implementation of defense strategies contribute to the preservation of peace in international relations and the prevention of regional conflicts. Defense diplomacy activities include various methods to strengthen international security cooperation and develop relations between countries. The general outline of defense diplomacy activities is as follows: (1) Bilateral and multilateral contacts between senior military and civilian defense officials; (2) Appointment of defense attachés to foreign countries; (3) Bilateral defense cooperation agreements; (4) Training of foreign military and civilian defense personnel; (5) Consultancy in the field of democratic control of the armed forces and defense management; (6) Exchanges and contacts between military personnel and units; (7) Military and civilian personnel in the defence ministries and armed forces of partner countries; (8) Deployment of training units, (9) Provision of military equipment and other aid materials; (10) Bilateral

and multilateral military exercises for training purposes (Cottey & Forster, 2004: 7).

Bilateral and multilateral contacts between senior military and civilian defence officials aim to strengthen trust and enhance cooperation between the countries. Bilateral and multilateral contacts between senior military and civilian defence officials aim to strengthen trust and enhance cooperation between the countries. The meetings contribute to the determination of strategic objectives in the defence field by encouraging mutual understanding and the exchange of information; they also enable the development of collective responses to common threats. In this way, important steps have been taken towards strengthening relations between the countries, deepening security cooperation and ensuring regional stability. The contacts made contribute not only to military cooperation but also to the strengthening of diplomatic relations, thus helping to establish a more solid foundation for the international security architecture. The appointment of defense attachés to foreign countries is carried out with the aim of strengthening diplomatic relations and ensuring the exchange of information (Aydin, 2021). The appointment of defense attachés to foreign countries is carried out with the aim of strengthening military and diplomatic relations and ensuring the exchange of information. The assigned attachés analyze the local military and political dynamics in the countries to which they are accredited and try to understand the security needs of the relevant state (Mathis, 2012). At the same time, they contribute to the defense policies of their own countries by collecting the information necessary for the development of international defense cooperation and joint projects. In addition, they deepen the military cooperation between the two countries by holding talks on issues such as military training, exercises and cooperation agreements (Aydin, 2021).

Training programs for foreign military and civilian defense personnel stand out as an important platform that strengthens international military and civilian cooperation. Training of foreign military and civilian personnel deepens international security cooperation while also focusing on developing the strategic skills of participants. According to Bruce Gregory, such training programs "...enhance global security by promoting the integration of different cultural and strategic perspectives as well as the sharing of knowledge and experience." (Gregory, 2013)

In addition to technical knowledge, this process also enables the development of competencies such as leadership, crisis management, and strategic thinking. In addition, these trainings not only increase individual skills but also contribute to the maintenance of peace and stability at the international level. As Philip Seib states, diplomatic and military trainings are powerful tools for establishing trust between different countries. Such cooperations enable collective solutions to common security threats (Seib, 2009; 2012). Trainings help develop international harmony and understanding by ensuring the integration of different military cultures through joint exercises and simulations. Another important contribution of training programs is the establishment of long-term cooperation and strategic partnerships. According to Robert Gates, such international trainings establish long-term strategic relationships shaped around common values and goals (Gates, 2011). Thus, training programs ensure the effective implementation of national security policies while also playing a critical role in maintaining global security. The training of foreign military and civilian personnel is a process that strengthens international cooperation, increases information sharing and contributes to global security. Training programs contribute to the development of strategic thinking and leadership abilities as well as technical skills. Consultancy in the field of democratic control of armed forces and defense management

Consultancy in the field of defense management aims to increase the transparency of military structures and ensure accountability (Demir, 2020).

This consultancy provided on the democratic control of armed forces and defense management contributes to the more effective and sustainable security systems of countries (Ateş, 2019). Consultancy processes provide recommendations for the implementation of international standards in defense policies and military strategies (Demir, 2020). Experts provide guidance in critical areas such as auditing military budgets, democratizing decision-making processes, and strengthening the control of civilian authorities over military power in cooperation with local governments (Kaya, 2021). These activities also include training military personnel on issues such as human rights, ethics, and respect for international law (Ateş, 2019). Defense management consultancy not only improves the internal functioning of military structures, but also strengthens their relationship with society. Thus, national security is based on a democratic foundation, and democratic control of the armed forces becomes a critical element that increases the stability of democratic societies (Kaya, 2021).

4.1.2. GUNBOAT DIPLOMACY

The concept of gunboat diplomacy is a maritime concept. Gunboat diplomacy is a term that refers to strategic moves in international relations. The term is derived from a word meaning gunboat, in other words, "fast-small warship". This approach generally includes tactics such as the deployment of military forces and presence at sea or on land. The aim is to make the other party back down or to gain a more favorable position in negotiations. James Cable defined gunboat diplomacy as 'the use of naval power in a regional or jurisdictional area to warn another state in an international dispute, instead of war' (Cable, 1970: 21). The phenomenon of gunboat diplomacy, which does not have an exact equivalent in Turkish, is also referred to as

warship diplomacy or naval diplomacy (Ekşi, 2023: 205). In international relations, it refers to the calculated risky moves made by a country to achieve its own strategic goals. It usually involves taking risks and considering the possible consequences of these risks in order for a country to gain advantage in the international arena.

4.1.3. COERCIVE DIPLOMACY

Coercive diplomacy refers to the strategy of a state to put pressure on other states in order to achieve certain goals. This approach aims to direct the other party to a certain behaviour, usually by threat or coercion, using military, economic or political power. Coercive diplomacy can be implemented with various methods such as military show of force, economic sanctions and diplomatic isolation. Each of these methods involves different dynamics that affect the reaction of the targeted state and the perception of the international community. The effectiveness of the strategy varies depending on the resistance of the targeted state, the reaction of the international community and domestic political conditions. For example, a state's show of military power can deter the other party, while on the other hand, it can increase the risk of war. On the other hand, economic sanctions, although they may provide certain gains in the short term, can negatively affect the target country's people in the long term and create a negative image in the international public opinion. In addition, diplomatic isolation can lead to a state becoming isolated in the international arena, but this can also cause the other party to develop resistance and seek alternative alliances. Coercive diplomacy can provide certain gains in the short term, but in the long term, it has the potential to increase the risks of conflict and tension. Therefore, such an approach should be evaluated carefully. In order for coercive diplomacy practices to be successful, it is important to analyse the political and social structure of the targeted country well and to ensure the support of the international public opinion. As a result, coercive diplomacy is a complex and risky strategy

and when it is not used effectively, it may lead to unexpected results.

4.1.4. OUID PRO DIPLOMACY (TIT-FOR-TAT DIPLOMACY)

Ouid pro diplomacy, a type of coercive diplomacy, is also known as tit-for-tat diplomacy. Tit-for-tat diplomacy aims to ensure balance and equality in the interactions of states with each other. The measures or behaviors taken by one state against another expect the other side to react in a similar way. It helps maintain the balance of power and prevents aggressive behavior. For example, when a state imposes economic sanctions on another, the possibility that the other side will retaliate in the same way causes such actions to be deterrent. Therefore, tit-for-tat diplomacy can be seen as a practical reflection of the principle of reciprocity. Both principles help regulate mutual interactions to ensure trust and stability in international relations (de Magalhaes, 1997: 59-60).

4.1.5. PREVENTIVE DIPLOMACY

Preventive diplomacy is defined as diplomatic efforts carried out to prevent potential conflicts and crises in international relations. Preventive diplomacy is an agenda principle proposed by the United Nations Security Council on January 31, 1992, for the United States, Russia and other countries that agreed to reduce their nuclear weapons by almost half in order to ensure peace and security and to cooperate more with the United Nations (TUİÇ Academy, 2014). The basic features of preventive diplomacy include a proactive approach, dialogue and negotiation, international cooperation, comprehensive strategy, rapid intervention and use of expertise. While the proactive approach requires early diagnosis and intervention to prevent potential conflicts and crises, dialogue and negotiation focus on open communication and building trust between the parties. Proactive refers to the approach of intervening by determining a situation or a potential problem in advance and taking measures

before this situation occurs (Okay, 2013). Proactive people or strategies not only deal with current problems, but also actively plan and take steps to prevent future negative situations. This approach is important for achieving better results and reducing risks. While international cooperation provides broader support by cooperating with the United Nations and other international organizations, comprehensive strategies produce multifaceted solutions by taking into account both political and social factors. Developing rapid and effective intervention methods when crisis symptoms occur is also an important aspect of preventive diplomacy. In this context, it tries to achieve more effective results by benefiting from the knowledge and experience of experts and organizations in the field. These features make preventive diplomacy an effective tool in maintaining international peace and security (Fitzpatrick, 2010; Melissen, 2005; Osgood & Etheridge, 2010).

5. MILITARY PUBLIC DIPLOMACY STRATEGIES IMPLEMENTED IN TÜRKİYE

Public diplomacy is among the basic mechanisms that enable states to achieve their goals in international promotions. The diplomacy method contributes to the construction of international system security and permanent cooperation by displaying the military power and capacities of states. Today's international system, where security concerns are intensified and multipolar balances of power are prominent, also aims to increase military public diplomacy and expand its area of use.

Military public diplomacy is an extremely important tool used to strengthen the strategic positions of states in international relations, defend their national interests and increase their effectiveness in the international arena. This diplomacy method focuses on introducing the military capacity, strategic capabilities and reliability of countries, while at the same time aiming to build mutual trust between states, strengthen cooperation and create a positive

country image. In this context, the effects of military public diplomacy are not limited to the areas of defense and security; it also produces important results in economic, political and social dimensions.

One of the basic components of military public diplomacy is trust building. The development of a sense of trust between states is of critical importance for the permanence and stability of international relations. A sense of trust enables countries to establish their relations with each other on a more solid foundation and increases cooperation in times of crisis. The open and effective presentation of military capacity and strategic capabilities ensures that a country is perceived as a reliable partner in the eyes of the international community. This trust contributes to the increase of economic and political cooperation as well as creating a positive perception in the international arena. States that establish trust have a stronger position in international relations and increase their chances of receiving support in times of crisis. Therefore, the contribution of military public diplomacy to the international security architecture is an undeniable fact.

In this context, military public diplomacy provides significant services in ensuring mutual trust between states. In the system, the military system aims to be perceived as a reliable partner by both its allies and the international community by sharing transparently. It is observed that states that establish trust have a positive perception of the international system and thus expand their economic and military support networks. The fact that trust is a fundamental value in international relations strengthens the power of military public diplomacy over security and stability.

In this regard, military public diplomacy strategies implemented in Türkiye aim to increase trust in international relations, develop cooperation and promote the country's military capacity, while also aiming to strengthen strategic partnerships and ensure regional stability. While deepening military cooperation through military exercises and training

programs with different countries, Türkiye aims to both provide economic benefits and gain a competitive position in the international arena with its defense industry projects. Its participation in peace support operations and active contribution to international security issues help Türkiye to be recognized as an actor assuming responsibility in the global arena. In fact, in an evaluation made on this subject, the statement "Türkiye's military public diplomacy strategies complement the country's soft power elements and reinforce its reputation in the international arena through security cooperation" draws attention (Kirişçi, 2011).

With the declaration of the Republic, Türkiye has begun to strive to build a new identity in the international arena. In this process, military relations, security policies and international agreements gained great importance. The independence gained with the War of Independence enabled Türkiye to become a more independent actor in international relations and this situation became one of the basic elements shaping the foreign policy of the newly established Republic. According to Oran; military and diplomatic efforts in the early years of the Republic strengthened Türkiye's capacity to pursue an independent foreign policy (Oran, 2001).

In the 1930s, Türkiye established the Balkan Entente in order to strengthen its relations with the Balkan countries. This agreement was signed in 1934 between Türkiye, Greece, Yugoslavia and Romania and aimed to ensure regional security and encourage military cooperation among the member countries. The Balkan Entente was accepted as an important initiative to support peace in the region and reduce security concerns. The main objectives of the agreement included solidarity against a possible external attack and military relations were strengthened thanks to this solidarity. The Balkan Pact was an indication of Türkiye's determination

to ensure regional security in the Balkans and its effective use of military diplomacy (Hale, 2013).

During the same period, Türkiye signed the Sadabad Pact with Iran, Iraq and Afghanistan to secure its eastern borders. Signed in 1937, this treaty aimed to protect the border security of the member countries and to display a common stance against external threats. This treaty has great importance for Türkiye. As Yalçın stated, "*The Sadabad Pact is an important step in Türkiye's efforts to ensure border security through security cooperation with its eastern neighbors.*" (Yalçın, 2013). Such treaties have strengthened Türkiye's national security and paved the way for it to be accepted as a reliable ally in the international arena. During the Republic period, Türkiye's foreign policy was shaped by efforts to establish an independent identity. During this period, Türkiye adopted the goal of establishing close relations with Western countries and receiving military and economic aid. In particular, in order not to be under the influence of the Soviet Union, Türkiye aimed to join NATO. Joining NATO in 1952 strengthened Türkiye's relations with the West and provided significant support in the field of military modernization and defense. This membership strengthened Türkiye's role in military diplomacy. As Gates emphasizes, "*NATO membership accelerated Türkiye's military modernization while also strengthening its strategic ties with the West.*" (Gates, 2011)

In the 1930s, Türkiye initiated efforts to create a modern army through reforms aimed at increasing its military power. These reforms, carried out under the leadership of Mustafa Kemal Atatürk, included the process of modernizing the military legacy of the Ottoman Empire. Military experts from countries such as Germany and France played important roles in the training and modernization of the Turkish army. Seib, while evaluating this period, states that "*The modernization of the Turkish army increased Türkiye's regional military power while also strengthening its position in the international*

arena." (Seib, 2009; 2012). Türkiye's military relations were not limited to the Balkan countries only, but were also shaped within the framework of military diplomacy with Italy and Greece. Although relations with Greece became tense from time to time due to the Cyprus issue and sovereignty issues over the Aegean Sea, there were efforts to cooperate in the economic and military fields, especially in the 1930s. Türkiye and Italy signed various agreements on maritime security and military cooperation in the 1930s and took steps to strengthen military relations. These cooperation initiatives have served the purpose of strengthening Türkiye's strategic interests in the Mediterranean.

Türkiye's military public diplomacy activities in the Balkans have been shaped within the framework of historical ties, regional security dynamics and international cooperation. The Balkans have a special importance for Türkiye due to the historical and cultural ties inherited from the Ottoman Empire. These ties prepare the ground for Türkiye's efforts to increase its influence in the region. Military cooperation agreements signed with the Balkan countries include joint exercises, training programs and defense industry cooperation. These agreements signed with countries such as Bosnia-Herzegovina, Kosovo and Macedonia increase Türkiye's military and strategic influence in the region. According to Oran, "*Military diplomacy conducted in the Balkans is an important instrument that strengthens Türkiye's role in regional security.*" (Oran, 2001)

Türkiye participates in peacekeeping operations in the Balkans within the framework of NATO and the UN. Following the conflicts in the 1990s, Türkiye has taken an active role in peacekeeping missions, particularly in Bosnia-Herzegovina and Kosovo, and these participations have been part of Türkiye's efforts to ensure peace and stability in the region. It aims to increase the military capacity of the Balkan countries by providing training and consultancy services to their military personnel. Türkiye's

military cooperation of this kind has strengthened its strategic partnerships in the region. Türkiye's military public diplomacy strategies in the Balkans and in the international arena in general encompass not only military cooperation but also cultural and humanitarian dimensions. Türkiye carries out projects aimed at increasing its military capacity in the Balkans and thus strengthens its influence in the region. As Oran stated; "*The military public diplomacy activities carried out by Türkiye in the Balkans are among the important steps towards ensuring regional stability and peace and increasing Türkiye's reputation in the international arena.*" (Oran, 2001) These activities of Türkiye are an important tool on the way to achieving its long-term strategic goals.

6. CONCLUSION

Military public diplomacy also plays an important role in establishing and strengthening strategic partnerships. States, In order to achieve national security goals and to take an effective place in the international system, they must develop strong alliances and collaborations. Such collaborations can be supported by methods such as military assistance, joint training programs and exercises. International defense organizations such as NATO in particular reinforce collective security by increasing military and strategic collaborations among their members. Such platforms constitute the most concrete application areas of military public diplomacy and provide significant contributions to both regional and global security strategies of countries. Strategic collaborations produce effective results not only in the military field but also at the economic and political level. In this context, the structure of military public diplomacy that encourages and reinforces strategic partnerships further increases its importance in international relations.

The protection and defense of national interests is another important dimension of military public diplomacy. States use military public diplomacy to increase their power and effectiveness in the

international arena. This process allows countries to effectively present their military capacity and strategic goals to the international public. A country's strong display of military capacity allows that country to gain a stronger position in international negotiations. At the same time, military public diplomacy contributes to the development of national security strategies and makes countries more visible in the international arena. This visibility enables states to take on a more active role in international relations. Therefore, military public diplomacy emerges as a critical tool in protecting national interests and achieving international goals.

The areas of application of military public diplomacy are quite wide. This diplomacy method, which is carried out through various activities such as training programs, joint exercises, information sharing and military projects, serves to increase cooperation between countries and to strengthen mutual trust. The spread of military training at the international level, in particular, contributes to the deepening of relations between states. Military exercises provide a platform for countries to showcase their military capacity and strategic capabilities, while also improving their ability to act together. Such activities not only strengthen military cooperation, but also increase diplomatic relations, economic ties and social interactions. Therefore, the multidimensional structure of military public diplomacy has a wide area of influence in international relations.

Ensuring solidarity in crisis situations and strengthening collective security are other important functions of military public diplomacy. International peacekeeping missions, humanitarian aid operations and crisis management processes are among the most effective areas of application of this type of diplomacy. Such activities allow the military presence to be combined with a positive image and reinforce the soft power elements of countries. Humanitarian aid operations, in particular, bring

the humanitarian dimension of military public diplomacy to the forefront and create a positive perception in the international community. Peacekeeping missions, on the other hand, contribute to the building of trust between countries and the resolution of crises. In this context, military public diplomacy functions as a mechanism that promotes solidarity in times of crisis and increases stability in international relations. The areas of application of military public diplomacy cover a wide range in the context of global security and international cooperation. Activities such as training programs, joint exercises, information sharing and military projects stand out as the basic tools of this diplomacy. Such events aim not only to increase military capacities but also to strengthen trust and diplomatic relations between countries. International military training programs in particular deepen strategic ties between states and strengthen the understanding of common security. Sharing knowledge and experience through training programs enables the integration of different cultural and operational approaches. This process contributes to both individual and joint capacity building efforts of participating countries, while laying the foundation for long-term strategic cooperation.

Joint exercises are another important area of application of military public diplomacy. These exercises allow countries to showcase their military capabilities and strategic planning capabilities, while also improving their ability to take joint action. Multinational exercises increase operational harmony between the parties, creating an effective basis for cooperation in crisis situations. At the same time, they play a critical role in determining common goals and ensuring coordination in achieving these goals. Exercises not only strengthen military cooperation, but also contribute to the development of diplomatic relations, deepening economic ties and increasing social interactions. Thus, military public diplomacy creates an

important area of influence in international relations by creating multidimensional effects.

The establishment of solidarity and the strengthening of collective security in crisis situations further increase the strategic importance of military public diplomacy. International peacekeeping missions, humanitarian aid operations and crisis management activities are the most effective areas of application in this context. Peacekeeping missions serve to re-establish trust between states and ensure stability after conflict. It plays a critical role in determining common goals and ensuring coordination in achieving these goals. Exercises not only strengthen military cooperation, but also contribute to the development of diplomatic relations, deepening economic ties and increasing social interactions. Thus, military public diplomacy creates an important area of influence in international relations by creating multidimensional effects. Ensuring solidarity and strengthening collective security in crisis situations further increases the strategic importance of military public diplomacy. International peacekeeping missions, humanitarian aid operations and crisis management activities are the most effective areas of application in this context. Peacekeeping missions serve to re-establish trust between states and ensure post-conflict stability.

These missions go beyond the security function of the military presence, and also provide an opportunity to create a positive image and create a dialogue environment between the parties. Similarly, humanitarian aid operations emphasize the humanitarian dimension of military public diplomacy. Such operations show the international community that military power is not only a tool of conflict, but can also be an effective support element in resolving crises. Humanitarian aid operations are actively involved in crises such as natural disasters, epidemics or mass migration, encouraging

international solidarity and creating a collective security understanding.

Military public diplomacy makes significant contributions to the establishment of an atmosphere of mutual trust and cooperation between countries through its areas of application. This diplomatic method, which is applied in a wide range from training to exercises, from humanitarian aid operations to peacekeeping missions, functions as a critical mechanism that serves the stability of the international system and the achievement of strategic goals of states. This multifaceted structure of military public diplomacy enables the balanced use of both soft power and hard power elements in international relations. In this context, the effective use of military public diplomacy is an important tool for deepening international cooperation and making security permanent, not only in times of crisis but also in times of peace.

As a result, military public diplomacy is an indispensable tool for countries to achieve their strategic goals and defend their national interests in international relations. Elements such as building trust, establishing strategic partnerships, defending national interests and crisis management are among the main components of military public diplomacy. These elements increase the effectiveness of states in the international arena and contribute to the strengthening of relations between countries. The effective implementation of military public diplomacy offers a strategic advantage for states that want to have a strong position in the international system. The importance of military public diplomacy is increasing in terms of protecting and developing fundamental values such as peace, security and cooperation in international relations. Therefore, military public diplomacy will continue to be a tool that shapes the future policies of states with its strategic importance in international relations.

Conflict of Interest Statement

The authors declare no conflicts of interest.

Research and Publication Ethics Statement

This study complies with international research and publication ethics and did not require ethics committee approval.

Author Contributions Statement

Both authors contributed equally to this manuscript.

Funding Statement

No financial support was received for this study.

REFERENCES

Akarçay, P., & Ak, G. (2018). *Soguk Savaş Sonrası Güvenlik Yönetimi Paradigmaları* [Post-Cold War Security Management Paradigms]. Ankara: Motif Matbaacılık.

Akarçay, P. (2019a). Küresel Terör ve Katılımcı Kent Güvenliği İlişkisi: İsveç Örneği [Global Terrorism and Participatory Urban Security Relationship: The Swedish Example]. In H. Acar (ed.). *Küresel Terör ve Güvenlik Politikaları* [Global Terrorism and Security Policies] (pp. 307-325). Ankara: Nobel.

Akarçay, P. (2019b). Eleştirel Jeopolitik [Critical Geopolitics]. In G. Şahin & M. C. Oğultürk (eds.). *Türkiye Jeopolitiği* [Geopolitics of Türkiye] (pp. 108-120). İstanbul: Milli Savunma Üniversitesi Yayınları.

Akçadağ, E. (2010). *ABD'nin Kamu Diplomasisi Stratejisi: Akıllı Güç...* [The US Public Diplomacy Strategy: Smart Power...]. *Kamu Diplomasisi Web Sitesi*, 1-14, <https://www.kamudiplomasisi.org/pdf/abdkdstratejisi.pdf> accessed on April, 07, 2025.

Ateş, Y. (2019). *Savunma Reformu ve Demokratik Kontrol: Uluslararası Standartlar ve Uygulamalar* [Defence Reform and Democratic Control: International Standards and Practices]. İstanbul: Savunma Politikaları Enstitüsü.

Atkinson, C. L. (2014). *Military Soft Power: Public Diplomacy through Military Educational Exchanges*. Lanham, Maryland: Rowman & Littlefield.

Aydın, M. (2021). *Savunma Diplomasisi ve Askeri İş Birliği* [Defence Diplomacy and Military Cooperation]. Ankara: Güvenlik Yayınları.

Babst, S. (2009). Public Diplomacy: The Art of Engaging and Influencing. *Atlantic Community*, January 22. http://archive.atlantic-community.org/app/webroot/files/articlepdf/Babst_Public_Diplomacy.pdf accessed on April, 07, 2025.

Cable, J. (1970). *Gunboat Diplomacy: Political Applications of Limited Naval Force*. New York: Praeger.

Cottee, A., & Forster, A. (2004). *Reshaping Defence Diplomacy; New Roles for Military Cooperation and Assistance*. New York: Oxford University Press.

Cull, N. J. (2006). "Public Diplomacy" Before Gullion: The Evolution of a Phrase. *USC Center on Public Diplomacy*, 18 April 2006. <https://uscpublicdiplomacy.org/blog/public-diplomacy-gullion-evolution-phrase> accessed on April, 08, 2025.

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

Çavuş, T. (2012). Dış Politikada Yumuşak Güç Kavramı ve Türkiye'nin Yumuşak Güç Kullanımı. *Kahramanmaraş Sütçü İmam Üniversitesi İİBF Dergisi*, 2(2), 23-37.

Çevik, S. (2014). *Uluslararası Halkla İlişkilerde İnsani Yardımlar: Kamu Diplomasisi Boyutu* [Humanitarian Aid in International Public Relations: The Public Diplomacy Dimension]. Ankara: Stratejik Düşünce Enstitüsü.

Dahl, R. (1957). The Concept of Power. *Behavioral Science*, 2(3), 201-203.

de Magalhaes, J. C. (1997). *The Pure Concept of Diplomacy*. New York: Greenwood.

Demir, A. (2020). *Savunma Yönetiminde Şeffaflık ve Hesap Verebilirlik* [Transparency and Accountability in Defence Management]. Ankara: Güvenlik ve Strateji Yayınları.

Doğan, E. (2012). Kamu Diplomasisinin Sunduğu Fırsatlar ve Kısıtlar Üzerine [On the Opportunities and Limitations of Public Diplomacy]. In A. Özkan & T. E. Öztürk (eds.). *Kamu Diplomasisi* [Public Diplomacy] (pp. 85-100). İstanbul: Tasam.

Ekşi, M. (2023). *Klasik Diplomasiden Kamu Diplomasisine: Yeni Yöntem ve Araçlar*. İstanbul: Nobel.

Fan, Y. (2008). Soft Power: Power of Attraction or Confusion?. *Place Branding and Public Diplomacy*, 4(2), 147-158.

Fisher, A. (2011). Looking at the Man in the Mirror: Understanding of Power and Influence in Public Diplomacy. In Ali Fisher ve Scott Lucas (eds.). *Trials of Engagement: The Future of US Public Diplomacy* (pp. 271-295). Leiden: Martinus Nijhoff Publishers.

Fitzpatrick, K. R. (2010). The Future of U.S. Public Diplomacy: An Uncertain Fate. *Diplomatic Studies*, V. 4. Leiden: Brill.

Gallarotti, G. M. (2011). Soft Power: What It Is, Why It's Important, and The Conditions for Its Effective Use. *Journal of Political Power*, 4(1), 25-47.

Garamone, J. (2008, Sept. 30). Balance at heart of national defense strategy, Gates says. National Guard, *An Official Website of United States Government. American Forces Press Service News*. <https://www.nationalguard.mil/News/Article-View/Article/573561/balance-at-heart-of-national-defense-strategy-gates-says/> accessed on April, 02, 2025.

Gates, R. (2011). *Duty: Memoirs of a Secretary at War*. New York: Knopf.

Gregory, B. (2013). American Public Diplomacy: Enduring Characteristics, Elusive Transformation. *The Hague Journal of Diplomacy*, 8(3), 155-178.

Grunig, J. E. (2009). Paradigms of Global Public Relations in an Age of Digitalisation. *PRism*, 6(2), 1-19.

Gullion, E. (1965). Edward R. Murrow center for public diplomacy. <http://fletcher.tufts.edu/Murrow/Diplomacy> accessed on April, 04, 2025.

Güleç, C. (2021). NATO and Public Diplomacy: Opportunities and Constraints of 21st Century. *Perceptions*, 26(1) (Spring-Summer), 100-120.

Hale, W. (2013). *Turkish Foreign Policy since 1774*. London: Routledge.

Hart, J. (2013). *Empire of Ideas: The Origins of Public Diplomacy and the Transformation of US Foreign Policy*. New York: Oxford University Press.

Hayden, C. (2012). *The Rhetoric of Soft Power: Public Diplomacy in Global Contexts*. Lexington Studies in Political Communication. Lanham, Md.: Lexington Books.

Kaya, H. (2021). *Demokratik Toplumlarda Silahlı Kuvvetlerin Kontrolü*. Ankara: Ulusal Güvenlik Araştırmaları.

Kirişçi, K. (2011). *Kamu Diplomasisi ve Türkiye'de Uygulamalar* [Public Diplomacy and Applications in Türkiye]. İstanbul: İstanbul Bilgi Üniversitesi Yayınları.

Kocatepe, A. (2001). *Türk Silahlı Kuvvetlerinde Basın-Yayın-Halkla İlişkiler ve Tanıtım Faaliyetleri, I ve II. Cilt* [Press-Publication-Public Relations and Promotion Activities in the Turkish Armed Forces, Vols 1-2]. İstanbul, Harp Akademileri Basım Evi.

Mathis, G. A. (2012). The Role of Military Attachés in Diplomacy. *International Relations Journal*, 12(4), 45-58.

Melissen, J. (2005). The New Public Diplomacy: Soft Power in International Relations. *Studies in Diplomacy and International Relations*. Basingstoke UK: Palgrave Macmillan.

NATO. (2023). Communications and Public Diplomacy. NATO, June 20, 2023, https://www.nato.int/cps/en/natohq/topics_69275.htm accessed on April, 12, 2025.

Nye, J. S. (2004a). The Decline of America's Soft Power. *Foreign Affairs*, (3), (May-June), 16-20.

Nye, J. S. (2004b). *Soft Power: The Means to Success in World Politics*. New York: PublicAffairs.

Nye, J. S. (2005). *Yumuşak Güç* [Soft Power]. Ankara: Elips Kitap.

Nye, J. S. (2006). Smart Power: In Search of the Balance Between Hard and Soft Power. *Democracy: A Journal of Ideas*, (2) (Fall), 102-107.

Nye, J. S. (2011). *The Future of Power*. New York: PublicAffairs.

Okay, A. (2013). *Halkla İlişkiler Kavram, Strateji ve Uygulamaları*. İstanbul: Der Yayınları.

Oran, B. (2001) *Türk Dış Politikası: Kurtuluş Savaşından Bugüne Olgular, Belgeler, Yorumlar*. İstanbul: İletişim.

Osgood, K. Alan, & Etheridge, B. C. (2010). The United States and Public Diplomacy: New Directions in Cultural and International History. *Diplomatic Studies*, V. 5. Leiden, the Netherlands: Brill.

Pajtinka, E. (2016). Military Diplomacy and Its Present Functions. Security Dimensions. *International and National Studies*, 20(4), 179-194.

Ratzan, S. (1993). Political Communication as Negotiation. *American Behavioral Scientist*, 37(2), 200-210.

Seib, P. (ed.). (2009). *Toward a New Public Diplomacy: Redirecting US Foreign Policy*. New York: Palgrave Macmillan.

Seib, P. (2012). *Real-Time Diplomacy: Politics and Power in the Social Media Era*. New York: Palgrave Macmillan.

Seib, P. (2014). Public Diplomacy and Hard Power: The Challenges Facing NATO. *The Fletcher Forum of World Affairs*, 38(1), 95-100.

Smith, A. (2010). *Military Diplomacy: Tactics and Strategies for Modern Conflicts*. London: Routledge.

Smith, A. (2018). *Peacekeeping Operations and Local Public Perception: The Role of Military Public Diplomacy*. Cambridge, UK: Cambridge University Press.

Swistek, G. (2012). The Nexus Between Public Diplomacy and Military Diplomacy in Foreign Affairs and Defense Policy. *Connections*, 11(2) (Spring), 79-86.

Tan, S. S. (2016). Military Diplomacy. In C. M. Costantinou, P. Kerr and P. Sharp (eds.). *The SAGE Handbook of Diplomacy* (pp. 591-600). Los Angeles: SAGE.

Thompson, K. (2012). *The Cost of Military Diplomacy: Balancing Power and Relations*. Cambridge, UK: Harvard University Press.

Tuch, H. N. (1990). *Communicating with the World: U.S. Public Diplomacy Overseas*. New York: St. Martin's Press.

TUİÇ Akademi. (2014). *Önleyici diplomasi*. <https://www.tuicakademi.org/onleyici-diplomasi/>.

United Nations. (2005). Vienna Convention on Diplomatic Relations, 1961. United Nations, Treaty Series, vol. 500, pp. 95-101. Done at Vienna on 18 April 1961. Entered into force on 24 April 1964. https://legal.un.org/ilc/texts/instruments/english/conventions/9_1_1961.pdf accessed on April, 11, 2025.

Wallin, M. (2015). Military Public Diplomacy: How the Military Influences Foreign Audiences. *White Paper, American Security Project (ASP)*. February 2015, pp. 1-43. <https://www.americansecurityproject.org/wp-content/uploads/2015/02/Ref-0185-Military-Public-Diplomacy.pdf> accessed on April, 02, 2025.

Willard, J. (2008). The Pentagon and Public Diplomacy. In *Flux*, (April 28, 2008), 3-4.

Wimbush, E. (2009). "Fixing Public Diplomacy and Strategic Communications". Perspectives for the New Administration. *Report for the Hudson Institute* (January 8, 2009). <http://dspace.cigi.library.org/jspui/bitstream/123456789/26761/1/Fixing%20Public%20Diplomacy%20and%20Strategic%20Communications.pdf?1> accessed on April, 05, 2025.

Yalçın, H. B. (2013). *Kamu diplomasisi: Kavram, Aktörler ve Türkiye Uygulamaları*. İstanbul: SETA.

Yıldırım, A., & Şimşek, H. (2008). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri*. Ankara: Seçkin Yayıncılık.

Zaharna, R.S. (2009). Obama, U.S. Public Diplomacy and the Islamic World. *World Politics Review*, March 16, 18-23.