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## **SOFT POWER CONCEPT IN INTERNATIONAL RELATIONS AND SOFT POWER TOOLS IN TURKISH FOREIGN POLICY**

The concept of power has always been at the top of the concepts that affect international relations since the darkest times of history. As a result, the need to examine the concept of power emerged. The concept of power is examined under three headings. These; Hard Power, Soft Power and Smart Power.

Hard power is the power created by states during their relations by using their military resources, economic superiority and oppressive foreign policies and has been used in the world for many years. After a while in international relations where hard power was used, even though the state, whose hard power prevailed, triumphed, it realized that it lost many things and suffered great losses. As a result of this situation, the started to search for new ones to gain less loss and more profit, and then came the concept of soft power put forward by Joseph S. Nye. Nye has defined soft power as the ability of a country to persuade other to do as the wish, with or without coercion. Soft power is achieved through public diplomacy, the film-series sector, non-governmental organizations, and government-assisted governmental institutions, and ensures victory without loss. Finally, the intelligent power that emerges is the blending of

hard power and soft power elements in the context of international relations.

In this study, the concept of soft power which was put forward by Joseph S. Nye was emphasized. These concepts become more active after the AKP government in Turkey in the light of newly created non-governmental organizations, issued film and Yunus Emre Institute and arrays, Turkey Cooperation and Coordination Agency, the Overseas Turks and Related Communities Presidency, depending on the state, such as Red Crescent with the work of the institution replaces the soft power of Turkey's foreign policy concepts were studied.

States generally have acted hard power-driven in foreign policy before the concept of soft power emerges. Although the hard power is yielding very fast results, unfortunately, the effect has been temporary and has caused too much cost. This led to the damage of the economy that raised the hard power, so soft power was asked to be applied more. Soft power is to easily convince and connect them to themselves by transferring their culture, language, structure of their people, rather than forcing things while persuading people and countries. This method does not work as soon as hard power, but if the effect penetrates once, there is no easier return. Because it's such an effective method, states resorted to this method after the Cold War. In today's world, global actors are beginning to be one of the most resorted methods.

Turkey has begun to use soft power more and more effectively with governments coming to power after the 2002 elections. This has been done by re-agencying existing institutions and opening up new institutions. It strives to be effective in terms of soft power with many institutions and different methods in foreign policy. Turkey ceases to be America's remote outpost in foreign policy and has become a central authority among the geography and surrounding countries, and its cultural relations with other states, economic and human assistance, educational activities, history it has been a great soft power point by undertaking the restorations of the buildings. Turkey's most resorted method has been soft power. While these soft power elements are being made as planned, there are Turkish series that emerge unplanned and can not be reached as a state, i.e. from Japan to Morocco to Chile to Kosovo. Even if Turkish series are spread all over the world without study, it has now become one of the most effective tools used in soft power.