Chapter 17
An Analysis of Eskisehir Metropolitan Municipality Activities in the Context of Public Diplomacy and City Diplomacy

Yasemin Özçakıl
Ankara Hacı Bayram Veli Üniversitesi, Turkey

ABSTRACT

The process of diplomacy and public diplomacy activities is known as ensuring communication from state to state or from state to public. However, with the global world formed with the increase in technological developments, diplomatic relations have started to be carried out between cities as well as states. The organization of activities to ensure the interests of cities in the international arena and to increase the recognition of their countries is explained as city diplomacy. It carries out activities through local governments and municipal organizations to establish and develop permanent relations between cities and other countries. In this study, the activities carried out by Eskişehir Metropolitan Municipality are examined in the context of public diplomacy and city diplomacy.

INTRODUCTION

Diplomacy is the establishment of peaceful and long-lasting relations with other countries. Over time, diplomacy has become public diplomacy, encompassing issues such as gaining the sympathy of other countries and ensuring the interests of countries against other foreign countries. Public diplomacy is defined as *"influencing people in target countries and controlling them to change their domestic and foreign policies in order to defend countries' foreign policy objectives and national interests"* (Sancar, 2012). Public diplomacy has emerged to establish relations based on goodwill towards countries in order to influence the target public opinion and to create a positive image. City diplomacy, a type of

public diplomacy, is explained as organizing activities to ensure the interests and recognition of cities in the international arena. City diplomacy carries out activities through local governments and municipal organizations to establish and develop permanent relations between cities and other countries. With the globalization period in the world, the recognition of some cities has left countries behind. This situation indicates that the importance of cities as well as countries in diplomatic relations has increased. Recognized cities are known as economically developed places with high standards of quality of life. City diplomacy, which is accepted as a type of public diplomacy, is today seen as the diplomatic relations of local governments. Municipalities, which are one of the important institutions of local governments, were first carried out at the national level according to the wishes and needs of the people with the increase in migration to cities as a result of industrialization and the increase in the population living in the city, and this situation has changed in the international context over time with the emergence of technological innovations. This situation has changed over time in the international context with the emergence of technological innovations. Municipalities have carried out activities related to public diplomacy and city diplomacy in order to develop themselves institutionally, and have attached importance to relations with other countries. The aim of this study is to explain the activities of city diplomacy and to examine how diplomacy is carried out through local governments. In the global world, local governments come to the forefront in international politics with their municipal activities, and the activities of Eskişehir Metropolitan Municipality are examined under the sub-headings of city diplomacy.

PUBLIC DIPLOMACY AND CITY DIPLOMACY

Public diplomacy first emerged in the United States during the Cold War. Prof. Edmund Gullion, Dean of the Fletcher School of Law and Diplomacy at Tufts University, addressed it as a scientific subject (Sancar, 2012).

According to Szondi, public diplomacy is defined as the promotion of developed countries' political and ideological views to the citizens and intellectuals of other countries. Through these promotions, developed countries create a public opinion in rival countries that is culturally and ideologically foreign to that country (2008).

Public diplomacy is explained as the implementation of a country's own ideas as a communication process in accordance with the interests of other countries (Doğan, 2012). Although countries that suffered economic and social losses after World War II could not gain economic and military superiority over other countries that entered the war, they attempted to establish a relationship with public diplomacy tools (Erzen, 2012). Public diplomacy application areas are known as non-governmental organizations, international organizations, universities and schools, and municipalities. Public diplomacy is practiced through tools such as traditional and new media and international events. City diplomacy is considered as one of the sub-branches of public diplomacy.

City diplomacy is defined as the implementation of public diplomacy activities at the local level. Cities have started to prioritize diplomatic relations as a result of globalization. Cities that want to be recognized as brand cities have carried out efforts to improve their economic and quality of life, and have benefited from city diplomacy activities to replace conflicts and tensions with other countries with an environment of peace and trust. Turkey, Asia and Africa, North-South America, Europe and many other countries benefit from city diplomacy activities in their relations, country policy understanding and communication activities (Esenler Municipality, n.d.). City diplomacy is a new concept. Unlike public

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