Prof. Dr. Ahmet Ayhan (Ed.)

New Approaches in Media and Communication

PETER LANG

This publication has been peer reviewed.

www.peterlang.com

Contents

Birol BÜYÜKDOĞAN[1]

Azerbaijan Country Image in Context of International Public Relations: Newspaper Websites

Abstract: Nowadays the image is everything. People, ideas, products, cities and politicians and countries always use images. With the increase of communication in recent years, the images of the countries have started to change rapidly. Country image can be defined as the feelings, thoughts and attitudes of other people about any other country. The formation of the country's image is influenced by different elements such as the discourses of the leaders, the quality of the products produced in the country, democratic practices, the level of education of the people, cultural and artistic activities and tourism potential. The current image of a country can be changed very quickly for different reasons.

The aim of this study is to examine the representation of Azerbaijan in the news of Turkish internet web pages of Turkish newspapers. In the study, it is evaluated how the country image take place in the newspapers through this representation. It is thought that this study will also contribute to the field of the international public relations. The study sample consist of Turkey's first four best-selling newspaper's web sites. In the study, the news of the relevant newspapers were examined between 01 October-31 December 2017. The study was analyzed with content analysis method. 636 news were analyzed in the study. According to results of the study, the first three topics in the news are economy, politics, and sports. The representative of Azerbaijan in Turkish press is mostly positive and neutral. Most of the news are about the Azerbaijanis living in Turkey or who participated in the activities related sport, economy and cultural/art in Turkey. The number of activities in Azerbaijan is quite low. It is thought that Azerbaijan government should start the promotion activities about its country and wealth of the country.

Keywords: international public relations, country image, Azerbaijan, content analysis

1. Introduction

There is no general definition of the image concept. TDK (Turkish Language Institute) defines the concept of image as "objects and events that are perceived by the senses, consciously seen without a stimulus" (tdk.gov.tr, 2018). The image can sometimes be conscious and sometimes spontaneous. So, whether you are a person, an institution, a product or a country, you have an image that is widely accepted. The image may be related to concrete individuals and concepts, as well as to abstract concepts such as ideologies, currents of thought, beliefs. The image is more important nowadays because of the developments in mass media, increasing competition in trade and politics and increasing individualization of communication through

---

1   KTO Karatay University

social media. A more positive image can be returned as more tourists in tourism and more votes in politics. The image formed in any way may not always remain the same. Over time it may change positively or negatively. We can give an example of the image of Japan in the years of the Second World War and its present.

2. Theoretical Framework

2.1 Country Image

The image for an institution expresses the physical image, corporate communication and institutional behavior, while the image for a person refers to the external appearance, body language, selected words, environment and behavior pattern (Balta Peltekoğlu, 2016, p. 560). The image, defined as the perception of all the values of a person, institution, obsession or country in a short and long period of time (Gultekin, 2005, p. 127), has become a gigantic sector of millions of dollars in the West. Presidential elections in the United States are experienced as an image war (Kazancı, 2013, p. 74). Even in this regard, practitioners of the public relations are defined as "image makers" (Marconi, 2004, p. 81). These images are important for countries as well as for individuals and institutions. An accident resulting from negligence, an unlawful trial, politicians involved in sex scandals or corruption harm the image of the country they are in and the perception of the country in the long term. Sometimes there is a need for intense struggle 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 attacks and gave his office the task of regulating America's international image, coordinated with the government's foreign policy (Seitel, 2016, p. 251).

International public relations can be defined as a planned and organized effort to establish a mutually beneficial relationship with one nation, institution or government with other countries and their peoples. These people can be described as various groups of people affected or influenced by the activities of a company, institution or state (Wilcox & Cameron, 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 in order 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 at the same time trying to maintain or establish the positive image of an country (Yıldırım Becerikli, 2005, p. 12).

The country image can be defined as the knowledge that one person has about any country or the beliefs of a person about a nation and its people (Kunczik, 2003, p. 412). The factors of the country image include the richness of the country, the level of the technology, the creativity, the high level of education of its people, the welfare of the people and the hard work of the people (Vijarabakorn & Shannon, 2015). According to Dowling, political attitudes, cultural reflections, media news, brand images, political and cultural leaders, impressions of tourists, products,

tourism advertisements, exports, sporting events and sports stars, scientific achievements and official visits are important factors in the image of the country (Balta Peltekoglu, 2016, p. 572).

Having a good image is the great importance to all countries today. Because of the positive image which is created, it will be easier for the country to introduce itself to the world and to accept it so that it can convey all material and spiritual values it possesses. This presents significant opportunities for countries with a positive image to become a strong brand. For this reason, it will not be wrong to say that countries are now considered as brands (Gultekin, 2005, p. 127).

Today, the press has a very important impact in the activities of the people in other countries and in the formation of the image of the country. The news of a country, newspaper articles, photographs which belong to country, events and peoples, company and product advertisements which belong to the country are critical issues in terms of image and perception. Again the lifestyles, welfare levels and even behavior patterns of people affect the image to be created about that country (Onay, 2008). Country image can vary over time. Compared to the post-World War II period, the country image of Japan is remarkable today (Kotler, Jatusripitak, & Maesincee, 2000). According to the fluctuations in the foreign policies of the countries, the opinions and feelings of the public can change and a country with a very good image can become an enemy country within a few months. The mass media have a very important influence on the formation of this positive or negative picture created in the minds. For example, in recent years, the Turkish people's perception of neighboring countries has often been altered by the direction of television and the media of written and internet news. In this context, it is essential that the image created in the mind is not fictional, it is based on real life and emerges after a long period of process. Kotler and his colleagues evaluated the image of the country under five headings (Kotler, Haider, & Rein, 1993, p. 35–36);

Positive and Attractive Image: Some regions, cities or countries have a positive image perception in the minds of individuals. They do not want to change because they are satisfied with their images, but they may want to do activities to protect and strengthen the image.

Negative Image: Countries with negative image perception in the minds of people should primarily try to destroy the negative image perception. Later, these countries should strive to create a new image. Otherwise, the new image to be built on the negative image will not be the desired result in the target market.

Weak Image: It is the image that the lack of knowledge about that country, and therefore the lack of a clear image perception in the minds of the target markets. A country that wants to enter the image creation effort should focus on advertising and promotional activities. In addition to these, it is necessary to work to come to the agenda intensively and positively in the information resources for target markets.

Complex Image: Some countries can combine positive and negative image elements together. Countries with this kind of image should do work that emphasizes

and foregrounds their positive image. In the meantime, they have to work on the other side to eliminate negative images.

Inconsistent Image: In this kind of image, a part of the society has a positive image while the other part has a negative image. Such countries should choose the image elements that are important and emphasized.

The aim of this study is to examine the Azerbaijan country image in on the websites of daily newspapers in Turkey. To determine the representation of the Azerbaijan in Turkish press and to understand the image of Azerbaijan in Turkey, it is seen as important for the maintenance of the relationship between the two countries. According to Kunczik (2003), the relationship between the news media and the country image has not been researched enough. Therefore, the study will contribute to the field of international public relations fields.

2.2 Azerbaijan

Azerbaijan is defined as the closest country to Turkey with one nation two states motto. Azerbaijan is a country with a GDP of 53 billion dollars and population of 9 million. GDP per capita is 17.720 dollars. The main exports items are crude oil and derivates, sugar, untreated metal and textiles. While Turkey exports to Azerbaijan with 1.900 billion dollars and imports from Azerbaijan 1.626 billion dollars (mfa. gov.tr, 2018). The ethnic distribution are Azerbaijani 90.6%, Dagestan 2.2%, Russian 1.8%, Armenian 1.5%, and others 1.8% (Turksoy, 2018).

2.3 Country Image Researchs

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

Vijaranakorn and Shannon (2015) examined the effect of the country's image on the intention to purchase luxury goods. This study is based on a structural equalization model with 407 luxury consumers in Thailand. Analysis was made according to cognitive and emotional effects in the study. Cognitive influences include the richness of the country, technological advancement, a high educational level, people's well-being and the hard work of the people. The emotional impacts are stated as having close ties with the country, being an ideal country and positively considering investing in that country. At the end of the study, it has been found that the country images have a cognitive and emotional impact on purchasing intentions of consumers. According to this result, the cognitive image of the country plays an important role in four dimensions of perceived luxury value of fashion and luxury products. However, the emotional image of the country influenced the luxury perception of utilitarian value to a significant extent and positively. This study has found that the emotional image of the country has an important influence on the perceived value of consumers.

Imran (2017) made a study entitled "Development of the Country Image of Azerbaijan and Creation of a National Brand". In his study, he examined the effects of country branding techniques on country image formation in terms of strategic, conceptual and application. At the end of the study, it has been stated that the branding of a state can be achieved by first reflecting the desired national image. In the study, it was stated that the soft image of Azerbaijan and the campaign "Made in Azerbaijan" gave positive results. It was emphasized that it would be beneficial to make a nationalism accent in the country branding activities. Finally, it is emphasized that the country image and country branding will help to increase the number of tourists, increase the scope of exports and obtain the foreign direct investments.

Herz and Anregger (2017) examined how consumer images are created and changed in international events in Azerbaijan. In the study, the country's image was tried to be determined by measurements made before and after the Eurovision Song Contest held in Azerbaijan in 2012. In the study, cognitive, affective and behavioral changes in consumers were measured. In the study, 271 people from Austria were taken as samples. At the end of the study, it was found that the Eurovision Song Competition had a strong influence in the cognitive and emotional sense but a weak influence in the behavioral sense.

One of the studies on the representation of the country's image in the press is Turkey image in the South Korean press examined by Colakoglu and Colakoglu (2005). In the study, the news about Turkey in two South Korean newspapers were examined between 1999–2000. In the study, news was analyzed under the headings of politics, economics, sports, history / culture and others. Content analysis technique was used in the study. According to the results of the research, political news in the South Korean press has come to the forefront, but political news mostly consist of negative news. The news about Turkish sports has been seen as positive image. The 1999 earthquake in the history of the survey were reflected in a positive impact on Turkey's image with sensuality. Turkey's historical-cultural richness and economic issues have been published with a small number of news.

One of the studies on the subject of the country image is examined by Bakan et al. (2013) In the study, the image of Japan and Japanese was examined in three Turkish newspapers in March, 2013. In the study, news was examined in the categories of economy, technology, natural – nuclear disasters, culture – arts, sports, international politics and other categories. Content analysis technique was used in the study. Bakan et al. evaluated the approach to the news in three categories as positive, negative and neutral. According to the results of the research, economic, cultural and artistic, natural and nuclear disaster news are the most important figures in the Turkish press. A few of the news in the newspapers are positive, few are negative, and the majority are neutral.

3. Methodology

The aim of this study is to examine Azerbaijan news on the websites of the newspapers on Turkey. The study also aims to reveal how the news reflects the country

images with quantitative data. For this purpose, the following questions will be answered.

1. What is the number and distribution of news about Azerbaijan according to the newspapers?
2. What is the distribution of topic of news about Azerbaijan?
3. What is the distribution of the topics according to the newspapers?
4. How is the image of the country according to topics?

This study is a descriptive study. In the study, content analysis was used as data collection technique. Content analysis aims to analyze the existing communication dimensions and to deduce from certain dimensions of social reality that are not available (source-target-environment). Content analysis is a method that analyzes the contents of texts and moves within the framework of certain rules in this process (Gokçe, 2006, p. 20).

The main goal in content analysis is to reach the concepts and associations that can explain the collected data. Content analysis is used to identify the data and try to reveal the facts that may be hidden in the data. The basic process in content analysis is to combine similar data within the framework of certain concepts and themes and to interpret them in a way that the reader can understand (Yıldırım & Şimşek, 2005, p. 227).

The population of the study is the websites of the national newspapers published in Turkey. Turkey has 168 common (national) newspapers. The total daily circulation of national newspapers is 3 million 602 thousand 954 (TUIK, 2017). The sample of the study is the first four newspapers with the highest circulation in the national press. Hurriyet (314.587), Sabah (301.252), Sozcu (273.853) and Posta (256.576) are taken as samples of the study (medyatava, 2017). The study was conducted on the websites of the newspapers between 01 October and 31 December 2017. In this context, www.hurriyet.com.tr, www.sabah.com.tr, www.sozcu.com.tr and www.posta.com.tr web sites were analyzed. In the study, firstly the content analysis category form and content analysis coding form were developed. With the help of the category form, 636 news articles related to this period are analyzed.

In the study, only news about Azerbaijan was taken into consideration. Newspaper articles were not taken into consideration. In the content analysis first of all it was examined how the news took place in the newspapers. And then coding direction is established in this direction. According to Erdogan (2012), content analysis category direction may be pre-created categories as well as categories created from this text (p. 118). There are eight categories in the content analysis category form in this study. These categories include the name of the country, the name of the newspaper, the month when the news was published, the main subject, the subtitle, the status of using the photo, the person in the news and the image of the news.

In the study, the news is classified according to the topics, and the fields where the countries came to the front according to the topics are identified. Later, a general analysis of the photographic and non-photographic news is made. Sometimes it is thought that a photograph is more influential than dozens of lines. According to the

simple communication model, although the source is always effective in the communication environment, the communication environment in which the message originates is also effective in that area (Gokçe, 2006, p. 24).

In this study news are evaluated as positive, negative and neutral (Bakan, Tarhan, & Canöz, 2013; Colakoğlu & Coakoğlu, 2005) categories. Positive categorization is taken for news that emphasized countries' praise, brotherhood and cooperation. Prejudiced news and prejudiced photos are taken into the negative news category. News that only state the situation, that do not give any positive-negative impression, or that contain both positive and negative factors are evaluated as neutral.

First of all, data were recorded in the form of the category for the research. Then the recorded data was transferred to SPSS-24 (Statistical Package for the Social Sciences) data analysis program. At the end of the SPSS analysis, cross tabs giving the numbers and percentages of the variables were obtained in order to compare the frequency tables and the categories as the descriptive statistic values. The obtained tables were assessed by being associated with the information contained in the conceptual framework. The relationship between the obtained values was analyzed by Chi-square test.

4. Findings

At the end of the content analysis regarding Azerbaijan, the distribution of the news according to the newspapers, the subjects and the approaches are below.

4.1 Distribution of the News According to Newspapers

636 news about Azerbaijan are analyzed in Turkey's first-four best-selling newspaper. The distribution of the news according to the newspapers is shown in Table 8.1.

Tab. 8.1: Distribution of News According to Newspapers

Newspapers	N	%
Hurriyet	363	57,1
Sabah	163	25,6
Sozcu	75	11,8
Posta	35	5,5
Total	636	100,0

According to Table 8.1, 57.1% of the news about Azerbaijan is in Hurriyet, 25.6% in Sabah, 11.8% in Sozcu and 5.5% in Posta. According to the table, more than half of the 636 news belong to the Hurriyet newspaper.

4.2 Distribution of News According to Topics

The distribution of 636 news according to their topics about Azerbaijan is given in Table 8.2.

Tab. 8.2: Distribution of News According to Topics

Topics	N	%
Economy	154	24,2
Politics	114	17,9
Sport	111	17,5
Culture and Art	61	9,6
Judicial	58	9,1
Other	55	8,6
Education	46	7,2
Tourism	15	2,4
Health	13	2,0
Terrorism	9	1,4
Total	636	100,0

According to Table 8.2, 24.1% of the news is about economy, 17.9% is politics, 17.5% is sports, 9.6% is culture and art, 9.1% is judicial, 8.6% is other, 7.2% is education, 2.4% is tourism, 2.0% is health and 1.4% is terrorism. The first three topics in the news are economy, politics, and sports.

The distribution of the topics is given in table 8.3 according to newspapers about Azerbaijan.

Tab. 8.3: Distribution of Topics According to Newspapers

Topics	Hurriyet (%)	Sabah (%)	Sozcu (%)	Posta (%)	Total (%)
Economy	25,6	24,5	17,3	22,9	24,2
Politics	11,6	24,5	26,7	34,3	17,9
Sport	19,3	17,2	5,3	0,0	17,5
Culture and Art	10,7	11,0	4,0	2,9	9,6
Judicial	10,2	4,9	13,3	8,6	9,1
Other	7,4	6,7	21,3	2,9	8,6

Topics	Hurriyet (%)	Sabah (%)	Sozcu (%)	Posta (%)	Total (%)
Education	9,4	4,9	5,3	0,0	7,2
Tourism	2,2	3,7	1,3	0,0	2,4
Health	2,2	1,8	1,3	2,9	2,0
Terrorism	1,4	0,6	4,0	0,0	1,4
Total	100,0	100,0	100,0	100,0	100,0

$\chi^2=71,40$, df= 27, p<0,05

According to Table 8.3, the first three topics in Hurriyet newspaper are economy, sport and politics, the first three topics in Sabah are economy, politics, and sport, the first three topics in Sozcu are politics, economy and other topics and the first three topics in Posta are politics, economy and judicial news. Politics and economy news are leading topics in newspapers. According to the Chi-Square test results, there is a meaningful relationship (p=0,000) between the topics of the news and newspapers. This relationship results of first topics on the newspapers. Economy is the first topic on Hurriyet and Sabah while politics is the first topic on Sozcu and Posta. Sport news are on top ranks on Hurriyet and Sabah while there is no news about sport on Posta.

Some of the news about Azerbaijan in the newspapers are respectively the opening of the Baku-Tbilisi-Kars railway line in Baku, Azerbaijan citizens involved in crime incidents in Turkey, UEFA Cup, Armenia Azerbaijan conflict, imports from Azerbaijan, TANAP project, Karabakh football team of Azerbaijan and trying to enter the Azerbaijani market Turkish companies are the news.

4.3 Distribution of News According to Approaches

The distribution of the approaches of the news is given in Table 8.4 according to the newspapers.

Tab. 8.4: Distribution of News According to Approaches

Newspapers		Image			
		Positive	Negative	Neutral	Total
Hurriyet	Frequency	160	51	152	363
	Within Newspaper %	44,1	14,0	41,9	100,0
	Within image %	52,5	58,0	62,6	57,1
Sabah	Frequency	87	18	58	163
	Within Newspaper %	53,4	11,0	35,6	100,0
	Within image %	28,5	20,5	23,9	25,6

Newspapers		Image			
		Positive	**Negative**	**Neutral**	**Total**
Sozcu	Frequency	38	14	23	75
	Within Newspaper %	50,7	18,7	30,7	100,0
	Within image %	12,5	15,9	9,5	11,8
Posta	Frequency	20	5	10	35
	Within Newspaper %	57,1	14,3	28,6	100,0
	Within image %	6,6	5,7	4,1	5,5
Total	Frequency	305	88	243	636
	Within image %	48,0	13,8	38,2	100,0

48% of Azerbaijan news are positive, 13.8% are negative and 38.2% are neutral news. 44.1% of Hurriyet news, 53.4% of Sabah news, 50.7% of Sozcu news and 57.1% of Posta news are positive news. When negative news is taken into consideration, Hurriyet issued negative news in 14.0%, Sabah 11.0%, Sozcu 18.7%, and Posta 14.3%. The distribution of the neutral news is as follows; Hurriyet 41.9%, Sabah 35.6%, Sozcu 30.7% and Posta 28.6%. According to the Chi-Square test results, there is no significant relationship between the newspapers on the approach of the newspapers about Azerbaijan news. As a result, news about Azerbaijan was mostly consisted of positive and neutral news. This is a positive situation for Azerbaijan country image.

The distribution of the approaches of the news is given in Table 8.5 According to the topics.

Tab. 8.5: *Distribution of the Approaches According to Topics*

Topics	Positive		Negative		Neutral		Total	
	n	**%**	**n**	**%**	**n**	**%**	**n**	**Within Topics %**
Economy	82	54,3	0	0,0	73	47,4	155	100,0
Politics	85	74,6	13	11,4	16	14,0	114	100,0
Sport	35	31,5	3	2,7	73	65,8	111	100,0
Culture and Art	44	72,1	0	0,0	17	27,9	61	100,0
Judicial	0	0,0	57	100,0	0	0,0	57	100,0
Other	39	70,9	6	10,9	10	18,2	55	100,0
Education	17	37,0	0	0,0	29	63,0	46	100,0
Tourism	3	20,0	0	0,0	12	80,0	15	100,0

Topics	Positive		Negative		Neutral		Total	
	n	%	n	%	n	%	n	Within Topics %
Health	0	0,0	0	0,0	13	100,0	13	100,0
Terrorism	0	0,0	9	100,0	0	0,0	9	100,0
Total	305	48,0	88	13,8	243	38,2	636	100,0

χ^2=574,84, df= 18, p<0,05

48.0% of the news about Azerbaijan is positive, 13.8% of them is negative and 38.2% of them is composed of neutral news. According to the Chi-Square test results, there is a meaningful relationship (p=0,000) between the topics of the news and the approach to the subjects. This relationship stems from a positive approach to news in politics, culture and arts and other, and a very negative approach to judicial and terrorism.

In the positive news about Azerbaijan is the opening of the Baku-Tbilisi-Kars railway line. The presidents of Turkey, Azerbaijan, Turkmenistan, Kazakhstan and Uzbekistan participated the line opening ceremony. The opening ceremony has been turned into a show of a kind of Turkish Republics (A.A., 2017). The news was evaluated positively with this feature. The second positive news is Armenia Azerbaijan conflict. Especially Karabakh is the most important problem between Armenia and Azerbaijan. The third positive news is TANAP (Trans-Anatolian Natural Gaz Pipeline Project) project. Project TANAP bring the Azerbaijan natural gas to Europe. For this reason, the project has been evaluated positively with the image of the country. The fourth positive news is about the Karabakh football team. Turkish media consider the Karabakh team as a football team of Turkey. The fifth positive news is Turkish entrepreneur who tries to enter the Kazakh market and still operates in Azerbaijan. The fact that Azerbaijan has become a center of attraction for entrepreneurs is considered positive for the image of the country.

There are 88 negative news about Azerbaijan covering 13.8% of all news. In the negative news, the first order news is about judicial events. All of the judicial news is evaluated as negative news. These crimes are murder, prostitution, assault, theft and assault crimes of citizens of Azerbaijan who live in Turkey. All of these reports were regarded as a negative image because they cause negative perception about Azerbaijan. The second negative news is the activity of Fethullah Terrorist Organization (FETO) in Azerbaijan. The other negative news is about terrorism. All the news on terrorism was considered negative news. Terrorism news is about the citizen of Azerbaijan who are in DEAS terrorism organization.

Neutral news consists of 38.2% of the total news. The first neutral news is about UEFA tournament. The second one is Turkey's exports to Azerbaijan and import from Azerbaijan. The other news is about the Azerbaijan Football Team participating in the World Cup.

Photography is the most important factor in the news. Sometimes photography is more appealing than the title and the photography encourages the reader to read the news. While 94.0% of the news was published with photographs, 4.0% of the news was published without photographs in the news. 48.0% of photographs are positive, 13.8% of photographs are negative and 38.2% of photographs are neutral.

Conclusion

International public relation activities play an important role for the image of the country in the target countries. The press also has significant contributions to the activities of international public relations. Most people now follow the news on the internet. According to monthly visit rates, Hurriyet is followed by 10.6 million people from desktop computers and Sozcu is followed by 17.18 million people from mobile devices (Medyatava, 2017). Therefore, the news of the countries published on the newspapers' websites have a very important place in the formation of the country images.

In this study, the news of Azerbaijan are analyzed on the web pages of Turkey's first four best-selling newspapers. It is seen as a positive situation in terms of the becoming of agenda in the Turkish press of Azerbaijan. Despite the analysis of the web pages of the four newspapers, 57.1% of the news in the newspapers appeared in the Hurriyet websites. Other newspapers are respectively Sabah, Sozcu and Posta. The topics of economy and politics are in the first topics on all newspapers. It is noteworthy that no news is published in Posta newspaper on sports, education and tourism topics. It is evaluated that the newspapers publish news in the direction of the expectations of the readers.

The vast majority of news about Azerbaijan is made up of positive and neutral news. Negative news is as small as 13.8%. In the positive news about Azerbaijan includes the opening of the Baku-Tbilisi-Kars railway line, Armenia Azerbaijan conflict, TANAP (Trans-Anatolian Natural Gas Pipeline Project) project, Karabakh football team, and Turkish entrepreneur who tries to enter the Kazakh market and still operates in Azerbaijan. The negative news includes judicial events, Fethullah Terrorist Organization (FETO) in Azerbaijan and terrorism. Neutral news includes UEFA tournament, Turkey's exports to Azerbaijan and import from Azerbaijan, and Azerbaijan Football Team participating in the World Cup.

In general, it can be said that the Turkish press looks at news about Azerbaijan in a positive. As a result, news about Azerbaijan has mostly consisted of positive and neutral news. This is a positive situation for Azerbaijan's country image.

When the cultural, sportive, artistic and educational news are examined within the scope of the research, it is seen that these activities are performed in good faith by independent municipalities, universities and NGOs and that they do not have a coordination between them and as a result they cannot create a synergy.

The country image factors are (Balta Peltekoğlu, 2016) political aspirations of the country, cultural reflections, media news, brand images, political and cultural leaders, tourist impressions, products, tourism advertisements, exports, sports

events and sports stars, scientific achievements and official visits. When news about Azerbaijan is analyzed, only news about the political stance of the country is the news about appointment as the vice president of the wife of İlham Aliyev. Cultural reflections are mostly related to Azerbaijan citizens to participate in cultural and artistic activities in Turkey. There is no news about the culture and art of Azerbaijan except for the Mugam World Music Festival and Turkish Film week. The news about Azerbaijan political leaders attending the meeting in Turkey are seen as Azerbaijani political leaders' news. Azerbaijan export news includes mostly natural gas and oil news.

Sports news played in Azerbaijan is more than other news. Sport news samples are Karabakh football team, World Football Championship, Formula 1 in Azerbaijan, Azerbaijan Volleyball Tournament. The news about Azerbaijan are mostly limited to events held in Turkey. This situation also indicates that Azerbaijan needs to make more efforts to promote itself.

When this study is compared with similar studies, the following results are obtained. Colakoglu and Colakoglu (2005) examined the image of Turkey in the South Korean press, a very low percentage of the news are positive, a very low percentage of the news are negative while a large part consists of neutral news. In this study, nearly half of the news is positive and one third of the news is neutral news. Political news about Turkey in the South Korean press have become first but were composed of negative news. Political news also comes into prominence in this study and it consists of positive and neutral news. It is evaluated that this situation results from ethnic closeness with Azerbaijan. Although the Turkish sports news in South Korean press are composed of positive news, Azerbaijani sports news in Turkish press are mostly neutral news. Turkish sports news in the South Korean press are positive because of the success of the Turkish national team in the world soccer championship. The sports news in this study include different sport activities in Azerbaijan but reveals very little in the success of the Azerbaijan teams, often mentions the Azerbaijan team who participated in the tournament in Turkey. There was a very few news about Turkey's historical and cultural richness in South Korea press. There is a very few news about Azerbaijan's historical and cultural richness in Turkish press too. It is considered that this situation results from lack of promotion of Turkey and Azerbaijan.

Bakan et all (2013) examined Japanese and Japan in the Turkish press. In the study economy, culture and art, natural and nuclear disaster news came to the forefront. In this study, economy, culture and art come to the forefront, but in contrast to Japan, the sport and judicial news are also in the first place. This situation arises from Azerbaijan news teams participating in numerous sports competitions in Turkey and judicial events in Turkey citizens of Azerbaijan are involved. While the majority of news about Japanese and Japan consist of neutral news, the majority of the news consist of positive news in this study. It is estimated that this situation is caused by ethnic closeness as mentioned above.

Imran (2017) examined in Azerbaijan about national brand. In his study, he examined the effects of country branding techniques on country image formation in

terms of strategic, conceptual and application. At the end of the study, it has been stated that the branding of a state can be achieved by first reflecting the desired national image. In the study, it was stated that the soft image of Azerbaijan and the campaign "Made in Azerbaijan" gave positive results. It was emphasized that it would be beneficial to make a nationalism accent in the country branding activities. Finally, it is emphasized that the country image and country branding will help to increase the number of tourists, increase the scope of exports and obtain the foreign direct investments. In this study there are not enough news about Azerbaijan exports, number of tourists. But there are enough news (13 news) about Turkish entrepreneurs who effort to invest in Azerbaijan. This situation makes a positive contribution to the image of the Azerbaijan.

Herz and Anregger (2017) examined how international events in Azerbaijan affected country image. It was confirmed that the Eurovision song contest contributed positively to the image of the country in cognitive and emotional sense in the study. Formula 1 race, Volleyball Tournament and Mugam World Music Festival contributed positively to the image of Azerbaijan.

According to the results of the research, it would be useful to rank the following suggestions.

a. It would be useful to coordinate the activities between municipalities, NGOs and universities about Azerbaijan by Turkish Cooperation and Coordination Agency (TIKA), which was established for coordination with the Turkish Republics.

b. It would be beneficial for Azerbaijan to cooperate with an international public relations agency in order to carry out activities related to the international public relations. Azerbaijan should invite Turkish journalists to artistic, sportive, cultural, economic, educational, etc. activities in their own country. Thus, Azerbaijan will be more active in Turkish press. This will also be beneficial for the development of Azerbaijan's country image.

Bibliography

A. A. (2017, October 30). Bakü-Tiflis-Kars Demiryolunda İlk Tren Yola Çıktı. https://www.aa.com.tr/tr/dunya/baku-tiflis-kars-demiryolunda-ilk-tren-yola-cikti/951643. (Access date: 20.03.2018).

A. A. (2017, October 30). Bakü-Tiflis-Kars Demiryolunda İlk Tren Yola Çıktı. Retrieved March 20, 2018 from: https://www.aa.com.tr/tr/dunya/baku-tiflis-kars-demiryolunda-ilk-tren-yola-cikti/951643. (Access date: 20.03.2018).

Bakan, Ö., Tarhan, A., & Canöz, K. (2013). Japan and Japanese Image in Turkish Newspaper. *The Asian Conference on the Social Sciences* (pp. 492–502). Osaka: The International Academic Forum.

Balta Peltekoğlu, F. (2016). *Halkla İlişkiler Nedir?* İstanbul: Beta Yayınları.

Becerikli, S. Y. (2005). *Uluslararası Halkla İlişkiler.* Ankara: Nobel Yayın Dağıtım.

Colakoğlu, S., & Coakoğlu, B. E. (2005). Dünya Basınında Türkiye İmajı: Güney Kore Örneği. *Selçuk Üniversitesi İletişim Fakültesi Dergisi*, 4 (1), pp. 141–148.

Erdoğan, İ. (2012). *Pozitivist Metodoloji ve Ötesi*. Ankara: Pozitivist Matbaacılık.

Gökçe, O. (2006). *İçerik Analizi. Kuramsal ve Pratik Bilgiler*. Ankara: Siyasal Kitabevi.

Gültekin, B. (2005). Türkiye'nin Uluslararası İmajında Yükselen Değerler ve Eğilimler. *Selçuk Üniversitesi İletişim Fakültesi Dergisi*, 4 (1), pp. 126–140.

Hürriyet. (2018, February 05). Ekonomi. Retrieved from http://www.hurriyet.com.tr/galeri-iste-turkiyeye-en-cok-turist-gonderen-20-ulke-40731931?p=18, (Access date: 22. 06 2018).

Herz, M., & Arnegger, J. (2017). Country Image Formation, Stability, and Change: A Longitudinal Assessment of Consumers' Image of Azerbaijan. Journal of Travel & Tourism Marketing, 34 (9), pp. 1169–1183.

hurriyet.com.tr. (2017, October-December 01–31). haberler. Retrieved from http://www.hurriyet.com.tr/ (Access date: 18.03.2018).

Imran, S. (2017). Reshaping the National Image of Azerbaijan Through Nation Branding Endeavours. *Khazar Journal of Humanities and Social Sciences*, 20 (4), pp. 33–46.

Kazancı, M. (2013). *Kamuda ve Özel Kesimde Halkla İlişkiler*. Ankara: Turhan Kitabevi.

Kotler, P., Haider, D., & Rein, I. (1993). *Marketing Places: Attracting Investment, Industry, and Tourism to Cities, States and Nations*. New York: The Free Press.

Kotler, P., Jatusripitak, J., & Maesincee, S. (2000). *Ulusların Pazarlanması*. İstanbul: Türkiye İş Bankası Kültür Yayınları.

Kunzcik, M. (2003). Transnational Public Relations By Foreign Governments. In: K. Sriramesh, & D. Vercic, *The Global Public Relation Handbook* (pp. 399–422). London: Lawrence Erlbaum Associates.

Kurtuluş, K., & Bozbay, Z. (2011). Ülke İmajı: Japonya ve Çin'in Ülke İmajları Açısından Karşılaştırlması. *İstanbul Üniversitesi İşletme Fakültesi Dergisi*, 40 (2), pp. 267–277.

Marconi, J. (1996). *Image Marketing. Using Public Perceptions to Attain Business Objectives*. Illionis: NTC Business Book.

Marconi, J. (2004): *Public Relations. The Complete Guide*. Boston: Thomson.

medyatava (2017, October 10). Türkiye'nin en Çok Ziyaret Edilen Haber Siteleri Açıklandı. Retrieved from http://www.medyatava.com/haber/turkiyenin-en-cok-ziyaret-edilen-haber-siteleri-aciklandi_150072 (Access date: 20.03.2017).

mfa.gov.tr (2018). Azerbaycan Ekonomisi. Retrieved from http://www.mfa.gov.tr/azerbaycan-ekonomisi.tr.mfa (Access date: 18.03.2018).

okan.edu.tr (2018). Avrasya Ülkeleri. Retrieved from https://www.okan.edu.tr/avrasyamerkezi/sayfa/1350/avrasya-ulkeleri (Access date: 18.03.2018).

Onay, A. (2008). Ülke Orijini ve Ülke İmajı. *Selçuk Üniversitesi İletişim Fakültesi Dergisi*, 5 (2), pp. 102–112.

posta.com.tr (2017, October-December 01–31). haberler. Retrieved from http://www.posta.com.tr/ (Access date: 18.03.2018).

sabah.com.tr (2017, October-December 01–31). haberler. Retrieved from https://www.sabah.com.tr/ (Access date: 20.03.2018).

Seitel, F. P. (2016). Halkla İlişkiler Uygulamaları. (S. Mengü, Trans.) Ankara: Nobel Yayıncılık.

sozcu.com.tr (2017, October-Aralık 01–31). haberler. Retrieved from http://www.sozcu.com.tr/ (Access date: 20.03.2018).

Şentürk, T. (2018). Ülke İmajı Araştırmalarında Ölçek Seçimi ve Kullanımı. *Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksek Okulu Dergisi*, 21 (1), pp. 78–91.

Türksoy (2018): Azerbaycan. Retrieved from https://www.turksoy.org/members/azerbaijan (Access date: 20.03.2018).

tdk.gov.tr (2018). Sözlük. Retrieved from http://www.tdk.gov.tr/?option=com_karsilik&view=karsilik&kategori1=abecesel&kelime2=%C4%B0 (Access date: 20.03.2018).

TUIK (2017, July 27). Basın Odası. Retrieved from http://www.tuik.gov.tr/basinOdasi/haberler/2017_40_20172707.pdf. (Access date: 20.03.2018).

Vijarabakorn, K., & Shannon, R. (2015). The Influence of Country Image on Luxury Value Perception and Purchase Intention. *Journal of Asia Business Studies*, 11 (1).

Wilcox, D. L., & Cameron, G. T. (2006). *Public Relations. Strategies and Tactics*. Boston: Pearson Education, Inc.

Yıldırım Becerikli, S. (2005). *Uluslararası Halkla İlişkiler*. Ankara: Nobel Yayıncılık.

Yıldırım, A., & Şimşek, H. (2005). *Sosyal Bilimlerde Nitel Araştırma Yöntemleri*. İstanbul: Seçkin Yayınevi.