Turkish Soft Power through
International Education

Machiko SATO  Erman AKILLI

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1. Introduction

Turkey's quest on Soft Power can be associated with the dissolution of USSR; as an answer to the new opportunities in foreign policy towards the post-Soviet geography, Turkey founded new institutions and employed new policies. One of these new steps, is the foreign/humanitarian aids approach of the state which pioneered by the state institution TIKA (Turkish Cooperation and Coordination Agency); today, through TIKA, Turkey's helping hand reaches out every continent, every person that in need. Program Coordination Offices of TIKA, which increased from 12 in 2002 to 60 in 2018; operates in 58 different countries.\(^1\) Today, in 2018, thanks to TIKA Turkey provides 8.14 billion USD to 170 countries in the World and of this amount, 7.2 billion USD is earmarked for humanitarian assistance.\(^2\) In other words, Turkey's Soft Power understanding crowned with foreign/humanitarian aids and as a result of this approach, Turkey now, claimed as the most generous country in the World.\(^3\) Nonetheless, from the beginning of the Syrian civil war at 2011, Turkey has come into prominence with three Soft Power values: global power, generous country, and truthful side.\(^4\) As it can be seen at latest reports,\(^5\) this is true in the case of generous country image.

Beside from this helping hand approach of Turkey, in the wake of 1990s, international education was also a new policy towards to newly independent post-Soviet states especially for Turkish states. As a result of it, at 1992-1993 academic year, The

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3 Global Humanitarian Assistance Report 2017
Great Student Project' started by Ministry of National Education and until the Great Student Project's re-design at 2011 by Prime Ministry Presidency for Turks Abroad and Related Communities, almost 40,000 students funded through it. At 2011, Prime Ministry Presidency for Turks Abroad and Related Communities' re-design gave birth to the Turkey Scholarships. Since 2011, 122,000 applications from 172 different countries have been made to the Turkey Scholarships and 16,000 students funded per year. Apart from these scholarships, Turkey also developed an academic exchange program which funded by Turkish Council of Higher Education in 2011 which named as Mevlana Exchange Programme to provide exchange for students and academic staffs between higher education institutions in Turkey and World.

Although Turkey has been recently receiving attention in its growing centralization of power as *Freedom in the World 2018* by Freedom House show that Turkey is sliding into authoritarian rule, Turkey is indicated as a country that serves to the greater common goods of humanity. Simon Anholt's creation of Good Country Index versions which are 1.0, 1.1 and 1.2 show the summary of the Turkey's Soft Power image. At the very first version of the Good Country Index, which is the version 1.0 and was published in 2015, Turkey's overall rating was the 79th and the "Science & Technology" rank (related to international students) was the 51st (Anholt, 2015). In 2016, the 1.1 version of the index was published, and at that index, Turkey's overall rating was the 56th and the "Science & Technology" rank was the 55th (Anholt, 2016). According to the latest index, which was published in 2017 as the version 1.2., Turkey's place is 38th in overall rankings and the "Science & Technology" rank was 55th (Anholt, 2017). So, it can be seen from those results of the Good Country Index that Turkey has a positive increasing trend at overall since the version 1.0 and a stable position at "Science & Technology" rank since the version 1.1 and 1.2.

The International education including foreign exchange programs is a vital component of the globalization of educational institutions. Internationalization and global competitiveness of universities in the world is significantly challenges.

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6 Simon Anholt, who is one of the pioneer academicians of the Nation Branding/Soft Power literature, annually publishes an index called "the Good Country." Anholt measures countries in the Good Country Index as taking consideration on their contribution to the common good of humanity. Hence, Anholt uses a wide range of data from the U.N. and other international organizations, he had given each country a balance-sheet to show at a glance whether it's a net creditor to mankind, a burden on the planet, or something in between. Anholt emphasizes that by doing so, he is not making any moral judgments about countries. Instead, as he calls by a 'Good Country' is something much simpler: it's "a country that contributes to the greater good of humanity." A country that serves the interests of its own people, but without harming - and preferably by advancing - the interests of people in other countries too. The index comprises under the title of science & technology, culture, international peace & security, world order, planet & climate, prosperity & equality and health & wellbeing. To see more information please look at: https://goodcountry.org/index/results
This study illustrates characteristic features of Turkey's international education programs and examines Turkey's attempt to promote global outreach and to promote Soft Power globally through the international exchange programs as a strategy. Both authors have engaged in the international exchange program and are in charge of the Turkish scholarship program in their universities.

2. Soft Power and Higher Education Nexus
Policy makers around the world are increasingly concerned with the challenge of cultivating and capitalizing on soft power. Because soft power does exist in international relations as alternative power to seek national self-interest through attraction and persuasion rather than through coercion, military force or economic sanctions. If a country can make its position attractive in the eyes of others and strengthen international institutions that encourage others to define their interests in compatible ways, it may not need to expend as many traditional economic or military resources. Various factors compose soft power including culture, arts, print and visual media, film, poetry, literature, architecture, higher education, non-governmental organizations, science & technology, the capacity for innovation, tourism, and so forth. Although soft power in the wrong hands can have unwanted consequences, it can in some cases offer morally superior means to certain goals.

International education is definitely an effective form of soft power and university exchange programs function as soft power regardless of the era. There were cases that soft power was operationalized as a struggle for influence to achieve a direct goal to influence students' home countries' support for the grant provider country and its foreign policy. It was notably so during the Cold War era. For example, the Soviet university education aid program sought to demonstrate the superiority of the socialist path to national development and, in the long term, to win over student participants and countries to the Soviet bloc, and to occupy elite positions within their countries' governments, industries, and other institutions. University exchange programs as soft power

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power served a part of functions of the aid provider state's foreign policy. This aspect is grounded in Joseph Nye's concept of "Soft Power" as used first in 1980.11 In the Cold War context and the struggle for influence in developing countries, a direct goal was to influence students' home countries' support for the aid provider country and its foreign policy. The education of professionals as the future elite of home countries was seen for extended bilateral economic and trade relations with the aid provider country.

The soft power objectives fit this example. Today, the Turkish government is seen as dedicated to facilitating mutual understanding and trust and achieving and gaining the status of a soft power by demonstrating generous aid for international educations. The exchange students would return to their home countries with a favorable disposition toward Turkey as a host country, and Turkish students would return home with more understanding of different cultures and life styles. The grants for the academic exchange or student exchange from the Turkish government have not tied to any obligations to students, as this paper explains below. It is a significant component of the international education program. Despite its negative image in recent years (terror attacks, failed coup attempt in 2016 etc.), the world, in particular, the Middle East has been paying attention to Turkey's soft power.12 Turkey ranks highly in the various factors mentioned above and has gained the benefits of the impact Turkey demonstrates.13 The international education program is one of the answers of Turkey's soft power.

3. Turkish Soft Power
Political and physical conflicts that occurred in the early 1990s served as harbingers of a new political environment that the Cold War era balance of power policies would no longer serve as a solution following the end of this era. Hence, the violence that erupted in the territories of former Yugoslavia revealed that state-centered policies and/or bilateral agreements are not effective enough to solve those problems anymore. It was in such an environment that Turkey began to form new institutions in addition to those power elements readily available among its foreign policy and enable further international cooperation. In addition to this, the new course that the Turkish Foreign Policy is undertaking is only possible through performing its "Soft Power" capacity in the most rational manner.14

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Turkish Presidential Press Secretary İbrahim Kalın argues that the classical definition of foreign policy is no longer vivid. According to Kalın, policies in accordance with "national interests" that are constructed and implemented by states and diplomats do not determine the framework of international relations anymore; because foreign policy and international relations are conducted not only by states and diplomats, but also by businessmen, non-governmental organizations, intellectuals, opinion leaders, journalists, think-tanks, humanitarian aids and international law. Additionally, Kalın notes that with its aim to reach a globally recognized power the state of Turkish Republic's foreign policy is not only constructed by the Ministry of Foreign Affairs; but also institutions such as Turkish Cooperation and Coordination Agency (TIKA), Coordination of Public Diplomacy, Anadolu Agency, Directorate General of Press and Information, Presidency for Turks Abroad and Related Communities, Yunus Emre Institute, TRT (Turkish Public Radio and Television Corporation), Turkish Red Crescent, and Disaster and Emergency Management Authority (AFAD) contribute to foreign policy directly and help it become diversified and gain thematic depth.¹⁵

Kalın notes that the concept of "Soft Power" is built upon elements that foreign policy is based on such as diplomacy, culture, dialogue, cooperation, economic interdependence, and historical accumulation.¹⁶ Former Prime Minister Ahmet Davutoğlu, on the other hand, defines "Soft Power" as one that does not entirely eliminate hard power, but rather as an approach to the understanding that balances hard power and soft power; and regards the Middle East and its periphery as Turkey's field of application for its foreign policy.¹⁷ In line with this, the concept of "Soft Power" is built upon three pillars that are historical and cultural links with countries of the region, democratic customs and institutions, as well as developing free market economy; while pushing back military means (hard power).¹⁸

For Kalın, the interpretation of the concept in Turkish foreign policy is following policies of "just, rational, and credible" nature in order to persuade other states.¹⁹ The

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¹⁷ Davutoğlu, "Turkey's Foreign Policy Vision...", s. 86.
"Soft Power" that Turkey has is a result of its economic and cultural development.\textsuperscript{20} Tarık Oğuzlu holds the view that the analysis of Turkey's soft power is the key to analyzing Turkish Foreign Policy in recent times.\textsuperscript{21}

In addition to these, Kalın discusses that Turkey's soft power differs from other countries in its type and extent; noting that Turkey's soft power potential is a manifestation of its historical and cultural depth: "Turkey's fine power potential that begins in the Balkans and stretches towards deeper Central Asia owes not to its military or technological superiority, but to its inherited historical and cultural depth.\textsuperscript{22}

Furthermore, Kalın underlines that the values, historical accumulation, and cultural depth helps Turkey to both influence regional Dynamics and create new areas of interaction in the area it is located; hence, Kalın notes that the sole meeting point of peoples of the Balkans to the Middle East and Asia, Turks, Kurds, Bosnians, Albanians, Circassians, Abkhasians, Arabs, Azeris, Kazakhs, Kyrgyzs, Uzbeks, Turkmens and other ethnic groups is the "fraternity of history", that is the Ottoman legacy.\textsuperscript{23}

In addition to noting that the Ottoman legacy is the unifying notion, Kalın notes that this Ottoman legacy discourse is not about conquering or following any sort of imperial policy as "New Ottomanism" is interpreted by Western Powers; Kalın instead underlines that this unifying notion is rather the crux of a peace wave that would be enabled with the positive acceptance of histories of states.\textsuperscript{24}

In this regard, Meliha Benli Altunışık emphasizes that Turkey has become a center of attraction in the Middle East, and that Turkey's economic and military activities in the region are highly supported by its growing soft power.\textsuperscript{25} For Hakan Altınyay, elites and the society in Turkey need to comprehend that Turkey is becoming a center of attraction in the region and its periphery, and with regard to this center of attraction, Turkey's soft power capacity has grown\textsuperscript{26}; on the other hand, for Kalın for Turkey to become a center of attraction, the balance between freedom and security needs to be established very well, and democratic opportunity areas need to be expanded.\textsuperscript{27}

Tuba Çavuş also notes that when we scrutinize Turkey's soft power activities, it

\begin{footnotesize}
\begin{enumerate}
\item Akilli, ibid., 139.
\item Tarık Oğuzlu, "Soft Power in Turkish Foreign Policy", \textit{Australian Journal Of International Affairs}, 61(1), March 2007, 81.
\item Kalın, ibid., 11.
\item Kalın, ibid., 11.
\item Hakan Altınyay, "Turkey's Soft Power: An Unpolished Gem or an Elusive Mirage?", \textit{Insight Turkey}, Vol. 10, No. 2, 2008, 64.
\item Kalın, ibid., 11-12.
\end{enumerate}
\end{footnotesize}
is possible to come across that cultural interaction activities have taken speed recently; noting that utilizing peaceful means in foreign policy, and agenda setting through following an active foreign policy are the instances of the use of soft power.28 Every state has the potential to attain soft power due to its nation's culture, structure, traditions, values, and norms. Hence such a state with the totality of values together with its economic and political power it retains, reaches the capability to exercise its soft power. In the instance of Turkey, the situation becomes more important; because Turkey has a historical legacy as strong as the Ottoman Empire, and the Anatolian geography that was once home to world civilizations. On the other hand, its strong economy, and consistent policies it follows at home and abroad thanks to the single political party in power help Turkey reveal its soft power potential, and make it easier to exercise this potential. Turkey's soft power resources, as Nye's study methodologically reveals and was discussed in the previous section, are first and foremost its 'values' and 'domestic and foreign policies'. Indeed, the state of Turkish Republic is a country with a high soft power potential with regard to its periphery thanks to both its being a secular democratic, and a Muslim country. In this regard, former Prime Minister Ahmet Davutoğlu notes that "Turkey's soft power is its democracy."29 On the other hand, Fuat Keyman also underlines that Turkey is the most successful country among all Muslim countries because of its secular democracy, and thus owns the potential of strong soft power.30 On the other hand, the state of Turkish Republic has also beginning to have a voice in the international arena thanks to the soft power it has due to consistent steps it takes in its foreign policy; as issues, such as human rights and the rule of law, abolition of death penalty, right to education in mother tongue, and steps taken in minority issues are domestic issues that have applauded by world public opinion. In terms of foreign policy, Turkey's acceptance of the superiority of the rule of law and former Prime Minister Davutoğlu's 'world diplomacy' understanding has been the roots on which Turkish foreign policy was constructed, thus giving Turkey a global actor profile.

Another soft power resource that Turkey has is its 'history' and 'culture'. In this regard, Turkey is a highly rich country, as the Ottoman Empire left a rooted legacy and a geography as Anatolia which hosted the world's civilizations. This is the reason why it would not be wrong to claim that Turkey has a soft power capacity thanks to its

history. Nye notes that a state's historical and cultural depth is the sole elements of that state's soft power capacity; hence, Nye emphasizes that a country's culture, global values and policies, responsibility and attraction it creates during its service for commonly shared values and interests all increase the possibility of attaining the desired outcomes.

On the other hand, Phair Kim Beng also notes that Turkey has been using its soft power aptly in the Balkans, Middle East, and post-Soviet Era Central Asia and Caucasus due to its historical and cultural ties with these regions.

Another source of soft power for Turkey is its 'economic power.' Turkey is far stronger economically in the years following 2000 when compared to the early republican era or the Cold War years; when economic data are interpreted, it is revealed that Turkey is going to take its place among the top ten strongest economies in the world. Together with this, Çavuş underlines the significance of foreign trade as an important factor for the strengthening of Turkey's soft power, and that Turkish goods sold in foreign markets have an important place for the country's image, reputation, and recognizability. Parallel to such judgement, Kemal Kirişçi notes that while foreign trade goods produced in Turkey was at the 1.4% level in 1950, this increased to 18.4% in 1970, and to 94.2% in 2003; thus Turkey's foreign trade volume naturally rose to a very high level, and its trade with the Middle East and the Balkans have risen to 82 billion USD as of 2008. In this regard, it is possible to claim that Turkey's soft power has increased in the aforementioned territories.

Moreover, Turkey's other soft power sources are, as noted by former Prime Minister Ahmet Davutoğlu, its "geographical" and "geopolitical" situation. Turkey's geographical and geopolitical depth not only connects Turkey to Asia and Europe, but also makes Turkey neighbor to 23 different countries within a 3000 km diameter if Turkey is taken as the zero point. It is thanks to such diversity in religion, language, and race that surrounds Turkey that its reach goes beyond the aforementioned territories towards the entire world in terms of use of its soft power.

Turkish foreign policy's order-setting - mediator role, cultural interaction activities

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34 Çavuş, ibid., 30.
with other states, and economic-humanitarian aids take place among Turkey's soft power policies. The dictum of "Clash of Civilizations" that was coined by the end of the Cold War by Huntington, and reached its peak with September 11 attacks, renders Turkey's leading role in the Initiative of Alliance of Civilizations -as mentioned under the last rubric of the previous section, and the geographical, historical and cultural depth it retains more significant. Indeed, Turkey undertakes an order-setting and mediator role between the civilizations of the East and the West, and as a result of this, can turn its soft power into practice on a global scale. In line with this, Turkey recently was concerned with the issues between Iran and the US-the West, Syria-Israel, Afghanistan-Pakistan, and followed a constructive foreign policy through mediation, and demonstrated its soft power.\textsuperscript{36}

However, Turkey's soft power capacity is realized as a result of incidents that happened in three different dimensions\textsuperscript{37}; according to Oğuzlu, the first dimension is domestic factors; the EU membership process enabled Turkey to realize reforms in law, human rights, and freedom. For Oğuzlu, the second dimension is based on external factors; Turkey's growing role as a secular, liberal democratic and at the same time a Muslim country, in the Middle East following September 11 attacks, its direct influence in the Organisation of Islamic Conference (election of a Turkish national as the Secretary General). According to Oğuz, third and the last dimension is the West; Turkey's image has turned into a positive one in the West as the repercussions of developments in democracy and its influence over the region were felt across the Western states. To sum up, Turkey's new state identity that has been built with regard to its soft power has had global repercussions.

4. Turkish Soft Power in Higher Education

4.1 The Great Student Project\textsuperscript{38}

After the dissolution of the USSR, as many states in the international system, Turkey had to rephrase her foreign policy and create new foreign policy destinations in order to adept the new world order, which is not bipolar anymore. The state of Turkish Republic shunned from pursuing close ties with the Turkic Republics in the years following its establishment until the end of the Cold War. Following the dissolution of the Soviet Union, Turkey became interested in this region and started to take radical steps in

\textsuperscript{36} Duran, ibid., 389.
\textsuperscript{37} Oğuzlu, ibid., 88-91.
different areas in order to strengthen its bilateral ties with the Turkic Republics. At that time, Turkey's foreign policy makers developed many instruments, and late president Turgut Özal suggested to create a Turkic Union with newly independent Turkic States in the South Caucasus and Central Asia region. In order to initiate that union, Turkey had to take strong steps such as founding an agency of foreign (development) aid (Turkish Cooperation and Coordination Agency-TIKA), international education (the Great Student Project), bilateral trade agreements and more. The decision makers of Turkey hoped to have closer ties with those younger countries through these steps. Especially Mr. Özal estimated to create and enhance a Turkic world cooperation that might arouse as an alternative regional integration instead of Europe. Furthermore, thanks to Turkey's historical, linguistic, religious and cultural kinship with the region, Turkey would play a crucial role for the important actors who intended to step up into the Central Asia region. Therefore, Turkey pursued to strengthen the role and capacity in Central Asia; for doing so, TIKA was founded and the Great Student Project started in the 1992-1993 academic year.

As mentioned above, international education which can be considered as a branch of Soft Power was used as a tool for interaction, particularly in newly independent Turkic States (Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan, and Kyrgyzstan). Those stayed behind the "Iron Curtain" for decades. In order to use international education as a tool and construct such interaction with those states, Turkey started "the Great Student Project" in the 1992-1993 education year. The Great Student Project was initiated in order to establish a bridge of brotherhood and ensure cultural unity by teaching Turkish and the Turkish culture. In starting the year of 1992-1993, there were a total number of 10,000 students (3,000 for secondary education and 7,000 for higher education) from five different states (Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan, and Kyrgyzstan).

Purposes of the Great Student Project are:

• To create a Turkey friendly generation and in order to create a permanent brotherhood/friendship understanding in the Turkic world,
• To meet the need of qualified personnel in the newly independent states (Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan, and Kyrgyzstan),
• To teach the Turkish language and culture,
• To empower bilateral relations in the Turkic world and enrich partnership

39 Akillé, ibid, 73-74.
40 Akillé, ibid, 74.
between those states (Azerbaijan, Turkmenistan, Uzbekistan, Kazakhstan and
Kyrgyzstan). 42

Through "the Great Student Project," nearly 40,000 students from those states have
had education in Turkey. Essentially thought as an education policy, this project played
a key role in the development of the cultural relations between Turkey and those states. 43

4.2 Turkey Scholarships

However, the Great Student project was concentrated on a limited geography. Turkey
Scholarships were founded in 2011. With the Turkey Scholarships, in 2016, 122,000
applications from 172 different countries were made and 16,000 students are still
receiving education in Turkey as fully funded by the Turkish Government. The programs
provided through Turkey Scholarships include Undergraduate Scholarship Programs,
Turkish Speaking Countries Scholarship Program, Balkans Scholarship Program, Black Sea
Scholarship Program, Harran Scholarship Program, Türkiye Africa Scholarship Program,
Bosphorus Scholarship Program, Graduate Scholarship Programs, Ali Kuşçu Science and
Technology Scholarship, İbni Haldun Social Sciences Scholarship; Short Term
Scholarships: Turkish Language Program for Public Officials and Academicians, Research
Scholarships, Success Scholarship Program. 44

4.3 Mevlana exchange program

Mevlana Exchange Programme which was launched in 2011, aimed to provide exchange
between Turkish Universities and those of other countries (apart from Erasmus+ KA103
Program countries since the 2013-2014 academic year) in the manner of student and
academic staff. Through Mevlana Exchange Programme, it is also aimed to make Turkey
as a center of attraction in the higher education area, as well as increasing the academic
capacity of Turkish higher education institutions and to contributing the globalization
process of the higher education. According to the Turkish Higher Education Council's
report about Mevlana Exchange Programme, it is expected to receive 595 students and
309 academic staff per year. 45

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42 Özoğlu, M., Gür, B., and Coşkun, İ. (2012). Küresel Eğitimler Işığında Türkiye'de Uluslararası
43 Özoğlu et al., ibid, 58-59.
44 Yurtdışı Türklar Başkanlığı, "Turkey Scholarships", please visit:
45 Yükseköğretim Kurulu (YÖK), Mevlana Değişim Programı,
http://www.yok.gov.tr/documents/757816/1684767/mevlana_kitapci.pdf;410e03de-63e8-42e8-9684-
ad0abb35fc63, (accessed on May 29, 2018).
5. Mevlana Exchange Programme in Japan-Turkey Universities Cooperation: University of Shizuoka Case

Japan is eligible for the Mevlana Exchange Programme. Therefore, the University of Shizuoka and Boğaziçi University signed their partnership in November 2006, and they participated in the Mevlana Exchange Programme in July 2015 by co-signing the Mevlana Exchange Programme Protocol. In 2018, they renewed the protocol for another five years till 2023. The primary goal to join the Mevlana Programme was to provide the financial support to the Turkish students for their life in Japan. Living cost in Japan for Turkish students is more burdensome than that in Turkey for Japanese students. In order to meet the Turkish students' tight economic situation in Japan, the Mevlana grant is critical to maintaining the student exchange reciprocally between the universities. Especially when the University of Shizuoka could not provide the Japan Student Service Organization (JASSO) scholarship of "Student Exchange Support Program" that offers a scholarship for international students under a student exchange agreement with a Japanese university and its foreign partner university. This scholarship is competitive and there are various rooms for improvement in exchange program plans and application forms that the University of Shizuoka elaborated.

The Mevlana program is to promote two-way international exchange between partner universities. For the academic year of 2017/2018, the amount of the Mevlana grant that both Turkish students and Japanese students received was approximately 100,000 yen per student paid in Turkish lira to their bank account in Turkey. This amount may not be sufficient especially for Turkish students, for example, to fully pay the utilities during their stay in Japan, but this is still better than none.

Since the University of Shizuoka participated in the Mevlana Exchange Programme with Boğaziçi University, there were a couple of direct inquiries from Turkish students to the University of Shizuoka regarding their plan for studying in the University of Shizuoka. Because they thought if they would be accepted to the University of Shizuoka, they as Turkish students were all eligible for the Mevlana Programme grant. The University of Shizuoka tuned to be their first choice among other universities in Japan because of the Mevlana Programme. It, however, was unfortunate for them to find that they must be a student of Boğaziçi University as well as a Turkish nationality because the Mevlana Programme was only for partner universities. This example shows the Mevlana Programme has inspired students' motivation to study abroad and recognize an advantage for the institutions in terms of raising publicity as an advertising effect. It can be said that a university with the Mevlana programme can be one of the best priority among other factors in choosing prospective universities for the Turkish students.
The Mevlana programme is an appealing incentive for Turkish students to study in Japan.

For some Japanese students as well, the Mevlana grant is an incentive for choosing Boğaziçi University among other exchange partner universities. The Mevlana Program grant was the most important factor for choosing an exchange program among the rest of the universities. Japanese students are primarily aimed at improving English skills through the exchange program, and those who chose Bogaziçi University instead of universities in the United State or the Philippines considered the Mevlana grant as an important element. Every year the number of applicants for the exchange program with Boğaziçi University is between four and six students for both the incoming and the outgoing. The Mevlana Programme is an appealing factor for students to decide which university to go.

If there is an issue about the Mevlana Programme, that is the unfair exchange rate between Turkish Lira and Japanese Yen. Both Japanese and Turkish students receive the Mevlana fund in Turkish Lira that has been getting weaker in recent years. It severely affects more Turkish students than Japanese students. Turkish lira to Japanese yen exchange rate average was approximately 26 yen through 28 yen for 2017/2018, but it broke below the 24 yen level for the first time lately.\(^4\) It was approximately 40 yen through 50 yen per lira in 2006 through 2008. Turkish students suffer such ups and downs of lira in Japan while Japanese students do not have such currency volatility in Turkey.

6. Conclusion
Turkey's soft power is coupled with its political, economic, and cultural capacities and abilities. There are differences between Turkey's soft power and the soft power's classical understanding as Joseph Nye's definition. Turkey has gained the status of a soft power by experimenting with its foreign policy and demonstrating achievements on the grounds in the region as well as the international relations. As mentioned at the introduction, Turkey's quest on Soft Power shall be pursued within the new foreign policy opportunities of 1990s. Foundation of TİKA, Prime Ministry Presidency of Turk Abroad and Related Communities, the Great Student Project are the very first steps to this long-lasting quest. At 2011, search for Soft Power quest gained a new momentum with Turkey Scholarships and the Mevlana Exchange Programme. Thanks to Turkey's effort on these matters, Turkey's image and Soft Power capacity made it possible to rank

\(^4\) Exchange Rates.org.uk (accessed on June 30, 2018).
Turkey as 38th of 163 most good countries in the World, which listed in the Good Country Index developed by Simon Anholt. In other words, Turkey's international education programs have risen its soft power, and the soft power depends on Turkey's role and urges its involvements in regional issues, does have an impact on its receptive audience in the world.

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Authors Bios

Machiko SATO is an assistant professor at the school of international relations and the Wider Europe Research Center of the University of Shizuoka in Japan. Her areas of research include broadly international relations and the US diplomacy, and her research interests focus on the democracy promotion abroad, human rights diplomacy, civil society issues, and soft power. She has been a coordinator of the exchange program between Boğaziçi University and the University of Shizuoka as a member of the International Exchange Committee, and an academic advisor for Turkish students for more than 10 years.

Erman AKILLI is an assistant professor at the International Relations Department, Vice Dean of the Faculty of Economics and Administrative Sciences and also Director of Foreign Affairs Office of Ahi Evran University. His academic expertise lies in soft power, cultural diplomacy, and foreign aids; Dr. Akıllı worked with national and international parties to the subject of Soft Power (both theoreticall and practical) while preparing his Ph.D. dissertation, which was on "soft power, cultural diplomacy and state identity." He has published international articles and invited international conferences to make speeches on soft power and cultural diplomacy concepts. Nonetheless, he is the author of "State Identity in Turkey and Foreign Policy" (Nobel Yayınları, 2nd Ed. 2016); editor of "Foreign Aids in Turkey and World" (Nobel Yayınları, 1st Ed. 2016); and co-editor of "Eurasian Politics and Society: Issues and Challenges" (Cambridge Scholars, 1st Ed. 2017).