



SPORTS AS PUBLIC DIPLOMACY ELEMENT

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Abstract:

In a world changing with globalization, governments have to use soft power to be able to take place in international politics. Public diplomacy, which is the field of soft power application; is the transformation of negative perceptions into positive perceptions, the establishment and execution of inter-communal relations and the creation of the country's image. By using public diplomacy, which is the soft power key, governments reach their goals, stay on the agenda in international politics and influence other countries. Public diplomacy uses the many fields of activity to deliver the messages that it wants to convey. Sports organizations, concerts, festivals, international congresses and international cultural and artistic activities have the feature of being an important field of activity in this sense. Sports organizations, among these activities, have become a field used in the transfer of many political messages over the past century and will continue to exist today.

Keywords: diplomacy, public diplomacy, sport, politics, soft power

1. Introduction

In today's international relations activities, governments need the public in other countries too to protect their national interests and increase their national strength. For this reason, they are carrying out planned activities for the public. Public diplomacy is the most effective instrument applied so that governments can influence each other.

The sport is a tool used by the governments because of the power to influence massive masses and to put emphasis on national identity and national coexistence. The sport, which brings together different cultures and contributes to the development of dialectic by integrating communities, serves to implement public diplomacy in the discipline of international relations.

Sport, which has become an important social event today, is an important part of economy, industry, technology, as well as in the political arena.

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International sport organizations are an important tool for diplomacy to improve relations between acting countries, as well as to fill the gap between developed and developing countries.

The purpose of this work is to question the activity of the sports on diplomacy and to evaluate how it reflects on international politics. The study is divided into three sections. In the first part, the public diplomacy which is the diplomatic relation and communication form of the globalizing world will be discussed, its development and its tools will be mentioned, and the participation of the sports in public diplomacy will be mentioned. In the second part, politics and international relations will be discussed within the framework of sports, and the history of sports, its characteristics and its relation to society will be discussed. After giving general information, sports diploma which is the main subject in last part will be discussed and explained through examples. As a result, the sports used as a diplomatic instrument will be discussed about its effect on international politics.

2. Public Diplomacy

Diplomacy, one of the most important instruments of foreign policy, is now considered and used by all governments. Even the strongest nations cannot reach the ends by using force alone. (İSKİT, 2015). Economy, war, diplomacy and propaganda are the main elements of contemporary government policies. Governments who want to have a part in the international system want to be active on these main elements. In order to be effective in international decision-making mechanisms, not only the power of war or economic power is required, but also it is necessary to be strong in the field of propaganda and diplomacy. In order to be respectable as a government in the international system, it needs propaganda and diplomacy (GÜRKAŞ, 2009).

Diplomacy, which determines international relations, government's behavior and positions in interstate relations, emerges as a basic concept that increases its effectiveness and plays a decisive role in situations such as problem resolution and crisis overtaking. (GÜLTEKİN, 2016).

Diplomacy is the process of transferring the opinions of thinkers and opinions of a government directly to the decision-makers of other governments, and diplomacy is also called "interview art" because it is conducted through negotiations between government representatives. (GÖNLÜBOL, 1993).

Governments, government officials and relevant ministries involved in the implementation of diplomatic practice directly apply diplomatic relations. Diplomacy, an instrument of external politics, is carried out by those who undertake this task. Public diplomacy refers to a much broader area of diplomatic definitions and those who apply it. Public diplomacy involves many groups such as international organizations, non-governmental organizations and even citizens, as well as state and state officials. (YAĞMURLU, 2007). The most important difference between public diplomacy and diplomacy is the goal of civil society. According to Sancar the purpose of public diplomacy, *is to draw attention to their own policies in the international arena, to ensure the*

acceptance of other states, and to draw public opinion into their own interests. (SANCAR, 2012)

Today, diplomacy has become an activity in which ordinary citizens take part in the international system, with the actions taken by government and government officials. With the citizens becoming an actor of diplomatic activities, it became clear that the field of public diplomacy must be questioned (YAĞMURLU, 2007). Governments are in need of public opinion in order to maintain the relations and communication forms they carry out internationally and to get what they want.

The concept of public was used to refer to "nobles" in the Middle Ages, while meaning as "free citizen" in Ancient Greece and Ancient Rome. With the formation of press activities in the century, it has begun to be used to describe the whole of a people in a country. (SANCAR, 2012). The world public opinion is to bring the citizens of other states together in the main issues. (GÖNLÜBOL, 1993). The concept of public, coupled with the notion of diplomacy answers the question of who to do diplomacy. (YAĞMURLU, 2007). The public opinion is the most important requirement for the support of governmental policies.

It is possible to trace the traces of public diplomacy (DEDEOĞLU, 2014), which covers many forms of implementation such as the execution of societal relations, the transformation of positive negative perceptions into positive perceptions, the formation of national brands, and the promotion of humanitarian aid, in pre-World War I periods. However, many historians and academics agree that the practice of public diplomacy began in the United States during World War I. During World War I, many governments have opened offices in different countries and interacted with the people of that country. In 1920, with the emergence of radio, governments broadcasted in foreign languages and reached foreign public circles (HASANOĞLU, 2016). According to İskit the practices of public diplomacy during World War I are divided into two separate views. The first view is that public diplomacy is actually the use of propaganda in a different way. The other view is that public diplomacy is a new concept different from propaganda (İSKİT, 2015).

It is known that in the Cold War period, public diplomacy has gained a considerable importance. In this period, ideologies such as communism and fascism are widespread, the development of ideas such as liberal democracy and Marxism, and the influence of public diplomacy is gaining great importance in international politics. In the United States, public diplomacy is made up especially from policies against communism. (AKÇADAĞ, 2016).

Public diplomacy is a process that can be found in many field messages. It shows its effects in Cultural diplomacy, citizen diplomacy, lobbying and advocacy. Public diplomacy benefits from means such as image, reputation and perception management in the process of influencing foreign peoples. It also includes media, newspapers, radio, television, cinema, international events, advertising, celebrity and brand use. (SANCAR, 2012).

Today, the new public diplomatic approach that focuses on the image and reputation of actors is divided into headings such as health diplomacy, human

diplomacy, sports diploma, digital diplomacy, citizen diploma, music diploma, tourism diploma and science diploma. (SANCAR, 2016).

International activities are at the top of the most important tools of public diplomacy.

The sport diploma prepares a suitable environment for constructing intercultural relations.

The means of implementing public diplomacy are influenced by the changes in the world and are evolving according to these changes.

3. Sports, Politics and International Relations

3.1 Concept of Sports and Aim of Sports

Sport is one of the most important parts of historical-social life and culture. As society and the socio-cultural structures of these societies change, the meanings involved in the concept of sport also change. (TALİMCİLER, 2015).

When the origins of the sport are examined, the interaction of the first people with each other; it seems to be based on thousands of years ago. The movement which is closely related with the history of mankind and the name of sport in its present name has also paralleled the development of humanity and society in the historical process. The first physical movements made without tools are aimed at defense and attack, means "survival". In the societies that reach the economic development of the first people, their leisure time, which is the end result of the wars with nature, is regarded as play, distraction and departure from work. Sport, which finds expression as a result of man's war with nature, enables us to reach different results of the relationship that man has established with nature and society. (FİŞEK, 1980).

Fişek, expresses the relationship of man to nature and society as follows: *"Sports are basically symbols of the struggle with nature. In the same way, different sports branches are dealt with in relation to human, nature and society. Defense-offensive sports represent strength and endurance in combat with nature. It can be explained as the ability to go quickly from one place to another as part of the same war of transport-based sports. Team sports symbolize social cooperation plans. (FİŞEK, 1980)."*

From this explanation, we reach the result of the necessity of taking sport and human life as a whole integral. The sport, which has a wide definition area, can be explained with the shortest definition as the whole movement which is applied individually and collectively in order to develop the body and mind (<http://www.tdk.gov.tr>, 2016) *It is possible to make many definitions of sports, which are socializing, integrative, bodily, intellectual and spiritual activities based on competition, applied in certain rules, aimed at achieving the subconscious desires of the human being, such as being victorious and capable (ŞAHİN, 2002).* What matters is the reason for the definition of sport.

Today, sport is one of the most important parts of the social and cultural environment we live in. Sport is not merely medals and cups that have been gained by demonstrating physical development and is also not merely fun or economic activity. Sport is a social phenomenon shaped by the socio-cultural structure of the society and

also shaping the lives of those who influence society. (KOCA, 2016). Sport is a social structure that lives by its own rules, practices, processes and values. (ÖZTÜRK KUTER, 2015).

Nowadays, sport has influence from business life, radio and television, clothing industry, marketing and sales to advertising and propaganda activities, international relations, and so on. When sport as a social institution fulfills its social functions, the ideal way to understand and explain it is to be able to understand the society in which it is practiced and its ideological, sociological and cultural structures (TALİMCİLER, 2015). For this reason, it is necessary to discuss the interaction of sport and society with politics and international relations in order to better evaluate its relation to society.

3.2 Sport and Politics Relation

Are sports a tool of politics? Or is sport a separate area from politics? Questions are ongoing debates. Today, it is generally accepted that sports and politics are inseparable phenomena.

It is also difficult to define the concept of politics as well as the concept of sport. Politics is, *"to continue the management of the people whom the people have chosen to act on their behalf within the framework of certain rules."* (ŞAHİN, 2002)

Today, sport is widely accepted in culture and the political arena and recognized as an element of international relations. But in the past, the situation has been different. At the end of the 19th century, sports were often used for military purposes and were used as tools in the formation of national identities before World War I. During these periods, the sport was mostly evaluated under training or exercise titles. However, the fact that the first states of history are the scene of the first sport events in history means that the sport takes the relation with politics to the very beginning, and it provides the sense that these two phenomena include not separation but parallelism. (SEVAL & KODAMAN, 2015).

Sports and politics are considered as integral parts in regional, national and international environment. The worst use of the Olympic Games is to adapt to a national agenda is the 1936 Berlin Games, during the Nazi era. The disappearance of two Jewish competitors in America's 4x100 flag running day and the reaction of Hitler on German athlete Luz Long who took over the American Jesse Owens gold medal are among the examples of this period (ARSCOOT, 2014). 1972 Munich Games turned into "Munich Massacre" by killing eleven Israeli athletes who were captured by Palestinian members of the Olympic Village. (BAPÇUM, 2012). In 1968 Mexico City Games, examples of two black athletes, Tommie Smith and John Carlos' black-gloved hands with the "Black Power" symbol, lifting the American National Anthem while striking a boycott are showing that politics and sports routes have always crossed (ARSCOOT, 2014) Actors are not only pursuing agreements, friendship and peace in international sports organizations, but rather chasing their own interests, often using these messages as a veil. (SEVAL & KODAMAN, 2015)

States have always used sports to strengthen legitimacy grounds through sports and to take advantage of the power to influence sporting masses. According to

Talimciler, sports cover the problems that exist in the society, and they are numbing the masses under the control of power.. The power enters the sport field to increase its hegemony, it is involved in the situation when necessary, and it is in the effort of obtaining the political gains (TALİMCİLER, 2015). Sport creates areas that can be used politically for power. Sports success is the emergence of a new political source and is the instrument used for domestic politics and foreign politics for power. (SEVAL & KODAMAN, 2015).

Sport is important because it establishes social bonds between governments and it creates social and economic capacity, (HOYE, NICHOLSON, & HOULIHAN, 2015) because the social and economic importance of sports is increasing day by day and its international dimension is growing. By this way, sport is more involved in the interests of governments. Especially when globalization is spreading rapidly, sports become massive, industrialized, commercialized and politicized. (BATMAZ, YILDIRIM, & KARADAĞ, 2016).

3.3 International Relations and Sports

Today, sport has become a major social event and new societies have been launched to better implement this social phenomenon (KURU, 2000). The sport, which brings together societies separated for different reasons such as language, religion and race, comes out as a part of a universal culture. Sport constitutes an important basis for government in the process of building social, cultural and economic relations. When it comes to cultural, political and economic dimensions, sports acquire a conceptual feature that must be addressed for international relations (SEVAL & KODAMAN, 2015). The application of the sport at the international level is considered as an effective area in solving international problems.

The modernization of sports and the acquisition of international characteristics are generally accepted as the 19th century medians. The impact of colonialism is great when it is widespread throughout the world. The sport (rugby soccer, cycling, rowing, running) spread by the English People showed an improvement parallel to urbanization, industrialization and capitalism. At the end of the 19th century, the necessity of establishing common rules in the implementation of sports emerged (ALGÜN DOĞU, 2010). International sports organizations have started to be established so that sports organizations can be organized and athletes participating in this organization can compete under equal conditions (TALİMCİLER, Sporun Sosyolojisi, Sosyolojinin Sporu, 2015). After the establishment of international sports organizations, in 1896 the first modern Olympic Games were passed on to life, and the sport began to be applied on a universal scale.

In the 19th century when international relations emerged as an independent discipline in the academic field, Sir Alfred Zimmern was formed in 1919 as a rostrum in Aberystwyth. It is the fundamental question of international discipline to understand why states conduct international politics and how other states are influenced or influenced by these politics (ŞAHİN & ŞEN, 2014). From this point of view, the relationship between international politics and sport offers an opportunity to make an

important analysis of how international relations are directed. A close examination of international sports organizations in particular will help us to reach the messages about the political world.

Today, international relations, which only accept states as actors, have included the existence of non-state actors in the field of examination. Along with the emerging international relations theories, sports clubs, federations, international sports organizations and even sportsmen have become actors in the system. The situation, such as the social and economic contributions of the other major sports organizations, especially the Olympic Games, the extent to which the successful athletes of the countries provide their reputation and the extent to which the political interests of the states are affected, will be possible through deep analysis of sports in international relations and will provide significant contributions to international relations. (SEVAL & KODAMAN, 2015)

4. Sports as Public Diplomacy

Inter-state relations can be addressed under three headings: political, economic and cultural. Political and economic relations are mostly under the heading of diplomacy, while cultural and sports relations are in the domain of public diplomacy. Cultural and sportive relations provide an atmosphere of reconciliation and dialogue that cannot be achieved through politics. The dialogue established through these relations can contribute to the provision of peace atmosphere. (GÜLTEKİN, 2001).

Sports serve the cultural tools for the governments and even show their own cultural practice. Today's most widely used socio-cultural promotional tools are; exhibitions, festivals, fairs, artistic and sports activities. With these activities, the image of the actors is strengthened, the promotion is made and the prestige is increased in public (GÜRKAŞ, 2009). Public diplomacy, which contributes to the relationship between different societies and cultures, allows actors to better explain themselves to the public and accurately communicate their aims (SANCAR, 2012).

When a socio-cultural value of a country is included in the content of universal values, and other actors serve their values and interests, they gain speed in reaching the desired results. Sportive events are considered to be one of the most important areas in which cultural values are performed. NBA matches in the United States are watched by 750 million people in 212 countries in 42 languages (YILMAZ, 2016) and 10,500 athletes participated in 2016 Rio Olympic Games from 206 countries in 28 sports branches (<http://tr.eurosport.com>, 2016) From these examples we are able to see the dimensions of mass participation.

In this context, recalling the recognition of the cultural and political dimensions of sport and the acceptance of it as an international religion, we see how important an ordinary table tennis match is in relation to renewing relationships and establishing relationships. Governments are also able to soften their relations, which are tense, through sports.

"Ping Pong Diplomacy" is the first sports diplomacy accepted between the United States and China, which has improved relations between the two states. In addition, the "World Table Tennis Championship" held in Osaka, Japan on April 23, 2001 in which South and North Korea joined a unified team under a single name. This decision gave a new dimension to South and North Korea relations and created a model of sports diplomacy. (GÜLTEKİN, 2016).

A basketball tournament took place in 2001 with the participation of the United States of America, Hungary, Saudi Arabia and Iran, within the framework of the rapprochement policy initiated by Iranian President Muhammad Khatami in 1998 for "rapprochement between peoples and civilizations". This tournament has been organized since 1980 to repair Iran's broken links with the United States. (<http://www.milliyet.com.tr>, 2016). In June of the same year, the United States and Iran football teams met in Lyon, France and Iran won the competition by 2-1. The political relation between the two countries has laid the groundwork for the softening. (GÜLTEKİN, 2016).

During the presidency of Bill Clinton, "Baseball Diplomacy" was formed between America and Cuba. The Baltimore baseball team and Cuban baseball national teams have made two encounters as a host and a visiting team. In this process, Clinton's management has made regulations in commercial restrictions. (GÜLTEKİN, 2016).

In the context of Turkey's relations with Armenia, the press relations experienced in the process of building political football is regarded as "Football Diplomacy". On September 6, 2008, World Cup qualifying match was played between Turkey and Armenia. The visit of Turkish president to Yerevan upon the invitation of the President of Armenia and the invitation to Sarkisyan by Abdullah Gül to Bursa for the revenge match has initiated the contacts in these countries' relations. (SEVAL & KODAMAN, 2015). However, the tension between Azerbaijan and Armenia is reflected in the match in Bursa, and FIFA ban Azerbaijani flags in the stadium before the match, has led to tension between Turkey and Armenia. (GÖRGÜLÜ, ISKANDARYAN, & MİNASYON, 2010).

Although examples of sports diplomas lead to positive or negative results, sports are proof that they are an effective instrument in both national and international politics. It is indisputable that the sport is a factor in the international arena.

5. Conclusion

Sport is an important area in growing social culture and spreading culture. Especially in the last century, it has had considerable influence on international politics. The most important factor in increasing this importance is the economic and sociological aspects of politics.

Sport emerges as an important tool in the establishment of cultural relations and in the transmission of political messages. In this context, sports can be regarded as a powerful source of international politics.

Whatever the outcome is, the use of sport as a diplomatic method does not change the fact that sport is an instrument of international politics and a tool used to transmit political messages. It is important not to forget that sports diploma applications involve not only correcting the relations between the competitions and the problematic areas but also the cultural and artistic activities at the same time. At the point where politics and diplomacy are consumed, the sport diploma, which is the medium of public diplomacy, will continue to be used as a tool. The success of sport diplomacy leads to the formation of perfect relations and the establishment of strong relations.

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