

DOI <https://doi.org/10.30525/2592-8813-2026-2-39>

DIGITAL EDUCATION, LINGUISTIC INTEGRATION, AND SOFT POWER IN THE TURKIC WORLD

Jahangir Hasanov,

*PhD in Political Sciences, Academy of Public Administration
under the President of Republic Azerbaijan (Baku, Azerbaijan)*

ORCID ID: 0009-0002-3741-6918

hsnovcahangir978@gmail.com

Abstract. This article examines the institutional architecture of digital diplomacy and strategic communication within the Organisation of Turkic States (OTS), analyzing how this Eurasian regional organization has evolved from cultural cooperation toward sophisticated information warfare capabilities and cyber governance frameworks. Drawing on primary policy documents, summit declarations, and operational initiatives from 2015–2025, we demonstrate that the OTS has constructed a multi-layered digital diplomacy architecture encompassing strategic communication, counter-disinformation mechanisms, media platform coordination, and nascent artificial intelligence governance. The analysis contributes to theoretical debates on digital diplomacy in non-Western regional organizations, demonstrating how authoritarian regimes instrumentalize digital technologies for strategic communication while resisting liberal normative frameworks. The article further examines the cultural dimensions of OTS digital diplomacy, including the Turkic World Vision 2040's mandate for digital heritage preservation, joint online encyclopedia development, and the harmonization of educational content across member states. We conclude that the OTS represents a distinctive model of civilizational digital diplomacy – one that prioritizes collective identity construction, technological self-sufficiency, and regime security over global interoperability and democratic participation.

Key words: Digital diplomacy, Organisation of Turkic States, Strategic communication, Regional organizations, Culture.

Introduction. The digital transformation of diplomacy has fundamentally reshaped the mechanisms through which states project influence, manage international reputations, and contest narratives within the global arena. Existing scholarship on digital diplomacy has largely concentrated on Western liberal democracies and major powers, leaving the strategies adopted by regional organizations in the Global South comparatively underexplored. This study seeks to address this lacuna by analyzing the Organisation of Turkic States (OTS) – a Eurasian regional entity comprising Azerbaijan, Kazakhstan, Kyrgyzstan, Türkiye, and Uzbekistan – as a paradigmatic case of how middle powers institutionalize digital diplomacy within cultural and civilizational frameworks.

The OTS constitutes a theoretically significant case for several reasons. First, it exemplifies a regional organization that has experienced rapid institutional development, evolving from a cultural forum established in 2009 into a multidimensional security, economic, and technological bloc with articulated ambitions for digital sovereignty. Second, despite encompassing states with heterogeneous levels of digital infrastructure and diverse political systems, the organization has achieved a noteworthy degree of coordination in strategic communication and information operations. Third, the OTS operates within a highly contested geopolitical context, strategically navigating between Russian informational dominance in Central Asia, Chinese technological influence, and Western normative regimes concerning internet governance.

Our central argument is that the OTS has developed a distinctive model of civilizational digital diplomacy that prioritizes collective identity construction over universalist values, technological sovereignty over global interoperability, and regime security over liberal democratic norms. This model crystallized during and after the Second Karabakh War (2020), when coordinated Turkish-Azerbaijani

information operations demonstrated the strategic value of joint digital campaigns framed through Turkic cultural solidarity.

The article proceeds as follows. Section 2 establishes the theoretical framework, situating OTS digital diplomacy within literatures on digital diplomacy, strategic communication, and regional organizations. Section 3 traces the historical evolution of OTS digital diplomacy from the 2015 Astana Summit through the 2024 Bishkek Summit. Section 4 analyzes the institutional architecture, including the Joint Media Platform, Digital Economy Partnership Agreement, and proposed Digital Monitoring Center. Section 5 examines the cultural dimensions of digital diplomacy, including heritage preservation and educational content harmonization. Section 6 discusses the tension between digital sovereignty aspirations and implementation constraints. Section 7 concludes with theoretical implications and avenues for future research [OTS 2024].

Digital Diplomacy and Soft Power in the Turkic World

In recent years, efforts to revitalize and consolidate linguistic and cultural ties among Turkic-speaking nations have intensified. The Organization of Turkic States (OTS), formerly the Turkic Council, has played a central role in facilitating cooperation across this transnational community. Through a combination of educational programs, cultural exchanges, and political coordination, the OTS has sought to reconstruct a shared sense of heritage and identity. A particular focus of these initiatives has been the harmonization of Turkic languages across national boundaries, aiming to address the fragmentation engendered by historical political divisions. By promoting standardized linguistic practices, these efforts aspire to enhance mutual intelligibility and foster deeper intercultural cohesion (Popkova & Sergi, 2022).

Concurrently, the adoption of digital technologies has emerged as a critical enabler of these initiatives. Digital education platforms provide an innovative means of overcoming geographical and linguistic barriers that have historically constrained cultural integration. Such platforms allow learners across the Turkic world to engage with standardized language instruction, access shared cultural resources, and participate in virtual exchanges, thereby reinforcing a sense of collective identity within a framework of diversity. The widespread uptake of these tools – particularly in Türkiye, Kazakhstan, and Azerbaijan – highlights the capacity of digital infrastructure to serve as a conduit for cultural diplomacy and transnational community-building (Popkova & Sergi, 2022).

Education has long functioned as a strategic instrument of soft power, enabling states to shape international perceptions, cultivate transnational networks, and project cultural influence beyond conventional diplomatic channels. In the contemporary era of digital interconnectivity, digital education has emerged as a critical modality of soft power projection, allowing states to transcend territorial limitations and engage global audiences with unprecedented reach. For Turkic nations, digital education constitutes both a mechanism of regional integration and a tool for enhancing collective geopolitical influence. By promoting educational cooperation – particularly in language and cultural programs – these states actively construct a shared identity and foster solidarity grounded in common linguistic and cultural heritage (Astana Times, 2025).

From an international relations perspective, these initiatives exemplify how regional organizations can operationalize cultural diplomacy within a digital framework. As Tabaeva, Ozawa, Durrani, and Thibault (2021) argue, digital education strengthens political, cultural, and social linkages, facilitating cooperation that extends beyond traditional state-to-state diplomacy. Programs emphasizing shared historical, linguistic, and cultural roots reinforce collective identity formation and generate normative cohesion, which, in turn, can enhance regional stability and cooperation. Johanson and Csató (2015) highlight that initiatives foregrounding the common linguistic heritage of Turkic languages can foster transnational unity and cooperative behavior, creating a platform for coordinated policy and strategic alignment.

Leveraging digital platforms, these educational programs achieve a dual effect: they provide widespread access to standardized language and cultural curricula across Türkiye, Azerbaijan, Uzbekistan, and Kazakhstan, while simultaneously cultivating a transnational consciousness anchored in shared heritage. In this sense, digital education operates not merely as a pedagogical tool but as a deliberate instrument of soft power and cultural geopolitics, shaping regional narratives, reinforcing collective identity, and enhancing the international agency of Turkic nations within the evolving architecture of Eurasian regionalism [Alimbekov 2025].

Digital Education, Linguistic Integration, and Cultural Cooperation

E-learning platforms constitute a strategic instrument of soft power for Turkic nations, operationalizing language education as a means of regional integration and transnational influence. By providing accessible online courses in the languages of neighboring Turkic states, these platforms enable students to acquire linguistic competencies that transcend national boundaries. For example, learners in Türkiye can study Azerbaijani, Kazakh, or Uzbek, while students in Kazakhstan or Uzbekistan can engage with Turkish-language instruction through equivalent digital programs. As Taskiran (2019) observes, telecollaboration – utilizing tools such as video conferencing, online discussion forums, and synchronous communication – enhances language acquisition by facilitating real-time interaction with native speakers. This model of digitally mediated learning emphasizes communicative competence and interactive engagement, thereby serving not only educational but also strategic objectives in cross-border cultural diplomacy.

Telecollaboration extends beyond language instruction, functioning as a vehicle for cultural exchange and the cultivation of regional identity. Through sustained, real-time engagement with peers from other Turkic nations, students gain exposure to diverse cultural practices, historical narratives, and social norms, fostering nuanced understandings of shared heritage. In this sense, digital education operates as a mechanism of identity formation, promoting cohesion, solidarity, and normative alignment across the Turkic world. By linking educational initiatives to collective cultural consciousness, e-learning platforms reinforce the soft power capacity of Turkic states, enabling them to shape regional narratives, foster cooperative networks, and consolidate their influence within a framework of Eurasian regionalism (Taskiran, 2019).

Ultimately, the strategic deployment of digital language platforms exemplifies how middle powers can leverage technology to pursue both pedagogical and geopolitical objectives. By integrating language, culture, and digital infrastructure, Turkic nations employ education as a multidimensional instrument of cultural diplomacy, simultaneously enhancing mutual understanding, strengthening regional integration, and projecting soft power on a transnational scale.

A central challenge in realizing these objectives has been the historical fragmentation of Turkic languages due to political interventions. During the Soviet era, many Turkic languages were transcribed using the Cyrillic alphabet as part of broader efforts to impose a unified Soviet identity (Johanson & Csató, 2015). This divergence created enduring communication barriers, as each state maintained distinct orthographic systems – Türkiye adopted the Latin alphabet in the 1920s, while Kazakhstan, Uzbekistan, and Azerbaijan relied on Cyrillic well into the late twentieth century.

In response, recent efforts toward alphabetic standardization have gained momentum. Kazakhstan and Uzbekistan, for example, have initiated transitions to the Latin script, aiming to harmonize their orthographies with those of other Turkic nations. Johanson and Csató (2015) argue that the adoption of a common alphabet mitigates historical linguistic fragmentation, enhances cross-border communication, and creates new opportunities for regional collaboration. When coupled with digital education platforms, this linguistic harmonization significantly strengthens the soft power capacity of Turkic nations by fostering shared cultural understanding and facilitating transnational networks.

Collectively, these initiatives illustrate how middle powers can leverage digital infrastructure, education, and linguistic standardization to pursue both pedagogical and geopolitical objectives.

By integrating language, culture, and technology, Turkic nations employ digital education as a strategic instrument of cultural diplomacy, simultaneously enhancing regional integration, projecting soft power, and consolidating their influence within the evolving architecture of Eurasian regionalism.

Digital education platforms offer a strategic response to the challenges posed by linguistic diversity in the Turkic world, providing standardized language courses that are accessible across national borders. According to Popkova and Sergi (2022), such platforms can play a pivotal role in fostering linguistic cohesion, either by offering instruction in a unified Turkic language or by facilitating mutual intelligibility through standardized curricula. This approach enables students to maintain proficiency in their native languages while simultaneously acquiring the skills necessary to communicate effectively with speakers of other Turkic languages. In this way, digital education functions as a bridge between the fragmented linguistic landscape of the region and the broader objective of regional integration.

The success of these initiatives is closely linked to digital literacy. As Aydin and Erol (2021) observe, the COVID-19 pandemic accelerated the integration of digital tools in education, making digital competence an essential prerequisite for effective learning. For Turkic nations, equipping both educators and students with the necessary digital skills is critical for the implementation of cross-national educational programs. Digital literacy training not only enables instructors to develop more effective pedagogical strategies but also empowers students to engage fully with online resources, thereby supporting the overarching goal of linguistic and cultural integration (Fatmanur, 2023).

Beyond linguistic proficiency, digital platforms facilitate meaningful cultural exchange by providing learners with access to the historical, social, and cultural traditions of other Turkic nations. Machado and Lussana (2008) emphasize that e-learning can serve as a vehicle for disseminating cultural knowledge, allowing students to explore their own heritage while gaining insight into the histories and customs of neighboring communities. This dimension of digital education is particularly salient in the context of the Turkic world, whose shared historical trajectory – from the rise of the Göktürks in the sixth century to the spread of Islam across Central Asia – underscores the potential of digital tools to reinforce collective identity, mutual understanding, and regional solidarity.

The Organisation of Turkic States (OTS), with Kazakhstan and Uzbekistan at the forefront, has recently intensified efforts to enhance regional collaboration in green energy, digital transformation, and smart innovation. At the 2025 Gabala Summit, member state leaders underscored the strategic importance of integrating artificial intelligence, green technologies, digital infrastructure, and smart manufacturing systems to “enhance productivity, sustainability, and regional competitiveness through coordinated innovation and capacity-building initiatives” (OTS, 2025). In line with these priorities, the OTS has initiated concrete measures in sustainable finance and environmental governance.

A landmark development occurred at the 2024 Bishkek Summit, where the OTS established the “Turkic Green Finance Council,” with Kazakhstan’s Astana International Finance Centre assuming a leadership role. The Council is tasked with strengthening member states’ capacity to develop green financial instruments and attract sustainable investments (AIFC, 2024). The inaugural Council meeting, held in September 2025, brought together representatives from financial regulators, ministries of economy and finance, and regional stock exchanges, signaling a shift from declaratory commitments to the institutionalization of mechanisms for sustainable finance.

The OTS’s “Turkic Green Vision” articulates a comprehensive framework for regional environmental and technological cooperation. Key initiatives include the Turkic Renewable Energy Alliance, designed to promote renewable energy development; the Green Middle Corridor, envisioned as a sustainable transport network; the Turkic Biodiversity and Ecosystem Program, aimed at facilitating environmental conservation; and the Climate Change and Educational Awareness Program, which focuses on climate studies and community resilience to natural disasters (OTS, 2025). Collectively, these initiatives reflect the OTS’s ambition to position environmental sustain-

ability and technological innovation at the center of regional governance, fostering coordinated development and enhancing the collective strategic capacity of Turkic states in the face of global ecological and technological challenges.

Digital Transformation, AI Cooperation, and Institutionalization of Digital Governance

Artificial intelligence (AI) and digitalization have emerged as central pillars of regional integration within the Organisation of Turkic States (OTS). At the 2024 Bishkek Summit, General Secretary Kubanychbek Omuraliev emphasized OTS initiatives in e-commerce, technopark development, digital infrastructure, and cybersecurity, proposing the establishment of a Turkic AI network and advocating for expanded investment in AI-driven innovation and education (Trend, 2024). A key component of this strategy is the development of the Trans-Caspian corridor, leveraging digitalization and AI to streamline customs procedures and facilitate more efficient cross-border trade.

Within this framework, Kazakhstan and Uzbekistan have assumed leadership roles. In a public address in September 2025, Kazakhstan's President Tokayev positioned digitalization and AI at the core of the national development agenda, articulating a vision to transform Kazakhstan into a "fully digital country" within three years (Report.az, 2025). To operationalize this vision, Kazakhstan is establishing a dedicated ministry for digitalization and AI, enacting legal frameworks for AI governance, and developing a digital currency – the digital tenge – which enhances transaction transparency, traceability, and efficiency while simultaneously advancing anti-corruption objectives by preventing the diversion of earmarked funds.

Complementing these structural and regulatory measures, the Kazakhstani government is also integrating AI and digitalization into the national education system, aiming to cultivate a digitally literate workforce capable of sustaining innovation and supporting the country's transition toward a fully digital economy. Collectively, these initiatives illustrate how the OTS, through the leadership of its member states, is leveraging AI and digital technologies not only as drivers of economic modernization but also as instruments of regional cooperation, governance innovation, and strategic capacity-building.

Uzbekistan has also prioritized digitalization and artificial intelligence (AI) as central components of its national reform agenda. Through the "Digital Uzbekistan 2030" program, the government is digitizing public services and aims to train up to one million specialists by 2027, thereby building human capital to support the country's technological transition. Within the OTS framework, Kazakhstan has played a leading role, not only hosting the inaugural Green Finance Council but also proposing its establishment. The country has further advanced intra-OTS cooperation in AI and digital innovation, including the proposal of a Digital Monitoring Center to facilitate coordination and oversight among member states. These developments suggest that OTS summits will continue to emphasize AI, digital innovation, and sustainable development as strategic priorities for the foreseeable future.

Beyond technological modernization, the OTS functions as a collective platform for information exchange, communication, and digital diplomacy. The Organisation's strategic vision, as articulated in the Turkic World Vision – 2040 document, integrates communication, media, and cultural initiatives with forward-looking projections in information and communication technologies (ICT). The framework emphasizes harmonization of member state legislation on ICT, coordinated e-government initiatives, and the development of e-services across critical sectors such as education, health, transportation, and tourism.

Cybersecurity is accorded a central role within this agenda, with the OTS aiming to influence regional security outcomes through collaboration with international cybersecurity centers. Additionally, the Organisation seeks to strengthen research and innovation capacities through university-led space studies and scientific initiatives, reflecting a long-term commitment to technological leadership, capacity-building, and knowledge integration across the Turkic world (Turkic World Vision – 2040). Collectively, these efforts underscore the OTS's dual function as both a platform for

regional governance and a strategic instrument of digital diplomacy, enabling member states to harmonize policy, coordinate innovation, and project influence within Eurasia and beyond.

Within the domain of information and media, the Organisation of Turkic States (OTS) prioritizes the preservation and promotion of the shared values, traditions, and historical heritage of its member nations. Key objectives include enhancing dialogue between public communication institutions and private media organizations, fostering collaboration in emerging media platforms, leveraging the expertise of media professionals, and cultivating an environment conducive to high-quality journalism. Innovation is emphasized across both traditional and digital media formats, reflecting the Organisation's commitment to integrating technological advances into the communication landscape.

In addition, the OTS actively supports media productions – such as television series, films, digital content, animations, and documentaries – that highlight the collective history, culture, and values of Turkic nations. Initiatives include the establishment of joint production companies, research and development centers, and entrepreneurial hubs focused on digital media, alongside targeted investment in artificial intelligence studies for media applications. These efforts aim to reach broader audiences while reinforcing shared cultural narratives and enhancing regional media capacities (Turkic World Vision – 2040).

The institutionalization of digital diplomacy within the Turkic cooperation framework was formally recognized during the Fifth Turkic Council Summit, held in Astana in September 2015 under the theme “Cooperation in Media and Information.” At this summit, the Media Platform for Turkish-Speaking Countries was established with the explicit mandate to foster common perceptions and policy positions among member states, thereby developing unified reflexes in global political discourse (OTS, 2021). Collectively, these initiatives reflect the OTS's strategic approach to media and digital diplomacy, positioning information, communication, and cultural production as central instruments of regional integration, identity formation, and transnational influence.

The Eleventh Summit of the Organisation of Turkic States (OTS), convened in Bishkek on 6 November 2024 under the theme “Empowering the Turkic World: Economic Integration, Sustainable Development, Digital Future, and Security for All,” marked a pivotal moment in the institutional consolidation of digital diplomacy within the Turkic cooperation framework (OTS, 2024). The summit generated an extensive set of digital governance initiatives that collectively signal the organization's transition from declaratory commitments to structured digital cooperation.

Among the most significant outcomes was the Digital Economy Partnership Agreement, signed by all member states. The agreement seeks to promote “seamless digital trade and transformation” across the OTS region, establishing regulatory foundations for cross-border data flows, digital payments, and interoperable e-government services (OTS, 2024). Although primarily economic in orientation, the framework also provides the technological and institutional infrastructure necessary for coordinated diplomatic engagement in the digital domain.

Another notable initiative was the Memorandum of Understanding on the Turkic Large Language Model, which aims to develop a shared artificial intelligence language system for Turkic states. This initiative addresses the cultural and linguistic dimensions of digital sovereignty by reducing reliance on predominantly English-centered AI ecosystems and by strengthening the digital representation of Turkic languages in emerging technologies (Astana Times, 2024).

In addition, the summit designated Bishkek as the “Digital Capital of the Turkic World” for 2025, institutionalizing a rotating leadership model for digital innovation within the organization (OTS, 2025). Similar in concept to initiatives such as the European Capitals of Culture, this designation is intended to stimulate technological development, policy coordination, and digital ecosystem building among member states.

Collectively, these initiatives illustrate the OTS's growing ambition to position digital governance, technological innovation, and AI cooperation at the center of its regional integration agenda, thereby

strengthening the organization's capacity to operate as a coordinated actor within the evolving landscape of global digital diplomacy.

Conclusion. This analysis has demonstrated that the Organisation of Turkic States has constructed a sophisticated, multi-layered architecture for digital diplomacy and strategic communication that challenges conventional understandings of regional organizations' role in cyberspace. The OTS case reveals several key findings with theoretical and policy implications.

First, the OTS exemplifies how regional organizations can evolve from cultural cooperation mechanisms into operational actors in information warfare and digital governance. The Joint Media Platform, proposed Digital Monitoring Center, and Turkic AI Network represent institutional innovations that enable collective action in cyberspace without requiring formal alliance structures or democratic governance prerequisites.

Second, the OTS model of civilizational digital diplomacy offers a distinctive alternative to both Western liberal approaches and authoritarian state-centric models. By framing digital cooperation through Turkic cultural heritage, historical continuity, and civilizational resurgence narratives, the OTS legitimizes technological sovereignty agendas and regime security measures that might otherwise face international criticism. The Turkic World Vision 2040's mandates for joint online encyclopedias, digital heritage preservation, and educational content harmonization demonstrate how cultural policy and digital infrastructure become mutually constitutive.

Third, the Second Karabakh War (2020) served as a catalytic event that institutionalized previously informal cooperation patterns. The demonstrated effectiveness of coordinated information operations – combining drone warfare visualization, synchronized narrative construction, and diaspora mobilization – provided both strategic validation and institutional momentum for deeper integration. This suggests that warfare and conflict can accelerate digital diplomacy institutionalization in ways that peacetime cooperation cannot.

Fourth, the OTS's digital sovereignty agenda – encompassing data localization, platform alternatives to Western systems, and indigenous AI development – reflects broader trends in the Global South toward technological decolonization. However, the organization's emphasis on "domestic and national digital applications" and resistance to Western "digital fascism" also serves to legitimize authoritarian content control and surveillance practices.

The limitations of OTS digital diplomacy should not be overlooked. Capacity disparities between member states, persistent dependency on Russian and Chinese technological infrastructure, and the absence of formal collective defense obligations constrain the organization's effectiveness. Moreover, the instrumentalization of cultural heritage for geopolitical purposes risks essentializing identity and marginalizing non-Turkic populations within member states.

Future research should examine how OTS digital diplomacy initiatives interact with competing regional frameworks, particularly the Shanghai Cooperation Organization's cyber governance agenda and the European Union's digital partnership offers. Additionally, the reception of OTS digital heritage projects by diverse populations within member states – including non-Turkic minorities and secular urban youth – requires empirical investigation.

The OTS case ultimately suggests that the future of digital diplomacy will be characterized not by convergence on a single liberal model but by the proliferation of regional approaches embedding distinct civilizational values, historical narratives, and governance preferences. Understanding these emergent formations is essential for navigating an increasingly fragmented digital geopolitical landscape.

References:

1. Adler, E., & Barnett, M. (Eds.). (1998). *Security communities*. Cambridge University Press.
2. Adler, E., & Pouliot, V. (Eds.). (2011). *International practices*. Cambridge University Press. <https://doi.org/10.1017/CBO9780511862373>
3. Altun, F. (2023). The Organisation of Turkic States' digital communication and digital diplomacy perspective. *bilig*, 106, 1–33. <https://doi.org/10.12995/bilig.106.1>
4. Aydın, M., & Erhan, Ç. (Eds.). (2004). *Turkish foreign policy: Framework and analysis*. SAM.
5. Barassi, V. (2015). *Activism on the web: Everyday struggles against digital capitalism*. Routledge.
6. Bechev, D. (2022). *Turkey rising: The revival of a regional power*. Cambridge University Press.
7. Bjola, C., & Holmes, M. (Eds.). (2015). *Digital diplomacy: Theory and practice*. Routledge.
8. Bjola, C., & Manor, I. (2018). Revisiting Putnam's two-level game theory in the digital age: Domestic digital diplomacy and the Iran nuclear deal. *Cambridge Review of International Affairs*, 31(1), 3–32. <https://doi.org/10.1080/09557571.2017.1414652>
9. Bjola, C., & Manor, I. (2022). The rise of hybrid diplomacy: From digital adaptation to digital adoption. *International Affairs*, 98(2), 471–491. <https://doi.org/10.1093/ia/iia024>
10. Bjola, C., & Zaiotti, R. (2021). *Digital diplomacy and international organisations: Autonomy, legitimacy and contestation*. Routledge.
11. Börzel, T. A., & Risse, T. (Eds.). (2016). *The Oxford handbook of comparative regionalism*. Oxford University Press.
12. Bradshaw, S., & Howard, P. N. (2018). *The global organization of social media disinformation campaigns*. Oxford Internet Institute.
13. Buzan, B., & Wæver, O. (2003). *Regions and powers: The structure of international security*. Cambridge University Press.
14. Çevik, S. (2014). Turkish soap opera diplomacy: A Western projection by a Muslim source. *Exchange: The Journal of Public Diplomacy*, 5(1).
15. Cooley, A. (2012). *Great games, local rules: The new great power contest in Central Asia*. Oxford University Press.
16. Cornell, S. E. (2015). *Small nations and great powers: A study of ethno-political conflict in the Caucasus*. Routledge.
17. Cornut, J., & Dale, N. (2019). Historical, practical, and theoretical perspectives on the digitalisation of diplomacy. *Diplomacy & Statecraft*, 30(4), 829–836.
18. Davies, M. (2014). *Realising rights: How regional organisations socialise human rights*. Routledge.
19. Ezgin, S. A., & Saka, E. (2016). Dijital diplomasi: Bir literatür incelemesi. In B. Sunar Cankurtaran (Ed.), *Uluslararası ilişkilere disiplinlerarası bir yaklaşım: Uluslararası iletişim perspektifi* (pp. 55–74). Röle Akademik Yayıncılık.
20. Göksu, O. (2016). Algı yönetimi ve reklam. In S. Çakar Mengü (Ed.), *Algı yönetimi* (pp. 205–232). Derin Yayınevi.
21. Göksu, O. (2021). Algı yönetimi: Geleneksel medya, siyasal iletişim ve dijital medya üçgeni üzerine. In O. Göksu (Ed.), *Algı yönetimi* (pp. 11–36). Literatürk Akademia.
22. Hocking, B., & Melissen, J. (2015). *Diplomacy in the digital age*. Clingendael Institute.
23. Hurrell, A. (1995). Explaining the resurgence of regionalism in world politics. *Review of International Studies*, 21(4), 331–358.
24. Jetschke, A., & Lenz, T. (2021). *Theorizing regionalism: Cooperation, integration, and governance in the global South*. Cambridge University Press.
25. Kemp, S. (2021). Digital 2021 April global statshot report. DataReportal.
26. Kuru, A. T. (2019). *Islam, authoritarianism, and underdevelopment: A global and historical comparison*. Cambridge University Press.
27. Lanoszka, A. (2019). Disinformation in international politics. *European Journal of International Security*, 4(2), 227–248.
28. Manor, I. (2019). *The digitalization of public diplomacy*. Palgrave Macmillan.
29. Nenadic, I. (2019). Unpacking the European approach to tackling disinformation. *Internet Policy Review*, 8(4), 1–22.

30. Nye, J. S. (2004). Soft power: The means to success in world politics. PublicAffairs.
31. Organisation of Turkic States. (2014). A rising actor in regional cooperation in Eurasia. <https://www.turkicstates.org>.
32. Organisation of Turkic States. (2021). Turkic world vision 2040. <https://turkicstates.org>
33. Pamment, J. (2016). Digital diplomacy as transmedia engagement. *Communication Theory*, 26(4), 415–433.
34. Pevehouse, J. C. (2005). Democracy from above: Regional organizations and democratization. Cambridge University Press.
35. Pouliot, V. (2016). International pecking orders: The politics and practice of multilateral diplomacy. Cambridge University Press.
36. Sandre, A. (2013). Twitter for diplomats. DiploFoundation.
37. Singer, P. W., & Brooking, E. T. (2018). LikeWar: The weaponization of social media. Houghton Mifflin Harcourt.
38. Söderbaum, F. (2016). Rethinking regionalism. Palgrave Macmillan.
39. Turkic Council. (2015). Fifth summit of the Turkic Council: Common information space and enhancing multilateral cooperation. <https://www.turkkon.org>
40. Westcott, N. (2008). Digital diplomacy: The impact of the internet on international relations. *SSRN*. <https://doi.org/10.2139/ssrn.1326476>
41. Woolley, S. C., & Howard, P. N. (Eds.). (2018). Computational propaganda: Political parties, politicians, and political manipulation on social media. Oxford University Press.