

SUMMARY

Theme: «The image of the modern Turkish Republic in the global media space»

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The relevance of the research topic. Modern dual and contradictory image of the Turkish Republic overseas requires careful and comprehensive consideration to optimize government policy in shaping the image of the country, taking into consideration the achievements of the past, the national specificity of the values and mythological elements of consciousness as well as the potential of information space.

The aim of this paper is to systemize the key image – forming components of the image policy of the Turkish Republic and to define the key principles of the potential of the Republic reputation with a positive semantic connotation in the external information environment.

Achieving this goal involves formulating and finding solutions to **the following tasks:**

1. to consider the concept of the international image of the state;
2. to identify and systematize the methodological imperatives of constructing the image of the state in external data space;
3. to identify the negative aspects of the current image of Turkey, updated in the global information content;
4. to analyze the current image policy of the Turkish Republic and offer some recommendations for its optimization.

Practical significance of the research. In practical terms the main provisions of the thesis conclusions and recommendations can be used to refine priority areas of building and managing the image of the state. Materials of the thesis can be used in the preparation of materials for observing the country's image, in the preparation of lectures and courses on imagology, brand management. They can be applied by governments and non-governmental organizations to improve geopolitical image of individual regions.

The results of the study. In reality, Turkey has rich resources in the increment of reputational assets. Over the last twenty years there has been developed and implemented a comprehensive program to enhance power, "soft power" in the spheres of education, science, promoting Turkish language and culture in different regions of the world (including Vietnam and Brazil). The spectacular experience of fruitful work in the sphere of international development assistance has been gained by Turkey through organically functioning system of international development assistance, based on the key Institute – TIKA, creating a wide network of local offices of TIKA in priority countries, assessment of priority areas of target countries and implementation of projects in these areas. However, there are serious problems concerning the international image of Turkey which show the obvious lack of ideas on overcoming the situation. In our opinion, there should be reconstructed some factors that have lead to the emergence of stable negative stereotypes of perception of Turkey as well as to explore the civilizational specificity, mental characteristics in the perception of domestic image of the country. The external image is trying to objectify these ideas, passing them through the evaluation of the role and influence of the country in the world.