

## Strategic Communication in Turkish Independence War

**Authors :** Özkan Özgenç, Serdar Hacısalıhoğlu, Murat Yanık

**Abstract :** History has shown that quantitative and qualitative supremacy in terms of military and economic power has been inadequate to reach the desired results. In addition, public support has been a crucial requirement for the success of the any struggle. As a leader seeking ways for the independence of the country, Ataturk comprehended that the only solution was possible with the help of public will and determination. Ataturk needed an impeccable communication strategy to combine efforts by establishing a united notion and action; to convince the world and Turkish nation of the legitimacy and sacredness of Independence struggle; and to show the resolution and determination of Turkish nation against the invaders. To emancipate the Turkish nation, Ataturk shaped the nation's emotions, ideas, and behaviors by using the most appropriate tools at the best time and place since the start of Independence War in May 19, 1919.

**Keywords :** Atatürk, Turkish independence struggle, strategic communication, independence war

**Conference Title :** ICJMC 2015 : International Conference on Journalism and Mass Communication

**Conference Location :** New York, United States

**Conference Dates :** June 04-05, 2015