

The Crisis of Turkey's Downing the Russian Warplane within the Concept of Country Branding: The Examples of BBC World, and Al Jazeera English

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Abstract : The branding of a country means that the country has its own position different from other countries in its region and thus it is perceived more specifically. It is made possible by the branding efforts of a country and the uniqueness of all the national structures, by presenting it in a specific way, by creating the desired image and attracting tourists and foreign investors. Establishing a national brand involves, in a sense, the process of managing the perceptions of the citizens of the other country about the target country, by structuring the image of the country permanently and holistically. By this means, countries are not easily affected by their crisis of international relations. Therefore, within the scope of the research that will be carried out from this point, it is aimed to show how the warplane downing crisis between Turkey and Russia is perceived on social media. The Russian warplane was downed by Turkey on November 24, 2015, on the grounds that Turkey violated the airspace on the Syrian border. Whereupon the relations between the two countries have been tensed, and Russia has called on its citizens not to go to Turkey and citizens in Turkey to return to their countries. Moreover, relations between two countries have been weakened, for example, tourism tours organized in Russia to Turkey and visa-free travel were canceled and all military dialogue was cut off. After the event, various news sites on social media published plenty of news related to topic and the readers made various comments about the event and Turkey. In this context, an investigation into the perception of Turkey's national brand before and after the warplane downing crisis has been conducted. through comments fetched from the reports on the BBC World, and from Al Jazeera English news sites on Facebook accounts, which takes place widely in the social media. In order to realize study, user comments were fetched from jet downing-related news which are published on Facebook fan-page of BBC World Service, and Al Jazeera English. Regarding this, all the news published between 24.10.2015-24.12.2015 and containing Turk and Turkey keyword in its title composed data set of our study. Afterwards, comments written to these news were analyzed via text mining technique. Furthermore, by sentiment analysis, it was intended to reveal reader's emotions before and after the crisis.

Keywords : Al Jazeera English, BBC World, country branding, social media, text mining

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