

FEBRUARY 24, 2015

6-7 p.m.

CE-105

cordially invites you to a public lecture by

**Dr. Senem Cevik**

**Turkey's Humanitarian Diplomacy:  
Cultural and Religious Affinity in Reaching Out to the  
Muslim World**

Turkey is not only the 17<sup>th</sup> largest economy in the world, but also the third largest humanitarian aid donor in 2014. Turkey's global presence has manifested itself in an active foreign policy formulation aimed not only at exerting influence, but also at proposing a change in the international relations system through numerous tools of engagement. In this context, NGOs have emerged as key players in projecting Turkey's policies as well as positioning Turkey as a major donor state. This talk will discuss the intricate relationship between Turkish domestic politics and civic initiatives via a faith-based communication network of aid NGOs. By way of the Turkish faith-based model, these NGOs are able to reach to conservative Muslim audiences that would traditionally be out of the scope of many Western powers.



**Senem Cevik** is an assistant professor at Ankara University, teaches public diplomacy at the Faculty of Political Science and is on the advisory board of Ankara University's Center of the Study and Research of Political Psychology. She is the co-editor of 'Turkey's Public Diplomacy' (Palgrave Macmillan, forthcoming). She is also the co-editor of "Turkey's Foreign Policy and Public Diplomacy" – in Turkish - and author of "International Public Relations and Humanitarian Aid: A Public Diplomacy Perspective" – in Turkish. She serves on the membership board of International Dialogue Initiative (IDI). Cevik is a blog author at the University of Southern California Center on Public Diplomacy where she writes on various topics covering Turkey's public diplomacy, and she is currently a visiting researcher at University of California Irvine-Program in Conflict Analysis and Resolution focusing on citizen diplomacy initiatives between Turkey and Armenia.

The event is free and open to the public. For inquiries and accommodations, please contact Ece Algan, Associate Professor of Communication Studies and Director of CIMES, [ealgan@csusb.edu](mailto:ealgan@csusb.edu) ext. 7-7469