

## **Cross Cultural Communication between China and Turkey within the Scope of the One Belt& One Road Initiative**

Meltem SOYLU

*(PHD candidate of Wuhan University School of Journalism and Communication)*

*Corresponding Author: Professor ZHANG ZHUO*

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**Abstract:** Cross-cultural communication is significant among various people, races and countries as a key factor to promote the cultural interaction and sustainable economical development. One Belt One Road Initiative (OBOR) can be considered as an infrastructure and trade project aiming at reviving the ancient Silk Road. This project is a peace-building initiative as well after Shanghai Cooperation Organization. **In this respect, Turkey as the Central Corridor of One Belt One Road is the key player to expand historical importance for the revival of the Silk Road within Middle East, Asia Minor, Balcans, Black Sea, Caucasasia, South&Central Europe and Northern Africa.** By so, initiative is believed to create new opportunities not only for Turkey and China but also for the region we influence. This research aims to introduce the influence of initiative on cross cultural communication between China and Turkey; cultural mosaic of Turkey, dynamics of both countries and their regions. The methodology used by this study relies on empirical survey and historical data based on the previous researches in this field and also the survey conducted among Turkish citizens. The draft study is based on Turkish citizens from various vocational groups and levels of society. Data has been obtained regarding to ten questions on sufficient publicity and awareness about OBOR in Turkey when people hear about One Belt One Road sounding how familiar as an intercultural peace-building connotation and potential for overcoming the border security problem. Ironworks are significant to resolve in terms of interregional cultural and developing mosaics. The main goal is to emphasize the cultural cooperation for OBOR's success and the importance of mutual understanding and win- win policy. Out of total 200 distributed questionnaires, 200 were received back and 200 were considered as valid and then analyzed using SPSS 16. The obtained results have shown that a peace process as Turkey is to be a vital actor involving neighboring countries as long as Turkey strengthens heart to heart and win-win policy and the intercultural association with China within the One Belt One Road his key position in connection with the Asia, Europe and Africa. Besides, this project enables to introduce the identity and location of Turkey from direct sources as an international public relations study. The New World Order created by the OBOR initiative is to lead to an enriched economy depending on cross cultural communication network. The initiative makes a difference in terms of changing China's foreign policy, its relations with the countries of the world and will highlighten his position in the world rank to the top with its slogans "the benefit for everyone" and " multi-polar world economy".

**Keywords:**One Belt One Road (OBOR) initiative, cross cultural communication, Turkey China relations, intercultural interaction.

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### **I. INTRODUCTION**

Xi Jinping proposed to establish a modern "initiative" by combining China and Central Asia, West Asia and some parts of South Asia with railways, roads, pipelines and electricity networks. This initiative "One Belt and One Road (OBOR)" includes more than physical and commercial connections. It aims to create the world's largest global collaboration and cultural platform, including policy coordination, trade & finance and social & cultural cooperation. Cultural cooperation is significant to promote mutual understanding among the nations through the advancement of intercultural communication that is fundamental to comprehend and respect each other. OBOR initiative helps to bond and tie different societies across the world and to see each other's importance how one can preserve his or her way of life through respecting other peoples' culture. What is missing in the works done so far under "One Belt One Road" is the shortage of mutual cultural communication and less attention to this area. In the studies, this field about cross cultural communication is mentioned less than the initiative's economic priority. One Belt One Road leads to cognitive differentiation in the perception of the international areas since the project's content, objectives, application method, as well as the non-implementation of the necessary infrastructure. Most of the countries consider the project as a part of China's enlargement policy, some countries perceive as an intervention in their internal affairs. Turkey looks positively to this initiative

because of the similarities with Caravanserai Project which revealed in 2008. However the shortage of experts who can speak Chinese in Turkey and can speak Turkish in China leads to the insufficient flow of information about the initiative between the two countries. Turkey becomes a direct part in regional events due to geopolitical priorities. According to Turkey, "Belt-Road" project is revival of the historical Silk Road and revitalization of trade route in Turkey and the Central Asian countries and China. According to China, the project is planned to strengthen China's trade gateway to the West through trade and relations with countries on the route as part of its geopolitical priorities. Briefly, the perception, priority in the geopolitical strategies of both countries is one of the major problems facing in the project. China National Development and Reform Commission, Ministry of Foreign Affairs and Ministry of Commerce with the authorization of the Council of the State on March 28, 2015 jointly published the declaration "Vision and Activities on Encouraging the Joint Construction of the 21st Century Maritime Silk Road with Economic Zone of One Belt One Road". Among the principles of the initiative, first of all, it supports the "five principles of living in peace". One Belt One Road primarily covers the historical Silk Road region. However, it is open to the participation of all countries and international / regional organizations for the benefit of more regions.

**The initiative is planned to be constructed on five routes, three of which are sea. Inspired by flexible references in the history of the EU as a solid integration model, it is possible that the current initiative is a new integration model. The five main headings confirm this model:**

- Politics connection (to take regional cooperation measures in countries on the route)
- Facility connection (construction of the main transportation route by establishing infrastructure plans and standards of the countries in the route)
- Trade connection (countries taking investment and trade facilitation measures)
- Capital Connection (financial cooperation)
- **Heart to heart connection (cultural, academic, human resources, tourism, science, technology, press cooperation, media cooperation) The relationship between public relations and cross cultural communication, which is most relevant to the communication and cultural connection between the two countries, is precisely related to "Heart to heart connection"**

**As a crucial member of organizations such as NATO, AGIT and CICA, located at the crossroads of Asia and Europe, Turkey is one of the leading countries of the Silk Road regions with specific geographical location. China's " Silk Road Economic Corridor" initiative integrates with the project of Turkey's Anatolia (present land of Turkey) to Europe via Central Asia and from there connect to China target.**

Located at a key point on the route OBOR, Turkey with its strong production and high potential and especially with a cultural heritage of a mixed Asia and Europe stand out as an important transit country. For this reason, there is also a rebuilding of a heart connection from history. Intercultural communication between China and Turkey is to be activated at this point. In the first stage of a \$ 40 billion budget with the agreement signed between the two countries it was foreseen for Turkey's integration projects. China emphasizes most when speaking with countries; this initiative is in the form of an integration that countries with their own development projects in a generation parallel to a road initiative. For example, Turkey's 2023 targets and China's One Belt One Road Initiative work together. Therefore, China is closely following the development of countries on the road route to make a well designed image presentation of his policies. There is a whole study that follows the internal dynamics of the countries. This is an idea of "work together and develop together" in contrast to "divide and rule" idea. As a matter of fact, the unipolar world order based on the leadership of the US after the Cold War is replaced by a multipolar / multicentric order is among the objectives of the project. Moreover, this initiative, most importantly, against an understanding that destroys cultures with war policy, it comes with a presentation and actions that build and fuse cultures through the rise of peace.

An interior factor to start this initiative is the regional disparities in China. With the development of the metropolitan cities of China, we can see that the smaller provinces in the west of China do not have the same level of development and there is a cultural gap between provinces. The globalling of the inner regions is an important phenomenon. China primarily envisions equalizing the level of modernity of the countries of the world by reducing the cultural and civil difference within their own people at first. This is parallel to the above mentioned peace and egalitarian mission of this initiative. Turkey also suffers from this problem for decades. The patriarchal structure and landfill system which comes from Arab culture in the east of Turkey have been a major problem for centuries. In addition, the Eastern Turkey is considered unsafe because of the terror problems. It remains as a result of the problems caused by internal communication shortage. With OBOR, Every region where railways are built is considered to create a chance to minimize the regional development difference. Since the early years of the Republic, Turkey has sought to solve the difference of interregional sophistication by strengthening railway routes. "International Cross Cultural Communication Network" in the frame of One Belt One Road influences and regulates international sophistication as well as country's domestic cultural sophistication. It is also possible to say that the "create" policy. This project holds an important place in this

sense for Turkey. When the project is completed, Turkey expects that this problem will be significantly solved. So, the project should be considered with all aspects. The main problem between two countries is the irregular and non-accurate flow of information which is basically produced by Western media. On the other side, Eastern societies are looking at countries like Turkey from their perspective via Western sources. In this sense, this initiative will be a PR study for Turkey to fully promote an image and identify himself at an international sense. The objectives of the project to strengthen inter-human relations are an opportunity to address this distance in the social relations of the two countries. Eliminating perceptions based on superficial and prejudices, is to be the most important social output of the project, brokering the establishment of a new network of communication. The most curious questions about Turkey's contribution to this initiative ,effects of conflicts and wars in the Middle East. The work done so far in this regard may still raise the question of whether China is still in doubt about this matter. With question marks in people's minds relieving attitude about this, Turkey is required to contribute to the promotion of the initiative. It will be the most important step in the way of heart to heart communication, by going down to the awareness of the local people and doing a new image work. Turkey's 2023 targets and their integrated parts with the "One Belt One Road" initiative is almost not included in promotional activities. So, most of the local people have no idea about it. If this initiative is so important as a new world order that will influence the position of the crossing between East and West, which is the character of Turkey, more communication and cross-cultural activities need to be addressed more quickly. The initiative is known in Turkey as far as hearsay information the businessman heard. The local people who are the source and heart of cultural communication have not been sufficiently informed. Accelerating and increasing the studies on this subject is one of the most important issues when considering the magnitude of the initiative.

## **II. LITERATURE REVIEW:**

Xi Jinping (2017) "The Management of China" : The policy and economic planning in China is based on the long-term approach, as opposed to the brief futures of policy prevailing in the West. Because China is a country with a long-term development plan in the world, China's development process has a time horizon of 30-40 years. As President Xi pointed out, the goal of building a "modest welfare society in China" was the 100th anniversary of the founding of the Chinese Communist Party, and it is aimed to achieve the goal of building a prosperous, powerful, democratic, civilized and harmonious socialist contemporary country in 2049, the 100th anniversary of the foundation of New China. With this initiative, China will not return to the past geopolitical maneuvers "We are ready to share our development practices with other countries; but we have no intention of interfering with the internal affairs of other countries, exporting our social system and development model, or imposing our wishes on others. " Xi Jinping Administration, attaches great importance to the support of the countries in the region in One Belt One Road.

Professor Dr. Süleyman DÖNMEZ (2016) "The cultural values and art carried by the Silk Road" in his forensic book emphasizes that the old Silk Road speaks not only of traders but also of sages, armies, ideas, religions and cultures from east to west and west to east. This book is important both in understanding the historical silk path in Turkish-Chinese relations and in understanding the importance of the Silk Road adventure to date in cultural communication exchange. Following the launch of China's opening up policy in 1979, Turkey has started to happen with high-level visits between China, but steady process could not be followed after 1985. Turkey - PRC relations, political and economic in 2003 and since 2009 has gained momentum in all areas has reached the optimum level. In 2010, relations with the strategic cooperation document approved by the Prime Ministers of the two countries increased to a different dimension.

YilmazSait (2008) "The Rising Power in China's Security Policies and Strategies", article refers to the Peace Raise of China. In order to promote its country and create a positive image about its country in the world, China has carried out effective activities within the scope of "Rising Peace Ascension". The Shanghai Cooperation Organization, which envisions cooperation in the fields of security, economy and culture, is an important example of this peaceful uprising. As we have said, this is a step that emphasizes that One Belt One Road Initiative is a global humanity project beyond the prosperity and peace of the Chinese people.

Professor Dr. Seriy SEZEN in her article on 21 Jun 2017 "One Belt One Road Project: The building block of the 21st century?" The OBOR Project emphasizes that China is a new phase of the "reform and outward opening period, which was initiated and cautiously advanced nearly forty years ago. According to this policy, Chinese capital was directed towards foreign markets and investments; Chinese companies were encouraged to increase their global competitiveness. Another factor that can be associated with this project is the adoption of a "scientific development" policy that foresees a comprehensive change in the country's development model in the same period. "Scientific development, which foresees a radical transformation in the quality of production and labor; the companies aims to change from a production that destroys the environment, which is based on cheap and unqualified labor force, low technology, to an environmentally sensitive production model based on high added value and technology. Goal; transition from labor-intensive production to technology-intensive

production; is to transform the country from a country that transfers technology to a country that creates technology.

Edward Hall, *The Silent Language* (1987) : In this study, Edward Hall, who examines the communication styles of different cultures, developed the “low context” and “high context” communication model. Western cultures, which are clear and clear in communication and tend to transmit the message directly to the recipients, are in a low-context communication class; conversely, individuals choose a closed, implied, indirect communication; cultures such as tone of voice and facial expression are important in high context communication” class. In this context, China, which has a prominent communitarian aspect, is considered in the category of communication in a high context”. Guanxi is defined as the strategic structure of personal relationships. Where there is Guanxi, there should be a legitimate structure and system for establishing relations through mutual support. This system should also be intertwined with the public. The cultural values of the people must be protected and maintained in a secure legitimate system within the framework of public relations. The general tendency of PR practitioners in China is to establish and maintain good personal relationships between government regulators or members of the media and the public. This goodness aims to increase the level of welfare of the society to the highest level. Taking advantage of this study, when China has evaluated all these features, it has achieved a steady increase in public relations education and international public relations. In order to promote its country and create a positive image about its country in the world, China has carried out effective activities within the scope of One Belt One Road. In order to improve intercultural communication, it is a resource where we can first examine the communication characteristics of China.

Umut Ergünu on 20 September 2017, “Silk Road Revitalization and The Effects to Turkey –China Cooperation” article, while discussing the reasons of OBOR in detail, he divides the internal and external factors into two. An issue can be called a shortage of Chinese economy is a surplus production. In Iron steel, shipbuilding, cement, automotive industries, China has production surplus. An economic slowdown in the classical trading partners of China, again felt since 2008. Due to the recession in the global economy, there was a decrease in the demand from the commercial partners and the production surplus was created as it started not to sell the products in country. While considering a solution for these problems, China decided to invest in developing countries and considered a way to relax. As a result of the process of reform and expansion (改革开放, gaige kaifang) which started in 1978 and with the membership of the World Trade Organization in 2001 and its rapidly growing gross domestic product (GDP) in 2010, the People's Republic of China became the second largest economy in the world. In the aftermath of the global financial crisis that broke out in 2008, foreign trade development for the first time remained below the GDP development. Due to the effects of this crisis in foreign markets experiencing a contraction in demand and labor costs and input costs increased because of the competitive advantages of exports, PRC's needs for new resources, capital and markets have started to increase. China also wants to relieve the economy related with West Asian countries and Europe to increase trade. At first, he wants to use the surplus production and then to accelerate his economy. In the same way, the beginning of the historical silk road goes through the same story. At that time, as the historian of the Han empire Si Ma Qian said "Our warehouses are full of our grains and they are almost overflowed" they defined a surplus of production. Thus, they sent ambassadors to the West for the first time and wanted to carry their wealth to these places. Another internal factor in this initiative is the regional disparities in China. Some measures began to be taken at the time of the previous president, Hu Ying Tao. But these measures should continue to increase more and more. The globalling of the inner regions is an important phenomenon. When we look at external factors; We can see America's return to Asia policy. Obama's strategy in 2012, "Pivot to Asia" and America's recent East Asian strategies can be considered as an example.

PINGYAO Lai, (2003), in his book “China's Economic Growth: New Trends and Implications”, China & World Economy , he discussed China's rising economy and foreign policy.

China at present, it is also a leader in organizations such as the Asian Infrastructure Bank and the Silk Road Fund. When we look at China's foreign policy, Deng Xiaoping has followed the policies in order not to come to the forefront with the understanding of “Hide Capacity, Don't be assertive for Leadership”. Together with Xi Jinping, China is now coming to a forefront leader position. It will be a leader in an initiative that will involve more than 60 countries with a huge development move that will bring sound in the world. This will strengthen planned and organized efforts to establish mutually beneficial relations with other nations within this framework as the communication network with other countries becomes stronger and political communication with countries is strengthened.

Immanuel Wallerstein- In his book “The End of the World as We Know It : Social Science for the Twenty-First Century” (May, 2016), about the World System Theory, he mentions the development of China as following: “The development of East Asian countries since the post-1970 period and the rise of these countries are vital in understanding today's realities. In the world economic system, which has been dominated by the US-Western world for many years, rising powers have emerged, the majority of which are in East Asia. Economic developments in Southeast Asian countries and especially in the People's Republic of China are turning the

attention of the whole world to this region. On the basis of these developments, some new alliances can be established. The countries, including the increasing economic powers, make every effort to increase their influence on their continents and to reflect it on world politics. Naturally, the duration of this development should be discussed separately.” He made a good prediction of the current situation.

TianJin Chen, (July 2016)“One Belt One Road: Connecting China and The World”In this article, he examines the investments made in the realization process of OBOR and how it establishes connections with which countries. China signed bilateral cooperation agreements on the initiative with Hungary, Mongolia, Russia, Tajikistan and Turkey. A number of projects are underway between East China and Iran, including a train connection that can be extended to Europe. More than 200 initiatives along OBOR's routes have signed cooperation agreements for projects. By both connecting and enhancing the productivity of countries along the new Silk Road, China hopes the benefits of cooperation can be shared and that the circle of friendship will be strengthened and expanded.

SüleymanŞensoy, 28 Ocak 2016, “One Belt One Road, China Turkey and The World” in his essay, “Economic Zone of the Silk Road Economic Belt” and “21. Century Maritime Silk Road” is an initiative offers historical opportunities in terms of overcoming the crisis of values experienced in the world with bilateral and multilateral relations.It is not just a business model that prioritizes an aggressive economic cooperation; on the contrary it can positively affect the results of global competition parameters shaped as micro-nationalism, integration and unpredictability. Because the Silk Road is the first flexible global integration of history with all its references.Because we can conclude that "the One Belt One Road" is the first flexible global integration of history with all its references. One of the most important elements of civil diplomacy is the interaction between business circles and the other is to increase the cultural interaction between the people. Another important pillar is the activities carried out through academic circles and think tanks. Apart from these three basic elements, the sectoral diplomacy channels that use strong instruments have emerged in recent years. Parties with civil diplomacy; they can exchange views, develop perspectives and collaborations and propose decision options necessary for politics.

AltayAtlı andSadıkÜnay,in “Globalization Process in Turkey-China Economic Relations” book, mention that there is a whole study that follows the internal dynamics of the countries for OBOR. Turkey's 2023 targets are also mentioned: 10,000 km High Speed Train line, 4000km conventional train line, to complete the total highway line to 8000 km,to put a port in Turkey between 10 ports in the world. In the frame of these issues , Belt and Road Harmonization Memorandum signed between China and Turkey and came into force and passed through parliament. One of Turkey's priority targets within it: to increase infrastructure investments. Turkey's support to Asian Infrastructure Investment Bank and the Silk Road Fund has shown a willingness to establish good trade relations with China. While China has been planning to revive its Silk Road project, which has been planned for many years, on the other hand it has followed all these developments carefully and China also thought that Turkey must have been a great help in this project. When the project is announced, Turkey, has earned the distinction of having the largest feet take its place in the Central Corridor.

One of the most important concrete step taken by Turkey for One Belt One Road is the agreement signed at the G20 summit held in Antalya in 2015. Turkey offers an important contribution to the project with a rail connection on the Edirne-Kars fast railway project and Yavuz Sultan Selim Bridge on Bosphorus. Turkey to be a close follower of OBOR.Similarly, comprehensive cultural cooperation in the fields of tourism, science, technology and media, and the dissemination of student and staff change will serve to achieve the objectives. The successful integration of the integration model, Heart to heart connection (cultural, academic, human resources, tourism, science, technology, press, media cooperation), will enable the projects in the economic field to be fully successful.

**Methodology of the study:**

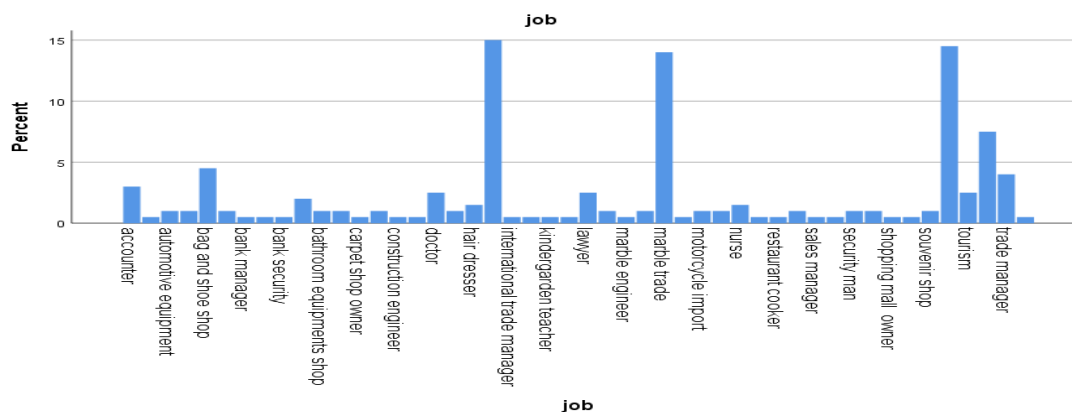
This chapter presents the descriptive analysis of the data obtained from the applied questionnaires in this research, which is developed in ten questions. The method used in this study is a Likert - type questionnaire. The study was conducted on 200 Turkish citizens from various occupational groups:

**education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	bachelor	145	72.5	72.5	72.5
	master	10	5.0	5.0	77.5
	high school	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

In this study, the majority of which were conducted among people with undergraduate education, we took care to select people from the following professional groups representing different segments of the

population. I thought that the majority of the people engaged in trade were the occupational group with which the relations with China were the majority and they would consider the questions in this respect assuming that they were more interested in China.



In this context, the purpose is to know the perception of Turkish citizens regarding realization concerning this initiative and evaluate it in the frame of relations with Turkey. Turkey, as long as strengthen relations based on cultural heart connection with China, One Belt One Road Initiative will give the opportunity to Turkey to be an actor in the peace process of Turkey and its neighboring countries involved in. It is very important to note that during the Beijing Summit for OBOR in May 2017, Turkish President Recep Tayyip Erdoğan stated: “The OBOR Initiative and the projects alike that build infrastructure would put an end to terrorism.”

In this context, the questions we ask are as follows:

1. Do you think "One Belt One Road (OBOR)" has been adequately promoted in Turkey? The main purpose of this question is to get an idea of whether there has been enough One Belt One Road initiative promotions and commercials in Turkey so far:

**Question1**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	41	20.5	20.5	20.5
	no	159	79.5	79.5	100.0
Total		200	100.0	100.0	

As 79.5% has “no” answer, it was revealed that this initiative was not adequately promoted, which is one of the problematic of our research.

At the beginning of our survey, we provided concise information about the One Belt One Road initiative so that they can answer other questions:

2. About “One Belt One Road” Initiative (OBOR) The 21st Century New Silk Road ,which of the followings makes you more connotation ? The purpose of this question was to understand in which field One Belt One Road associate with more. When people hear about OBOR which subject sounds more related with this initiative.

**Question2**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Economics	73	36.5	36.5	36.5
	Intercultural communication	126	63.0	63.0	99.5
	Trade	1	.5	.5	100.0
	Total	200	100.0	100.0	

No matter how close the economy seems to be, 63% of people found intercultural communication more relevant to this initiative. Probably the role of the Old Silk Road in intercultural interaction has effect on this result.

3. Did you know that the newly constructed Third Bosphorus Bridge and the Edirne-Kars Fast Train Project were built for the central Corridor of the OBOR initiative? With this question we have tested that how many of people know that One Belt One Road is linked to Turkey's 2013 targets (Third Bosphorus Bridge and the Edirne-Kars Fast Train are one of the projects have been completed for the 2023 targets and relatively for OBOR initiatiave) and again with this context, we have determined if there have been enough of publicity about OBOR in Turkey.

**Question3**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	20.5	20.5	20.5
	No	159	79.5	79.5	100.0
	Total	200	100.0	100.0	

79.5% “no” were the majority. This was an answer that proves that this initiative has not been adequately promoted to the public which is one of the problematics of our research.

4. “OneBeltOneRoadisaninterculturalpeace-buildinginitiative.” the respondents asked whether they agreed or not. %58.5 percent said “highly likely agree” and %33.0 percent said “I totally agree” The aim of the question was to determine both how well people know about this initiative and whether it makes an intercultural peace-building connotation for people.

**Question4**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I totally agree	66	33.0	33.0	33.0
	Highly likely agree	117	58.5	58.5	91.5
	I agree with half.	10	5.0	5.0	96.5
	Partially agree	7	3.5	3.5	100.0
	Total	200	100.0	100.0	

5. “As long as One Belt One Road crosses the troubled border areas in Turkey, it is possible to solve the security issues there. Because the absence of continuity of commercial relations is primarily dependent on resolving the security problem.” The respondents asked whether they agreed or not. %55.5 percent said “highly likely agree” and %35.5 percent said “I totally agree” The aim was to measure whether people have hope because the potential for overcoming the border security problem that everyone knows is possible by a new initiative.

**Question5**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I totally agree	71	35.5	35.5	35.5
	Highly likely agree	111	55.5	55.5	91.0
	I agree with half.	10	5.0	5.0	96.0
	Partially agree	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

6. “In achieving the success of OBOR initiatiave, comprehensive cultural cooperation in the fields of tourism, science, technology and media, dissemination of student and staff change will serve to achieve the objectives.” %51.5 percent of the participants agreed to this idea. And %39.5 percent was totally agreed. The aim of the question was to emphasize the importance of cultural cooperation for Obor's success and the importance of understanding the two cultures each other before economical benefits come to the fore.

**Question6**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I totally agree	79	39.5	39.5	39.5
	Highly likely agree	103	51.5	51.5	91.0
	I agree with half.	12	6.0	6.0	97.0
	Partially agree	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

7. “Do you think the multi-polar world order or the unipolar world order is better and is useful for everyone.” In his statement, participants were asked to choose one of two options. The majority's choice of multipolar world order shows that they support one of OBOR's goals. The multipolar world order supports the direction of intercultural communication which is more problematic as it overlaps with the context of intercultural relations rather than economy and emphasizes the human aspect of the project.

**Question7**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unipolar	36	18.0	18.0	18.0
	Multipolar	164	82.0	82.0	100.0
	Total	200	100.0	100.0	

8. “The OBOR Central Corridor, which is Turkey in, is the key to revisionate the historical Silk Road. For this reason, the reconstruction of a heart connection between Turkey and China must be inevitable.” In this question, we wondered whether they agreed on the reconciliation of the objectives of the old silk road and the new silk road, and we found that 91.0 percent of the respondents agreed.

**Question8**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I totally agree	87	43.5	43.5	43.5
	Highly likely agree	95	47.5	47.5	91.0
	I agree with half.	12	6.0	6.0	97.0
	Partially agree	6	3.0	3.0	100.0
	Total	200	100.0	100.0	

9. Which is the most effective tool that will be effective for establishing the heart connection (cultural, academic, human resources, tourism, science, technology, press cooperation, media cooperation) between Turkey and China? The answers were respectively: Media and press sources, trade relations, embassies, written sources, business people. %88.0 percent of people have chosen the media and printed resources that proved by emphasizing how the heart to heart connection sources are important for this initiatiave. We have also proved again that the OBOR initiative is more about intercultural communication rather than economic relations for the two countries.

**Question9**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Media and press sources	176	88.0	88.0	88.0
	Trade relations	7	3.5	3.5	91.5
	Embassies	17	8.5	8.5	100.0
	Total	200	100.0	100.0	



10. "The cultural difference between east and west of Turkey for decades will be largely resolved by rail networks within the scope of the OBOR initiative." In the question that we wondered whether they agree or not, %96 percent of the participants proved that the ironworks were important to resolve in terms of interregional culture and development differences.

**Question10**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I totally agree	62	31.0	31.0	31.0
	Highly likely agree	130	65.0	65.0	96.0
	Partially agree	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

**III. DISCUSSION OF THE RESULTS**

There are two important issues that cannot be broken in China and Turkey relations so far: First, the inability to fully recognize each other, (now the big task on the media) the second is political confidence. On issues such as counter-terrorism and security, China has expectations. Especially if they can be overcome, the problem of trust will be eliminated. Central Corridor where Turkey in, a key objective of historic importance for the revival of the Silk Road. For this reason, there is also a rebuilding of a heart connection from history. Throughout history, trade routes could be done in many ways, but when it comes to the OBOR initiative, the two ways are:

- Through the Caspian Sea, Azerbaijan and Georgia
- Both roads through Pakistan and Iran can work at the same time, and as with the OBOR initiative, it is important not only the target but the expansion of the rail connection worldwide. The most reasonable scenario for Turkey is that it should operate from its territory for both routes.

Being an interaction basin between civilizations in the most important process which is the realization of the initiative to provide the support of the public will make the most reasonable way to achieve. In this context; cultural and academic knowledge sharing, personnel cooperation, media cooperation; it is aimed to establish person to person ties between people by supporting voluntary services. In this context, it is necessary to follow the cultural codes through the "Silk Road Reference Values Institutions and Persons" which can be blended within the Silk Road concept and strengthen the common universal values. Numerous value institutions or people inventory that can be referenced in all fields of cooperation, especially in culture, are waiting to be re-interpreted. These institutional interpretations will be vital for the integration and prosperity of the OBOR initiative. Establishing a framework for the OBOR reference values institutions and persons; international events, publications, scientific researches, media programs etc. are required. In this context, the International Silk Road Cultural Forum has been organized twice. China's attempt to revive the old trade route from Asia to Europe has the potential to have a greater economic result than the Marshall Plan. The project is expected to bring vitality to the economic and cultural life of more than 60 countries on the belt route. It is estimated that the OBOR, with the potential to touch 4.4 billion people and nearly 40% of the world economy, will be 12 times larger than the Marshall Plan. As one of the reasons for this initiative, we mentioned that China is also expected to contribute to the gap between regional development. Turkey, which has the same problem as the difference between East and West, is hoping to solve the problem with railway networks within the scope of the initiative. This shows that the changing political communication aspect of Turkey now focused on Asia. In July 2010, Turkey was a party to the amity and Cooperation Treaty of the ASEAN (Union of Southeast Asian countries) and is currently aiming to become an ASEAN dialogue partner. The organization is the most comprehensive building covering Southeast Asian countries, and is also dealing with Asian economic power plants. Turkey's participation in multilateral platforms in the political/security area of Asia takes place through the Conference on Interaction and Trust Building Measures in Asia (CICA). Turkey was the President of the organization between 2010 and 2012 years. Turkey is now more than ever in Asia and continues and develop this involvement through both bilateral and multilateral channels. What we can do now is that Turkey becomes a good and reliable partner for Asian countries. Turkey is not part of the European Community or part of the Asian community, but Turkey is becoming an increasingly influential member of the global community. With its emerging foreign policy approach, Turkey has given up its extreme poverty in the west and has begun establishing close connections between all regions of the world and Asia. Asia is high in the priority list with OBOR. The establishment of a harmonious system in the political and economic sphere will be the door of a new era based on stability and prosperity in our region. It is estimated that the fast-developing Asian needs to invest an average of 1.7 trillion dollars annually for issues such as growth, poverty-fighting, and taking the necessary measures against climate change until 2030. A study of this size requires movement with the understanding of "cooperation" rather than

competition. In Turkey, we were among the founders of the Asia Infrastructure Investment Bank with a 2.6 billion dollar capital contribution and 2.48% of the voting rights. Our goal is to implement common financing mechanisms to make the development moves that we all need. Ensuring peace and security in these regions is necessary for the interests of both countries. Turkey-China partnership for strengthening mutual relations in cultural level, economic and security-related areas, promoting a fair, inclusive and sustainable development on a global scale, completion of the OBOR will take place in the history as a turning point in the future as an initiative to unite the world and connect the peoples of the world.

#### **IV. CONCLUSION AND RECOMMENDATION**

Public support plays an important role in the implementation of the "One Belt One Road". Public support means strengthening cultural communication. Ensuring cultural and public academic information sharing, staff cooperation, media cooperation; it is aimed to establish one-to-one ties between the people by supporting voluntary services. In this context, primarily by expanding the scope of cooperation in the field of tourism, to make it more convenient to apply for a tourist visa among the countries on the Belt-Way, and to establish student exchange programs by supporting cooperation in jointly administered schools; the aim is to promote friendly exchanges between legislative bodies, leading political parties and political organizations through communication. These issues are not enough for the cultural communication between Turkey and China so far. In this context, interference, cross-cultural communication between Turkey and China are creating new opportunities in development. Tourism is the most important cultural work in introducing the international identity of Turkey. The documentary to be prepared under the theme of the Chinese Ministry of Tourism and China International Travel Services under the auspices of the Chinese President Xi Jinping, the "Ten Thousand miles on Silk Road" addressed the historical Silk Road for the filming of 41 people came to Tokat province of Turkey. However, in China in 2018. "Turkey Tourism Year" has been decided to be organized. Two countries aimed to promote cultural communication and to strengthen bilateral political communication. In this way, it is aimed to establish a connection from the heart to the heart based on mutual understanding with the Chinese culture. However, it is essential that such publicity be linked to One Belt One Road and further publicity is essential to raise public awareness. CRI (China International Radio) has signed a partnership agreement with Turkey. During the China visits of the Erdoğan, the press protocol and press agreement were signed according to the press release information. It is very difficult to advance in other areas without a cooperation in this field. This is the key point for the two countries to recognize each other directly through the channels. Direct channels mean the channels and resources that both countries broadcast and speak in their language. It is not possible to overcome these barriers in any other way.

One of the most important difference of the Silk Road Initiative in the 21st century is that; connecting countries through railway networks. The inclusion of Turkey in the Silk Road Belt and the agreement of railway cooperation in the scope of this show that the railway diplomacy will renew the order of Turkey. The railways for the Republic of Turkey are of a distinct importance because one of the most important projects made in the foundations of the Turkish Republic is to connect the railroads of Turkey from east to the west from north to the south. "It is difficult to be able to disseminate today's tools of civilization, even today's new ideas, without a railroad. The railroad is a way of prosperity and civilization." Mustafa Kemal Atatürk said. Connecting the Turkish railways had a meaning to connect all the Turks and keeping the newly established Republican people in unity and togetherness. For the difference between the culture and civilization between the east and west of Turkey, education projects were to be carried out in the first place, the problem of transportation should be completely eliminated, the belief that every project in the name of development could be accomplished. In the modern era, the New Silk Road Initiative is also the main steps of the project, starting from the point where progress will be more quickly wherever there is no transportation problem. In this context, if we take it as an opportunity to complete the unfinished railroads projects of the Atatürk period (1919-1938), the railroads not only eliminate the difference between the interregional civilization and culture, but also disseminate the new world's advanced facilities. Uniting the most extreme and impossible regions, bringing people together and meeting them will be the unique mission. Therefore, upon the completion of the railways as the first step of the formation of a new order, we can conclude that the projects are becoming increasingly important in the 20th century as a common denominator of our Republic and the New Silk Road in the 21st century. The region surrounding Turkey is known for its politically conflicted atmosphere. In the last 10 years, three of the surrounding seven neighboring countries in war: 2008 Georgian-Russian war, the Syrian Civil War of 2011, Arabian spring etc. Two of these conflicts are still ongoing. The Middle East is very risky due to civil wars and foreign interventions. The New Silk Road Project "One Belt One Road Initiative" is that we can say, it is a humanity project extending from China to Africa, Europe beyond the prosperity and well-being of the Chinese people. The OBOR initiative can offer Turkey the opportunity to improve his regional role, which will have a more agitation environment, as they become more dependent on trade and increased interconnections with neighboring countries. In an area where the militarized and interseparated closed borders (i.e. the Turkish-

Armenian border) still exist, an opportunity to strengthen relations between countries of the region and to resolve their differences peacefully if the OBOR initiative is used well. Well, how can he do that? In the early stages of the OBOR, Turkey can provide a safe haven for capital and goods in a relatively unstable region. By including multiple actors in the equation, the OBOR initiative has the potential to positively influence power balances in the region. Value continuity of railways; destinations if trains continue uninterrupted. Therefore, we can say that anyone who will benefit from a rail link will be opposed to a conflict that could potentially delay or stop the movement of the goods. With this situation, a stronger mutual dependence will be provided. This will make a conflict or war less likely because it would disrupt trade along the railway line. The increasing trade activity between regional actors and the involvement of international forces will make the region more stable, as it is likely that both parties suffer from a possible disruption of trade. By providing employment and growth to the homeowners' economies, the OBOR initiative will provide sustainable, stable growth and a general increase in living standards in the regions of Asia and Middle East and Europe. The dangerous situation in the region will also be a slow and peaceful cooperation and peace environment. This means a place to sustain peacefully cross cultural communication. **Because the peace of the people is the only environment that will provide the birth of cultural exchange.** For decades, Turkey has claimed to be a bridge between Europe and Asia, but it was not exactly the way it was in functionality; with OBOR, he will now have the opportunity to become real in the rhetoric of this claim and presence in person. Turkey and China have common interests in the areas of geopolitics and security in Central Asia and the Middle East. Considering energy security and increasingly terrorist activities, ensuring peace and security in these regions is necessary for the interests of both countries. Turkey for China; an exit door to the Balkans and Europe is a good economic partner in the Middle East and Central Asia. Turkey considers China to be a partner for strengthening mutual relations in political, economic and security-related areas.

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