



— Network Turkey Event —

Invitation to “Jour Fixe” in Berlin:

“The Appeal as a Communicative Strategy between Turkey and the European Union”

Günel İncesu

Date

Thursday, May 28th, 2009 – 7:00 PM

at

**Humboldt University Berlin
Luisenstr. 56/Room 144**

Beginning with the application for membership in the European Economic Community in 1959, Turkey’s efforts to be accepted as a member of the „European family“ have continued up to this day. One essential part of these efforts is communication. Regarding the partly dramatically changing political landscape of Turkey in the last 50 years, questions of continuities and discontinuities in the communication with Europe arise.

The communicative act of making an appeal to recognize Turkey as a European country seems to be a Turkish communicative strategy when it comes to controversies about Turkey’s affiliation to Europe. Not merely politicians make use of this communicative strategy but Turkish intellectuals and entrepreneurs as well. The predominant media, which publish the appeals, are the print media. Interviews, reports or articles in European newspapers or weekly magazines convey the Turkish appeal in the European publics, which will be exemplified with the case of Germany and the weekly magazine “Der Spiegel”.

Questions of interest are: who makes use of an appeal in which historical or social context? What is the reaction to the appeal? Is the communicative strategy successful? Does it change over the period of time, and when yes: why does it alter?

Introductory speech by Günel İncesu

Günel İncesu was born in Bielefeld and studied history, English and education there, completing his state examinations in 2006. Since graduation, he has led seminars on contemporary history of politics and of Turkey at Bielefeld University. Having coordinated the research project "European Space for the Social Sciences", Günel has also published his own research on Turkish entry into the European Union and on German professors in Turkey during the Second World War.

If you are interested in taking part in this discussion please email either Christoph Mielke (christoph_mielke@hotmail.com), Alexander Balistreri (alex@openembassy.org) or Deniz Julia Güngör (sternenmeer1001@hotmail.com).

Organizers



For further information please visit: www.netzwerk-tuerkei.org