

A Comparative Research Pr Activity of the Republic of Turkey and Kazakhstan

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Abstract: The author examines the article of creation of PR (public relations) services in the Republic of Turkey and Kazakhstan. Expands the general history of PR services in two countries. The author explains the PR services in the field of education the Republic of Kazakhstan and Turkey. Examples are given for the preparation of PR professionals in higher educational institutions of Kazakhstan, such as: Kazakh national University named after Al-Farabi, International Academy of Business, Kazakhstan Institute of Management, Economics and Strategic Research. There is some information provided about the organizations, companies and agencies working in the field of public relations in the Republic of Kazakhstan. It acquaints with the activities of the agency Tayniy Sovetnik Ogilvy PR. In the field of public relations in the Republic of Turkey, there are community rules in connection with the World Society of IPRA. Also compare with Turkey concentrates on education the field of PR and achievements of PR services in the Republic of Kazakhstan.

Key words: PR services • Agency • Tayniy Sovetnik Ogilvy • IPRA.

INTRODUCTION

Twenty-first century, is a period of intensive development of scientific technology and data communications. The activity of PR «Public relations» is a part of information communications. As we know, PR has an important role not only in the marketing system of each state, but in all public areas. Determination of some problems in the development and establishment of the PR in the Republic of Turkey and Kazakhstan, we considered as the main subject of our research. Because PR activity which is of particular importance in the formation of public, political and cultural variety of commercial organizations, institutions and companies, penetrated into our independent state; all of the words are borrowed from the West such as the "technology of choice", "dirty technologies", "image", "image-maker", "promotion", "promo action", "spin-doctor", "speech writer", "advertizing", "agitation", which first met in certain specific campaigns and now have fully exploited in our society. We realized that these terms are from different activities in PR. However, there is no inherent goal to develop in this area.

Relevance and Purpose of the Topic: In-depth the study of the PR is one of the main objectives of the agenda. Activities of PR, to take root in the United States in the

mid-nineteenth century and several centuries later have implemented in our state. This activity, in comparison with other states, is far behind in our country. Therefore it would be appropriate to compare the activities of public relations in our country with the public relations activities in the Republic of Turkey. It is true that we refer to this type of activity to explore around the world the face of our young country. Our country needs to further development of the service. The President of the Republic of Kazakhstan - The President N.A. Nazarbayev said in address to the nation "Kazakhstan - 2050 Strategy formed a new political direction of the state", noted that, - "We are today - a profitable state, with its own characteristics and attitudes" [1]. Further knowledge of Kazakhstan in the world arena is provided not only to political scientists, the media, but also for social communication. Therefore, the studied object is important and relevant.

The Level of the Topic: Despite the fact that the emergence of social communication in the Republic of Turkey and Kazakhstan is interesting for scientists, the level of scientific and theoretical complex has not been investigated thoroughly. In the areas of research of social communication, some of our scientists and researchers from abroad, noted in these writings. More precisely: Turkish scientists Gonul Budak, Gulay Budak, A. Barry, Prof. Dr. R. Karalar, C.Aydede, Dr. A. Ozkan, Dr. M. Izshi,

Dr. F.Â. Peltekoglu, S.Gorpe V.G. Korolko, G.L. Tulchinsky, E. Shaymerdenuly, J. Bekbolatuly, G.S. Sultanbaeva, as well as, the researcher from abroad A.A. Wirthlin.

Before the study of the PR, we must stop at it's origin. There is controversial information about the origin of the PR in ancient Rome and China. If you stick to the facts, the basis of the concepts of PR lies in the United States. This view is supported by several scientists and researchers from the U.S. and Russia. The first time, the term PR was used in the beginning of the nineteenth century, by the third U.S. President Thomas Jefferson, in his message to the people of the VII Congress. PR later emerged as a science. In 1975, the American Fund «Foundation for PR research and Education» investigated about 500 PR definitions released. Veteran of social communication Dr. Rex Harlow examined 472 definitions, revealing the essence of the values of PR. Today, there are over a thousand definitions revealing the essence of the value PR. As the public is fully aware of the definitions of PR, in the investigation we decided to talk about it step-by-step. There was some information that in 1882, a lawyer Dorman Eaton Yale, in order to attract students to perform community service, have added in use the term "Public relations".

PR Has a Lot of Explanation: The researchers of this field such as Gonil Budak and Gulay Budak Webster in their dictionary have given a full explanation of this concept. PR - management of the state under control or the Art and the knowledge of improving the relationship between the firm and the individual [2].

Researcher, Professor R.Karalar gives many interesting information for a variety of explanations of PR. According to his interpretation, it turns out that different writers' unions and associations give it different meanings. According to the American "heritage dictionary", PR - is one of the best ways to create the relations between organization and people [3].

And, A.Barry in her book titled "The Power of Public Relations" says: "The Institute of Public Relations in Britain gives the following definitions of PR. Public Relations means the correct understanding, assistance in a specific place to control thoughts and opinions, so this is the purpose of public relations. Because the image of the brand, the policy in relation with the consumer, the relationship between the workers, the working area is the prove of it." [4]. According to Turkish scientist Serra Gorpe, concept of public relations has a lot of explanations [5]. To date, there are more than a thousand

explanations that reveal the essence of PR. Turkish firms for Public Relations A and B were created by Dr. Allaedin Asna. In 1990, changes were made to this activity; there were also difficulties without the planned development. Today, this service is becoming one of the most important Worldwide and also becomes important in Turkey. In Turkey, this field of study as is a professional activity [6].

Public Relations in Turkey were included in the government agencies in the 1920's by Ataturk, with the help of the heads of the Media. At the same time, by the order of Ataturk, there was Anadolu Agency created and with the help this agency, the people were getting information. Modern public relations in Turkey, began after the establishment in 1961 of the State Planning Society. This society has turned to the Ministry of Foreign Affairs of the Public Relations and Printed Information. Later, in other ministries, there were departments of public relations and press created as well. In 1982, there was a new structure for public relations adopted, it helped to get to a new level. [7]. Founded in 1975, the Institute of Journalism and Public Relations at the University of Istanbul was established 25 years ago. For professionals taught in this university, it is an honor to tell about the achievements and the level that were reached by the university over the years. Association of journalists of Istanbul and Istanbul University rector's office co-created Institute of Journalism. The institute, which was under changes a few times within one to two years and could not accept students. In the 1973-1974 school years, despite the difficulties, the institute started the school year and in 25 years of training has reached a high level. It was first created in the Faculty of Economics. According to the resolution adopted by the Senate of the University of Istanbul, it was decided to start training in industry, improvement and training of specialists in the sphere of communication with modern society [8].

We can say with confidence that the first activity of PR in Kazakhstan started after acquiring the independence. According to working in the press office E.Shaymerdenov, the Communist Party of Kazakhstan in 1990, August 7 has decided to establish a central spokesman. The place for meetings of the press services and briefings was in the restaurant "Dostyk" in Almaty. Meetings addressed the press services once a month and at other times as needed. The state of a new unit was approved as the head of the press service of the Secretary and four consultants. September 12, 1990 there was appointed the first secretary of the press service of the political power. [9].

With the recent formation of the PR in the Republic of Kazakhstan, the number of PR agencies and advertising agencies and marketing consulting firms and organizations, is significantly small. According to the scientist J. Bekbolatuly, the number of Kazakhstan PR agencies is growing. In Kazakhstan, there were first associations as a club "PR-shik" of the National Association of Public Affairs of Kazakhstan and PR professionals created. [10].

This area that is developing day by day in Turkey has a great importance. This area functioned in previous years with a different name in different spheres of government. For example, the publishing department, printing and advertising, promotion, public relations, advertising center, department of information, guidance, statistics, management of public relations, though divided into sections, all of these sectors performed one function, it was also one of the types of communication with society. Public relations began operations after the political changes in 1960, in the public administration. In Turkey, after the fund of public relations, in 1985 began operating the fund of public relations with Izmir. Currently, funds operate as "Ankara communication with society", "Bursa communication with society", "Guide of communication with society" [2]. In Turkey, the scope of communication with the public for the first time put into use in the state work. Application in the bodies of the Ministry of Foreign Affairs, the Information Department, Ministry of Defence and Public Service is the proof of this. The state planning department and the embassy established in 1964 was one of the first institutions that carried out the work of public services. In Turkey, the division of public relations began in the mid-1960s. Since 1969, large-scale institutions have begun to pay attention to the importance of this sector. To date, this area is carried out through the Department of Marketing and Communications. In Turkey, the sphere of education in public relations began in the mid-1960s. In the beginning, it was studied at the Faculty of Political Education of the University of Ankara, vocational school of journalism. Later, the scope of public relations was studied in cities like Izmir, Istanbul, Ankara, until 1992, when this major was studied in vocational school of radio-television and later studied in 15 other institutions [11].

In 2001, in Kazakhstan, there was a national association of public communication found. The main purpose of the association is the formation and development of the PR market in Kazakhstan. And in 2008, with the approval of members of the associations a code

of honor and ethics were adopted. The number of companies, organizations and agencies working in the field of public relations of the country has increased. They are: Kazakhstan printing club www.pressclub.kz, Kazakhstan Union of Journalists, the national press club, agency of PR Management www.medioclub.kz, Renaissance Agency www.renessans.kz, Agency Media Systems www.medisystem.kz, BRIF Agency www.brif.kz, Center for Gender Communication Technologies www.imagekz.com, creative assessment team InfoPrim www.infoprim.kz, Public relations and Promotion Central Asia www.prp.ru, school PRIORITET www.prioritet.kz, Journal of Marketing of goods and services www.marketing-tovar.kz, magazine Advertizing www.reklama.kz [12]. From the above examples, we can say that the production of PR has become an institution in the Republic of Kazakhstan.

One of the agencies, which has reached the heights on the market of PR in the Republic of Kazakhstan is a PR agency Tayniy Sovetnik Ogilvy. It works on the market of Central Asia since 2004. The headquarters is located in New York. Since 2006, the company entered into the structure of the international system of Ogilvy Public Relations Worldwide, with 60 offices around the world. And also, PR agency Tayniy Sovetnik Ogilvy - is part of the WPP Group and is one of the largest communications holding companies in the world. This agency has been successfully operating in Kazakhstan and continues to work on strategic advices in the field of PR. The main purpose - is to show their work in the corporate and financial communications, in social marketing, public and government organizations with the program of cooperation in marketing communications in the healthcare and information technology. PR agency Tayniy Sovetnik Ogilvy is working closely in the field of tourism. It is successful in the business of air transport, railway transport, the hotel business. PR agency Tayniy Sovetnik Ogilvy set a target to work against the crisis. Any of their clients can undergo crisis. Those clients were not subjected to the crisis; the agency is engaged in consultations. All the projects of the agency go through the group. In the group of agencies, consulting firms, international and foreign companies, as well as the international agencies, there are professional experts who have reached great success. [13]. However, since this is the International Agency, it does not cover projects on national projects. It does not give complete information in national and local publications. So, only the PR agency Tayniy Sovetnik Ogilvy website provides information and articles about the agency.

The general meeting of the International Fund for Public Relations was held in Venedikta. At this time, the Turkish Republic became a member of «IPRA International Community of public relations». The importance of the decisions was high, therefore in the International Community of public relations, there are professional rules adopted.

To Protect the Integrity of the Professionalism:

- Member of the Fund must maintain the degree of the individuality in society and conform to accepted laws of IPRA. The laws required to the consumer are the common position for everyone.
- A member alone cannot make decisions.
- Information about the old and new members should be kept, without the permission of a member cannot be published.
- Members must comply with unity.
- A member in the implementation of activities cannot take a gift and a bribe.
- If the member shows high levels, there will be no additional fees required [14].

In a society of education, the role of PR is very high, because in order to become a PR-agent it is not enough to just get an education. Along with the education in a person, there should be high organizational skills, talent, hardworking and ability to analyze. For inoculation of these abilities in the educational system of the Republic of Kazakhstan, in the field of public relations there were four one-year undergraduate, 2 for one-year master's degree programs introduced. In the Republic of Kazakhstan, since 1992 in our young country to create a positive image of the country in all spheres of life, there were PR agencies established. First in the institutes of higher education of the country there were: Kazakh National University named after Al-Farabi, Kazakh Economic University named after T.Ryskulov, International University of Business (UIB), University of KIMEP, which had graduates released with education in the field of PR. Presently, the graduates educated in PR program work in various fields, in banks, in enterprises, companies and firms in the media, in different agencies. Compare with Turkey in our country the educational system has a number of urgent issues requiring rapid solutions.

Firstly, the experts of the National Society of Public Affairs of the Republic of Kazakhstan shall be obliged to call for ZHOO for lessons, because they do not think that it is necessary to share their experiences with students.

Secondly, professional PR specialists do not undertake to hold seminars, lectures, workshops or open classes to students. They explain this by the fact that the payment is too low.

Thirdly, Kazakh teachers and professors of public relations and students with honors should be sent to the practice in the countries, such as the U.S., France, Britain and Russia, where PR is highly developed.

Fourthly, all the learning tools of public relations are imported from the West. Domestic funds for training in PR can be "counted on the fingers". Training facilities in Kazakh language are absent at all. We must increase funds for education in PR.

Sixthly, we need to expand the system of education in the field of public relations. PR professionals should not only be prepared in Almaty and Astana. Urgent action is needed to take over the training of PR professionals in other parts of the country.

Seventhly, unfortunately PR professionals working in our country are only involved in the commercial sphere. PR professionals need to work, in order to develop strategies and ideologies of our country.

Eighthly, we need to increase the number of forums and conferences to bring together PR professionals. The country has a number of issues to be solved.

First of all, in the Republic of Kazakhstan PR is in politics, commerce (advertising, independent media), financial spheres, where it is well-founded. In other areas of the development PR is very weak.

Secondly, especially in our country PR service in the tourism industry is not particularly well developed. However, in Kazakhstan, there are wilderness areas as in southern Kazakhstan Aksu Zhabagyly in Almaty region Almaty, in Kostanai region Nowruz, in Kyzyl-Orda region Barsakelmes, in Akmola region Korgalzhyn, in East Kazakhstan region Markakol, in Mangistau Ustirt, in South Kazakhstan Karatau. There are enough historical monuments and mausoleums, which have national importance. There are enough mountains and landscapes, rivers and lakes that have still not lost their natural value. Though all of the objects listed above, in summed research, are not represented to the tourists visiting our country in full. If rehabilitate the PR service in the field of tourism, it is possible to see in abundance the benefit of it. This can be seen from the experience of Turkey and some other countries.

PR activities in tourism of the Republic of Turkey were given high importance. Turkey is famous through PR activities worldwide. In Turkey, they are providing the opportunities to become familiar with the history of the

people and the country, the culture, the traditions, the spiritual and religious values, developed as a system that is beneficial to the state treasury. In addition to the benefits, tourism is a huge factor revealing the country to their own citizens and the international community. At present, most tour operators are working with the countries of the Mediterranean Sea. Among these countries, Turkey is very famous. Turkey is one of the countries which attracts tourists from all over the world. Among the countries receiving many tourists, Turkey is ranked third. Every year, up to 46% of the tourists from all over the world come to this country. Republic of Turkey is a country which is located between the two continents in the mouths of the Bosphorus waters and seas Dardanelles, Marmar between Europe and Asia, in the land of Asia and Western Thrace. Turkish coast are associated with the names like Cleopatra and Alexander Makednosky.

Turkey is known for its shop-tours. And also, the country's hotels are ones of the most comfortable hotels in the world. But the most important thing, is that it is the state with many monuments of architecture and history. One of the developed forms of tourism in Turkey is educational tourism, active tourism, water tourism. Turkey is well developed for a new tourism - Aqualand. It is a complex types of boating. In Turkey, Turkish baths are famous around the world. Many of the coast and the convenient geographical location of the Mediterranean Sea define the specific geographical location of Turkey, contributed to its development and the neighborhood with Greece. Turkey - is a mosaic country. It consists of land and islands. The villages and the coast have their own nature and characters, which are different from each other. Historical cities are closer to each other and are full of features: if one ranging in the gulf coast is surprising with sandy beaches and wide beaches, the other is located in the high rocks, which you can climb thought the ladder streets among the mountains and the third turned into a fashionable hotel and a boat club which has restaurants. In Turkey, there is well-developed tourism infrastructure. The main air carrier - is company Turkish Airlines. Railway transport is also well developed. The total length of Turkey's total land area 10 991 square kilometers. Out of these, 2274 kilometers are electrolyzed ways. Also, there are well-developed communication and ferry boats. On a permanent basis in the directions from Novorossiysk to Istanbul, from Trabzon to Samson, from Sochi to Trabzon, from Ukraine to Odessa - Istanbul, Odessa - Elindzhe, Sevastopol- Istanbul, Evpatoria - Istanbul, Skadvosk - Samsun there are ferries [15].

Compare with Kazakhstan PR activities in Turkish politics are well developed. Based on democracy in a study in the political arena of the Republic of Turkey, it can be noticed that there is existing political parties. Out of these, there are four major political parties, which skillfully use activities of PR. They are: "The People's Republican Party", which is founded in 1923 by Mustafa Kemal Atatürk (Cumhuriyet Halk Partisi), "National Party of Activists", founded in 1969 by Alparslan T?rkesom (MHP), "Justice Party" was founded in 1961 (Adalet Partisi), "The party Barys and Democracy" created under the leadership of the lawyer Mustafa Ayzita in 2008 (BDP). The above parties have separate tools of Information Media. These parties during the vote of the people in the different stages were able to use technologies of the PR. These parties have remained in the memory of the people in the organization of various political rallies, pickets and parades. Batch data published in the pages of PR technology in media.

Thirdly, there is crisis in the PR in medical field. But in Turkey public relations activities are very well developed in this area.

CONCLUSION

In summary, with the idea and support of the President N.A. Nazarbayev, there have been several major PR events publicized in our country. In 2010, the Republic of Kazakhstan chaired the Organization for Security and Cooperation in Europe. In 2011 in Almaty there were VII-th Olympic Winter Games organized with the participation of 17 countries. In order to show the capabilities of the country in world, the International Society of Kazakhstan has chosen the venue for the international exhibition EXPO-2017. At the same time, it presides at the Society of Islamic associations and societies of collective security. Of course, this is due to the work of experienced politicians. We think that such events should be organized by the PR professionals in the future. Given the thought of PR theoretic Ashlee Vertlin "PR can provide all the capabilities for your company, your firm" [16], PR will increase demand, the demand for services provided by you. Improves the situation of staff morale, attracts new talents and adds the value to the companies. PR agency is a binding golden bridge between the government and the society, the measure of control communication between the organization and the community. In that case, all must learn this tool. As we can see from the media, PR has a special role in the world. We consider it necessary to note that, in the future, we need to develop PR in all areas of our country.

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