

The idea of soft power has been enthusiastically embraced by both politicians and spectators in Turkey, where it has seen considerable success.

## [www.TurkSub24.live](http://www.TurkSub24.live) - Turkish Series for Free

The Turkish economy has experienced rapid growth during the 1990s and more recently in the 2000s as the Turkish state worked to assert its dominance in the area.

The government emphasized the expansion of its diplomatic and cultural clout.

In fact, over time, foreign ministers and other political actors have emphasized both the "Turkish Model" as a source of influence and the historical ties with neighboring nations.

Several media and cultural institutions have been promoted as Turkish soft power tools.

Some of them, like the national broadcaster TRT (Turkish Radio and Television Corporation) or the Yunus Emre Institutes, are under the direct supervision of the Turkish government.

Through TRT World, which broadcasts news and cultural programs in English, as well as TRT Türk and TRT Avaz, which broadcast in Turkish and target Turkish communities living abroad as well as Turkic countries such as Azerbaijan or Uzbekistan, TRT started to broaden its reach to Europe, Asia, and Africa in the 2000s.

Additionally, the Yunus Emre Institute was established in 2007 as a public foundation with the goals of teaching Turkish, promoting Turkish culture, creating international exchange programs, and helping foreign universities with their Turkology departments.

The Institute began operating in 2009 and is currently present in close to 40 different nations.

But Turkey's tremendously successful TV series industry has been touted as a crucial component of its soft power.