November 13-14, 2025
Ankara, Türkiye

# 9. INTERNATIONAL ANKARA MULTIDISCIPLINARY STUDIES CONGRESS

## FULL TEXTS BOOK (VOLUME-1)




**EDITED BY**

**Assoc. Prof. Dr. Ethem İlhan ŞAHİN**

**Dr. Jamal Eldin Fadoul Mohammed IBRAHIM**



**ISBN - 979-8-89695-243-5**

**www.izdas.org**

# FULL TEXTS BOOK

## VOLUME-1

# 9. INTERNATIONAL ANKARA MULTIDISCIPLINARY STUDIES CONGRESS

**November 13-14, 2025**
**Ankara Turkiye**

## Editors

**Assoc. Prof. Dr. Ethem İlhan ŞAHİN**

**Dr. Jamal Eldin Fadoul Mohammed IBRAHIM**

**29.11.2025**

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FULL TEXTS BOOK

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# CONGRESS ID

## TITLE OF CONGRESS

9. INTERNATIONAL ANKARA MULTIDISCIPLINARY STUDIES CONGRESS

## PARTICIPATION

Keynote & Invited

## DATE - PLACE

November 13-14, 2025

Ankara Turkiye

## EDITORS

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Dr. Jamal Eldin Fadoul Mohammed IBRAHIM

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## PARTICIPATING COUNTRIES (31)

Türkiye, Azerbaijan, TRNC, Nigeria, Iran, Pakistan, Albania, Kosovo, Romania, Indonesia, Mexico, Vietnam, Bangladesh, Uzbekistan, Kazakhstan, Algeria, India, Morocco, Portugal, Belarus, Lebanon, South Africa, Slovakia, Philippines, USA, Colombia, Spain, Ukraine, Saudi Arabia, Georgia, Yemen

## TOTAL ABSTRACTS: 411

The number of abstracts from foreign countries: **218**

The number of abstracts from Türkiye: **193**

## LANGUAGES

Turkish, English

# PHOTO GALLERY






# 9. INTERNATIONAL ANKARA MULTIDISCIPLINARY STUDIES CONGRESS

November 13-14, 2025
Ankara Turkiye

# PROGRAM

**Meeting ID: 813 0348 3436**
**Passcode: 131413**

**https://us02web.zoom.us/j/81303483436?pwd=Ac7Vst2zoZ2X9KbJisTuWNR2axLfzY.1**

## PARTICIPANT COUNTRIES (31):

Türkiye, Azerbaijan, TRNC, Nigeria, Iran, Pakistan, Albania, Kosovo, Romania, Indonesia, Mexico, Vietnam, Bangladesh, Uzbekistan, Kazakhstan, Algeria, India, Morocco, Portugal, Belarus, Lebanon, South Africa, Slovakia, Philippines, USA, Colombia, Spain, Ukraine, Saudi Arabia, Georgia, Yemen



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**14.11.2025**
**Moderator: Assoc. Prof. Dr. Safiye SARI**
**Ankara Local Time: 14:30 – 16:30**
**Adress: Ankara Büyükşehir Belediyesi**
**GENÇ AKADEMİ ULUS**

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| AN ANALYSIS OF 18TH CENTURY OTTOMAN WOMEN'S GARMENT FORMALITY THROUGH LEVNI'S MINIATURES | Safiye SARI | Atatürk University, Türkiye |
| A COMPARATIVE ANALYSIS OF REGIONAL LABOR MARKET INDICATORS: THE CASE OF AMASYA | Göksu DEMİR<br>Leyla Firuze ARDA<br>Emrah KOPARAN | Amasya University, Türkiye |
| A BIBLIOMETRIC ANALYSIS OF ACADEMIC STUDIES ON SOFT POWER AND CULTURAL DIPLOMACY: EVIDENCE FROM THE SCOPUS DATABASE | Aydın YEŞİLYURT | Akdeniz University, Türkiye |
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FULL TEXTS BOOK

# YUMUŞAK GÜÇ VE KÜLTÜREL DİPLOMASİ ALANINDA YAPILAN AKADEMİK ÇALIŞMALARIN BİBLİYOMETRİK ANALİZİ: SCOPUS VERİTABANI ÜZERİNE BİR İNCELEME

# A BIBLIOMETRIC ANALYSIS OF ACADEMIC STUDIES ON SOFT POWER AND CULTURAL DIPLOMACY: EVIDENCE FROM THE SCOPUS DATABASE

***Arş. Gör. Aydın YEŞİLYURT***

*Akdeniz Üniversitesi, İletişim Fakültesi, Radyo Televizyon ve Sinema, Pınarbaşı, Antalya.*

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## ÖZET

Bu çalışma, soft power (yumuşak güç) ve cultural diplomacy (kültürel diplomasi) alanlarında üretilen 6.099 akademik literatür bibliyometrik analiz yöntemiyle incelemekte ve bu kavramların uluslararası akademideki yönelimlerini bütüncül biçimde ortaya koymayı amaçlamaktadır. 1990'lı yıllarda Joseph S. Nye tarafından geliştirilen soft power teorisi, devletlerin askeri ve ekonomik araçlar dışında kültür, değerler ve ikna yoluyla etki yaratma kapasitesine odaklanmıştır. Bu kavram zamanla, kültürel üretim, medya, sanat, eğitim ve dijital diplomasi alanlarını kapsayan geniş bir kuramsal çerçeveye dönüşmüştür. Ancak, bu alandaki çalışmaların sayısal eğilimleri, entelektüel merkezleri ve tematik yönelimleri bugüne kadar sınırlı biçimde incelenmiştir.

Bu eksiklikten hareketle çalışma, Scopus veri tabanında yer alan soft power ve cultural diplomacy temalı akademik yayınları kapsamlı biçimde analiz etmektedir. Veriler, VOSviewer yazılımı aracılığıyla yazar, kurum, ülke, dergi, anahtar kelime ve atıf düzeylerinde görselleştirilmiştir. Elde edilen ağ haritaları, literatürde öne çıkan tematik kümeleri, uluslararası iş birliği yapısını ve kavramsal yakınlıkları ortaya koymuştur. Bulgular, soft power araştırmalarının 2000'li yılların başından itibaren hızla artış gösterdiğini; çalışmaların üç temel eksende, "güç teorisi, kültürel kimlik ve diplomasi/iletişim" yoğunlaştığını göstermektedir.

Sonuç olarak, bu araştırma soft power ve cultural diplomacy literatürünün kurumsallaşma sürecini, uluslararası iş birliği ağlarını ve entelektüel çekim merkezlerini sistematik biçimde haritalandırmıştır. Çalışma, bu alanlarda disiplinlerarası bir yakınsamanın yaşandığını ve kültürel diplomasiye dair gelecekteki araştırmaların dijitalleşme, medya etkisi ve kültürel markalaşma gibi yeni temalar etrafında gelişeceğini göstermektedir.

**Anahtar kelimeler:** Yumuşak güç, kültürel diplomasi, bibliyometrik analiz, Scopus

## ABSTRACT

This study examines 6,099 academic publications produced in the fields of soft power and cultural diplomacy through a bibliometric analysis, aiming to provide a comprehensive overview of the intellectual and thematic orientations of these concepts in the international academic literature. The soft power theory, developed by Joseph S. Nye in the 1990s, focuses on the ability of states to exert influence through culture, values, and persuasion rather than military or economic means. Over time, this concept has evolved into a broad theoretical framework encompassing areas such as cultural production, media, art, education, and digital diplomacy. However, the numerical trends, intellectual foundations, and thematic orientations of studies in this domain have so far been examined only to a limited extent.

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Addressing this gap, the present study conducts a comprehensive analysis of soft power and cultural diplomacy-related academic publications indexed in the Scopus database. Using the VOSviewer software, the data were visualized at multiple levels including authors, institutions, countries, journals, keywords, and citations. The resulting network maps reveal the major thematic clusters, international collaboration patterns, and conceptual interconnections within the literature. Findings indicate that research on soft power has expanded rapidly since the early 2000s and has predominantly clustered around three main axes: power theory, cultural identity, and diplomacy/communication.

In conclusion, this study systematically maps the institutionalization process, international collaboration networks, and intellectual centers of the soft power and cultural diplomacy literature. The results demonstrate an increasing interdisciplinary convergence within these fields and suggest that future research on cultural diplomacy will likely evolve around new themes such as digitalization, media influence, and cultural branding.

**Keywords**: Soft power, cultural diplomacy, public diplomacy, nation branding, digital diplomacy, bibliometric analysis, Scopus.

## INTRODUCTION

In the increasingly interconnected landscape of the twenty first century, the influence of states in the international arena is shaped not only by military or economic capabilities but also by cultural appeal and persuasive capacity. The conceptual framework of this shift was introduced by Joseph S. Nye in 1990 through the theory of soft power. According to Nye, soft power refers to a country's ability to influence other actors not through coercion or economic pressure, but through the attractiveness of its values, culture, ideals and policies (Nye 2004). This perspective expands the classical hard power paradigm in international relations by incorporating cultural and communicative dimensions, thereby opening the way for a broader understanding of power.

Over time, soft power has been reinterpreted not only within political processes but also through practices of cultural diplomacy (Cull 2008; Melissen 2005). Cultural diplomacy is defined as a form of communication that strengthens a country's international image through channels such as art, media, education, sports and cultural exchange programs (Cummings 2003). In this context, the boundaries between public diplomacy and cultural diplomacy have become increasingly blurred, and culture, art and media have emerged as central elements of international interaction (Gilboa 2008; Zaharna 2010).

During the last two decades, the rise of digital communication technologies has further expanded the scope of soft power. Alongside states, media organizations, cultural industries, civil society actors and individuals have become influential participants in shaping international image and perception (Pamment 2012; Bjola and Holmes 2015). Social media and digital platforms, in particular, have transformed cultural diplomacy into a multidimensional and interactive process (Manor 2019). This development has positioned soft power not merely as a model of interstate interaction but as a central mechanism of global cultural circulation (Thussu 2018; Chitty 2017).

However, the widening use of the concept has also created certain ambiguities within the literature. Terms such as soft power, public diplomacy, nation branding, cultural relations and digital diplomacy are often employed interchangeably, generating conceptual overlaps and blurred terminologies (Fan 2010; Zaharna 2015; Yeşilyurt, 2024a; Yeşilyurt, 2024b). As a result, the boundaries of soft power are defined differently across disciplines. Moreover, much of the existing research is conceptual or qualitative in nature, and bibliometric studies that systematically map the structural evolution of the soft power and cultural diplomacy literature remain limited (Chung and Kim 2021; Wang and Lu 2020).

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Therefore, examining the scientific production processes, publication trends, thematic orientations and international collaboration networks in these fields is essential for addressing this gap. Building on this need, the present study seeks to answer the following research questions:

*RQ1. Which authors, institutions and countries produce the highest volume of publications in this field*

*RQ2. How are the thematic clusters, conceptual orientations and collaboration networks structured within the literature*

*RQ3. Which concepts and research areas remain underexplored in studies on soft power and cultural diplomacy*

To address these questions, the study employs a bibliometric approach. Records published between 2000 and 2025 were retrieved from the Scopus database using VOSviewer software to conduct network analyses at the author, institution, country, journal, keyword and citation levels. Through this approach, the intellectual structure, research orientations and developmental dynamics of soft power and cultural diplomacy studies are revealed both visually and statistically.

## METHOD

This study examines the academic literature on soft power and cultural diplomacy through a bibliometric analysis. The bibliometric approach evaluates the quantitative and structural characteristics of publications in a particular research field, revealing publication trends, collaboration networks and conceptual clusters.

The dataset was compiled from the Scopus database using the keywords “soft power” and “cultural diplomacy.” The search covered titles, abstracts and keywords and included all publications dated between 2000 and 2025. Retrieved records were reviewed by publication type including articles, book chapters and conference papers. Duplicate entries and irrelevant records were removed to create the final dataset.

VOSviewer version 1.6.x was employed for data analysis. Network maps were generated at the author, institution, country, journal, keyword and citation levels. Visualizations were organized to represent the intensity of bibliometric relations and clustering tendencies. Co authorship analysis was used to explore academic collaboration patterns, while co citation and bibliographic coupling analyses were applied to identify the intellectual foundations of the field.

Both quantitative and visual evaluations were performed, and the resulting clusters were interpreted thematically. Through this process, the study identifies the authors, institutions, countries and sources that shape the field, the thematic areas in which the literature is clustered and the ways in which soft power and cultural diplomacy studies have evolved over time.

## FINDINGS

### General Data

In Scopus, the concepts “soft power” and “cultural diplomacy” were searched using the logical operator “or.” The initial search produced a total of 12,554 records. Sources that were not relevant to the topic were removed through both manual screening and artificial intelligence assisted filtering. The number of excluded records was 6,455. The remaining 6,099 records constituted the dataset used for analysis.

**Table 5** Publication Quality and Quantity by Data Source

| Source Type | Initial Count | Excluded | Remaining | Proportion (percent) (%) |
|---|---|---|---|---|
| **Article** | 8624 | 4772 | 3852 | 44.7 |

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| | | | | |
|---|---|---|---|---|
| **Book chapter** | 1934 | 603 | 1331 | 68.8 |
| **Book** | 702 | 314 | 388 | 55.3 |
| **Review** | 852 | 476 | 376 | 44.1 |
| **Editorial** | 98 | 29 | 69 | 70.4 |
| **Note** | 72 | 31 | 41 | 56.9 |
| **Conference paper** | 211 | 185 | 26 | 12.3 |
| **Short survey** | 21 | 16 | 5 | 23.8 |
| **Erratum** | 12 | 7 | 5 | 41.7 |
| **Letter** | 19 | 17 | 2 | 10.5 |
| **Retracted** | 6 | 4 | 2 | 33.3 |
| **Data paper** | 2 | 1 | 1 | 50.0 |
| **Conference review** | 1 | 0 | 1 | 100.0 |
| **Toplam** | 12,554 | 6,455 | 6.099 | 100.0 |

**CO AUTHORSHIP NETWORKS: AUTHORS, INSTITUTIONS AND COUNTRIES**

This section presents the co authorship analysis of academic literature produced in the fields of soft power and cultural diplomacy. In bibliometric research, co authorship relations at the levels of authors, institutions and countries provide important indicators of the scientific production capacity of a field and the extent of its international interaction. Author level collaboration reflects the degree to which a research area relies on collective knowledge production, while institutional and country level connections reveal the global distribution and regional concentration of academic networks.

In this analysis, VOSviewer software was used to map the connections among authors, institutions and countries. Network density, clustering tendencies and central actors are visualized. Each node in the network represents an author, an institution or a country, and the lines connecting the nodes indicate co authored publications among these actors. The size of a node reflects productivity, while the thickness of the connecting lines indicates the intensity of collaboration.

Accordingly, the analysis of collaboration networks plays a crucial role in assessing the global distribution of soft power and cultural diplomacy studies within the international research ecosystem, identifying areas of interdisciplinary interaction and determining which academic centers hold leading positions in knowledge production.

**Co authorship Analysis of Authors**

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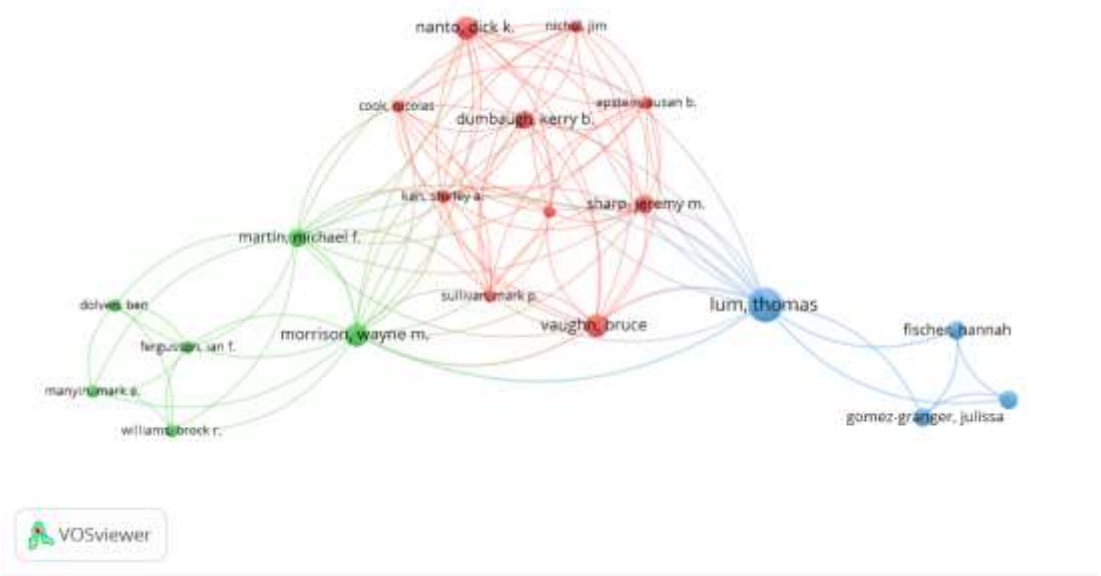



**Figure 1** Co authorship Network of Authors

The author level co authorship network reveals three distinct clusters within the soft power and cultural diplomacy literature. The red cluster represents a group of authors such as Kerry B. Dumbaugh, Jeremy M. Sharp, Dick K. Nanto and Susan B. Epstein, who frequently collaborate on policy reports and analytical studies. This cluster reflects a strong collaboration network within United States based research institutions that focus on foreign policy and public diplomacy.

The green cluster includes authors such as Wayne M. Morrison, Michael F. Martin and Mark E. Manyin, who concentrate on economic diplomacy, trade relations and regional development. This group combines the concept of cultural diplomacy with analyses of economic impact and policy making.

The blue cluster consists of researchers such as Thomas Lum, Hannah Fischer and Julissa Gomez Granger. These authors collaborate primarily on public diplomacy reports and studies related to media representations.

The intensity of the connecting lines on the map reflects the frequency of joint publications among authors. In this regard, Thomas Lum occupies a central position in the network and functions as a bridge between the clusters. Overall, the analysis demonstrates that the literature on soft power and cultural diplomacy is shaped to a large extent by institution based reports, multi author publications and policy driven research, while international collaboration remains relatively limited in scope.

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**Co authorship Analysis of Institutions**

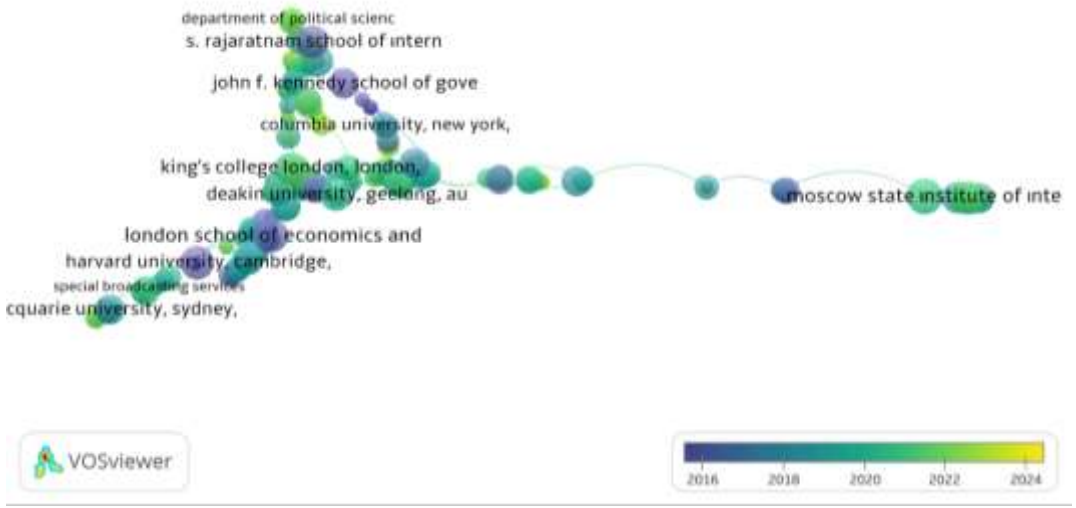



**Figure 2** Co authorship Network of Institutions

The institution level network map illustrates that academic production in the field of soft power and cultural diplomacy is concentrated within particular scholarly centers. The color scale in the visualization reflects publication years, with blue tones indicating earlier work and yellow tones representing more recent collaborations from the period of 2022 to 2024.

The central region of the map, which includes institutions such as Harvard University, the London School of Economics, King's College London, Columbia University and the John F. Kennedy School of Government, demonstrates the historical leadership of the Anglo American academic tradition in this field. These institutions typically serve as hubs for theoretical frameworks related to public diplomacy, media and international communication policy.

The Moscow State Institute of International Relations appears on the right side of the map with a noticeable concentration of publications in the more recent period after 2020. This pattern reflects Russia's increasing academic interest in the concept of soft power and its effort to shape its own discourse on diplomacy.

Institutions located toward the lower section of the map, including Macquarie University in Sydney, Deakin University in Australia and the Special Broadcasting Services, represent emerging contributions from the Asia Pacific region. The presence of these institutions indicates that cultural diplomacy studies have expanded beyond a Western centered scholarly domain and are evolving into a global and multipolar academic field.

Overall, this analysis shows that the literature on soft power and cultural diplomacy has historically been institutionalized around Western universities, while in recent years new contributions from Russia and the Asia Pacific region have begun to gain visibility within the academic landscape.

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**Co authorship Network by Countries**

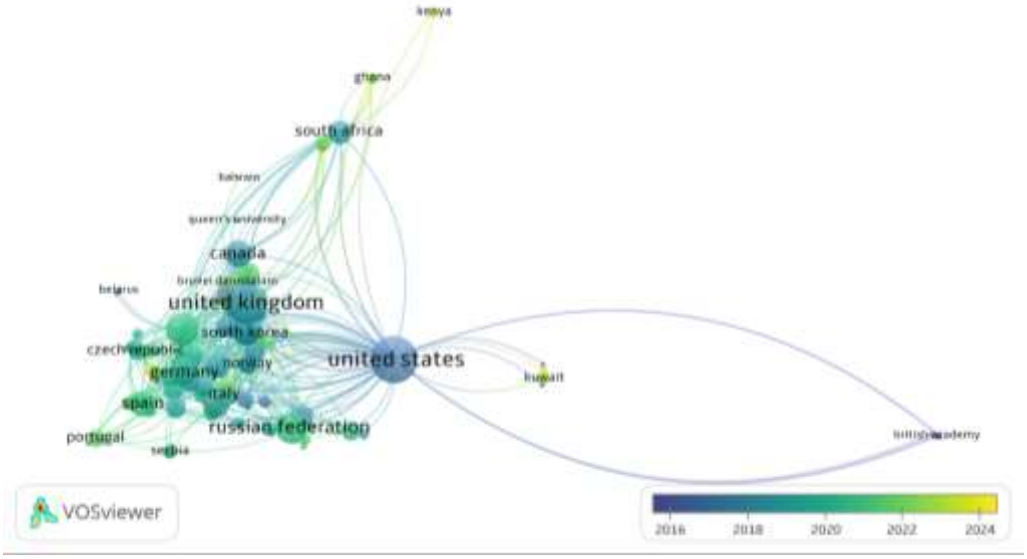



**Figure 3** Co authorship Network by Countries

The country level network map shows that the literature on soft power and cultural diplomacy is historically centered in the West, yet increasingly global in its structure. The United States appears at the core of the network as the country with the highest degree of connectivity. Surrounding the United States are countries such as the United Kingdom, Canada, Germany, Italy, Spain and South Korea, which represent the main centers of scholarly production in the field. The co authored connections among these countries highlight the lines along which interdisciplinary collaborations on soft power and public diplomacy have been most actively formed.

The Russian Federation is positioned in the network with clear linkages to the European axis. This reflects Russia's growing academic interest in conceptualizing an alternative understanding of soft power in recent years. Smaller European countries such as Portugal, Serbia and the Czech Republic have also become visible in the map as emerging research contributors, especially in studies related to cultural identity and regional diplomacy.

Countries located in the upper section of the map, such as South Africa, Ghana and Kenya, stand out due to the rise of postcolonial perspectives that reinterpret the concept of soft power. These countries maintain strong collaboration lines with Anglo American academia and have become increasingly influential production centers, particularly since 2020.

On the right side of the network, more limited but thematically distinct collaborations appear in countries such as Kuwait and in entities such as the British Academy. Although the number of publications from the Middle East and the Gulf region remains modest, these connections show that new conceptual directions are beginning to emerge.

Overall, this analysis demonstrates that although research on soft power and cultural diplomacy has long been concentrated along the United States and United Kingdom axis, recent years have witnessed the development of a more diversified and multi centered knowledge network as European, Asian and African countries have become increasingly active contributors.

**CO OCCURRENCE OF KEYWORDS: MOST FREQUENTLY USED AUTHOR KEYWORDS**

This section presents the co occurrence analysis of keywords used in academic studies on soft power and cultural diplomacy. From a bibliometric perspective, keywords serve as key indicators of the conceptual structure, thematic orientations and developmental trends of a research field. Author selected

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keywords reflect not only the content of individual studies but also the conceptual commonalities and thematic foci that characterize research communities within the field.

Using VOSviewer software, the relationships among the most frequently used author keywords were mapped. Each node represents a keyword, and the connecting lines indicate how often these concepts appear together in the same publications. The size of each node reflects the frequency with which the keyword is used, while the colors represent thematic clusters formed by groups of related keywords.

Keyword co occurrence analysis is a critical tool for identifying the thematic structure of the soft power and cultural diplomacy literature. It clarifies which concepts occupy central positions, which thematic areas shape the field and which emerging conceptual domains are gaining prominence. In doing so, it allows for a systematic assessment of thematic concentrations and research gaps within the literature.

**Analysis of the Most Frequently Used Author Keywords**

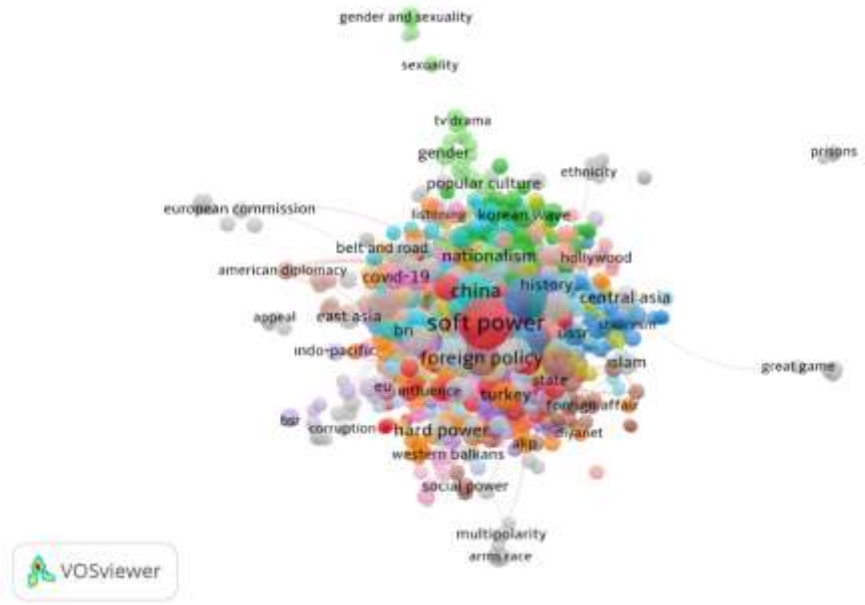



**Figure 4** Analysis of the Most Frequently Used Author Keywords

The map shows that the concepts “soft power” and “foreign policy” occupy the center of the network and constitute the theoretical core of the literature. Around these two concepts, themes such as China, Turkey, Central Asia, the European Union, Islam, nationalism and foreign affairs form dense clusters. This pattern indicates that debates on soft power are largely associated with foreign policy, national identity and regional spheres of influence.

In the map where the concepts are clustered by color, the green cluster represents the cultural dimension. It includes terms such as popular culture, TV drama, gender, Korean wave and Hollywood, which reflect studies focused on cultural production and media influence. The blue cluster highlights political and historical themes such as foreign policy, Central Asia, history, nationalism, the USSR and Islam, representing analyses grounded in state centered approaches.

The red and orange clusters contain contemporary and alternative interpretations of soft power. Concepts such as COVID nineteen, Belt and Road, Indo Pacific and multipolarity emphasize shifts in global power balances and highlight China centered approaches to soft power. Smaller clusters located toward the edges of the map, including terms such as gender and sexuality, ethnicity and prisons, represent emerging interdisciplinary themes that are still developing within the literature.

Overall, the analysis shows that the soft power literature is structured around three main axes:

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1. State oriented diplomacy and foreign policy research
2. Approaches centered on cultural production, media and popular culture
3. Discussions on multipolar soft power centered on new global actors, particularly China, Turkey and the European Union

These findings demonstrate that studies on soft power intersect strongly with both classical international relations theories and cultural studies, revealing that the field has evolved into a multidimensional conceptual domain.

**CITATION ANALYSIS: DOCUMENTS, SOURCES, AUTHORS, INSTITUTIONS AND COUNTRIES**

This section presents the citation analysis of academic studies within the soft power and cultural diplomacy literature. Citation analysis makes it possible to identify the level of intellectual influence in a research field and to determine which authors, institutions, sources and countries have become central in the production of knowledge. These analyses do more than indicate which works receive the highest number of citations; they also reveal the theoretical foundations upon which the field is built and the academic centers that play decisive roles in shaping scholarly discourse.

Using VOSviewer software, citations were examined at four levels: documents, authors, sources and institutions or countries. The network maps generated for each level visualize the most frequently cited elements in the field, the connections among them and the intensity of these relationships. Each node in the map represents a publication, author, journal or institution. The size of each node reflects its total citation count, while the connecting lines represent the intellectual links between them.

Citation analysis is essential for understanding the scientific development of the soft power and cultural diplomacy fields and identifying which works have gained reference status in the literature. This method makes the theoretical centers of the field visible and helps identify key trends, strong publication clusters and influential domains that can guide future research.

**Network of the Most Cited Documents**

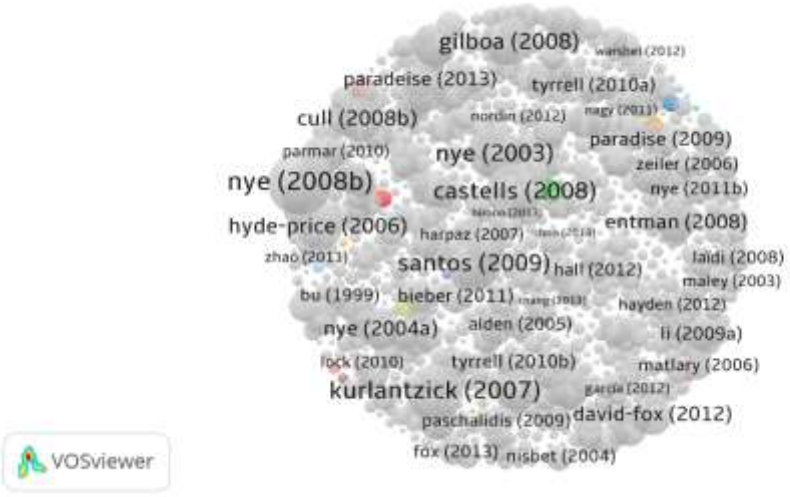



**Figure 5** Document Network Analysis: Most Cited Documents

As clearly shown in the map, Joseph Nye's works published in 2003 and 2008 (Nye 2003; Nye 2008b) occupy the central position in the network and constitute the theoretical foundation of the literature. These studies systematically define the concept of soft power and establish the conceptual framework that later research has adopted.



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Directly surrounding Nye are works by Castells (2008), Cull (2008b), Gilboa (2008) and Hyde Price (2006). These authors have made significant contributions by examining the communication, public diplomacy and international image management dimensions of soft power. In particular, Castells's book Communication Power (2008) introduced the argument that power in the digital age is reorganized through networks, which initiated a new direction in cultural diplomacy research.

Studies by Kurlantzick (2007) and Santos (2009) focus on the soft power strategies of China and other emerging actors, paving the way for debates on new centers of influence in the literature. Additionally, the works of Entman (2008) and Hall (2012) address media and representation theories, highlighting the role of perception formation in discussions of soft power.

The dense central structure of the graph demonstrates that the soft power literature is largely built on a small number of core theoretical sources, while smaller nodes located at the periphery reinterpret the concept across different geographical and disciplinary contexts. This pattern indicates that the field possesses a strong theoretical nucleus while also exhibiting dynamic development through diversified application areas.

**Most Cited Journals**

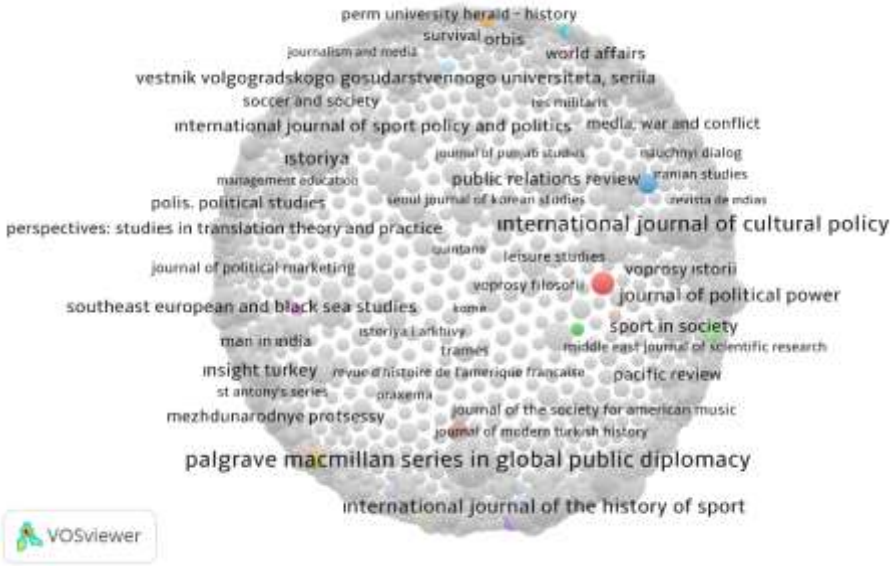



**Figure 6** Source Network Map: Most Cited Journals

The map illustrates that publications in the fields of soft power and cultural diplomacy are largely concentrated around a small number of core journals. At the center stands the *International Journal of Cultural Policy*, which has become a leading outlet in the literature with its focus on cultural diplomacy, cultural heritage governance and international cultural policy. The journal hosts a substantial body of highly cited articles that examine the policy dimension of cultural power.

Located at the lower section of the map, the *Palgrave Macmillan Series in Global Public Diplomacy* emerges as one of the most influential book series in the field. Through its comprehensive edited volumes on global public diplomacy, media and nation branding and strategic communication, this series has made major contributions to the theoretical framework of the discipline.

Journals such as the *Journal of Political Power*, *Public Relations Review*, *Pacific Review* and *Sport in Society* approach soft power from different disciplinary perspectives including political science, communication studies and sports sociology, reflecting the multidimensional nature of the field. In

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particular, *Public Relations Review* holds a strong position in the literature due to its focus on public diplomacy and international image management.

Regional journals positioned at the periphery of the map, including *Insight Turkey*, *Southeast European and Black Sea Studies* and the *Journal of Modern Turkish History*, constitute the main outlets for research on Turkey's soft power strategies and regional diplomacy practices. Their presence indicates that soft power scholarship is produced not only within Western academic centers but also through regional and alternative intellectual hubs.

Overall, this analysis demonstrates that research on soft power and cultural diplomacy has developed within an interdisciplinary publication ecosystem shaped around cultural policy, public diplomacy and regional strategy. The literature is represented in both high impact international journals and regionally focused academic platforms, highlighting a balanced and increasingly diversified scholarly landscape.

**Most Cited Institutions**




**Figure 7** Organizational Citation Network Analysis: Most Cited Institutions (Citation Analysis by Organizations)

The map clearly illustrates that Western academic institutions occupy a dominant position in the soft power and cultural diplomacy literature. Among the institutions with the highest citation density are well-established universities such as the University of Oxford, University of Cambridge, University College London, the University of Michigan, and Leiden University. These institutions serve as major centers that develop the theoretical frameworks of the field and produce pioneering research in public diplomacy, media studies, and international relations.

The map also shows the prominent presence of American institutions such as the University of Southern California and the University of California, San Diego. In particular, the USC Center on Public Diplomacy and similar research hubs play a decisive role in shaping studies that focus on the media and communication dimensions of soft power.

In Europe, the presence of institutions such as Universidad Complutense de Madrid, Universitat Pompeu Fabra (Barcelona), and Ca' Foscari University of Venice indicates that cultural diplomacy studies have also gained a solid academic foothold within Latin and Mediterranean regions. These institutions are generally concentrated in the areas of cultural policy, identity representation, and regional diplomacy.

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In addition, institutions such as the University of Johannesburg (South Africa) and the University of Haifa (Israel) emerge as alternative centers examining the soft diplomacy practices of regional powers. Universities from Australia, including the University of Melbourne and UNSW Sydney, point to the growing contribution of the Asia-Pacific region to the global expansion of the field.

Overall, this analysis shows that the Oxford–Cambridge–Michigan–Leiden axis constitutes the theoretical core of academic production in soft power research, yet in recent years institutions in Spain, Australia, South Africa, and Israel have gained increasing influence. This indicates that, despite its predominantly Western origins, the field is undergoing a process of global academic diversification.

**Most Cited Countries**

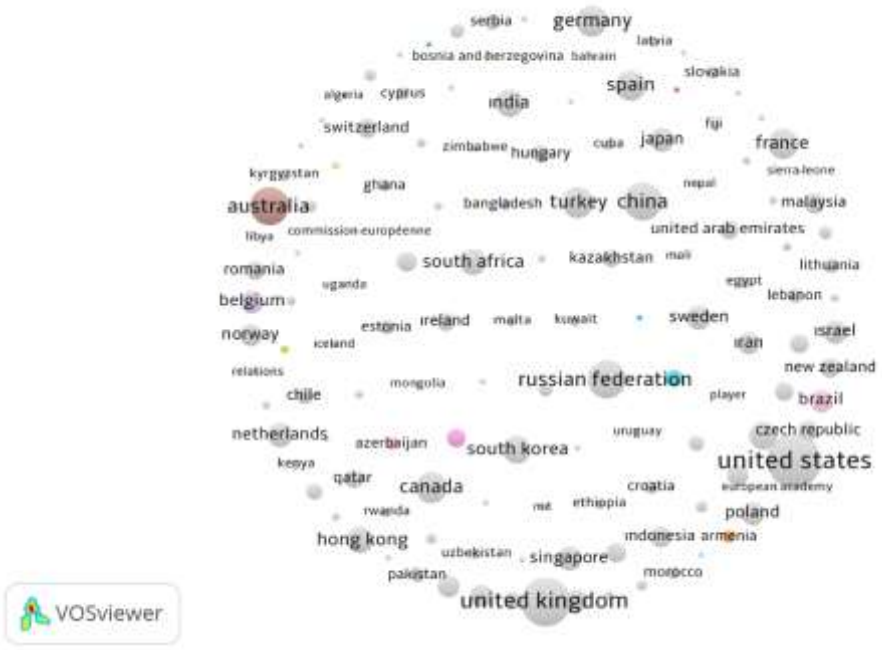



**Figure 8** Country-Level Citation Network: Most Cited Countries (Citation and Collaboration Network by Countries)

The map clearly shows that the United States and the United Kingdom occupy central positions and emerge as the two most highly cited countries. These two countries host the foundational theorists of soft power (particularly Joseph Nye and Nicholas Cull) as well as the major research centers in the field. This indicates that the literature has long developed around a Western-centric intellectual axis.

In the second tier of the network, Germany, France, Spain, and the Netherlands represent the main hubs within European academia where studies on cultural diplomacy, nation branding, and media strategies are concentrated. Publications from these countries receive high citation counts, particularly in the context of cultural policy and EU public diplomacy.

The visible presence of China, the Russian Federation, Turkey, South Korea, and Japan in the network demonstrates that non-Western powers have become increasingly active in the soft power literature in recent years. These countries have begun to redefine their own cultural and political narratives within the global academic arena and have contributed significantly to studies on “alternative soft power models.”

Countries such as Australia, Canada, and South Africa stand out as emerging secondary centers that combine the Anglo-Saxon academic tradition with regional diplomacy research. Australia, in particular,

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has recently gained notable citation prominence through its cultural diplomacy studies focused on the Asia-Pacific region.

Countries located at the periphery of the map—such as Singapore, Brazil, India, Israel, and the United Arab Emirates—represent new research areas that interpret soft power through the lenses of media, religion, sports, and technology. This pattern indicates that the literature is evolving beyond a Western-centric structure toward a more multipolar and culturally diverse configuration.

Overall, this analysis shows that while citation density in soft power research remains concentrated around the U.S.–U.K. axis, the past decade has witnessed increasingly visible academic contributions from Asia, Australia, and the Middle East. This trend suggests that soft power is becoming a truly global conceptual framework and that a geographical shift in the literature's intellectual center is underway.

**Most Highly Cited Authors**

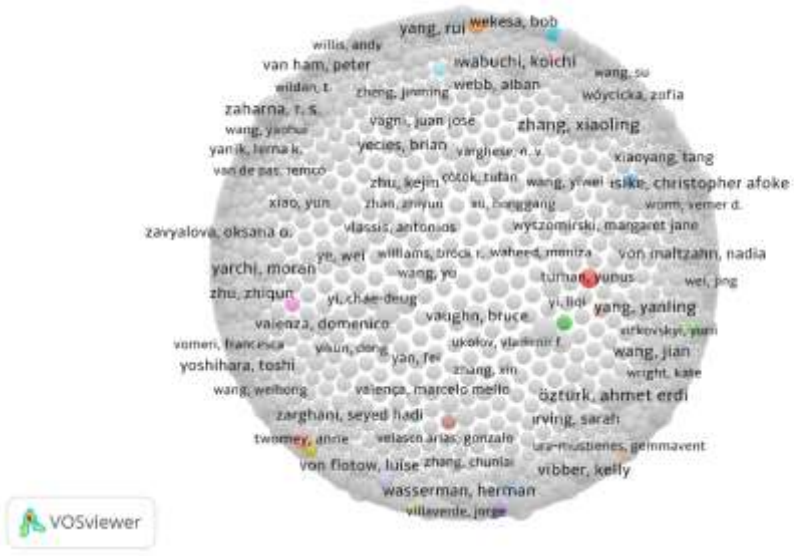



**Figure 9 Author Level Citation Network: Most Cited Authors**

The map clearly illustrates the rise of non Western academic centers in soft power and cultural diplomacy scholarship in recent years. At the core of the network are authors such as Zhang Xiaoling, Yang Yanling, Yang Rui, Isike Christopher Afoke, and Ahmet Erdi Ozturk. Their central positioning demonstrates the growing visibility of researchers from China, South Africa, and Turkey within the field.

The thematic focus of these authors includes China's cultural diplomacy strategies within the framework of the Belt and Road Initiative, regional diplomacy practices in Africa, and Turkey's religious and cultural soft power approaches. This indicates the emergence of an influential epistemic community that is not Western in origin but is globally relevant.

Authors such as Peter Van Ham, R S Zaharna, Toshi Yoshihara, and Koichi Iwabuchi appear as foundational scholars whose work on cultural representation, media diplomacy, and identity construction continues to shape the literature. Zaharna's concept of networked public diplomacy, in particular, has become a key reference for understanding the transformation of public diplomacy in the digital era.

Authors positioned at the periphery of the network, including Oksana O Zavyalova, Domenico Valenza, and Herman Wasserman, contribute to the geographic expansion of the literature through their work on

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Latin America, Africa, and Eastern Europe. Additionally, Ahmet Erdi Ozturk's scholarship on religion, identity, and foreign policy provides crucial insights into Turkish soft power studies.

Overall, the network map reveals that soft power research is no longer confined to the Anglo American theoretical tradition. Scholars from Asia, Africa, and the Middle East have become central contributors, indicating a shift toward a multi centered, cross cultural, and interdisciplinary knowledge structure within the field.

**BIBLIOGRAPHIC COUPLING ANALYSIS: DOCUMENTS, SOURCES, AUTHORS, ORGANIZATIONS, COUNTRIES**

This section examines bibliographic coupling within the soft power and cultural diplomacy literature. Bibliographic coupling identifies an intellectual link between two publications when they cite the same sources. If two studies rely on similar reference sets, they are understood to belong to the same theoretical or thematic tradition. For this reason bibliographic coupling is an important indicator of conceptual proximity, research clustering, and intellectual continuity within the literature.

Using VOSviewer, maps were generated across five analytical levels: documents, sources journals, authors, organizations, and countries. Each node on the maps represents a document, journal, author, institution, or country, while the connecting lines illustrate the intensity of shared citations among them. The size of each node corresponds to the number of references used by that actor, and the line thickness represents the extent of bibliographic coupling.

This analysis is significant because it shows the theoretical foundations underpinning academic production in soft power and cultural diplomacy, identifies which authors and institutions rely on similar reference networks, and reveals which countries share comparable knowledge infrastructures. The findings indicate that the field forms an intellectually connected research environment, not only thematically but also conceptually.

**Documents**

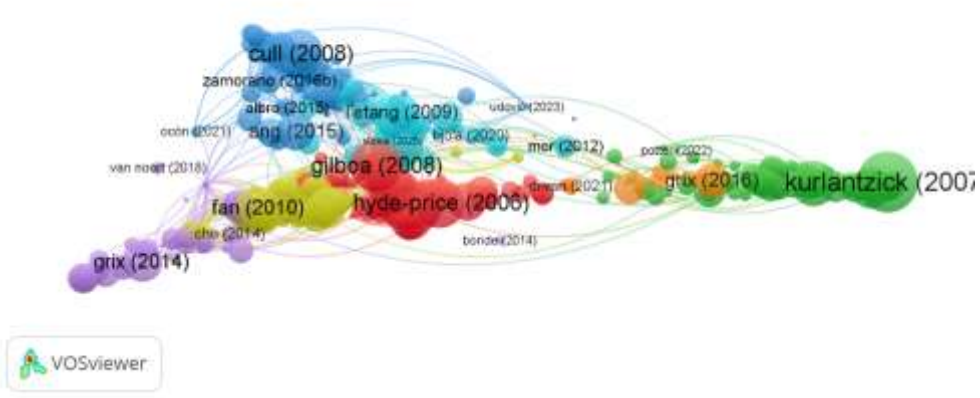



**Figure 10 Bibliographic Coupling Analysis at the Document Level**

The map clearly shows that the soft power and cultural diplomacy literature is structured around five closely connected major clusters. The red cluster, where the densest connections appear, represents the foundational texts and classical theoretical approaches of the field. Works such as Hyde-Price (2006), Gilboa (2008) and Cull (2008) in this cluster are key references that discuss the theoretical underpinnings of soft power in relation to public diplomacy, media representation and foreign policy.

The green cluster is the area where studies analyzing soft power within the framework of global politics and power dynamics are concentrated. Here, Kurlantzick (2007) and Grix (2016) stand out with their comparative examinations of the soft power strategies of actors such as China and the European Union. This cluster represents "applied oriented" research that links soft power to economic, diplomatic and institutional tools.

The blue cluster includes studies focusing on media, communication and cultural representation. Articles in this group, including those by Ang (2015), L'Etang (2009), Bjola (2020) and Albro (2015), highlight the role of digital diplomacy, cultural interaction and communication technologies in public diplomacy. This clustering shows the shift of soft power from classical state-centered approaches toward a "networked diplomacy" perspective.

The yellow and purple clusters indicate emerging subfields in the literature. Research by Fan (2010) and Grix (2014) in these clusters reflects a more "culturally oriented" approach, linking soft power to themes such as national image, branding, sports diplomacy and cultural performance.

Overall, the network structure demonstrates that the shared reference base that developed in the mid-2000s has remained strong, while after 2015 new research directions have emerged in areas such as digital diplomacy, sports diplomacy and cultural communication. This indicates that the soft power literature exhibits an intellectual structure that is both institutionalized and continuously expanding.

**Source**

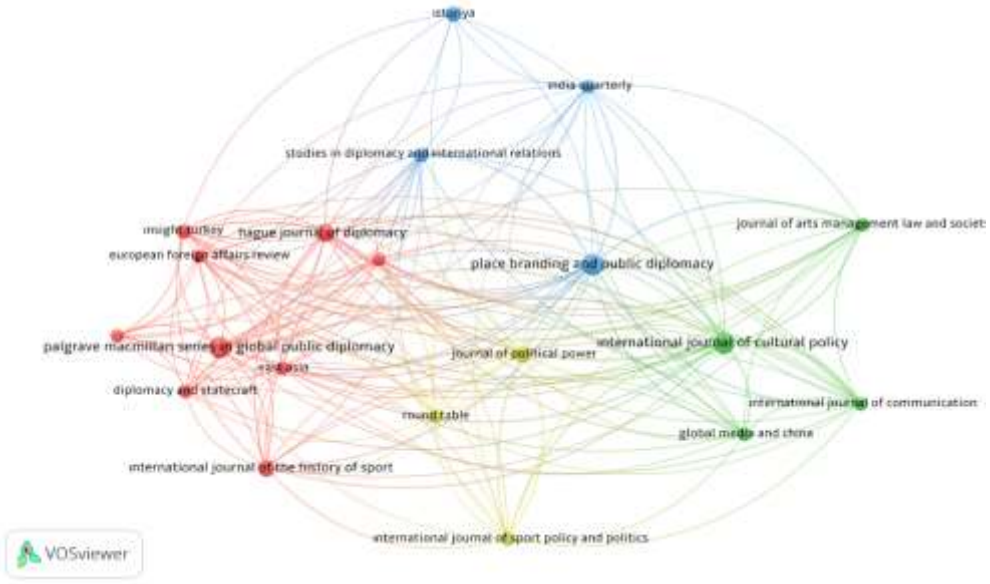



**Figure 11** Bibliographic Coupling Analysis – Source Level

As seen in the map, the literature is structured around three main publication axes. The red cluster contains classical studies rooted in diplomacy and international relations. This cluster includes journals such as *Palgrave Macmillan Series in Global Public Diplomacy*, *The Hague Journal of Diplomacy*, *European Foreign Affairs Review*, *Diplomacy and Statecraft*, *Insight Turkey* and *East Asia*. These journals focus on public diplomacy, foreign policy strategies and regional power analyses, representing the political dimension of the soft power concept. In particular, the *Palgrave Macmillan Series* has played a leading role in shaping the theoretical framework of the field.

The green cluster forms the second axis, where culture, media and communication oriented research is concentrated. Journals such as *International Journal of Cultural Policy*, *Journal of Arts Management, Law and Society*, *International Journal of Communication* and *Global Media and China* stand out here.

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Studies published in these sources examine cultural diplomacy, media representations, nation branding and soft power strategies implemented through cultural industries. This cluster has shown a significant rise especially after 2010 within cultural diplomacy research.

The blue cluster consists of journals that combine regional and historical perspectives. Publications such as *Place Branding and Public Diplomacy*, *Studies in Diplomacy and International Relations*, *India Quarterly* and *Istoriya* bring together diplomacy studies with historical depth and contemporary public diplomacy approaches. This cluster highlights the east west interaction dimension of the literature, showing that the concept has diversified on a global scale.

Overall, the positioning of *International Journal of Cultural Policy* and *Place Branding and Public Diplomacy* at the center of the network indicates an increasing level of interdisciplinary convergence in cultural diplomacy and soft power research, with a shared scholarly language emerging across the politics communication culture axis.

This pattern demonstrates that soft power literature has developed not only within international relations but also through deep interaction with cultural policy and media studies.

**Author**

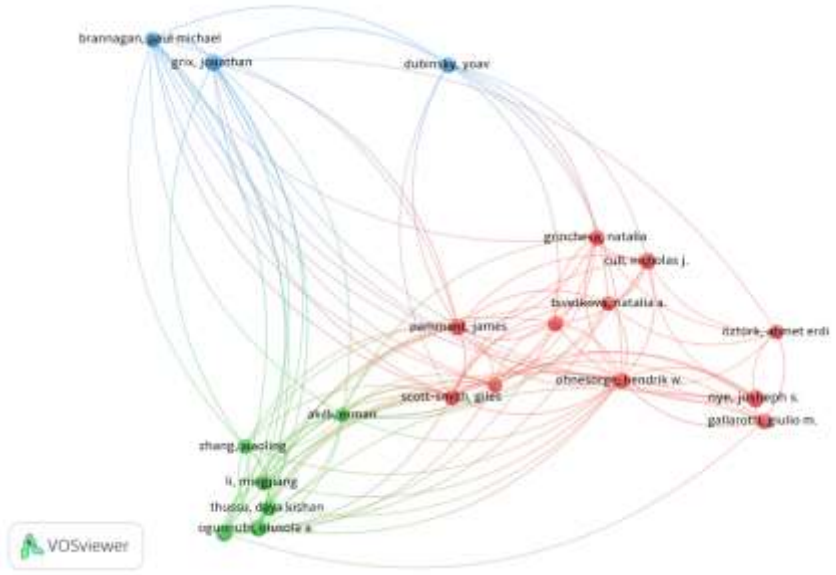



**Figure 12** Bibliographic Coupling by Authors

**The map shows that three distinct clusters of scholarly collaboration have emerged in soft power and cultural diplomacy research.**

The red cluster represents the foundational authors of the field and reflects the Anglo American academic tradition. This group includes Nicholas J. Cull, Natalia Grincheva, James Pamment, Giles Scott Smith, Hendrik W. Ohnesorge, Ahmet Erdi Öztürk, Giulio M. Gallarotti and Joseph S. Nye. This cluster consists of scholars who have produced theoretical work on public diplomacy, soft power theory and national image policies, forming the epistemological foundation of the field. Centered particularly around Nye's soft power framework, this group maintains strong connections with other clusters and constitutes the core of the literature.

The green cluster represents a second network in which Asia based scholarly production is prominent. This group includes Zhang Xiaoling, Li Mingjiang, Daya Kishan Thussu, Olusola A. Ogunnọbi and Erman Akıllı. Their work focuses on regional analyses of the soft power strategies of China, Turkey and

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African countries. In this cluster, new public diplomacy approaches grounded in media, culture and communication have become increasingly prominent.

The blue cluster represents Western scholars working on sport diplomacy and national branding. Researchers such as Paul Michael Brannagan, Jonathan Grix and Yoav Dubinsky focus on measurable soft power outcomes derived from major sports events, including the Olympic Games and FIFA tournaments. This cluster defines the emerging subfield of sport diplomacy, which has grown significantly since 2015.

Across the network, authors such as James Pamment, Giles Scott Smith and Nicholas Cull function as bridging figures between different clusters. These scholars engage with both Western and Asia based research networks, facilitating the global circulation of interdisciplinary knowledge.

Overall, the map illustrates the emergence of a polycentric structure in soft power and cultural diplomacy research. Anglo American, Asia Pacific and Global South research networks are increasingly interconnected, demonstrating that the literature is becoming global not only theoretically but also regionally and culturally.

**Institution**

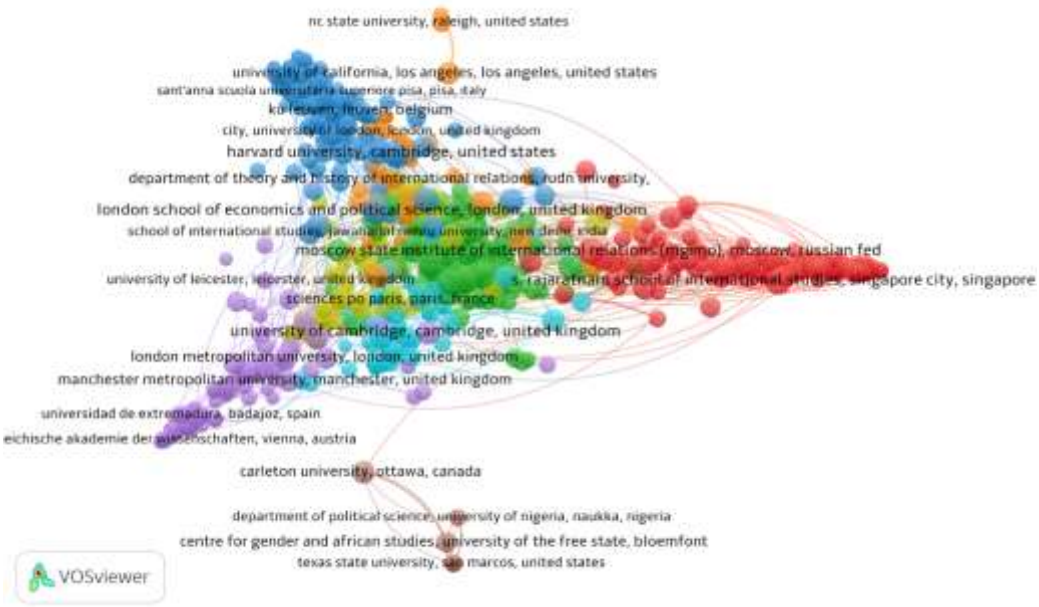



**Figure 13** Bibliographic Coupling Analysis at the Organizational Level

The map shows that research on soft power and cultural diplomacy exhibits a multi-centered and regionally clustered structure.

The red cluster represents a region where Eastern-centered institutions are concentrated. This group includes institutions such as the Moscow State Institute of International Relations (MGIMO), the S. Rajaratnam School of International Studies (Singapore) and Jawaharlal Nehru University (India). This network is at the center of studies examining the soft power strategies of Russia, Asia and Southeast Asian countries. The dense connections within the cluster indicate the increasing influence of these institutions in research on public diplomacy and cultural foreign policy.

The green cluster brings together academic institutions focused on Western Europe. Institutions such as the University of Cambridge, the London School of Economics and Political Science (LSE), Sciences Po Paris, KU Leuven and City, University of London are key centers where the theoretical framework

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of the soft power concept has developed. This network stands out with interdisciplinary studies in communication, international relations and cultural policy.

The blue cluster encompasses leading institutions in the United States. Universities such as Harvard University, the University of California, Los Angeles (UCLA) and NC State University host highly cited studies particularly in the fields of public diplomacy, national image and media strategies. This cluster shows that the Anglo American tradition still plays a central role in knowledge production.

The purple and brown clusters represent emerging research networks originating from Africa, Latin America and Central Europe. Institutions such as the University of the Free State (South Africa), the University of Nigeria, Carleton University (Canada) and the Universidad de Extremadura (Spain) are at the center of these networks. These regions contribute new orientations to the literature by approaching soft power from a global south perspective.

Overall, the structure of the network shows that studies on soft power and cultural diplomacy are no longer solely Western centered, but have gained a multi-centered, global and interdisciplinary character. The bridge positions of institutions such as Cambridge, LSE and MGIMO demonstrate that knowledge circulation in this field takes place along both east–west and north–south axes.

**Country**

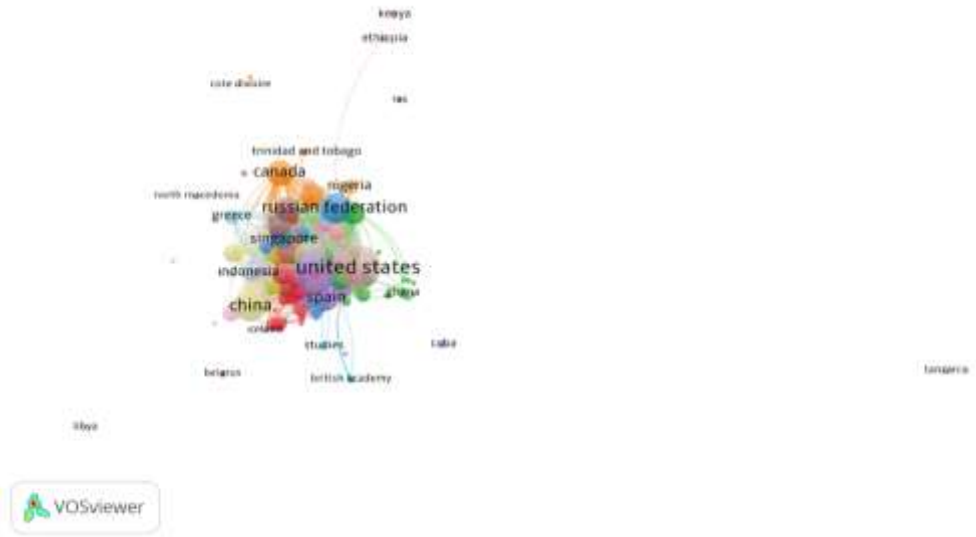



**Figure 14 Bibliographic Coupling Analysis at the Country Level**

The map shows that research on soft power and cultural diplomacy has acquired a highly polycentric structure at the global level, although knowledge production remains largely concentrated around certain academic hubs.

At the center of the network are the United States, the United Kingdom, the Russian Federation, China, Spain and Canada. These countries have the highest levels of interaction in terms of both publication output and international collaboration. The strong links between the United States and the United Kingdom indicate that the literature is rooted in the Anglo-Saxon academic tradition, while the inclusion of Russia and China reflects their increasing publication activity on regional soft power policies over the past decade.

The red cluster reflects a strong network formed by Eastern-centered countries such as Russia, China, Singapore and Indonesia. Studies in this cluster focus particularly on Asia-centered cultural diplomacy strategies and comparative soft power policies.

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The green and orange clusters indicate dense collaborations within the Europe and North America axis. Countries such as the United Kingdom, Spain, Germany and Canada play an important role in both intra-European networks and global partnerships. These clusters represent the centers where theoretical debates and conceptual frameworks are produced.

The purple and light blue clusters include African and South Asian countries. The visibility of Nigeria, Kenya, Ghana and Ethiopia within the network shows that soft power research is now increasingly conducted in the global south. This demonstrates that soft power is no longer viewed solely as a tool of major powers but also as a regional and cultural strategy.

Isolated nodes located on the right side of the map such as Tanzania, Libya and Côte d'Ivoire represent countries that are not yet integrated into international collaboration networks or have limited academic output in this field.

Overall, the structure of the network shows that the literature on soft power and cultural diplomacy has evolved from a Western-centered starting point into a global interaction network, with Asia and Africa becoming increasingly active contributors in this transformation. Thus the field has become a more inclusive academic ecosystem not only conceptually but also in terms of geographical and cultural diversity.

**CO-CITATION ANALYSIS REFERENCED SOURCES, JOURNALS AND AUTHORS**

This section examines the references, sources (journals) and authors most frequently co-cited in the soft power and cultural diplomacy literature. Co-citation analysis assumes an intellectual link between two studies when they cite the same third source. This method reveals which sources, authors and journals form the theoretical backbone of the field and the intellectual foundations upon which the knowledge base is built.

In this analysis, three levels of maps were generated using the VOSviewer software cited references, cited sources and cited authors. Each level illuminates the theoretical structure of the field from a different perspective. Each node in the maps represents an author, journal or reference, while the lines between nodes show the frequency with which these elements are co-cited in the same studies. Node size reflects citation intensity, and color clusters represent intellectual subfields shaped by theoretical tendencies.

Co-citation analysis makes visible which theorists and sources have played a central role in the historical development of soft power and cultural diplomacy research and how these fields intersect across different disciplines. In this way, it enables a systematic evaluation of the interdisciplinary connections that soft power forms not only within international relations theory but also with cultural studies, media, communication and identity research.

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**REFERENCE**

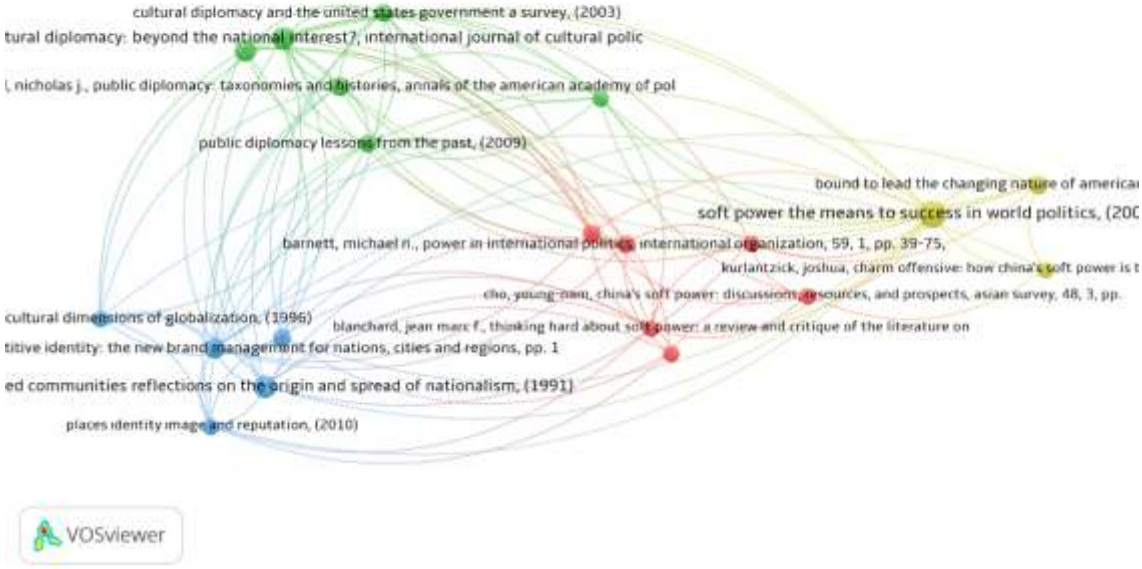



**Figure 15** Co-citation Analysis at the Reference Level

Map shows that soft power and cultural diplomacy studies cluster around three main theoretical axes.

1. Red cluster – Theoretical Foundations of Soft Power:

Central works include Joseph S. Nye's "Soft Power: The Means to Success in World Politics" (2004) and "Bound to Lead: The Changing Nature of American Power" (1990). Michael N. Barnett's "Power in International Politics" (2005) and Jean-Marc F. Blanchard's "Thinking Hard About Soft Power" (2009) further expand this theoretical line. This cluster represents the literature that conceptualizes soft power as a source of influence in international relations, dominated especially by US-centered approaches.

2. Green cluster – Public Diplomacy and Cultural Diplomacy Approaches:

This group highlights works such as Nicholas J. Cull's "Public Diplomacy: Taxonomies and Histories" (2008) and "Public Diplomacy Lessons from the Past" (2009), along with Milton Cummings' report "Cultural Diplomacy and the United States Government: A Survey" (2003). This cluster represents approaches emphasizing the cultural and communicative dimensions of soft power and analyzing the role of non-state actors including universities, media and civil society. Foundational sources that systematize the concepts of public diplomacy and cultural diplomacy appear in this network.

3. Blue cluster – Culture, Identity and Nation Branding Perspective:

This cluster includes Geert Hofstede's "Cultural Dimensions of Globalization" (1996), Benedict Anderson's "Imagined Communities: Reflections on the Origin and Spread of Nationalism" (1991) and Simon Anholt's "Competitive Identity: The New Brand Management for Nations, Cities, and Regions" (2007). These works provide a theoretical framework linking cultural identity, national image and branding processes to the symbolic dimensions of international influence.

Overall, the structure of the map shows that although the soft power and cultural diplomacy literature was initially shaped around Nye's power theory, it has diversified over time with themes of culture, identity and image. The contributions of authors such as Cull and Cummings broadened the theoretical

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axis from political analysis toward cultural representation. In addition, Asia-centered interpretations by authors such as Kurlantzick (2007) and Cho (2010) played a significant role in shifting the field from Western-centered theories to a global orientation.

**Source**

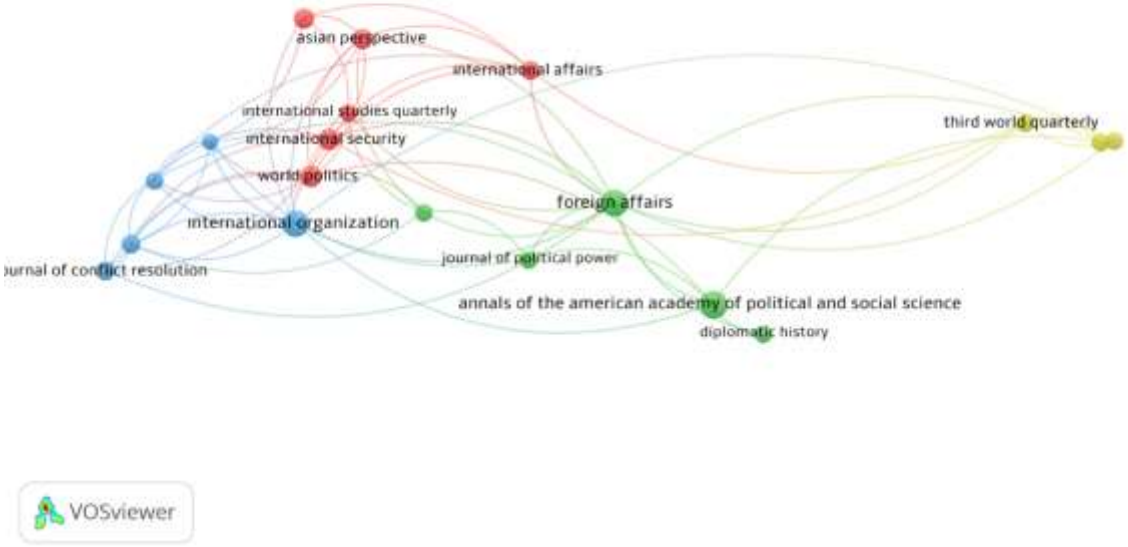



**Figure 16** Bibliographic Coupling Analysis – Country Level

The map shows that research on soft power and cultural diplomacy clusters around four main journal groups, each reflecting a distinct theoretical orientation.

1. Red cluster International security and policy axis

This cluster demonstrates that the theoretical foundations of the field were shaped through perspectives on power and security. International Security, World Politics, Asian Perspective and International Studies Quarterly are situated at the core of this group. These journals indicate that soft power initially emerged as an alternative to traditional hard power discussions in international relations, and that security oriented analyses continue to influence the field.

2. Blue cluster Institutional and conflict focused approaches

Journals such as International Organization and Journal of Conflict Resolution contain methodologically strong and empirically grounded studies in the literature. This group examines soft power not only as a cultural phenomenon but also as a diplomatic instrument used in institutional interaction and conflict resolution processes.

3. Green cluster Diplomacy, foreign policy and power relations

Foreign Affairs, Annals of the American Academy of Political and Social Science, Journal of Political Power and Diplomatic History form the core of this group. These outlets stand out with articles that analyze soft power within the context of foreign policy practices, state strategies and diplomatic history.

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Foreign Affairs in particular has the highest citation influence and represents a historically established cornerstone of the field.

4. Yellow cluster Global South and critical perspectives

Third World Quarterly is the central journal in this cluster. This group includes studies that reinterpret soft power within postcolonial, Asian and African power narratives, expanding the concept beyond Western frames. Third World Quarterly serves as the focal point for critical approaches that explore the relationship between soft power, cultural hegemony and forms of resistance.

Overall, the structure of the map shows that research on soft power first emerged in journals focused on international relations and security, and later expanded to include diplomacy, policy and cultural identity studies. Foreign Affairs, World Politics, International Organization and Third World Quarterly represent the four core publication centers forming the intellectual backbone of the field.

In conclusion, this analysis demonstrates that soft power and cultural diplomacy scholarship has evolved within a multidimensional publishing ecosystem that expands from security to cultural representation and from Western paradigms to globally plural perspectives.

**Author**

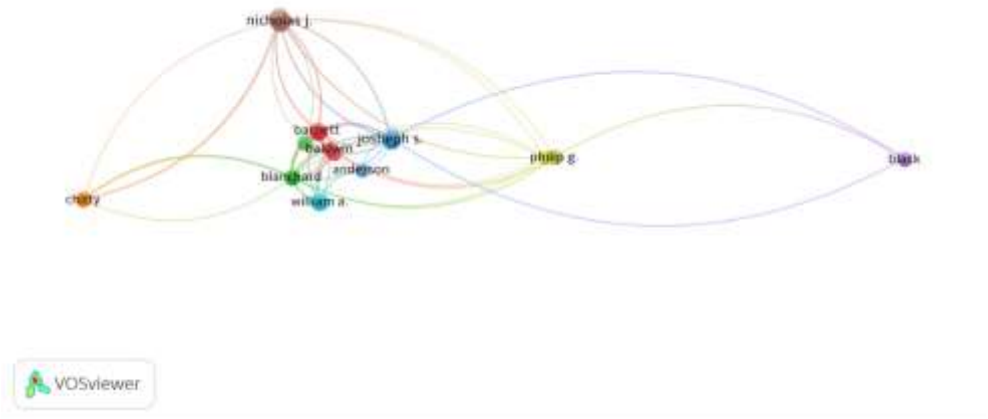



**Figure 17** Co Citation Analysis – Authors Level

The map shows that the soft power and cultural diplomacy literature is structured around a theoretical backbone shaped under the influence of Joseph S. Nye.

1. Red cluster – Theorists of Power and International Relations:

At the center of this cluster are Joseph S. Nye, Michael N. Barnett and David A. Baldwin. Nye's foundational works that developed the concept of soft power are combined with Baldwin's theoretical contributions that discuss the definitional boundaries of the concept of "power." Barnett's studies on power, norms and identity in international relations enrich this axis with the normative and ideational dimensions of power theories. This cluster represents the classical roots of soft power in international relations literature.

2. Green cluster – Approaches to Culture, Identity and Image:

This group is led by Benedict Anderson, Jean-Marc F. Blanchard and William A. Callahan. Anderson's Imagined Communities is one of the key texts linking cultural identity and national image to soft power. Blanchard examines reflections of soft power from a Chinese perspective, while Callahan analyzes representation, image and ideological appeal through East Asian cases. This group represents studies that explain soft power through cultural symbols, identity formation and narrative power.

3. Yellow cluster – Diplomacy, Communication and Critical Approaches:

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Nicholas J. Cull is at the center of this cluster, forming a distinct axis in the literature with his work on public diplomacy and cultural communication. Cull's studies emphasize that soft power is not only a state strategy but also a field of cultural and mediatic interaction. Authors such as Philip G. Taylor and Black deepen this approach through analyses of media, propaganda and international image management.

4. Orange cluster – Global Approaches and Practice-Oriented Studies:

Chitty's work examining the relationship between media, culture and public diplomacy is at the core of this cluster. This group positions soft power not only as a theoretical concept but also within the practices of cultural diplomacy, media and international promotion.

Overall, the map shows that the soft power literature originated from Nye's power paradigm and expanded through Cull's diplomacy theory and Anderson's cultural identity approach. The strong connections between nodes indicate an interdisciplinary intellectual convergence in the field, showing that political science, communication, cultural studies and international relations increasingly interact with one another.

In conclusion, this analysis shows that soft power research is built on a three-axis intellectual structure:

- power theory axis (Nye, Baldwin, Barnett)
- culture and identity axis (Anderson, Blanchard, Callahan)
- diplomacy and communication axis (Cull, Chitty, Taylor)

This structure demonstrates that soft power is now regarded not only as a political instrument of power but also as a communicative, cultural and symbolic mechanism of influence.

**CONCLUSION AND DISCUSSION**

This study provides a comprehensive examination of the academic output shaped around the concepts of soft power and cultural diplomacy through a bibliometric approach, revealing the theoretical, thematic and geographical orientations of the field. Records obtained from the Scopus database were analyzed using VOSviewer at the levels of authors, institutions, countries, sources and citation networks. The findings show that soft power gained momentum in the international relations literature beginning in the early 2000s, but with the influence of the digital age expanded its conceptual framework through interactions with disciplines such as communication, media and cultural studies.

The citation networks indicate that the intellectual backbone of the literature is built on Joseph S. Nye's power theory, yet this theoretical foundation has been enriched over time by Nicholas J. Cull's approach to public diplomacy and Benedict Anderson's perspective on cultural identity. Nye's conceptualization of soft power (1990, 2004) redefined forms of power and influence in international relations with contributions from authors such as Barnett, Baldwin and Blanchard, while Cull's studies on public diplomacy (2008, 2009) highlighted the cultural and communicative dimensions of the concept. In this process, authors such as Anderson, Anholt and Hofstede contributed to an interdisciplinary expansion by incorporating cultural identity, nation branding and representation into the literature.

Co-citation analyses show that the soft power and cultural diplomacy literature clusters around three main axes:

• the power theory axis, focusing on international relations, foreign policy and power balance

• the culture and identity axis, focusing on cultural representations, image, nation branding and identity formation

• the diplomacy and communication axis, focusing on media, cultural production and public diplomacy tools within interdisciplinary research

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The strong connections between these clusters indicate increasing intellectual convergence in the field. Thus, soft power research is no longer confined to the discipline of international relations but intersects with communication studies, media studies, cultural research and international public opinion studies.

Source-level analyses (Cited Sources) show that journals such as Foreign Affairs, World Politics, International Organization and Third World Quarterly are central publication venues in the field. These journals demonstrate that although the literature initially developed through Western-centered theoretical debates, in recent years it has opened to studies originating from Asia, Africa and Latin America, indicating a strengthening trend toward global pluralism.

Author cooperation networks show significant regional diversity within the soft power literature. Although production centered in the United States and the United Kingdom remains dominant, the increasing contributions from countries such as Singapore, China, Russia, Australia and South Africa demonstrate that the concept has transformed into a multi-centered epistemological structure in international relations. Authors such as Zhang Xiaoling, Li Mingjiang, Ogunbunmi Olusola, Erman Akıllı and Ahmet Erdi Öztürk have added new thematic orientations to the field, contributing to regional diversification.

In light of these findings, several insights can be drawn regarding the future of soft power and cultural diplomacy research:

• The literature is moving away from Western-centered paradigms toward a multipolar academic production network.

• Topics such as digital diplomacy, social media interactions and cultural content production constitute contemporary extensions of soft power.

• Future scholarship will need to focus not only on state-centered actors but also on new forms of diplomacy that include cultural industries, media organizations, civil society and individuals.

In conclusion, this bibliometric analysis systematically maps the evolution of the academic literature on soft power and cultural diplomacy. The findings show that these concepts have increasingly taken on an interdisciplinary character and that cultural, media-based and regional studies have generated new momentum in the field. Thus, the study not only identifies current orientations but also provides a conceptual roadmap for future research.

**Limitations and Suggestions for Future Research**

The primary limitation of this study is that the analysis was restricted to the Scopus database. The exclusion of other databases such as Web of Science, Dimensions and Google Scholar may have prevented a full representation of global scholarly production. In addition, variations in the formal presentation of author and institution names created standardization challenges during data cleaning.

Although VOSviewer effectively represents relationships through visual network maps, it does not allow for an in-depth examination of conceptual content and discourse. Thus, the study reveals the structural characteristics of the soft power and cultural diplomacy literature but sheds limited light on the conceptual transformation of the field.

Furthermore, the analysis was limited to the keywords “soft power” and “cultural diplomacy.” The exclusion of related concepts such as “nation branding,” “digital diplomacy” and “media diplomacy” may have resulted in an underrepresentation of new diplomatic forms emerging in the digital age.

Future studies could integrate multiple databases, examine temporal trends comparatively and combine qualitative content analysis with bibliometric methods. In addition, regional studies focusing on the cultural diplomacy policies of rising actors such as Turkey would provide important insights into the local application of the concept.

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**Use of Artificial Intelligence:** Artificial intelligence support was utilized in translating the article into English and in interpreting the visual materials.

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