

## JOINT MEDIA PLATFORM BETWEEN AZERBAIJAN AND TURKEY

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### **Abstract**

*The article discusses the need to create a Turkish-Azerbaijani media platform. Thus, the goals and objectives of the two brotherly countries are the same, as is the direction of the information struggle. The main purpose of the work done and the negotiations is to create a common strategy in the fight against black PR for both countries. Here is analyzed Azerbaijan and Turkey combining experience in the field of communications and information, the implementation of joint projects. The need to create a Unified Turkish Media Platform in the future with the accession of other Turkic-speaking countries, as well as friendly countries to the media platform is discussed, all of which is clarified in terms of faster and more effective implementation of our common goals. It is substantiated that through joint activities within the framework of this media platform, we will be able to quickly convey information reflecting our rightful position to the local and international community, as well as resolutely prevent evil, slanderous and misinformation against our ancestors. It is concluded that the joint activities of the existing opportunities and experiences of the media of the two countries in a coordinated manner will be an effective way to combat the information war in the modern world. Azerbaijan-Turkey cooperation, which is an example to the whole world and is constantly strengthening, is developing at a high level and is constantly strengthening. Today, the independent states of Azerbaijan and Turkey, which have a common historical past, cultural values and traditions, continue to write a common history for future generations against the background of the Nagorno-Karabakh struggle.*

**Keywords:** media, platform, Turkey, interstate relations, politics, disinformation, coordination, information, nation, state, activity.

The relationship between Azerbaijan and Turkey which is based on historical friendship, mutual trust and high-level cooperation are developing steadily. The long-standing warm relations between the two countries, which have the same roots, are now continuing in all areas.

Azerbaijan and Turkey have stood by each other in both happy and mournful days. The historical notion of the great leader Heydar Aliyev "One nation, two states" forms the basis of the purposeful policy of the leadership in both countries.

President Ilham Aliyev made a great speech with special sensitivity in the provision of the monument for Mustafa Kemal Atatürk in our country. "The provision of a monument for Atatürk in the center of Baku will mark this day in our history." This is a holiday of Turkish-Azerbaijani friendship, a holiday of unity." [10] The opinion of the President of the Republic of Turkey Recep Tayyip Erdoğan emphasized in one of his speeches that, "Turkey and Azerbaijan are two countries with strong ties of brotherhood," is valuable as a special relationship between the two countries.

Azerbaijan-Turkey political, economic and cultural relations have a special importance and make an important contribution to the further development of relations. As President Ilham Aliyev said: "Turkish-Azerbaijani relations also play an important role in the entire Turkic world. We are making joint efforts to unite the Turkic world and develop relations between Turkic-speaking countries". Then he said, to referring president of Turkey: "Dear Recep Tayyip Erdoğan, the people of Europe and the United States, Russia, Australia, Turkey and Azerbaijan living in the East and other parts of the world and we look forward to benefiting from each other's experience

and strength. We will go hand in hand. We will show solidarity and lead the whole Turkic world to a clear future." [10]

The high-level relations established between our countries, the existing friendship should be put into the format of a model unity for the whole world. This is due to the need to further strengthen ties between the millions of Azerbaijanis and Turkish Turks living in different countries around the world. [10]

The opinions of the President of the Republic Ilham Aliyev "One nation cannot have two diasporas" create a clear picture of the friendly, brotherly union of Azerbaijan and Turkey. Friendly relations, founded by national leader Heydar Aliyev and further strengthened by President Ilham Aliyev, are developing in new directions. [9]

Azerbaijan and Turkey have always defended each other's rightful positions in all high-level meetings, at the highest levels of international organizations, in meetings with well-known world leaders.

It is clear from numerous media reports that, President Ilham Aliyev, while receiving the newly appointed Ambassador Extraordinary and Plenipotentiary of Greece to Azerbaijan Nicolas Piperigkos, expressed concern over the tensions between Turkey and Greece in the Eastern Mediterranean region. He said Azerbaijan supports Turkey without hesitation and will support it in all cases, and receives the same support from Turkey.

The fact that, Turkey and Azerbaijan share the same position on different issues is a message to the whole world, as well as a clear indication that, there is no other country as close and interconnected as these countries [8]. Azerbaijani-Turkish unity and solidarity is a guarantee of peace and security in the region. Energy projects implemented on the basis of the determination and political will of both countries are a great contribution to ensuring energy security in the world and a bridge of friendship between countries and peoples. From time to time, the country's websites have described Turkey and Azerbaijan as the branches of a great plane tree growing on the same roots, noting that the shadow of that plane tree extends from the Caucasus to Europe through joint projects. We read on News.milli.az: "This union confirms that it is possible to make a great contribution to regional and global stability and peace if we move towards solidarity and towards common goals on the basis of mutual understanding. Today, the Azerbaijani-Turkish picture clearly shows the world that the way for countries to ensure their interests and economic stability is not through wars, but through solidarity, a competitive environment and strong cooperation. As the first country to recognize Azerbaijan's state independence in 1991, Turkey has always stood behind Azerbaijan, and official Ankara said, "We wait from the international community to stand up against the injustices in the world, especially regarding the Karabakh conflict. We expect them to say "Stop" related to all tough situations in the world, because confirming the fact that no one can look to the future with confidence unless the rules for ensuring stability, peace and prosperity are applied to all states without exception. Turkish President Recep Tayyip Erdogan expressed confidence that as Turkey and Azerbaijan, we will continue our joint struggle for the values we believe in and under any circumstances. God willing, we will succeed in this holy struggle [6].

In the context of Azerbaijani-Turkish relations, joint activities in the field of media also have a special place. During the visit of the delegation led by Hikmet Hajiyev, Assistant to the President of the Republic of Azerbaijan - Head of the Foreign Policy Department of the Presidential Administration, to establish a joint media platform, exchange news, experts and views, close cooperation between public and private media will significantly strengthen these ties. Thanks to the Media Platform, it is important to create a unified strategy in the fight against black PR from abroad, as well as to bring the two countries closer to the world through social media, to prevent the spread of misinformation and to expand cooperation in public diplomacy.

The groundless land claims of Armenia against Azerbaijan and the accusation of Turkey for the so-called "Armenian genocide" provoked protests from the leaders of both countries and

other officials at international and regional events, and the parties set an example of unity, solidarity, true friendship and brotherhood. The Azerbaijani-Turkish union is also evident in the joint activities of the diaspora organizations of the two countries and their joint efforts in the fight against Armenian lies. As a result of joint activities of Azerbaijani and Turkish diaspora organizations, our rightful position is conveyed to the world community, various formats of events are held, appeals are addressed to international organizations and states on the basis of the fact that Armenians from time to time pursue a policy of genocide against Azerbaijanis and Turks with the support of their patrons. Given the role of the Azerbaijan-Turkey Media Platform in the formation of the country, as well as in education, the importance of the present and future period is even clearer. The modern era is the century of information and communication technologies. The media community of both countries is always able to respond to the biased propaganda carried out by some circles in a systematic way, always taking advantage of the opportunities created by new technologies. In order to carry out offensive diplomacy successfully and to support this policy, there was a need to create a platform that would reveal the truth for the purpose of public education. In short, the existing cooperation between Azerbaijan and Turkey in the field of media is one of the main challenges of today. In this regard, the decision to establish the Azerbaijan-Turkey Media Platform in Istanbul is commendable [6].

Economic, political, army building, law enforcement, diaspora, etc. are discussed between Azerbaijan and Turkey. There is a wide range of contacts in the field, and the reconstruction of pre-existing media relations in a more modern and different format is a very successful step in terms of a unified information policy. On September 27, the Armenian armed forces committed a large-scale provocation, intensively fired at the positions of the Azerbaijani Army in the frontline zone and our settlements with large-caliber weapons, mortars and artillery of various calibers, and committed another military provocation. From the first days of the provocation, Turkey felt unequivocally with Azerbaijan, and the Turkish media, demonstrating a principled, operative and objective position, brought the true voice of our country to the attention of the whole world. The results and importance of a joint media platform are already paying off.

In the future, the accession of other Turkic-speaking countries, including other friendly countries wishing to unite around this idea, to the Azerbaijan-Turkey Media Platform may result in the establishment of a Unified Turkish Media Platform. This is very important for the faster and more effective implementation of our common goals [5].

The high level of development of relations between Azerbaijan and Turkey makes an important contribution not only to these countries, but also to the overall progress and stability of the region. At the same time, one of the most important factors in bringing the Turkic world closer together is the development of Azerbaijani-Turkish relations: "Turkish-Azerbaijani relations also play an important role for the entire Turkic world. We are making joint efforts to unite the Turkic world and develop relations between the Turkic-speaking countries [11]. Turkey is the largest supporter of Azerbaijan in the world. As President Ilham Aliyev noted, "Azerbaijan has always supported Turkey's cause in all matters, in the international arena. There was no such issue and I will not be sure that Azerbaijan will not show its support to Turkey. At present, in all processes taking place in the region, the Azerbaijani state and the Azerbaijani people are unequivocally with the Turkish state and people.

Azerbaijan-Turkey cooperation, which is an example to the whole world and is constantly strengthening, is developing at a high level and is constantly strengthening. Today, the independent states of Azerbaijan and Turkey, which have a common historical past, cultural values and traditions, continue to write a common history for future generations against the background of the Nagorno-Karabakh struggle.

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