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## **THE IMAGE OF JAPANESE PEOPLE IN THE EYES OF TURKISH UNIVERSITY STUDENTS**

### **Abstract:**

People have several images towards foreign people from different nationalities. These images may be shaped by several factors. Turkish students have an image of Japanese people in their minds. This study aims to understand the image of Japanese people in the eyes of Turkish university students. A survey was carried out on 400 students from Selcuk University to understand their impressions about Japanese people. Results of the study indicate that university students have a favorable image towards Japanese people. Results of this study also show that the most favorable aspects of Japanese people according to the participants are their diligence, smiling characteristic, advanced level of technology.

### **Keywords:**

Japanese people, image, university students