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PEACE COMMUNICATION AND MEDIATION MODEL FOR TURKEY AND SPAIN RELATIONS

Abstract:

Peace Communication is a means of public diplomacy for creating peace climate in international relations. Especially to solve international conflicts and to mediate them by using peace efforts, diplomatic communication is best perspective for agreement.Peace communication in the perspective of diplomatic communication includes: Intercultural peace campaign strategies , creating public diplomacy models for peace, selecting process of right peace actors, message production process and forming public opinion events based on societies. The study titled "Peace Communication and Mediation Model for Turkey and Spain Relations"aims to create a new peace model to motivate peace initiatives for all over the world. The reason to select Turkey and Spain as a leader of peace model is both country have a great peace potential and moreover both Turkey and Spain are representing successful mediation in conflict negotiations. In this study, after evaluation of peace diplomacy strategies and efforts of Turkey and Spain, a new peace model will be developed for leading mediation process. One of the important aims of the study is to point out the importance of mediation process in negotiations . To form an ideal peace mediation for conflict situations by using creative communication techniques and practices is most critical part of the study.

Keywords:

Mediation , Diplomatic Public Relations, Peace Diplomacy

Introduction

New modelings should be presented from a perspective of diplomatic communication in peace diplomacy efforts that will be presumed in Turkey-Spain relations. In new modeling to be completed in the diplomatic communication perspective peace communication should be structured with the right pivots. Both countries show resemblance in the aspect of diplomacy they prefer to utilize and hold memberships at international institutions and organizations, both being influential in the field. In topics that are based on intercultural peace, that these two countries develop an original diplomatic communication style and reveal this style to international community to lead the way in peace communication modelings is an outright initiative. Such as in Alliance of Civilizations, which is led by Turkish and Spanish diplomatic missions, bringing up new approaches on diplomatic communication in the name of peace diplomacy would constitute an ideal model for peace in resolution of international disputes.

1.   Productive Moderation For Peace

A productive moderatorship within the frame of diplomatic communication model and peaceful leanings and led by Turkey and Spain, means to turn the peace initiative of these two countries into a model for peace communications. Three subjects should get specific attention in a peace moderatorship that will be led by Turkey and Spain: formation of mutual peace fields, selection of a moderator and construction of peace moderatorship mechanism.

1.1. Formation of Mutual Peace Fields

Formation of mutual peace fields in peace communication efforts to be proceeded for Turkey-Spain relations includes the selection of main themes on which a peace call for peace moderatorship to be effectuated will be made and the introduction of these themes within the context of international reconciliation to create a strong call for peace. In order for this strong peace call to be revealed in international reconciliation to be constructed within the orbit of peace communication, model peace moderatorship should be performed with the highest possible strategic aspect on the platform of a call.

In this frame, an initial meeting on values and selection of peace-related values beforehand is a must in formation of peace contacts which will call out international reconciliation. "An important feature of peace psychology is to be open and explicit about the underlying values that guide research and to explicate the links to real word issues"(Bretherton-Balvin,2012,p.5). In this subject one of the most important steps that will strengthen peace communication within the context of diplomacy is to assemble a peace mission that is initiated by both countries. There are many international organizations Turkey and Spain hold memberships of. One of the most important of these organizations that involve both countries is NATO. With the leadership of both countries, formation of a peace mission with the additional involvement of 26 other members of the organization would make a substantial

contribution to international peace communication efforts. Inside NATO, concept of peace force is usually understood as a military defense force that is tasked to prevent conflicts. Therefore, a "Nato Peace Force" assembled in the leaderships of Turkey and Spain would grant a meaningful mission in presenting international community a call for peace.

The process which will be set off with the election "Nato's permanent international peace representative" by the 26 member state will add a strategic mission to peace diplomacy efforts the two countries undertook. Such an organization that will be institutionalized by secretariats that will be installed in the capitals of both countries also would become an endeavor of turning parliamentary diplomacy which was established with the basic purpose of defense into peace diplomacy. In the lead of Turkish and Spanish diplomacies, for a Nato-based peace diplomacy field to be built the peace message must be given an extended meaning. In peace communication efforts granting a meaning to the peace message means that an agreement based frame will be established which will concord with the international theme and have the international community accept this message in the most determined way. For example, an agreement-based framework would be needed for two member states of NATO to deliver a strong peace message.

An agreement based frame is described as the establishment of a credible approach of the message along with the context through which the peace message will be delivered. "NonViolent rhetoric, that persuasion which is used to promote justice in order to create peace is ubiquitous,powerful and effective"(Gorsevski,2004,p.159). Nato is a defense-based military organization. Therefore, it is important that the peace message is received in a meaningful context by the international community and that a credible framework is completed. For this credible framework to be established the concept of the main theme is "Alliance". Because the most complimentary and unifying word should recall that member states are to meet upon a firm alliance binding.

In peace communication moderatorship to be developed for Turkey-Spain relations one of the first modeling attempts is the alliance context the mission will carry. Alliance based approaches and modelings present a strong perspective for peace moderatorship. Alliance approach for peace communication is to establish an alliance with one another through related communication fields and position this alliance framework at the center of peace communication.

2.   Alliance On The Basis of Peace Communıcation

Positioning the alliance approach in peace diplomacy model within the framework of peace communication is a strategic approach. "Peacebuilding recognizes the complexity of the tasks required to build peace. Peacebuilding is strategic when resources, actors and approaches are coordinated to accomplish multiple goals"(Shirch,2014,p.5). For this, alliance framework must be formed beforehand. Alliance framework is to assemble a four staged alliance in order to position international peace communication at an ideal point.

2.1. Placing Alliance for Peace

The first stage of a peace communication based alliance is the presentation of a placing alliance for peace. Placing alliance for peace is to present peaceful themes and approaches on which the international community can use initiative and which has a leaning of peace. This a very delicate stage for the intensification and support of peace communication. In this stage the purpose is to get peaceful thoughts and initiatives used. A most significant international projects run in partnership by both countries is the "Alliance of Civilizations". The purpose of this mutually run project is to strengthen intercultural dialogue and place international relationships in a peaceful focus.

In the basis of the placing alliance that will be initiated in Turkish-Spanish leadership lies the idea of creating a peace diplomacy. For example, a peace communication leadership to be established between Spanish and Turkish speaking countries may form a leading diplomatic power for peace diplomacy efforts.

To propose a placing alliance model for peace between 21 Spanish speaking countries such as Spain, Argentine, Honduras and Chile; Turkish speaking countries such as Turkey, Azerbaijan, Uzbekistan and Turkmenistan is peace-contributing approach. On this framework, peace fields on which an alliance will be formed should be selected. Placing alliance for peace is the handling of new communication channels through which international community will be focused on peace and establish executive authority for peace by an alliance and a mutual initiative approach. Formation of a peace language in Turkish and Spanish speaking countries with Turkish-Spanish leadership and presentation of this language as an effective idea for the placing alliance is a significant contribution to peace communication.

Proposing a model by which the countries in question will use the language of peace in their daily occasions and the peace literature will become a part of daily life is an example for an alliance in which the idea of peace has been placed through the means of peace language. Creating a mutual peace slogan after reviewing the words most expressive and peaceful in terms of peace communication, and proverbs and sayings in Turkish and Spanish is an example of a unifying alliance. Synthesizing an Uzbek proverb and Spanish saying or a Turkish saying and a word that Argentineans use most of the signify peace to form a peace theme and this theme becoming a means of communication for peace diplomacy would count as a suggested approach. Turning the most guiding expression of peace into a means of communication based on Turkish-Spanish speaking countries' proverbs, traditions and sayings a creative move in terms of a placing alliance. For instance, if, as a result of efforts to create a slogan, the title "Responsible call for peace: A sensitive model diplomacy: Turkish-Spanish Initiative" comes up and is turned into the point of origin in peace diplomacy is an approach of diplomatic communication.Turning the most guiding expression of peace based on proverbs, traditions and sayings of Turkish and Spanish speaking countries into a means of communication. Synthesizing an Uzbek proverb and Spanish saying or a Turkish saying and a word that Argentineans use most of the

signify peace to form a peace theme and this theme becoming a means of communication for peace diplomacy would count as a suggested approach.Turning the most guiding expression of peace based on proverbs, traditions and sayings of Turkish and Spanish speaking countries into a means of communication.For instance, if, as a result of efforts to create a slogan, the title "Responsible call for peace: A sensitive model diplomacy: Turkish-Spanish Initiative" comes up and is turned into the point of origin in peace diplomacy is an approach of diplomatic communication.

2.2. Positioning Alliance for Peace Diplomacy

The second stage in the alliance based on peace communications is a positioning alliance for peace diplomacy. Positioning alliance is the positioning of the communication platform on which the initiative developed for peace diplomacy can express itself in the best way on a peaceful sphere and in the frame of peaceful diplomacy. The foundation of positioning alliance for peace diplomacy would be that: the peace messages to be given and steps that will be taken towards peace find the most appropriate channel of expression on a thematic frame.

Such an initiative that will be developed for Turkish-Spanish relationships is a profound contribution to diplomatic communication. For example, specifically during negotiation processes, attaching the negotiations to a calendar and finding the right timings is very crucial. Within the calendar's context to determine which peace steps will be taken at which stage of the process is a substantial matter. In this context, a 'thorough examination of understandings of Turkish and Spanish diplomacies is necessary to build the alliance. It is observed that negotiation management is significant to diplomacies of both countries. Especially recently, Turkey has been involved in various negotiations in the context of moderatorship missions, most of which are based in Middle-East; and Spain values greatly the concept of negotiation on the basis of diplomatic communication in international relationships, including the negotiation process the Spanish state is involved in with ETA. In this context a positioning alliance must be established on the grounds of the significance which both countries give to the concept of negotiation.

Because it is important to establish the expression field on which the concept of positioning alliance will gain meaning; it becomes a strategic matter that with what aspect the negotiation process of Turkish-Spanish alliance will be turned into a field of expression. Suggested concept based on the fact that both are mediterranean countries is "Turkey-Spain Mediterranean Negotiation Approach". Turning the experiences and knowledges of both countries into a framework in the context of "Mediterranean Negotiation Approach" is to find an expression field for this positioning alliance.

Mediterranean Negotiation Approach that will be formed in the leadership and initiative of Turkey-Spain should offer a model for negotiation in terms of peace communication. Within the Negotiation Approach, it is required to determine on what aspect the

Turkish-Spanish initiative will contribute peace diplomacy. When the negotiation processes both countries follow in diplomatic affairs is examined, the greatest contribution that can be made to peace diplomacy is observed to be selection of right negotiation actors.

Both countries are required to establish a model and an expression field on the point of election of correct negotiation actors within the context of a positioning alliance. A method of diplomatic communication should be created in order to turn the process of selection of negotiation actors into a positioning alliance and a field of expression with Turkish-Spanish initiative. The recommended diplomatic communication method should be wrapped around fight against terrorism which is a coinciding priority in foreign affairs of both countries. In the negotiation process to be established in the frame of international struggle against terror, on the point of bringing the right actors, running a Turkish-Spanish diplomatic communication process is an important contribution to peace communication.

Therefore the field of communication the diplomatic communication concept will express itself is at the point of actors that will be gained on the issue of struggle against terror. On this subject, it is an important aspect that the reaction of Turkish and Spanish peoples against terrorism is turned into a means of diplomacy and delivered to international community. For instance, a negotiation process on struggle against terror in Tunisia with whom both countries have outstanding relations should be transformed into a process of negotiation and diplomacy in the context of peace diplomacy with Turkish-Spanish initiative.

On this case, Turkish and Spanish diplomats should examine in the context of diplomatic communication the process that subsequently involves Tunisian NGOs, politics, people and media along with diplomats who represent Tunisia in the international platform as major actors. The negotiation process that will be proceeded comprises three stages; (1) a constructive negotiation that includes Tunisian government and Turkish-Spanish negotiators, (2) a societal diplomacy move that will improve upon the perception of Tunisian people as to the struggle against terror with the involvement of Tunisian government, (3) negotiations that will be held with international institutions and organizations, and actors in the leadership of Turkish-Spanish negotiation model in order to gain the support of these establishments and persons on the subject of struggle against terror in Tunisia.

2.3. A Natural Alliance Framework for Peace Diplomacy

Led by Turkey and Spain, another important field of alliance to be presented on peace diplomacy and peace communication is the establishment of a natural alliance framework in the name of peace diplomacy. A natural alliance framework for peace diplomacy is to achieve process gains that develop instinctively within diplomatic communication period. Process gains are important step that provide efficiency and quality in diplomatic communication.

The natural alliance framework can be described as a way that paves itself in the context of diplomatic communication. "There is extensive alliance which is cultural and socio political and intensive alliance, which is unnatural and cosmopolitical"(De Castro,2012.p.239). To have a roadmap establishing naturally the new initiatives and gains should be granted a meaning simultaneously. In order to form natural alliance frameworks of such sort in Turkish-Spanish relations diplomacy should offer new approach in the point of coalescence with international community. In the context of diplomatic communication a description of natural alliance framework can be drawn as such: Natural alliance framework refers to diplomatic actors finding naturally developing peaceful diplomacy contexts in diplomatic communication process.

Placing of peaceful diplomacy contexts requires a diplomatic model led by Turkey and Spain and this model must be encouraging for natural alliances. Alliance of civilization led mutually by both countries is among the projects that can be considered with this context. Transforming the Alliance of Civilizations initiative into a peace diplomacy model that will strengthen intercultural communication is a first step for the development of natural alliances.

Natural alliance framework, at any point of the process, refers to the foundation of a new diplomatic context with a naturally developing alliance. First stage of this diplomatic context coincides with the description of the problem. For instance, carrying out a shuttle diplomacy in order to struggle against refugee problem experienced by Mediterranean countries with Turkish-Spanish initiative and Turkish-Spanish diplomats governing the diplomatic process with the leaders of other countries that feel the issue most severely is a building block for the establishment of an alliance. In order to prevent boat and ship accidents which take thousands of lives in Mediterranean waters leading the establishment of a "Mediterranean Collaboration and Search-Rescue Team" is an important step taken. Such an organization to which every country contributes with a search and rescue team of ascertained squads and which is run by Turkish and Spanish secretariats is a protective move formed in diplomatic guidance on the subject of prevention of boat accidents involving death.

The fact that this diplomatic enterprise is voted as a roadmap in the General Assembly of United Nations and accepted as an international document of vision by UN diplomats, and that this initiative gains a legal basis within the frame of international law regulations would count both in the contexts of natural alliance and of inventive diplomacy. If this process both gains a natural alliance framework with UN contribution and coalesces with a legal context unique to its characteristics is exemplary of formation of a natural alliance framework. On this note, natural alliance framework is position on a point of legal context.

A natural alliance framework that will be established in Turkish-Spanish leadership should include unique characteristics of Turkish and Spanish diplomacies and reflect them on international system. The most significant contribution both countries can make to peace communication is to attach the Turkish-Spanish characters on this

context of peace. Great resemblances are observed in the contributions and international peace perspectives of both countries.

Diplomatic perspective of both contours involve establishment of international alliances in the name of peace and consider introduction of conflict -preventive resolution drafts in international institutions and organizations. It is apparent that diplomats from both countries are engaged in significant diplomatic enterprises on the point of preventing these conflicts. " the rise of the hyphenated nicely diplomats illustrates the problems with considering the future of diplomacy."(Wiseman and Sharp,2012,p.265).

It is an important contribution to peace communication and peace diplomacy that natural alliance framework's peace-related context develops within the scope of international resolutions managed by a mutual initiative. This contribution, grants a profound contribution on the grounds of collaboration of diplomatic efforts shown by both countries within the frame of parliamentary democracy. A diplomatic communication concept that will be developed under the roof of parliamentary democracy constitutes a strategic point for natural alliance. Natural alliance framework is also very significant in providing the mutual leadership that contains the diplomatic visions of both countries.

A peaceful context is not only determinant in legal topics pertained solely to international resolution drafts but also an actor in providing humane resolutions to international problems and in arrangement of humane meetings. Extending the frame of the alliance during the process and with the help of diplomacy is also a determiner in bringing in new actors and horizons to diplomacy.

2.4. Associative Alliance for Peace

Within the context of peace diplomacy enterprise to be pursuit on Turkish-Spanish relationships another case is the establishment of an associative alliance for peace diplomacy. An associative alliance includes the association of certain stages of the process with other stages involved and directing the diplomatic contribution on coalescent platform in certain international affairs, those that are specifically conflict - involving.

For the establishment of an associative alliance, leaderships of both countries should achieve a characteristic that will fill the diplomatic uncertainties. Diplomacy period may exhibits "an associative pattern of symmetry, much as we would expect from "alliance-use"distinctions." (Alexandroff,1981,p.132).In order to realise this associative alliance diplomatic visions of both countries should be able to fill a gap and offer a new roadmap for the resolution of diplomatic disputes. Following a review with respect to peace diplomacy and communication the emphasis "permanent peace" draws attention within the frame of diplomatic approaches both countries employ. When diplomatic documents, pacts and negotiation processes involving Turkey and Spain were reviewed the emphasis of permanent peace and the binding outcome of permanent peace to be provided by diplomacy is an important common ground.

On these grounds, in order for an associative alliance to be formed both countries are required to unite their diplomatic power on the common denominator which is the establishment of permanent peace and offer a diplomatic approach that fill any vacant ground in the way of establishing permanent peace. Diplomatic visions of both countries should be transformed into an associative alliance that will ensure the establishment of permanent peace. Both countries seem to posses a determining negotiation power on prevention of international conflict es and establishment of permanent peace. Therefore, it is strongly recommended that both countries develop a mutual diplomatic impact to construct a conflict -preventive diplomatic mission - apart from a military or defense force- and that they establish a "Conflict Prevention Power Center" within the perspective of mediatorship diplomacy in resolution of disputes and acknowledge and institutionalize this center as a model.

How this "Conflict Prevention Power Center" will be formed in the context of associative alliance for dispute resolution and how the evaluation of this model will be made within the diplomatic system constitute a crucial point. The strongest associative initiative point for the formation of a peace diplomacy that aims to resolve conflict topics which swell gradually, diversifying and threatening the international peace. Therefore it is suggested that in the guidance of both countries "United Nations International Conflict Prevention Center" should be established and granted a institutional layout. Suggestions that will redeveloped in peace communication perspective regarding the basic construction of this center which should be assembled in Turkish-Spanish leadership are as follows:

UN International Conflict Prevention Center should possess two headquarters, one in Madrid and the other in Istanbul. The center must be overseen by two co-chairs, one Turkish and one Spanish, and the chair holders must be replaced in every two years. In order for the center to be evaluated as a model association in resolution of international disputes and prevention of international clashes an institutionalization must be considered which will receive both participant and public support. In this context, co-chairs should be selected among former presidents, prime ministers or foreign ministers who served in Turkey or Spain. For this election: co-chairs should be selected by a widely participated search conference attended by in-duty or former diplomats and the selection process should take into account the countries' diplomatic visions and alliances as well. All diplomats, notably in-duty or former ambassadors, should attend and influence the selection process.

In order to have Turkish and Spanish publics attend to this process, therefore further strengthen the peace communication, selection of "Non-conflicting Community Leaders" is a moral contribution to peace communication. Non-conflicting community leader refers to the election of exemplary leaders in international conflict resolutions by public votes to be held in both countries and inclusion of the elected leader to the process as an important actor.

3.   Peace Based Diplomacy - Flamen-Turco Diplomacy

A diplomatic categorization based on peace communication is suggested to provide a healthy proceeding of Turkish-Spanish led peace diplomacy process. "Structural diplomacy is the best theoretical option to analyze the evaluation of Spanish diplomacy"(Garcia and Pardo,2014,p.53.). In this context,"Structural diplomacy refers to the process of dialogue and negotiation by which actors in the international system seek to influence or shape sustainable political,legal,economic,social and security structures at different levels in a given geographical space"(Keukeleire,Keuleers and Raube,2016,p.200). A diplomatic categorization based on peace communication refers to the enhancing of diplomatic powers of both countries and opening of new diplomacy channels. The title recommended for a peace based diplomacy led by Turkish and Spanish initiatives is "Flamen-Turco" which was inspired by famous Spanish gypsy dance flamenco and the Spanish name for Turkish being "El Turco". This title which names the determinant role of Turkish and Spanish alliance and the new doors this alliance has opened center humane values and human conscious as its basis. Meaning that the diplomatic communication concept both countries develop should have as its main characteristics humanity and sensitivity. Just as when an international disaster occurs the two organization recalled first are red cross and Turkish red crescent, the kind of diplomatic approach both countries developed should be the first diplomatic percept when a humane resolution is sought through diplomacy. Context of address should also be confirmative and annealer of this approach. All diplomatic channels to be opened and diplomatic communication strategies to be employed should have in its center a peace based diplomatic understanding. Main categories of Flamen-Turco diplomacy can be listed as such:

3.1. Constructive Dialogue Method for Peace

Dialogue management to strengthen peace diplomacy in Turkish-Spanish relations and to establish a diplomatic approach pertain to both countries should be considered as a significant category of peace communication. Constructive dialogue for peace refers to opening of channels for dialogue and that this dialogue should be peace based in order for new alliance and coalitions to be formed with diplomatic efforts and enterprises of both countries.

Dialogue titles and dialogue fields within which these titles will operate should be drawn for constructive dialogue management led by diplomatic efforts of both countries and peace based wide alliance fields. It is recommended that these fields are gathered under three headers which include cultural dialogue fields and environment-climate-technology field. For a constructive dialogue first a communication style aiming to develop a dialogue in political spheres should be supported. In this context Turkish and Spanish leaders should determine appropriate communication partners who will embrace a constructive dialogue and help transform it into the supported communication style, and assign them to communication process.

To be able to have possible communication partners included in this constructive dialogue framework Turkish and Spanish leaders should take certain steps within the

scope of diplomacy. Ultimate goal of a constructive dialogue for peace communication is introduce a peace coalition to international community and within that scope the slogan "1783 dialogue actor for the Big Coalition" is suggested. Selection of this theme derives its basis from the date 1783, 25th of September on which modern Turkish-Spanish relationships were started when a peace settlement to be held by Ottoman and Spanish states was proposed to Ottoman Sultan by the Spanish Ambassador Juan de Bouligny. In order for a peace communication platform to be established by the election of possible peace partners, first, the diplomacy should define the concept of persuasive dialogue message; and this message's main source is the power and alliance of Turkish-Spanish diplomacies.

The message Turkish and Spanish diplomacies will give as the starting point, the message "Mutual Tradition for Future: Responsible Peace" is offered in terms of a theme which synthesizes both countries' sensitivities, humane consciouses, commonsense, world's future and a climate of dialogue and signifies humane touches in diplomacy.

Another proposal brought to provide a constructive dialogue through possible communication partners and with diplomatic channels was that in countries which contain the embassies of both countries, with a call from Turkish and Spanish embassies and support of that country's foreign minister a forum should be held under the theme "Mutual Tradition for Future: Responsible Peace" with all ambassadors attending and that the ideas produced as a result of this forum should be evaluated and included in the diplomatic process. In this context, the African continent is one of the most efficient fields two countries can assign mutual diplomatic missions for peace, because both possess a considerable diplomatic network within that continent and have high levels of interest both politically and economically.

For instance, "Spain holds foreign representative offices in 40 African countries. And Turkey having increased its interest in its diplomatic relationship with Africa attended the African Union   as an observer state in 2005. Spain is also a member of African Development Bank. Turkey holds about 43 representative offices in Africa, 39 being embassy and 4 consulate".(Türkiye Cumhuriyeti Başbakanlık Kamu Diplomasisi Koordinatörlüğü, 2015,p.1.) "In 2014 Turkey opened embassies in Zambia, Burkina Faso, Mali and Burundi; Between 2003-2013 9 presidential visits from Turkey and 17 presidential visits from Africa was made; in foreign ministry level Turkey visited 6 African countries and 22 foreign ministers visited Turkey". (Türkiye Cumhuriyeti Dışişleri Bakanlığı,2015,p.1.) Among European countries Spain is one of the most involved when it comes to African continent. Spain holds close relations with African Union and Economic Community of West African States. Consequently, both countries have over 40 representative offices in Africa. For example "Relations with Morocco have been a prime concern for all Spanish governments"(Kavakas,2001,p.183). "Spain also recognizes the importance of having good relations with its southern neighbors for the sake of regional (and therefore national) security and Morocco acts as an accommodating partner within the Arab world in this region"(Gold,2000,p.31).

Both countries have representative offices in almost the same countries. In this case, organizing a search conference with the title "A Peace Tradition for the Future of Africa" led by both countries in the African countries where Turkey and Spain hold mutual representation offices will lead the way in finding appropriate communication partners and establishing a constructive dialogue platform.

In such diplomatic efforts, especially when conducting dialogue management, ambassadors' pursuit of meeting with public and application of a public leaning diplomatic approach would be contributive to diplomatic efforts' functionality. Community leaders, universities, NGOs etc. of Africa, if included to the process would promote the efforts on proceeding the dialogue process with all possible channels.

Sahel region of Africa is one of the areas which Spain deems important and established diplomatic relations. Turkey holds substantial relations with this region which occupies 3 million m2 of tropical regions along with Saharan Desert, including Senegal, Mauritania, Mali, Burkina Faso, Niger, Nigeria, Chad, Sudan and Eritrea.

Mutual efforts of Turkey and Spain in introducing a peace model to this region over which 3.5 million people migrate due to conflicts and wars and the leadership of both countries in a diplomatic initiative named "Peace Initiative for Sahel" would widen the fields of constructive dialogue. Another region where two countries have close relationships with the states of the area is Middle-East. "In an effort to maintain good relations with Islamic states, the spanish government adopted a pro-Arab stance in most Middle-East conflicts. For years,Spain was the only West European country that did not recognize Israel"(USA International Business Publications,2013,p.120). Both the Turkish and Spanish policies targeting the region display great likeness and primarily on conducting the moderatorship and peace talks both take initiative. It is exemplary of a dialogue method for peace if both countries undertake a peace diplomacy program that includes the Middle-Eastern capitals. In this scope, for example, establishment of a peace institute in Tehran in Turkish-Iranian-Spanish leadership and this institute to lead projects that support peace in the Middle-East and open new dialogue channels increases the amount of diplomatic communication.

In 2003 Iran and Spain celebrated the 600th year of their diplomatic history and as of 2015 Spain and Iran entered 612th year of their diplomatic past. It is noteworthy that Iran established an embassy in Madrid for a century ago. Trading volume of both countries go around 400 million dollars, but is expected to rise drastically after the agreement with p5+1 countries. Ergo, Spain is one of the most crucial allies of Iran within the European continent, a relationship that is predicted to upswell after the positive results the nuclear negotiations yielded. (Iran Daily,2015,p.1). These close relationships Turkish and Spanish diplomacies have with Iran offer a strong initiative field with respect to peace diplomacy in terms of the establishment of constructive dialogue channels in Middle-Eastern countries.

Nuclear negotiations with p5+1 countries were concluded with success and peace talks were identified with the formula of p5+1. Though Turkey and Spain are not a natural part of nuclear negotiations, they followed the events closely and supported

the talks from the beginning. Because the first letter of the word peace is P, starting a diplomatic communication campaign with the slogan "From P5+1 to P5+ ∞ A Permanent Peace" in dedication to P5+1 formula and addressing the world from Tehran in a message for peace is a step in establishing a constructive dialogue.

On this note, the slogan of the diplomatic union both countries named under the title Flamen-Turco should be "The Voice of Good in Diplomacy". For the introduction of this slogan to international public opinion an intro movie that includes Bosphorus Bridge in Istanbul, Süleymaniye Mosque and La Sagrada Familia Church in Barcelona is suggested. In the Bosporus Bridge, people from the rest of the world begin marching from the Asian side to the European one to pray for peace. While Muslims continue with their prayer; and the sound of adhan coming from Süleymaniye Mosque that appeared right in the middle of the bridge; La Sagrada Familia suddenly appears on the edge of the bridge with its bells during a Christian prayer. The slogan is voiced in all world languages "Voice of Good"

3.2 Cultural and Artistic Codes

In a process of diplomatic communication to be led by Turkey and Spain, a coder category refers to the coding of the process with certain peaceful themes and symbols based on symbols that were given a meaning within the diplomatic practice and procedures. Inclusion of cultural and artistic codes in this process and in the diplomatic process is a determinant action. Cultural and artistic symbols have a worthy seat in coder categories. Guitar and oud are two instruments that can be considered a coder category in artistic enterprises undertaken in order to achieve a peace call by diplomats from Spain and Turkey in various countries across the world. Guitar is a developed version of guitarrra brought up in Spain in the 16th century as a four string musical instrument and is pertain to Spain. Especially needed for rhythm in Jazz. However, the first ancestor of guitar is oud which is a Turkish musical instrument designed as a four string but added with another by the famous Turkish thinker Farabi. Solo guitar is among the versions the instrument is identified with and solo, though meaning alone in Spanish, have become an international word and is used in Turkish, English and many other languages in the same meaning. Therefore, initiating a peace communication enterprise with the slogan "Play the Guitar Solo but Sing Peace Together" is synonymous with a consideration of cultural and artistic codes through music in diplomatic communication. Themes and events related to culture and art should be utilized as a means and a category in diplomacy and given importance in peace communication and diplomacy. It is crucial to utilize cultural and artistic events and themes as a means and category and prioritize them in peace communication and diplomacy. For example, when the Turkish and Spanish proverbs-sayings are examined, one of the shared sayings is "Yerin Kulağı Vardır". Same saying is translated to English as "Walls Have Ears". From this point forward, with the slogan "If walls have ears; then sing of peace everywhere"; an emblem in which the world's flags are pictured within an ear and find a sense of unity should be used.

Siesta is the name of the famous conventional after-dinner nap in Spain. Therefore, it is another meaningful step towards communication if, with the slogan "Siesta for Peace Only", both countries' diplomats run a civil initiative-supported campaign to bolster sustainable peace policies. Coder categories are meant to offer logistic support to the diplomatic communication process. Turkey and Spain are required to enhance the mutual categories of diplomacy through certain cultural codings. For example, symbol of Turkish capital Ankara is the Hittite Sun and one of the symbols of Madrid is a bear collecting strawberries from a strawberry tree. According to the legend, Madrid was first named "Ursaria" which means the land of bears. In the famous sculpture a bear was drawn with its foreleg reaching the strawberry tree. Adding this picture a scale that represents justice, weighing the sculpture and the Hittite Sun and using the slogan "Hearts that bear the peace initiative" would turn this mutual symbol engraved in both countries cultures into a strong theme for peace.

Bull fights and matadors are also amongst the symbols identified with the country. Therefore, to code matadors fighting a bull with their red cape into a peace theme and utilize it with a strong theme in diplomatic communication campaigns the slogan "Cut a Swath on Peace to Unleash the Matador Inside You" is suggested. In bull fights, when his associates leave the scene, the matador fights on his own and tries to attract the bull with the red cap he has in his hand. The theme must developed around the concept that just as the matador waves the red cape to attract the bull, people across the world should invest all their efforts and personal initiatives and establish peace. Paintings of the famous Spanish painter Salvador Dali should also be included as a theme for communication in order to create a peaceful public opinion and deliver the peace message within the concept of peace communication. It is observed that Dali often employs in his works the figure of butterflies. Gulet with butterflies wings is one of the butterfly themed paintings Dali produced. Turtle Tamer of Osman Hamdi Bey who is considered among the best of Turkish art counts as another strong example of art. Using these two masterly works under the slogan "Butterfly effect for peace: turtle instinct" would be exemplary to art-based themes role in peace communication. Turtles are known for their qualities in commonsense and a leadership that contains this quality is one of the most necessary characteristics for peace communication. Federico Garcia Lorca is known as the best poets of the 27 generation in Spain. Necip Fazıl Kısakürek made his name around the same date. One of Lorca's poems was also composed in Turkish with the name "Slack water last song". Lorca in his poem "Gacela of The Dead Child" says "In each eventide a child dies, in each eventide in Granada". Necip Fazıl on the other hand in his poem, The Child says "Cry today my child, you can't tomorrow! What you know now, you can't know later!". Using lines from these two great poets: with the slogan "Children of Greats Wait for Peace" a mutual communication campaign to be prepared by the united influence of Turkish-Spanish for children who are effected by wars across the world is a sensitive contribution to peace communication.

Outcome

When the diplomatic traditions, teams and political understandings of Turkey and Spain is reviewed, it is observed that diplomacies of both countries have striking resemblance and their relations proceed in a level of mutual harmony and stability. Apart from the likeness of diplomatic understanding, with mutual initiatives and communication fields regarding international peace, excellent interpersonal relationships of Turkish and Spanish leaders and the collaboration of Turkish and Spanish diplomatic mission, both countries lead the way in dual leadership and in introducing a diplomatic peace model. Transforming the excellent harmony both countries achieved on a dual level such as in mutual missions for peace moderatorship into an intercultural peace model and this model being specified on the resolution of disputes constitutes a leading diplomatic communication enterprise that aims peace. Institutionalization of peace leadership and transformation of the diplomatic power of both countries into a single alliance and an internationally respected peace coalition require on a diplomatic level a successful peace communication and peace diplomacy. To consider peace communication as a sufficient means of peace diplomacy, diplomatic communication should be evaluated on a context that ranges from from cultural diplomacy to parliamentary diplomacy to shuttle diplomacy to diplomatic public relations including all categories and aspects on most peaceful communication lines, with strong peace themes and international persuasive communication strategies.

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