| The role of television drama in enhancing the reputation of countries from the perspective of the Egyptian audience: South Korea and Turkey as case studies | دور الدراما التليفزيونية في تعزيز سمعة الدول من وجهة نظر الجمهور المصري: كوريا الجنوبية وتركيا كدراسات حالة. |

| **Dr. Ahmed Gamal Hassan Mohammed** [1],[*]
[1] **Al-Maqal University/Faculty of Information**
[2] **Cairo University/Faculty of Mass Communication** | م.د. أحمد جمال حسن [1]،[*]، جمهورية مصر العربية،
[1] جامعة المعقل/ كلية الاعلام
[2] جامعة القاهرة/ كلية الاعلام |

ABSTRACT

This study sought to uncover the direct and indirect effects of the role of television drama in managing States' reputation, drawing on the comparative correlative approach, and using the identification to gather data from a sample of 382 drama viewers. The results showed that dramas played a positive role in their viewers' perceptions of States, and it turned out that drama viewers were regular in "moderate" proportions of time, and that the results showed a high level of assessment by drama viewers of nations' reputations, whether Korean or Turkish. However, the ranking of reputational factors was different for the two states according to the public attitudes of drama viewers towards those countries, and Korean TV drama also proved to have a direct impact on the management of the Korean state's reputation, while Turkish drama had no tangible impact on the management of the Turkish state's reputation.

الخلاصة

سعت هذه الدراسة للكشف عن الآثار المباشرة وغير المباشرة لدور الدراما التلفزيونية في إدارة سمعة الدول، بالاعتماد على المنهج الارتباطي المقارن، وباستخدام الاستبانة لجمع البيانات من عينة شَملت (382) من مشاهدي الدراما. وقد أظهرت النتائج أن الأعمال الدرامية أدت دورًا إيجابيًا في تصورات مشاهديها للدول، كما اتضح أن مشاهدي الدراما منتظمون فيما يتعرضون بنسبة «متوسطة» من الوقت، كما أظهرت النتائج مستوى عالٍ من تقييم مشاهدي الدراما لسمعة الدول، سواء كانتَ كورية أو تركية. ومع ذلك، فإن ترتيب العوامل التي تشكل السمعة كان مختلفًا للدولتين وفقًا للمواقف العامة التي يتبناها مشاهدي الدراما تجاه تلك الدول، وقد ثبت أيضًا أنّ الدراما التلفزيونية الكورية لها تأثير مباشر على إدارة سمعة الدولة الكورية، بينما لم يكن للدراما التركية تأثير ملموس على إدارة سمعة الدولة التركية.

*Corresponding Author Email: **Ahmed.gamal.hassan@almaaqal.edu.iq**

Introduction:

The field of reputation measurement and management is no longer limited to companies and organizational entities, but countries are increasingly realizing the benefits of acquiring a good reputation among their internal and external audiences. Therefore, the reputation of countries and their administrations has become one of the main tasks for researchers in media and communication sciences in general, and practitioners and researchers in public relations and popular diplomacy in particular, especially in a changing world of increasing globalization. Despite reputation measurement for countries and their administrations being a relatively new field in terms of research and practice, the reputation of any country has become extremely important in many dimensions, as reputation plays a crucial role when countries compete for foreign investments, tourism, and trade, making it a vital element in public relations and popular diplomacy (Newburry , 2012, p. 240 –259) (Yang & Wrigley, 2008, p. 421 –440)). Based on the above, there is a growing interest in measuring the reputation of countries and their administrations due to their importance in international relations and the success of a country's foreign policies, as well as the actual value that reputation brings in shaping and forming opinions, self-perceptions, and positive behavior of other countries towards the state (Taha , 2018).

Television drama is a strategic and national tool for diplomacy as a soft power that can be enhanced through effective management of a country's reputation. This means managing the attractive factors of the state in the minds of the external audience. Television drama can play a significant role in enhancing the reputation of countries through its expressive and illustrative power of cultural, social, economic, political, and other diverse values. It can also interact with the life data surrounding individuals. Thus, the role of television drama in enhancing the reputation of countries and their administrations has become a primary goal sought by many countries to move from a negative image to a positive one, in addition to increasing external audience support for the state's policies towards other countries.

Understanding the role of television drama in managing the reputation of countries is beneficial when developing national strategies. Therefore, this study attempted to utilize social identity theory as a psychological and social theoretical approach to study reputation, identity, and belonging. This is due to its reliance on racial centrality as a factor influencing the reputation of countries, in order to achieve a

deeper understanding of the role of television drama in managing the reputation of countries.

Countries have become more concerned about their reputation due to the globalized economy. Therefore, many countries tend to measure their reputation and management through activities to be more effective at the international level. They also tend to think of it as a "distinctive brand" that television drama can promote by spreading its popular culture in many countries around the world, in order to gain some competitive advantages such as increasing their share of international trade, attracting foreign investment, or stimulating tourism. As a result, the numbers of countries that believe their reputation, image, identity, and distinctive brand have supportive strengths for their long-term success has increased. Therefore, the current study problem can be identified by stating the direct and indirect effects of the role of television drama in managing the reputation of countries.

Definitions of country reputation:

Despite multiple attempts to establish a clear definition of countries' reputation, most research and studies have used some terms as alternatives to the term "country reputation," such as national brand, state image, or state identity. This is due to the fact that most of these research and studies examine external general perceptions (national brand, state image) of the country from the perspective and framework of the country of origin (COO) and link them to some variables such as products and services, and service quality, in order to reveal customers' perceptions about it.

The importance of these terms lies in the scientific approaches of some fields, such as social psychology, business management, political science, and media and communication sciences. They also form a central axis in communication management research and studies, and in each of these fields

there are differ distinguish between these terms and how to model their mutual relationships, specifically between reputation and image, image and distinctive mark (Kiambi & Shafer 2018)

Definitions of country reputation have varied due to the diversity of contexts and different perspectives. It has been defined by relying on international legitimacy as a distinctive feature of a country's reputation, as: "the presence or absence of the deserved international legitimacy of a country, and it is often closer to soft power" (Tucker & Henrickson, 2004, p. 81 –83) Based on its various images among the external public, it was described as: "a set of images that have formed with

stakeholders over time" (Passow ,et al., 2005, p. 309 –329), and described by relying on the good attributes of the country, as: "everything related to the country having a good name among nations, because national reputation is undoubtedly a tool of power (Wang , 2006, p. 91 –96)" This clarifies that refining and managing a good national and international reputation is no longer exclusive to individuals and companies.

Reputation of countries has been defined based on communicative aspects and their connection to the characteristics of the state, as: "One type of echo feedback that a country receives from the external world, reflecting the credibility of its identity" (Fan, 2010, p. 97 –103). Relying on personal experiences and information from the internal and external audience is the first attempt to develop a clear concept of country reputation, where it is described as: "Perceptions about a country shared by the local and international audience based on personal experience and information received" (Kang & Yang, 2010, p. 52 –62). Country reputation is also described as predicting the future behavior of the state as: "General beliefs about the image and identity of the state that predict its future performance" (Mercer, 2010).

Country reputation is also described as: "An accumulated image of a country over a long period of time" (Youssef & Li, 2015, p. 399 –411), and as: "Stakeholders' perceptions of the relative status of a country on dimensions relevant to the context of exchange" (Dimitrova,et al, 2017).

Based on the above, it can be observed that most definitions agree that a state's reputation is a collective image perceived by stakeholders. It is evident that reputation is considered a form of soft power with greater utility.

than increasing military or economic power (Kiambi & Shafer, https://doi.org/10.1057/s41254-017-0065-7, 2018) (Jervis, 1989). Soft power has become more important as a national diplomatic strategy, as it can be developed and enhanced through effective management of a state's reputation, meaning managing the factors that attract attention to the state in the minds of the external audience (Nye, 2014). In this context, the audience connects diplomatically, culturally, and economically between their country and other countries based on a set of characteristics that impact business, investments, and tourism in the country (Jain & Winner, 2013, p. 109 –123), (Nuttavuthisit, 2007, p. 21 -30), Anholt, 2006) (Angolt, 2006, p. 97 –107). Individuals' evaluations and attitudes towards a country are a result of their experiences with purchasing products or services offered by the country. (Yang, 2008, p. 440 –421) On the other hand, some individuals may judge

countries based on their economy, culture, and policies even without direct interaction or prior experience with them (Kunczik, 2016), so the audience can shape the reputation of any country through their direct or indirect sources, including their personal experiences and interactions or information gathered from the media (Kang & Yang, 2010) (Kang & Yang, 2010, p. 52-62), therefore, individuals' evaluations should not be limited to companies only (Passow,et al, 2005, p. 309–326).

Based on the above, it can be noted that a country's reputation can be shaped by what its audience possesses through two types of experiences (direct and indirect) which can be explained as follows (Yang et al, 2088, p. 421 -440), Kiambi, 2017 (Kiambi, 2017, p. 57 –75)):

- – Direct experiences include: personal experiences formed through travel, business and tourism, individuals' use of products and services, their personal participation in cultural events, and social interaction with the international audience personally and interacting with them.
- – Indirect experiences include oral communications exchanged by individuals, such as hearing someone talk about a country, as well as information received through communication channels including the media.

It is evident from the above that a country's reputation is formed as the foreign public retains it through direct and indirect experiences, therefore, they can be considered variables leading to different perceptions and attitudes towards a country, and can also lead to different levels of ranking a country in terms of preference and supportive intentions.

This study adopts the concept of a country's reputation rather than the concept of a country as a dependent variable, defined procedurally as: "stakeholders' perceptions of South Korea and Turkey over time based on direct and indirect experiences as key indicators of each country's reputation, with racial focus as the mediating variable".

In a related context, it is evident that a country's reputation has become a significant source of competitive advantage for the state, hence, supportive intentions towards a country, such as travel, investment, purchasing products, or requesting a service from a country, can be influenced by the public's perception of the country. Therefore, individuals feel concerned about their country's reputation in relation to the reputation of other countries, prompting governments to pay attention to measuring and managing their country's reputation.

The good or bad reputation has a significant impact on the interactions and international relations of a country, therefore, there are several reasons that prompt any country to consider measuring and managing its reputation, a desire to convey a better image of itself to the foreign public (Kiambi & Shafer, . https://doi.org/10.1057/s41254-017-0065-7, 2018), including: (1) The state must manage its reputation due to the competitive environment in which it operates, (2) The state with a strategic plan and clear vision must manage its reputation, (3) The performance of any state is compared to the performance of its affiliated organizations, (4) Any state should appeal to its audiences (passow & et al, 2005, p. 309 –326). Also, the focus of countries on positive reputation and increasing their reputation among the public helps them achieve their sustainable development goals "SDGs" (Rosati & Faria, 2019, p. 215).

The benefits of developing and managing a good reputation for a country lie in the ability to develop and enhance the soft power of the country, thus, a country's reputation can influence its ability to build alliances with its national or international partners, as countries with a good reputation have seen growth in their tourism sector, which has become a major source of

national income for many countries (Kiambi , 2017), (Stock, 2009, p. 118 –125)), and it is also likely that countries with a good reputation will attract foreign direct investment and skilled labor ((Kotler&Gertner, 2002, p. 249 –261)), and witness an increase in the international purchase of their products and services, compared to countries with a bad reputation (stock, 2009, p. 118 –125).

It is evident from the above that countries' reputation has a set of sources, the most important of which are: tourism promotion, branding, political decisions of the government, business activities, cultural exchange and activities, and the people of the country themselves. There are also a set of factors that influence individuals' beliefs about countries, but there are a specific and limited number that can have a significant impact, including: visiting the country, social relationships with individuals from that country, and the information that can be obtained from the media.

It is worth noting that specialists in research and studies on measuring the reputation and management of countries have faced some challenges, such as the confidentiality of the results and data related to these research and studies, and that such results and data are not comparable, considering that the survey tools used are proprietary and do not use a standardized measure (passow , et al, 2005, p. 309

–326), as the use of a single element scale in determining public opinion preferences (Berens,et al, 2011, p. 77–91). This determination may be useful in providing a general description of the relative popularity of countries, but it does not reveal the underlying reasons behind this popularity (Taha, 2018).

Despite the fact that the reputation and management of countries have played a vital role in many areas such as attracting foreign investments, promoting tourism, and other fields, the first attempts to measure the reputation of countries began in 2005 when (Passow,et al, 2005, p. 309 -326) sought to measure the reputation of the Principality of Liechtenstein, after developing a general index for evaluating country reputation in collaboration with "Charles J. Fombrun" and the Reputation Institute, which was called "The Fombrun-RI (CRI: Country Reputation Index)", relying on a modifie version of the corporate reputation measurement index "Harris-Fombrun (RQ)" (Fombrun , et al, 2000, p. 241–255). The "The Fombrun-RI" index included six dimensions: emotional, natural, material, leadership, cultural, and social.

In (Yang ,et al, 2008, p. 421 -440), added the political dimension to "The Fombrun-RI" index when seeking to measure the reputation of South Korea in the United States, which they envisioned as "perceptions of the political situation of the country such as internal relations, democracy, and stable political environments". (Kiambi&Shafer, 2014), An added three dimensions in 2014: human, security, and sports, and in 2018, (Taha, 2018)added the educational dimension when seeking to measure the reputation of Britain and Germany in Egypt, increasing the total number of dimensions of the country reputation measurement scale to 11.

Some researchers have indicated that there are two factors that influence the reputation of countries and subsequent purchasing of their products. The first factor lies in animosity towards a certain country as a result of historical events or political stances, such as the United States' stance towards the French after the events of September 11. The second factor is racial centrality, where individuals view their group as central and reject what is foreign and unfamiliar. Racial centrality goes beyond feelings of pride for the racial group of the individual and applies to the nation as a whole, defining it as nationalism.

Although a brand does not create racial bias, the interaction between brand strategies and racial centrality can create animosity between countries. However, controlling the impact of racial centrality on the reputation of countries is difficult because it is a direct result of the citizen's stance towards their country, which is not formed by the reputation of another country or brand strategy.

Building on the discussion of racial centrality as a factor influencing the reputation of countries, the current study draws on Social Identity Theory as a psychological social theoretical approach to study reputation, identity, and belonging. Social identity refers to the personality of each individual, representing a part of their self-concept derived from their membership in the group and the acquisition of the values and emotions related to this membership. Identity is defined as the extent to which an individual achieves self-awareness, uniqueness, and independence, being distinct from others, feeling internal coherence, symmetry, and continuity over time, and adhering to the prevailing norms and values in their societal culture.

The social identity theory has evolved through the work of (Tajfel & Turner, 1979) to understand the psychological foundations of intergroup bias by identifying the factors that lead individuals in a society to differentiate between different groups, and even differentiate between individuals within the same group. This theory includes three central ideas: categorization, identification, and common comparison. Social identity emphasizes the prominent group characteristics that enhance differentiation between groups (Gao,et al, 2017)) (Brown , 2000). The individual's self-concept heavily relies on social identity, which is best defined as the emotional and evaluative consequences of belonging to a specific easily classifiable group (Tqjfel, 1982), (Hornsey, 2008)). Thus, the main idea of social identity is that individuals have a fundamental need to belong to social groups.

In a related context, literature on country reputation measurement indicates that media is one of the driving forces for a country's reputation. Therefore, leveraging the social identity theory can deepen theoretical concepts and formulate them in a way that can reveal the Egyptian audience's perceptions of viewers of TV dramas about South Korea and Turkey. This can help in addressing some study questions, drawing conclusions about the direct and indirect effects of TV dramas on managing country reputations, constructing the study tool, transforming theoretical concepts into study able and measurable variables, and demonstrating some study objectives and interpreting and discussing its results through in-depth concepts and analyses.

The main study question is: "How does TV drama affect the management of country reputations among viewers from the Egyptian audience"? As this study sought to verify the following hypotheses at a significance level of (<0.05):

- **H1:** "The motivation to watch television dramas positively influences the management of countries' reputation among viewers".

- **H2:** "The density of watching television dramas positively influences the management of countries' reputation among viewers".
- **H3:** "The patterns and aspects of life portrayed in television dramas positively influence the management of countries' reputation".
- **H4:** "The supportive intentions of television drama viewers towards countries positively influence the management of countries' reputation".
- **H5:** "The ethnic positioning of television drama viewers positively influences the actual reputation of countries".
- **H6:** "The patterns and aspects of life portrayed in television dramas positively influence the ethnic positioning of viewers".
- **H7:** "The supportive intentions of television drama viewers towards countries positively influence their level of ethnic positioning".
- **H8:** "The patterns and aspects of life exposed in television drama positively influence the actual reputation of countries among their viewers through the intermediary variable of "ethnic centrality".
- **H9:** "The supportive intentions of television drama viewers towards countries positively impact the actual reputation of those countries through the intermediary variable of "ethnic centrality".

Method:

The methodological procedures of the study can be presented through a set of elements, as follows:

1) **Study variables and how to measure them:**

This study is one of the field studies that was applied using a questionnaire that included (11) main questions, in addition to demographic variable questions, with the aim of collecting data on measurable variables to achieve the study's objectives by answering its questions and verifying its hypotheses.

Survey Validation: The survey was validated through a set of procedures to ensure its psychometric properties. Regarding the survey's validity: the study relied on face validity by presenting it to a group of specialized experts in media and communication sciences, this was done to confirm the content validity of the survey. The study also sought to verify the internal consistency validity of the survey after applying it survey-wise on a sample consisting of (50) television drama viewers. The results showed a high internal consistency for the reputation scale, with Pearson

correlation values ranging between (0.586: 0.875) and all being significant at a level of significance (<.001).

This study sought to verify the construct validity using the Pooled Confirmatory Factor Analysis (CFA) for the hypothetical model of the study using the "AMOS.v.23" software. A set of requirements such as saturation and ensuring the components of the country reputation scale through goodness-of-fit indicators were considered and validated by simulation studies to match the data with the assumed factor model. The study relied on the internal consistency reliability of the questionnaire statistically using McDonald's Omega (ML) equation, which reached a value of (0.958) for South Korea and (0.960) for Turkey, indicating questionnaire validity and high reliability. This had a positive impact on the self-validity of the questionnaire, with values of (0.978) for South Korea and (0.978) for Turkey.

Based on the aforementioned procedures, the final version of the questionnaire was developed as a data collection tool for this study. Data distribution curve diagrams showed a normal distribution of variable data around the curve line with no dispersion. It was also verified that there were no common correlations (linear duplications) between the independent variables in the study. The results showed that all tolerance values ranged between (0.697: 0.994) compared to (1.534: 1.218) as inflation values, which are less than the critical value estimated at (5). Therefore, it can be affirmed that there are no linear duplications between the independent variables,

meaning there are no independent variables that need to be merged together.

2) Sample:

Using the "G*Power" software, the minimum estimated sample size of (318) drama viewers was determined to obtain sufficient power to detect the direct and indirect effects of television dramas on managing the reputation of countries. According to (Klines rule, 2016), the minimum sample size can be estimated at (320) participants to test the hypothetical study model.

According to the inspection method used in this study, the number of participants in the study tool application reached (714) respondents, therefore, the data of viewers of South Korean and Turkish television dramas, totaling (394) at a rate of (55.2%), were separated from non-viewers, totaling (320) at a rate of (44.8%). Their reasons for not watching included: preference for Egyptian and Arab series by (28.8%) lack of time to watch by (23.11%), exposure to conflicting ideas with society by (16.4%), preference for watching American dramas by (9.7%), and feeling bored by their

events by (9.4%). The remaining percentages shared reasons such as: "its goals are unrealistic and do not match reality", "not knowing its broadcast schedule", "characters in the series are not convincing", and "events and problems within the series are not interconnected". It is evident from the above that despite the high interest of individuals in such dramatic works, there is a fear of some of the content they present, fear of its penetration and its effects on society (Jalal.N, 2022). As a large percentage of foreign series carry ideas, images, and content that do not align with the cultural and social conditions of the Arab family (Abdel Rahman,M,, 2019).The responses of the respondents who reported visiting the countries under study were excluded, as only one individual reported visiting South Korea, compared to (6) individuals who reported visiting Turkey. The responses of (5) individuals with extreme values were also excluded according to the results extracted by the "SPSS" program.

Based on the above, the sample of the current study was determined to be a sample of (382) viewers divided into: (170) viewers of South Korean television dramas, compared to (212) viewers of Turkish television dramas.

Results:

This study relied on Structural Equation Modeling (SEM), which focused on considering a set of conditions used in preparing and verifying the data, such as: determining the appropriate sample size, verifying the data's normality, conducting confirmatory factor analysis, and verifying the absence of common correlations (linear duplication) between independent variables, in order to test its hypotheses, in addition to developing a scientific structural model that explains the causal relationships of the study variables based on the collected data. Table (1) below shows the values of the goodness-of-fit indicators for the hypothetical study model:

Table (1): Values of Goodness of Fit Indicators for the Hypothetical Study Model (N=382)

	Goodness of Fit Indicators	Value	Acceptable Value (Standard)
1	$x2$	2.632	5
2	Df	2	<.05
3	$x2$ / df	1.316	$x2$ / ≥ df 3

	Goodness of Fit Indicators	Value	Acceptable Value (Standard)
4	Normed Fit Index (NFI)	0.991	NFI ≥ 0.95
5	Comparative Fit Index (CFI)	0.997	CFI ≥ 0.95
6	Incremental Fit Index (IFI)	0.998	IFI ≥ 0.95
7	Goodness of Fit Index (GFI)	0.998	GFI ≥ 0.95
8	Tucker-Lewis's Index (TLI)	0.962	TLI ≥ 0.95
9	(RMSEA)	0.029	RMSEA < 0.08

Table (1) above shows the suitability of the hypothetical study model for the data, where all values of the Goodness of Fit Indicators fall within the acceptable statistical limits, therefore, the hypothetical study model aligns perfectly with the data. Figures (1), (2) following illustrate the hypothetical study plots with values for each country separately. For each country separately. It is evident that the variables of exposure density and supportive intentions explain 0.161 of the shared variance for the actual reputation of Turkey among viewers of Turkish TV dramas, which is statistically significant, compared to 0.002 for the actual reputation of South Korea among viewers of Korean TV dramas, which is not statistically significant. On the other hand, the variables of supportive intentions and patterns of life exposed through TV dramas explain -0.024 of the shared variance for the actual reputation of Turkey among viewers of Turkish TV dramas, which is not statistically significant, compared to 0.022 for the actual reputation of South Korea among viewers of Korean TV dramas, which is also not statistically significant.

It is evident that the supportive intentions and exposure motivators variables explain 0.051 of the common variance in the actual reputation of Turkey among viewers of Turkish television dramas, which is not statistically significant, compared to -0.552 for the actual reputation of South Korea among viewers of Korean television dramas, which is statistically significant. Also, the exposure motivators and aspects of life variables explain 0.591 of the common variance in the actual reputation of Turkey among viewers of Turkish television dramas, which is not statistically significant, compared to 1.246 for the actual reputation of South Korea among viewers of Korean television dramas, which is statistically significant. In the same context, it is evident that the exposure density and aspects of life variables explain -

0.097 of the common variance in the actual reputation of Turkey among viewers of Turkish television dramas, compared to 0.279 for the actual reputation of South Korea among viewers of Korean television dramas, which is statistically significant. While the exposure density and exposure motivator's variables explain -0.379 of the common variance in the actual reputation of Turkey among viewers of Turkish television dramas, which is not statistically significant, compared to 0.440 for the actual reputation of South Korea among viewers of Korean television dramas, which is statistically significant.

It is worth noting that all values for these variables reflect their achievement of the least part in explaining the role of television dramas in managing the reputation of countries among their viewers, while the remaining proportion may be attributed to the ethnic concentration variable of television drama viewers, in addition to some other variables not included in the hypothetical study model.
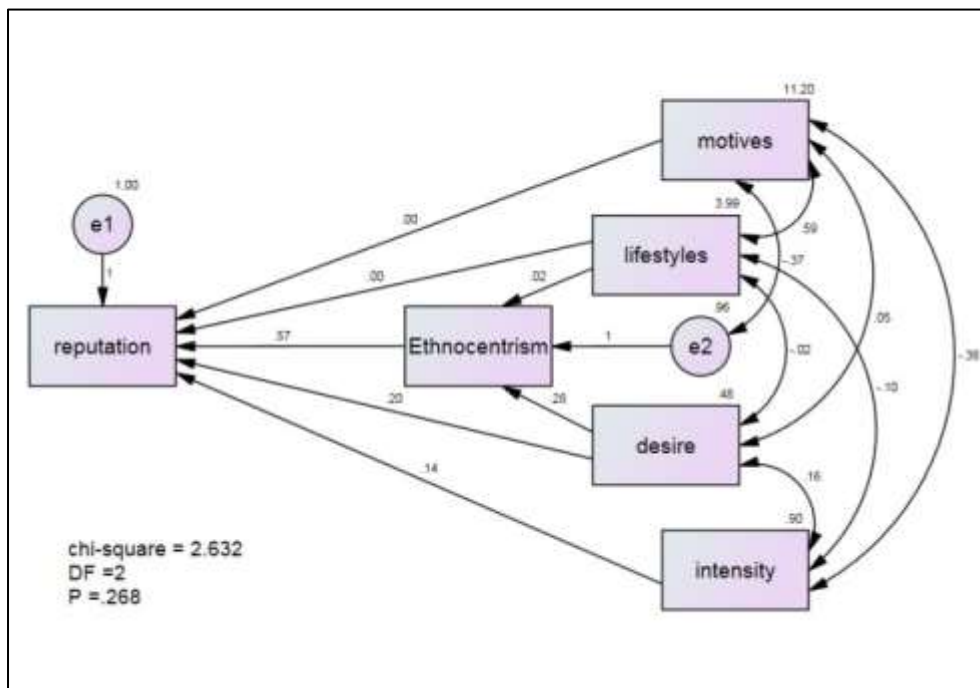

Figure (2). Hypothetical study diagram and model estimates and paths Assumed for the country of Turkey (Outputs of the "AMOS.v.24" program)
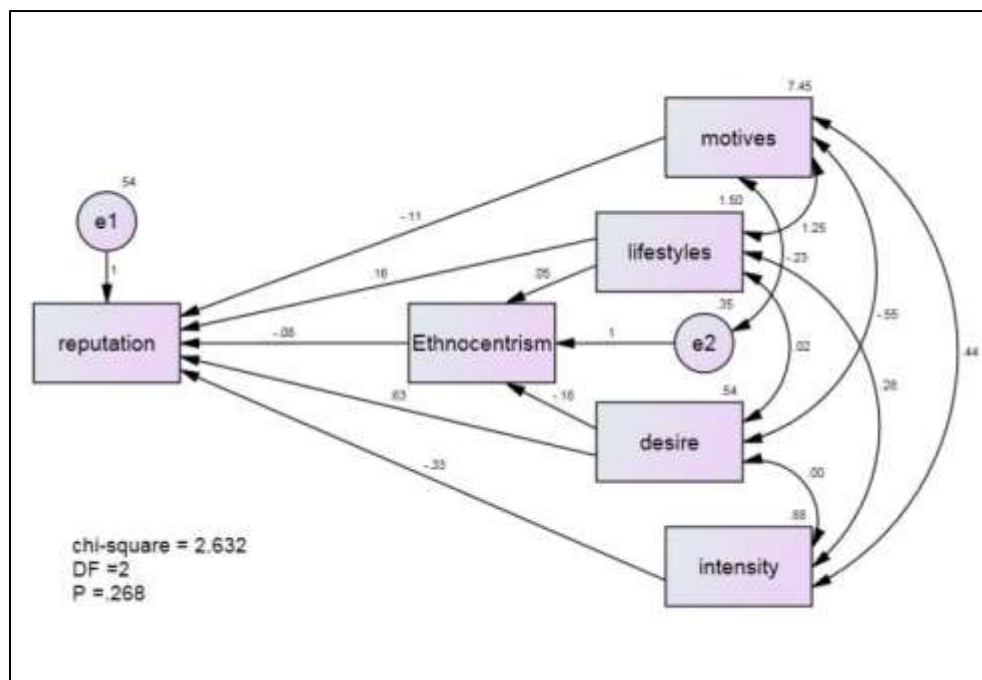
Figure (3). Hypothetical study diagram and model estimates and paths Assumed for the country of South Korea (Outputs of the "AMOS.v.24" program)

The probabilistic value has been utilized as illustrated in Table (2) below, with the aim of determining the significance of the values of the assumed paths (relationships) between the variables.

Table (2): Study model estimates for relationships between variables

Hypothesis	Variables		Turkey (N=212)		Hypothesis decision	Korea (N=170)		Hypothesis decision
	Independent	Dependent	β	P-value		β	P-value	
			First - Direct effects					
1	Motives for watching TV dramas	Country reputation among drama viewers	0.004	0.846	Rejection	0.111	0.001	Acceptance
2	Density of watching TV dramas		0.143	0.058	Rejection	0.327	0.001	Acceptance
3	Patterns and		0.001	0.996	Rejection	0.160	0.002	Acceptance

Hypothesis	Variables		Turkey (N=212)		Hypothesis decision	Korea (N=170)		Hypothesis decision
	Independent	Dependent	β	P-value		β	P-value	
	Aspects of Exposed Life							
4	**Supportive intentions towards countries**		0.204	0.050	Acceptance	0.632	0.001	Acceptance
5	**Ethnic Concentration**		0.572	0.001	Acceptance	0.083	0.389	Rejection
6	**Patterns and Aspects of Exposed Life**		0.022	0.518	Rejection	0.046	0.221	Rejection
7	**Supportive intentions towards countries**		0.285	0.003	Acceptance	0.184	0.003	Acceptance
Second - Indirect effects								
8	**Patterns and Aspects of Exposed Life**	**Country reputation among drama viewers**	0.012	0.463	Rejection	0.004	0.897	Rejection
9	**Supportive intentions towards countries**		0.163	0.002	Acceptance	0.015	0.634	Rejection

From the values in the previous Table (2), it is evident that there is greater importance for the racial concentration variable in forming the reputation of Turkey among Turkish TV drama viewers, followed by lesser importance of each of the variables: supportive intentions, viewing density, viewing motives, and patterns and aspects of life exposed in order, while the greatest importance in forming the actual reputation of South Korea among South Korean TV drama viewers was for the supportive intentions variable, followed by lesser importance of each of the

variables: viewing density, patterns and aspects of life exposed, viewing motives, and racial concentration in order.

It also demonstrates the importance of the impact of supportive intentions on the level of racial concentration among Korean or Turkish TV drama viewers, and the impactful importance of the patterns and aspects of life exposed in TV dramas on the level of racial concentration for their viewers.

In a related context, Table (2) above indicates that there are two effects of the independent study variables on the reputation of countries among TV drama viewers, the first - direct effects, and the second - indirect effects.

Regarding direct effects: It has been established that the impact of watching Korean dramas positively affects the actual reputation of the country among Korean drama television viewers, with a beta value of (0.11) which is statistically significant at a significance level of (<.05). On the other hand, the impact of watching Turkish dramas did not affect the actual reputation of the country among Turkish drama television viewers, with a beta value of (0.004). It has also been proven that the viewership density of Korean dramas has a positive impact on the actual reputation of the country among Korean drama television viewers, with a beta value of (0.32), which is statistically significant at a significance level of (<.05). Conversely, the viewership density of Turkish dramas did not affect the actual reputation of the country among Turkish drama television viewers, with a beta value of (0.143). It has also been established that the patterns and aspects of life portrayed in Korean television dramas positively influence the actual reputation of the country among Korean drama television viewers, with a beta value of (0.16), which is statistically significant at a significance level of (<.05). Conversely, the patterns and aspects of life portrayed in Turkish television dramas did not affect the actual reputation of the country among Turkish drama television viewers, with a beta value of (0.001).

In the same context, it has been proven that the supportive intentions formed by watching television dramas, whether South Korean or Turkish, have had a positive impact on the reputation of countries. The beta value for Turkey was (0.20), compared to (0.63) for South Korea, which is statistically significant at a significance level of (<.05). It has also been established that the ethnic orientation of viewers has a positive impact on the actual reputation of Turkey among viewers, with a beta value of (<.05) which is statistically significant at a significance level of (<.05), However, the ethnic orientation did not affect the actual reputation of South

Korea among drama viewers, with a beta value of (0.083), which is not statistically significant.

The results revealed that the patterns and aspects of life portrayed in South Korean or Turkish television dramas did not affect the level of racial identity among viewers. The beta value was (0.022) for Turkey, compared to (0.046) for South Korea, which are statistically significant values at a significance level of (<.05). It also showed that supportive intentions formed by watching television dramas had a positive impact on the level of racial identity among individuals in the study sample. The beta value was (0.285) for Turkey, compared to (0.184) for South Korea, which are statistically significant values at a significance level of (<.05).

On the other hand, the indirect effects were manifested in the failure to achieve the patterns and aspects of life depicted in Korean or Turkish television dramas affecting the actual reputation of the countries among individuals in the study sample through the mediating variable of "racial identity." The beta value was (0.012) for Turkey, compared to (0.004) for South Korea, which were not statistically significant values. Meanwhile, the supportive intentions formed by watching Turkish television dramas had an impact on the actual reputation of Turkey among its viewers through the mediating variable of "racial identity." The beta value was (0.163), which was statistically significant at a significance level of (<.05), in contrast to the lack of impact of supportive intentions formed by watching South Korean television dramas on the actual reputation of South Korea among its viewers through the mediating variable of "racial identity." The beta value was (0.015), which was not statistically significant.

Discussion:

This study has concluded a number of theoretical and practical results regarding the role of television drama in managing the reputation of countries. On a theoretical level, cognitive and theoretical readings have revealed that drama has played a positive role in shaping the perceptions of its viewers towards the countries under study. The term "country reputation" was introduced for the first time in a study in (Passow,et al, 2005) and despite the novelty of the concept, it has intersected with several different research fields such as politics, business management, public relations, diplomacy, advertising, and brand strategies. This intersection has led to many studies focusing on clarifying the differences between country reputation, its image, identity, and distinctive brand. Despite this interest, some studies use them

interchangeably, and country reputation can be formed in the long term, but it can be improved in the short term.

In a related context, the importance of television drama as a tool of social influence is becoming increasingly evident day by day, due to its ability to attract attention and have an effective impact derived from its portrayal of real-life and human issues in all their forms and levels (Jalal.N,, 2022) Therefore, there is a high desire among members of Egyptian society to be exposed to television drama in general compared to other programmatic patterns, with a significant increase in interest and desire with the presence of Korean and Turkish dramas compared to minimal interest in Egyptian series in particular and Arab series in general.

Based on the above, it is clear that the meeting of civilizations and the exchange of knowledge between societies is essential for the development and growth of these societies. The openness of countries to each other has many advantages that contribute to creating an atmosphere of cooperation and cultural, intellectual, and even commercial and industrial exchange between them. Television drama is one of the most important means of cultural exchange and dissemination of knowledge among countries. Drama has become the best means for any country in the world to spread its culture, morals, social customs, and values among different countries. In this context, the practical results revealed a significant impact of watching television drama on the perceptions of the Egyptian audience regarding South Korea and Turkey. This can be attributed to the fact that television drama has become one of the essential tools that play a role in the process of normalization and social construction. This aligns with the studies of (Rashad,S, 2021), which confirmed the positive cumulative impact of drama on the South Korean economy and the image of the Korean state in the region. Korean drama presented the diverse culture of its people, its unique entertainment products, Western locations, and its Asian stars to the rest of the world, thus creating a "national brand." A study by (Ahmed,A,M, 2022) revealed that Turkish dubbed dramas present an image of Turkey as a strong independent country.

Within a connected framework, the study sample revealed the viewers' responses to South Korean or Turkish TV dramas about a "medium" temporal density of exposure to those dramas. This can be attributed to the multitude of TV channels, different program formats, and the availability of entertainment media, excessive use of social media, and the high number of working and studying hours for a large percentage of individuals. However, Abdel (Rahman s study, 2019) showed an

increase in the viewing rate of the study sample for Korean TV dramas, as Korean series aired on satellite TV are favored by the study sample and they are keen on watching them due to their presentation of new styles of drama and societies that young people seek to learn more about. (Osman, a study, 2017) also revealed an increase in girls' exposure to Korean dramas. Additionally, (Ibrahim s study, 2020) showed an increase in teenagers' exposure rates to Turkish dramas (Al-Dawi s study). also showed that the majority of the study sample prefers to follow Turkish dramas.

Based on the above, there is a consensus between the study results and the reality of exposure to foreign TV dramas, as they have gained a significant and varied degree of viewership by the Egyptian audience in general, and the youth in particular. Television currently offers diverse content; however, entertainment content - of which dramas are a major part - represents the most important and representative part in the variety channels' lineup. In addition to the audio and visual effects that these series are characterized by, as well as the different and contrasting scenario, dialogue, and story from those commonly found in Arabic dramas (Mabrouk,A,, 2023).

Perhaps the regularity in watching each of the Korean and Turkish dramas can be attributed to a set of motivations, represented by: "because it is enjoyable and entertaining", "I have a passion for that country", "to spend leisure time", "the series events are interconnected with each other", "because they discuss important societal issues", "they present behaviors that align with my societal values", "to escape the pressures of daily life", "to follow the image presented by different places", "their goals reflect the lived reality", and "the series characters attract me". These motivations can be attributed to a set of reasons - the needs that the audience may lack in Egyptian dramas in particular and Arabic dramas in general - represented by: (1) the high quality that distinguishes South Korean or Turkish dramas in terms of production, acting, and directing. (2) They offer entertaining drama content that attracts viewers of all ages. (3) South Korean or Turkish dramas reflect the cultural values of their societies, arousing the curiosity of viewers and making them eager to learn more about these cultures. (4) The diversity of topics in South Korean or Turkish dramas meets the needs of all viewers. (5) The ease of access to South Korean or Turkish dramas through digital media and satellite channels. A study by (Rashad,s, 2021, p. 1–38) has shown the distinctive nature of Korean dramas with a

set of strengths that make them influential on viewers, such as: presenting humanitarian topics, and high production quality.

Within a connected framework, (Abdel Rahman s study , 2019) revealed the diversity in motives for watching Korean series, represented by utilitarian motives such as: understanding the community's conditions, acquiring new knowledge and behaviors suitable for family interaction, as they reflect realistic changes in family relationships, and ritualistic motives like entertainment. (Osaman, A study, 2017) identified (12) attraction factors that drive girls to watch Korean dramas, including: drama genre, cultural factor, clean drama content, quality of series episodes, attraction to the human factor, dramatic situations' uniqueness, the special aura of the drama crew, distinguishing men from women in education, the concept of love, life partner, and activities they wish to engage in as supportive intentions for traveling to Korea. In the same context, (Ibrahim s study , 2020) indicated that ritualistic motives like entertainment and feeling happy were at the forefront of motives that expose teenagers to Turkish dramas, followed by utilitarian motives such as knowing tourist attractions in Turkey. Meanwhile, (Al–Dawi s study, 2015) highlighted the diversity of motives for following Turkish dramas, as the researchers reported that they learned things that cannot be learned in real life, as well as how to deal with their spouses.

Some direct and indirect sources in the current study have shaped the reputation of countries among the study sample, due to the formation of images, experiences, and real knowledge provided by these sources, which have an impact on shaping a stable and entrenched reputation about countries. Consequently, they contribute to forming a public international opinion based on those direct experiences and knowledge. In this context, the responses of the study sample viewers of South Korean or Turkish television dramas revealed a "moderate" impact of some sources in shaping their cognitive impressions of countries. Based on this, it is evident that forming the reputation of countries depends on a variety of tangible and intangible variables. Tangible variables may include government activities, public institutions, and civil society. Despite the lack of a specific agreement on the elements of a country's reputation, it is acceptable that the concept is linked to how distinctive the country's brands are, local and foreign policy, history, social and cultural environment, economic conditions, and the lifestyle of citizens and institution (Anholt , 2007, p. 1–23).

Additionally, there are fixed variables such as history, geography, climate, and variable variables such as political structure, economic conditions, and foreign policy. In other words, the number of tools that a country can use to change its image or transform it is not many in reality. However, it is necessary that activities supporting the reputation of countries are based on a strategic and nationally agreed vision, and these activities should be coordinated between the public and private sectors, civil society, central and local authorities (Aronczyk,M,, 2013) .

These results differ from those of (Taha,F, 2018), where it was shown that direct sources for shaping reputation such as tourism, travel, and work had the most impact on shaping the reputation of countries among the study sample, while indirect sources such as trade, purchasing imported products, and cultural activities of embassies were ranked lower compared to direct sources.

Perhaps the economic progress and prosperity achieved by South Korea and Turkey have influenced the interests of the study sample in the patterns and aspects of life exposed in the dramas they watch, thus, they have a set of high supportive intentions towards the two countries. The desire to travel for tourism came at the forefront of the supportive intentions formed by viewers of South Korean or Turkish dramas through their follow-up of the patterns and aspects of life specific to the two countries presented through television dramas. This may be a result of the economic conditions of the viewers and their desire to improve their living conditions, especially when comparing their situations with those in other countries, as confirmed by the study of (Taha,F, 2018). Despite the supportive intentions formed by viewers of Korean or Turkish television dramas, both have a "high" level of racial centrism, as the results indicated that non-viewers of Korean or Turkish television dramas also have a "high" level of racial centrism. This differs from the study by, (Fullerton,J&Holtzahusen,D, 2012) which showed that respondents with high racial centrism adopt low positive attitudes towards South Africa, with no changes before or after the tournament, while respondents with low racial centrism showed positive attitudes towards all dimensions of South Africa's reputation. This also differs from the results of the study by (Mabrouk,A, 2023) which indicated that viewers of foreign series have a somewhat high level of identity dispersion, and demonstrated a statistically significant negative relationship between exposure to foreign series on satellite channels and identity dispersion among youth.

Within the framework that effective management of a country's reputation lies in its ability to measure the perceptions of the target audience   (Kiambi,D.,&Shafer,A,,

2014), the current study relied on the "Fombrun-R CRI" scale to measure the reputation of South Korea and Turkey. The results indicated only one level for evaluating TV drama viewers' perception of the countries' reputation, represented by the "high" level for both South Korean and Turkish countries. However, the ranking of reputation components varied for the two countries according to the public attitudes adopted by TV drama viewers towards those countries. This result aligns with the findings of a study by (Passow et al , 2005, p. 309 -326), which observed differences in the classification of country reputation attributes according to respondents. It also agrees with a study by (Yang ,et al, 2008, p. 421 –440), which showed that respondents have a positive perception of South Korea's reputation, but differed in that cultural dimension is the most suitable from the respondents' perspective. Respondents in this study indicated that the educational dimension is the most suitable from the perspective of Korean drama viewers, while the nature of the state dimension is the most suitable from the perspective of Turkish drama viewers.

Based on the above, it is evident that individuals' perception of a country's reputation varies depending on their favorite TV dramas, partially aligning with the findings of a study by (Shamma,H,M&Bisht, 2021, p. 1 –16) which showed that individuals' perception of a country's reputation differs based on their gender, where the behavioral intentions of the respondents towards the country differ.

By relying on Structural Equation Modeling (SEM), the study hypotheses were tested and answered, taking into account a set of conditions used in preparing and processing the data, and verifying it in advance such as determining the appropriate sample size and ensuring no common correlations between independent variables. Based on this, the results of SEM analyses showed a diagnostic framework for the nature of the direct and indirect effects of the role of TV dramas in managing country reputations.

Regarding direct effects: It has been proven that the effects of watching Korean dramas have a positive impact on the actual reputation of South Korea among viewers of Korean television dramas, while the effects of watching Turkish television dramas did not affect the actual reputation of Turkey among viewers of Turkish television dramas. It has also been established that the viewership intensity of Korean television dramas has a positive impact on the actual reputation of South Korea among viewers of Korean television dramas, whereas the viewership intensity of Turkish television dramas did not affect the actual reputation of Turkey among

viewers of Turkish television dramas. Furthermore, it has been proven that the patterns and aspects of life portrayed in Korean television dramas have a positive impact on the actual reputation of South Korea among viewers of Korean television dramas, while the patterns and aspects of life portrayed in Turkish television dramas did not affect the actual reputation of Turkey among viewers of Turkish television dramas. This aligns with the study by (Lim,HyunJi&Kim,Ji Young , 2013), which revealed a positive correlation between participants exposed to the Korean wave and their perception of South Korea's reputation. Also, the study by (Rashad , 2021, p. 1 -38) revealed the impact of watching Korean dramas in enhancing its external reputation.

It has been proven that supportive intentions formed by watching TV dramas, whether South Korean or Turkish, have had a positive impact on the reputation of the countries. It has also been shown that the ethnic concentration of viewers positively affects the actual reputation of Turkey among viewers, while the ethnic concentration does not affect the actual reputation of South Korea among drama viewers. The results also revealed that the patterns and aspects of life portrayed in TV dramas, whether South Korean or Turkish, did not affect the level of ethnic concentration among their viewers. Furthermore, it was found that the supportive intentions formed by watching TV dramas had a positive impact on the level of ethnic concentration among the study sample individuals. In a related context, it was found that the reputation of South Korea positively influenced the supportive intentions of Korean drama viewers, as did the reputation of Turkey on the supportive intentions of drama viewers, aligning with the findings of (Wang s study & Yang , 2018), which showed that a country's reputation directly influences students' attitudes towards studying in China.

Indirect effects were manifested in the failure to achieve the patterns and aspects of life portrayed in TV dramas, whether Korean or Turkish, affecting the actual reputation of the countries among the study sample individuals through the mediating variable of "ethnic concentration," while the supportive intentions formed by watching Turkish TV dramas had an impact on the actual reputation of Turkey among its viewers through the mediating variable of "ethnic concentration," in contrast to the failure of the supportive intentions formed by watching South Korean TV dramas to impact the actual reputation of South Korea among its viewers through the mediating variable of "ethnic concentration".

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