

## Dr Hatice Sitki

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Dr Hatice Sitki is the founder and principal consultant of SERSA, National Myths and Symbols Consultancy. She has a PhD in Communication from Deakin University, as well as an MA and BA in Communication from the University of Canberra. Her research specializations include: semiotics, myths and symbols as they manifest in the following areas: branding national myths and symbols (BNMS) collective group identity/interactions; Europe/EU/Türkey; multiculturalism and polyculturalism, indigenous group identity, re-identitification of diasporas; and branding peace. Sitki has given presentations on: cultural identity of ASEAN; cultural identity of Europe and EU; cultural identity of Türkiye; Australian national identity; multiculturalism; cultural identity of Vancouver, Shanghai and Canberra; cultural sovereignty for Australian Indigenous Peoples; Peace studies; diplomatic cultural studies; how to achieve tourism, merchandising of national identity for profit and cultural inclusiveness. She is founding President of SIETAR Australasia.

### Rebranding the National Myths and Symbols of Turkey

The collective group internal identity of the Republic of Türkiye was 'created' using Gök-Türk myths and symbols. These Gök-Türk myths and symbols also 'created' the personal myths and symbols of Mustafa Kemal Atatürk and Ziya Gökalp and Nihal Atsız. Myths and symbols are the last manifestation (visible) of any idea/ideology (invisible). They are bland, banal and ubiquitous in our daily lives. Myths and symbols appear in three forms: as the ideology; as the narration; or as the combination of both these forms. As such, symbols are myths' 'visible + not silent' (Sitki: 2009) demonstration that reinforces these three manifestations into our banal 'collective unconsciousness'. The Republic's creators revived Gök-Türk myths and symbols to distinguish themselves from the collective group identity of the Osman Empire's myths and symbols. The recent events at Gezi revived the Republic's 'old' identity and it made it 'visually + not silently' (Sitki: 2009) synonymous with Mustafa Kemal Atatürk and his Tribe. But something else happened that has not received any attention: being a 'Republican' became a symbol of opposition to the AK Party in Government. This sentiment is now manifested in a new set of Republic's myths and symbols.

