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The Spread of the Turkish Language in Russia: Current State

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Abstract

Introduction. The strengthening of global ties and intercultural interaction are leading to the spread of foreign languages in Russia. In this context, the Turkish language is of particular interest as a factor in cultural, economic and educational interaction between Russia and Turkey. The relevance of the chosen topic is due to Turkey's growing role in international relations, the intensification of tourism and trade and economic exchange, as well as the growing interest of Russians in Turkish culture, educational programs and opportunities for professional migration. The central research task is to conduct a comprehensive analysis of the factors, mechanisms and specifics of the spread of the Turkish language in the Russian Federation at the present stage in the context of the dynamics of bilateral relations.

Materials and methods. The research materials include regulatory and educational documents (programs of universities and language schools in the Russian Federation), reports from Russian-Turkish cultural centers, linguistic and didactic resources (textbooks, dictionaries), data on the tutoring services market, media content (media, social networks), and Rosstat statistics on educational and labour migration. The methodological basis is a systematic approach using content analysis of text sources, comparative analysis of institutional practices, quantitative processing of statistical data, and critical interpretation of results in the context of Russian-Turkish relations.

Results. The study showed that in recent years there has been a steady growth in interest in the Turkish language as a means of professional and cultural interaction. At the same time, its spread is uneven: active study of the Turkish language is observed primarily in the southern regions of Russia,

in large metropolitan areas, as well as in those regions where contacts with Turkish business circles are well developed. Turkish cultural centers, Turkish media products, as well as universities and language courses play a significant role in popularization of the language. There is a sustained interest in the Turkish language in the context of the development of intercultural dialogue, academic mobility and regional cooperation.


Conclusion. The conclusions drawn can be used in the development of educational programs aimed at expanding linguistic choice, as well as in the formulation of state and regional policies in the field of humanitarian cooperation. They also contribute to a deeper understanding of the role of language as an instrument of ‘soft power’ in the modern world.




Keywords: language policy; intercultural communication; education; linguistic diversity; sociolinguistics; Turkish language; Russia


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Распространение турецкого языка в России: современное состояние

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Аннотация

Введение. Укрепление глобальных связей и межкультурное взаимодействие ведут к росту распространения иностранных языков в России. В данном контексте особый интерес представляет турецкий язык как фактор культурного, экономического и образовательного взаимодействия между Россией и Турцией. Актуальность избранной темы обусловлена возрастающей ролью Турции в международных отношениях, интенсификацией туристического и торгово-экономического обмена, а также растущим интересом россиян к турецкой культуре, образовательным программам и возможностям профессиональной миграции. Центральной исследовательской задачей является проведение комплексного анализа факторов, механизмов и специфики распространения турецкого языка в Российской Федерации на современном этапе в контексте динамики двусторонних отношений.

Материалы и методы. Материалы исследования включают в себя нормативно-образовательные документы (программы вузов и языковых школ РФ), отчётность русско-турецких культурных центров, лингводидактические ресурсы (учебники, словари), данные рынка репетиторских услуг, медиаконтент (СМИ, соцсети), данные Росстата по образовательной и трудовой миграции. Методологической основой является системный подход с применением контент-анализа текстовых источников, сравнительно-сопоставительного анализа институциональных практик, количественной обработки

статистических данных, критической интерпретации результатов в контексте российско-турецких отношений.

Результаты. Исследование показало, что в последние годы наблюдается устойчивый рост интереса к турецкому языку как средству профессионального и культурного взаимодействия. При этом характер его распространения носит неравномерный характер: активное изучение турецкого языка наблюдается в южных регионах России, в крупных мегаполисах, а также в тех субъектах, где развиты контакты с турецкими деловыми кругами. Значительную роль в популяризации языка играют турецкие культурные центры, турецкая медиапродукция, а также университеты и языковые курсы. Можно говорить о наличии устойчивого интереса к турецкому языку в контексте развития межкультурного диалога, академической мобильности и регионального сотрудничества.

Заключение. Полученные выводы могут быть использованы при разработке образовательных программ, направленных на расширение лингвистического выбора, а также при выработке государственной и региональной политики в сфере гуманитарного сотрудничества. Они также способствуют более глубокому пониманию роли языка как инструмента «мягкой силы» в современном мире.

Ключевые слова: лингвистическая политика; межкультурная коммуникация; образование; языковое разнообразие; социолингвистика; турецкий язык; Россия

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Introduction

Contemporary processes of globalization, strengthening geopolitical ties and intercultural integration objectively contribute to the active spread of foreign languages throughout the world, including the Russian Federation. In this context, the Turkish language is attracting increasing scientific and practical interest, as it is a significant factor in cultural, economic and educational interaction between Russia and Turkey.

The relevance of researching the current state of the spread of the Turkish language in Russia is due to a number of key factors. Firstly, this is the growing role of Turkey in the system of international relations and its strategic position. Secondly, there has been a significant intensification of tourist exchanges and trade and economic ties between the two countries¹. Thirdly, there has been a steady increase in Russian citizens' interest in Turkish culture, educational opportunities in Turkey and prospects for professional migration.²

This article is devoted to a comprehensive analysis of issues related to the spread of the Turkish language in the Russian Federation. The study focuses on aspects of its study, teaching and demand in modern Russian society.

It is worth noting that interest in studying Turkish is growing not only in Russia, but also in many countries around the world. The motivations of students are diverse: from academic goals (studying) and professional needs (work) to tourist trips, interest in Turkish

¹ Межгосударственные отношения России и Турции. 04.09.2023 // РИА новости: [сайт]. URL: <https://ria.ru/20230904/diplomatiya-1893613367.html> (дата обращения: 08.07.2024).

² В России начался всплеск интереса к изучению турецкого языка. 28.10.2022 // Московский комсомолец: [сайт]. URL: <https://www.mk.ru/social/2022/10/28/v-rossii-nachalsya-vsplesk-interesa-k-izucheniyu-tureckogo-yazyka.html> (дата обращения: 08.07.2024).

media products (including watching TV series in the original language), migration plans (including obtaining a residence permit), access to medical services, and an interest in Turkey's unique culture. This growth is largely driven by the new geopolitical situation and the strategic 'turn to the East' that has emerged³. This situation is due to both changes in the international political environment and the need to diversify foreign economic and humanitarian ties [1; 2; 3].

Thus, studying current trends, the scope and factors of the spread of the Turkish language in Russia is an important scientific and practical task, the solution of which contributes to understanding the dynamics of cultural and linguistic interaction in a changing international environment.

The object of the study is the functioning of the Turkish language in the socio-cultural and educational environments of the Russian Federation in the context of the development of Russian-Turkish relations. The subject of the research is the current state, trends and factors influencing the study, teaching and demand for the Turkish language in Russia (including regional specifics, institutional support, student motivation and professional prospects).

The objective of this research is to conduct a comprehensive analysis of the current state and mechanisms of the spread of the Turkish language in Russia, assessing sociolinguistic, educational, cultural, economic and foreign policy factors.

To achieve this aim, the following research questions need to be addressed:

1. Determine the geography and scope of Turkish language learning by region in the Russian Federation.
2. Assess the political and institutional factors influencing the spread of the Turkish language.
3. Investigate the educational infrastructure for teaching Turkish.
4. Identify the main trends, problems and prospects for the spread of the Turkish language in Russia.

This research is innovative because it offers a complete analysis of the current status of the Turkish language in Russia, integrating sociolinguistic, educational, and geopolitical perspectives within the framework of the «turn to the East». Additionally, it systematically examines the role of cultural institutions, such as the Yunus Emre Institute, as tools of «soft power» and key players in shaping language policy.

Degree of study of the problem

The problem of the spread and teaching of the Turkish language in Russia remains relatively understudied and fragmented in domestic scientific literature. Although there is a certain body of research touching on Turkic languages in general or addressing issues of language policy in multicultural regions of Russia, there is still a lack of systematic and comprehensive works specifically devoted to the current state of Turkish as a foreign language.

We note some studies that reveal important aspects for understanding the research questions addressed in this article. Thus, O.V. Chursina, I.Yu. Saparova [4] and A.S.

³ Ситуация в отношениях между Россией и Турцией // Министерство иностранных дел Российской Федерации: [сайт]. URL: https://www.mid.ru/ru/foreign_policy/vnesnepoliticeskoe-dos-e/dvustoronnie-otnosenij-rossii-s-inostrannymi-gosudarstvami/situacia-v-otnoseniah-mezdu-rossiej-i-turciej1/ (дата обращения: 08.07.2024).

Avrutina [5] note the growing role of Turkish as a language of science and a 'bridge' in Turkology, but point out the lack of comparative studies of its global potential and methodological problems in the field. M.S. Meyer [2] identified structural imbalances in Russian-Turkish relations (language barrier, weakness of double degree programs). S.G. Zubanova and K.S. Senin [6] confirm the growing interest of students in Turkish, linking it to practical factors (economics, tourism, pop culture), but point to a shortage of modern teaching materials. G. Zhumakunova [7] develops contrastive methods of teaching Turkic languages to Russian speakers, emphasizing similarities and differences, but does not touch on digital tools. I.G. Saetov [8] demonstrated the significant influence of Turkish TV series on motivation to learn the language and everyday vocabulary in the CIS. V.A. Avatkov [9] described the work of Yunus Emre centers as a key instrument of Turkish 'soft power' through standardized courses and culture, noting the problems of adapting educational programs to specific conditions. The promotion and popularization of the Turkish language abroad, including in Russia, serve as an important element of Turkey's «soft power», strengthening its cultural and political influence. Through language courses, educational programs, and media content (TV series, music, literature), Turkey cultivates a positive image and expands its sphere of humanitarian presence. However, the effectiveness of this strategy in Russia requires further research, especially in the context of shifting international relations and competition with other languages of global communication.

Thus, the degree of research into the problem under consideration can be characterized as initial. There is a need for comprehensive interdisciplinary research covering sociolinguistic, cultural, pedagogical and political aspects of the spread of the Turkish language in Russia, as well as for the development of theoretical and applied approaches to the analysis of this phenomenon in the context of modern linguistic policy and globalization.

Methods

The methodology is based on a systematic approach using content analysis, comparative analysis of institutional practices, statistical methods, and critical interpretation in the context of bilateral relations. The combination of these methods made it possible to identify the main trends in the spread of the Turkish language in modern Russia.

The research methodology is grounded in a systemic approach, which enabled the examination of Turkish language dissemination in Russia as a multifaceted process encompassing sociolinguistic, educational, cultural, economic, and political dimensions. To address the research objectives, the following methods were employed:

1. *Content Analysis*. This method facilitated the identification of the geography and scale of Turkish language studies through analysis of statistical data, educational programs, media publications, and academic research. Additionally, it enabled the detection of key trends and challenges in the spread of Turkish in Russia by examining scholarly publications, institutional reports from educational organizations, and materials from cultural centers.

2. *Comparative Analysis of Institutional Practices*. This approach allowed for the assessment of *political and institutional factors* by comparing the promotion of Turkish language across different regions of Russia.

3. *Statistical Methods*. These methods were used to determine the geography and scale of Turkish language studies and to analyze the educational infrastructure (e.g., distribution of programs, instructors, and institutions).

4. *Critical Interpretation within Bilateral Relations Context*. This method enabled the evaluation of political factors – specifically, the impact of Russian-Turkish relations on language policy.

Integrated application of these methods not only addressed the research questions but also revealed fundamental patterns in the dissemination of Turkish in Russia. The systemic approach ensured the integrity of the study, while the combination of quantitative (statistical) and qualitative (content analysis, comparative methods) data ensured its reliability and depth.

Materials

The source corpus includes: regulatory and educational documentation (universities, language schools); reports from Russian-Turkish cultural centres; Turkish books on the Russian market; data from tutoring services; media content; statistics on educational and labour migration (Rosstat). Chronological framework of the study: 2019–2025. Source groups are presented in more detail as follows:

1. Regulatory and educational documents (2019–2025): University curricula, programs of online language courses (ESCE (<https://www.escc.ru/>), Turkly (<https://turkly.ru/>), Tutor Online (<https://www.tutoronline.ru/>), Dive Lang (<https://www.divelang.ru/>), UP Curs (<https://upcurs.ru/>).
2. Data from Russian-Turkish humanitarian centers: Yunus Emre Institute (Moscow, Kazan branch), Russian-Turkish Center for Facilitating Cultural, Scientific, Educational Cooperation and Tourism Development (Moscow), International Russian-Turkish Educational and Research Center (based at Russian State University for the Humanities, Moscow), Center for Studies of Modern Turkey and Russian-Turkish Relations (based at St. Petersburg State University, St. Petersburg).
3. Data from online stores offering Turkish language textbooks and Turkish fiction: Ozon, Wildberries, Chitai-Gorod.
4. Tutoring services market data: Profi.ru, «Vash Repetitor» (repetitors.info), Preply, Avito, Association of Tutors (repetit.ru), Tutor Online, SPbRepetitor.
5. Media content: Publications in Russian media outlets.
6. Rosstat (Russian Federal State Statistics Service) data: Migration data from Turkey (2021 All-Russian Population Census).
7. Data from the Russian educational portal for applicants «Postupi Online» (Postupi.online): Data on Russian university educational programs with Turkish language studies.
8. Academic research: Scientific publications by Russian and Turkish authors relevant to the research topic of the article.

Results

In recent years, the growing interest in the Turkish language among the Russian population has been driven by a combination of social, cultural, educational, economic and foreign policy factors, making the study of this language relevant in both every day and professional contexts. Let us consider them in more detail.

1. Russia's geopolitical and foreign economic reorientation towards the East

The deepening of Russian-Turkish cooperation in areas such as energy, tourism, transport, education and culture is accompanied by a growing interest in the Turkish

language as a tool for effective inter-state and intercultural communication. The Turkish language is becoming in demand not only in the field of humanitarian education, but also in practical areas such as business, international relations, tourism and diplomacy⁴. Thus, the 'turn to the East' predetermines the expansion of academic and public interest in Turkey and the Turkic world as a whole, which is reflected, among other things, in the growing number of educational programs, cultural initiatives and language courses aimed at learning Turkish.

2. Tourism as a factor in language motivation

In recent years, Russia has consistently been among the leading countries in terms of tourist traffic to Turkey. In the context of active tourist exchange, knowledge of the Turkish language significantly improves the quality of intercultural interaction. The limited spread of English among the Turkish population increases the importance of knowing Turkish, even at a basic level. This not only makes tourists' stay more comfortable, but also allows them to establish informal and trusting contacts with the local population, which in turn contributes to the formation of a positive image of Turkey and the strengthening of humanitarian ties.⁵

3. The opportunity to receive an education in Turkish

Educational mobility is also an important incentive for learning Turkish. Turkish universities demonstrate high academic performance and regularly feature in international rankings. An additional factor of appeal is Turkey's state scholarship program for foreign students, which provides full funding for tuition, including coverage of travel, accommodation, medical insurance, and an annual language course. The opportunity to receive a quality education with financial support increases interest in learning Turkish even at the stage of preparing to study abroad.⁶

4. Development of business relations

The Russia-Turkey trade turnover dynamics (Fig. 1) confirm the resilience of economic ties: despite the downturn in 2022–2024, Turkey maintains its status as a key trading partner of the Russian Federation. This directly stimulates demand for specialists with Turkish language skills in trade and economic sectors. These data substantiate professional motivation for language learning through objective economic indicators while confirming the thesis of Turkish as a business communication tool.

Despite the geopolitical changes after 2022, most Turkish companies have maintained their activities in the Russian market, and some of them have significantly increased their investment activity. This trend is due to the strategy of filling the niches left vacant after the departure of Western corporations. Although Turkey has not formally joined the sanctions regime against Russia, certain restrictions (banking services, equipment supplies) remain in place due to the risk of secondary sanctions. Under the current conditions, Turkey is one of

⁴ Глава МИД Турции заявил о желании войти в БРИКС. 04.06.2024 // RTVI: [сайт]. URL: <https://rtvi.com/news/glava-mid-turczii-zayavil-o-zhelanii-strany-voiti-v-briks/> (дата обращения: 08.07.2024).

⁵ Россия стала лидером по числу туристов в Турции в 2023 году. 31.01.2024 // Интерфакс: [сайт]. URL: <https://www.interfax.ru/world/943840> (дата обращения: 08.07.2024).

⁶ Türkiye Scholarships 2023 Applications. 01.08.2023 // Türkiye Scholarships: [сайт]. URL: <https://www.turkiyeburslari.gov.tr/announcements/turkiye-scholarships-2023-applications-39> (дата обращения: 16.07.2024).

the three key trading partners of the Russian Federation, demonstrating the stability of economic ties⁷.

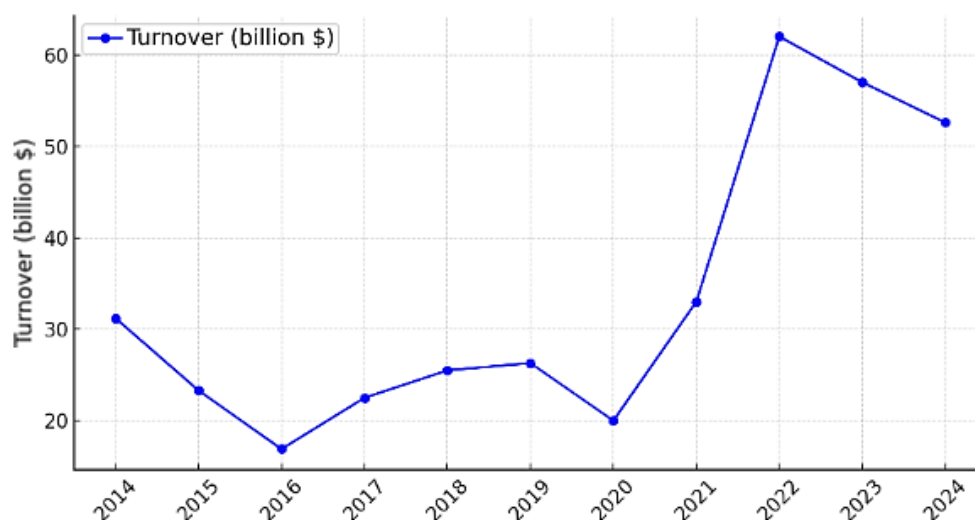


Fig. 1. Trade turnover between Russia and Turkey (2014–2024)

Рис. 1. Динамика товарооборота между Россией и Турцией (2014–2024 г.)⁸

According to an analytical review by NSP, only a limited number of Turkish companies have ceased operations in Russia. Turkish business is concentrated in sectors with high potential for import substitution:

1. Construction: ENKA, Polimeks, Limak Holding (Moscow, Saint Petersburg); There are about 100 Turkish construction companies operating in Russia.⁹ They were particularly active in projects related to the XXII Winter Olympic Games in Sochi in 2014.

2. Industry:

- Food processing: Anadolu Efes (Moscow Region);
- Building materials: Eczacibasi (Bashkortostan);
- Woodworking: Kastamonu (Kaluga Region).

3. Finance: Deniz Bank, Türkiye İş Bankası (Moscow);

4. Retail: Fiba Group (Mango franchise).

Economic conditions in Turkey, such as high inflation (54% in 2024) and the devaluation of the lira, are stimulating the search for foreign markets, including in Russia. The long-standing presence of Turkish entrepreneurs in the Russian Federation contributes to the integration of Turkish business into the Russian business environment.

Thus, Turkish companies are demonstrating their ability to systematically replace Western players that have left, especially in industry and construction. Their stability is underpinned by investment activity, industry diversification and an understanding of local market mechanisms. This process creates the conditions for growth in demand for specialists with knowledge of the Turkish language in logistics, management, and the financial sector.

⁷ Турецкий бизнес сохранил активность в России. 06.06.2025 // Alphabet: [сайт]. URL: <https://alphabet.pro/ru/news/tureckij-biznes-sohranil-aktivnost-v-rossii> (дата обращения: 16.06.2025).

⁸ По: [Торговля России и Турции. 12.03.2025 // TADVISER. Государство. Бизнес. Технологии: [сайт]. URL: https://www.tadviser.ru/index.php/Статья:Торговля_России_и_Турции (дата обращения: 15.06.2025)].

⁹ Российско-турецкие экономические отношения. Досье 02.04.2018 // Информационное агентство ТАСС: [сайт]. URL: <https://tass.ru/info/5088157> (дата обращения: 16.07. 2024).

5. Linguistic and cultural interest

The Turkish language is of considerable interest to linguists, orientalists and a wide audience of foreign language learners. Its morphological structure, based on agglutination, makes it interesting from the point of view of grammar and word formation. In addition, its rich historical and cultural heritage, reflected in its vocabulary, which includes borrowings from Arabic, Persian, French, Greek and other languages, makes Turkish an important means of accessing the cultural code of Ottoman and modern Turkey.

Turkish TV series are currently very popular¹⁰. Video services such as Kion, Ivi, Movix, and Wink have significantly expanded their libraries of Turkish content. For example, in 2024, the Russian-language internet service Kinopoisk featured 47 Turkish series, three times more than in 2023. According to Gazeta.ru, in the first half of 2024, Movix users spent 1.026 million hours watching the Sapphire and Start World TV channels, which show Turkish series.¹¹

Discussion

This section examines the contemporary dynamics of the Turkish language dissemination in Russia as an element of Turkey's «soft power» and a tool of Russian-Turkish humanitarian dialogue. Through the prism of institutional mechanisms (academic cooperation, cultural centers), market indicators (demand for learning, literature, specialists), and sociodemographic factors (diaspora), the analysis addresses the successes in popularizing the language alongside persistent challenges within the educational infrastructure. The discussion reveals the potential and limitations of the Turkish language in strengthening mutual understanding between the two countries against the backdrop of deepening interaction.

Institutional and state support for academic dialogue

In recent years, academic and cultural interaction between Russia and Turkey has become increasingly stable, based on both centuries-old historical and cultural ties and modern institutional support mechanisms. Of particular importance in this process are initiatives aimed at strengthening academic dialogue, promoting the languages and cultures of both countries, and developing joint humanitarian projects¹². Government agencies, academic institutions and cultural organizations on both sides are making a significant contribution to creating a solid platform for bilateral cooperation, which is clearly evident in thematic conferences, educational programs and intergovernmental cultural initiatives.

During the online conference Teaching Turkish in Russia and Turkey/Turkology, organized on 8 June, 2020 by the Turkish Language Association, the Yunus Emre Institute in Moscow, and the Turkish Embassy in Moscow, key aspects of bilateral scientific and

¹⁰ В чем причина успеха сериалов из Турции и какие из них стоит смотреть. 20.09.2023 // RG.RU. Российская газета: [сайт]. URL: <https://rg.ru/2023/09/20/a-nuzhen-li-film-nam-tureckij.html> (дата обращения: 02.04.2025).

¹¹ Россияне подсели на турецкие сериалы. 06.08.2024 // Газета.ru: [сайт]. URL: <https://www.gazeta.ru/tech/news/2024/08/06/23620417.shtml?ysclid=m64fjpiuys431467258> (дата обращения: 02.06.2025).

¹² Ректор СПбПУ выступил на конференции руководителей вузов России и Турции. 01.12.2021 // Санкт-Петербургский политехнический университет Петра Великого: [сайт]. URL: https://www.spbstu.ru/media/news/international_activities/rektor-spbpu-vystupil-na-konferentsii-rukovoditeley-vuzov-rossii-i-turtsii/ (дата обращения: 15.07. 2024).

educational cooperation were highlighted. The participants (including the president of the Turkish Language Association, Professor Güreşer Gülsevin, and vice-president Professor Feyzi Ersoy) noted the existence of deep historical cultural ties between Russia and Turkey, which create a solid foundation for academic cooperation.

It was noted that Russia is one of the world's leading center for Turkic studies, having made a fundamental contribution to the discipline (including the works of V.V. Radlov and other outstanding Russian scholars, whose grammars and dictionaries retain their methodological value). The importance of the cultural component as a motivator for language learning and the mutual interest in the Russian language in Turkey and the Turkish language in Russia were emphasised. Active cooperation is evident, in particular, in the activities of the Turkish Language Association for the translation and publication of the works of Russian Turkologists.¹³

Thus, the growing interest in the Turkish language in Russian society can be seen as the result of the synergy between tourism, educational and professional mobility, cultural appeal and linguistic uniqueness.

A significant milestone in the development of humanitarian cooperation between Russia and Turkey was 2019, which was declared a cross-cultural year of culture and tourism for both countries. As part of this initiative, a large number of events were held aimed at expanding cultural exchange and strengthening mutual understanding between the peoples, including theatre performances, concerts, exhibitions, film festivals and educational projects. This year played an important role in promoting the Turkish language in Russia, increasing interest in Turkish culture and contributing to the development of educational and cultural programs. The cross-cultural year became a symbol of strong mutual cooperation and served as a basis for further expansion of humanitarian ties¹⁴.

Russia's largest tutor databases: number of Turkish language teachers

An analysis of data from Russia's largest online platforms for finding private tutors shows a significant presence of Turkish language specialists in the education services market. This indicates high demand for individual tuition, as well as a wide range of teachers focused on both beginner and advanced language proficiency levels¹⁵.

As of May 2025, there are 822 Turkish language teachers registered on the Profi.ru platform and the Repetitors.info website, which is the highest number among the resources studied. The Preply platform, an international online learning database, has 599 tutors available, confirming the active participation of Russian users in global educational initiatives. Next are Avito with 478 teachers, the Association of Tutors (repetit.ru) with 265 specialists, and Tutor Online with 45 teachers. The regional platform SPbRepetitor, which

¹³ Rusya'da Türkçe Öğretimine Türkiye /Türkoloji Çalışmaları. 09.06.2020 // T.C. Kültürve Turizm Bakanlığı Atatürk Kültür, Dilve Tarih Yüksek Kurumu Türk Dil Kurumu: [сайт]. URL: <https://tdk.gov.tr/icerik/basindan/rusyada-turkce-ogretimi-ve-turkiye-turkoloji-calismalari/> (дата обращения: 17.06.2025).

¹⁴ Российско-турецкие политические контакты // Посольство Российской Федерации в Турецкой Республике: [сайт]. URL: <https://turkey.mid.ru/ru/countries/bilateral-relations/political-relations/> (дата обращения: 08.07.2024).

¹⁵ В России начался всплеск интереса к изучению турецкого языка. 28.10.2022 // Московский комсомолец: [сайт]. URL: <https://www.mk.ru/social/2022/10/28/v-rossii-nachalsya-vsplesk-interesa-k-izucheniyu-tureckogo-yazyka.html> (дата обращения: 08.07.2024).

specializes in providing tutoring services in St. Petersburg, has 37 Turkish language teachers registered.

Thus, the data presented indicates a high degree of availability of Turkish language teachers throughout Russia, including both face-to-face and distance learning formats. This reflects the relevance of the Turkish language in the modern socio-cultural and educational environment, as well as highlighting the growing interest in personalized language learning among both students and professional teachers.

Turkish language books in Russian online stores

An analysis of the range of products offered by major Russian online stores shows that there are a significant number of printed publications dedicated to the study of Turkish, reflecting sustained reader interest and demand from various target audiences, from students and teachers to self-taught users.

As of May 2025, the Ozon online store offers 1,024 titles related to the Turkish language. The Wildberries catalogue lists 357 publications, and the Chitai-Gorod platform offers 269 titles. Together, this indicates an expanding market for educational and methodological literature on the Turkish language, covering basic textbooks and phrasebooks, as well as specialized dictionaries, grammar guides, materials for teachers and adapted fiction.

Thus, the Russian book market is responding actively to the growing popularity of the Turkish language, providing access to a variety of printed resources, which in turn contributes to expanding opportunities for independent language learning and supports academic and cultural initiatives in this area.

The role of cultural centers in the dissemination of the Turkish language and culture in Russia

Cultural centers play a significant role in the development of intercultural dialogue between Russia and Turkey, with activities aimed at promoting the Turkish language, literature, art and scientific cooperation. These organizations serve not only as a platform for language learning, but also as an important tool for public diplomacy, contributing to the formation of a positive image of Turkey abroad.¹⁶

One of the leading institutions of its kind is the Yunus Emre Institute, represented in Russia by its branches in Moscow and Kazan. Its activities are aimed at strengthening Turkey's international cultural ties, raising global awareness of Turkish culture, and fostering a positive image of the country through cultural and educational initiatives. The institute regularly organizes Turkish language courses, exhibitions, lectures, cultural events, and academic exchanges.

Another key element of the cultural infrastructure is the Russian-Turkish Center for Facilitating Cultural, Scientific, Educational Cooperation and Tourism Development, registered in Moscow on July 31, 2023.¹⁷ (<https://rusturkcenter.ru>). The center supports initiatives that foster cooperation between the two countries in the humanitarian and academic spheres. Particular emphasis is placed on promoting the Turkish language through events, workshops, and educational programs.

¹⁶ Rusya'da Türkçe Öğrenmenin Nedenleri Artıyor. 30.12.2022. // Yunus Emre Enstitüsü: [сайт]. URL: <https://yee.org.tr/tr> (дата обращения: 17.06.2025).

¹⁷ Русско-турецкий центр: [сайт]. URL: <https://rusturkcenter.ru> (дата обращения: 17.01.2025).

A significant contribution to establishing a lasting academic dialogue between Russia and Turkey is also made by the International Russian-Turkish Educational and Research Center, established at the Russian State University for the Humanities (RSUH) on September 29, 2000.¹⁸ The center actively participates in developing and implementing joint research and educational projects, while also organizing academic conferences, roundtables, and bilateral exchange programs [10].

Thus, cultural and educational-research centers play a key role in institutionally promoting Turkish language and culture in Russia. Their activities aim not only at language training but also at establishing lasting humanitarian ties, advancing academic cooperation, and strengthening positive perceptions of Turkey in Russian society.

Amid growing cultural interaction between Russia and Turkey, a significant step in April 2025 was the announcement of plans to open a Turkish Cultural Center in St. Petersburg under the auspices of the Yunus Emre Institute. As stated by its director, Abdurrahman Ali, this initiative seeks to expand the presence of Turkish language and culture in Russia and deepen cooperation with Russian universities – particularly philology departments in Moscow and St. Petersburg.¹⁹

The establishment of the new center is intended to advance not only the teaching of the Turkish language but also the implementation of a wide range of cultural projects—from film screenings to gastronomic events and digital art programs. Particular focus will be given to initiatives highlighting similarities and differences in the daily life of Russia and Turkey, as well as to joint projects with artistic and academic communities from both countries.

This step is viewed as a continuation of bilateral cultural exchange, exemplified by the Russian House already operating in Ankara, which promotes Russian culture in Turkey. Thus, the opening of the Turkish Cultural Center in St. Petersburg can be seen as an element of cultural diplomacy strategy aimed at strengthening humanitarian cooperation and forging lasting interstate ties.

The Turkish Diaspora in Russia

According to the 2021 All-Russian Population Census, 116,705 people identified themselves as Turks, while 4,095 identified as Meskhetian Turks. Thus, the census recorded a total of 120,800 Turks residing in the Russian Federation.²⁰ Reasons for residency include employment in Russia and marriages to Russian citizens. Consequently, spouses and children born in such families become bilingual, speaking both Russian and Turkish. This data demonstrates that the Turkish language spreads in Russia not only "top-down" (through education and policy) but also "bottom-up" – through natural sociodemographic processes. This circumstance underscores the interconnection between language dynamics and migration and intercultural contacts.

¹⁸ Университетский учебно-научный Российско-турецкий центр // Российский государственный гуманитарный университет: [сайт]. URL: <https://www.rsu.ru/international/centers/russian-turkish/> (дата обращения: 14.02.2025).

¹⁹ Турция планирует открыть свой культурный центр в Петербурге. 16.04.2025 // Информационное агентство ТАСС: [сайт]. URL: <https://tass.ru/kultura/23698525> (дата обращения: 13.06.2025).

²⁰ Национальный состав населения Российской Федерации согласно переписи населения 2021 года // Росстат: [сайт]. URL: https://web.archive.org/web/20221230204643/https://rosstat.gov.ru/storage/mediabank/Tom5_tab1_VPN-2020.xlsx (дата обращения: 20. 01.2025).

Professional Demand

Russia-Turkey relations operate at a high level. Active interstate connections exist and continue to develop in humanitarian affairs, military cooperation, diplomatic channels, and business spheres. Maintaining these ties requires significant numbers of specialists across various fields capable of communicating effectively with Turkish counterparts. Accordingly, there is recognized demand for instructors qualified to teach Turkish to:

- Diplomatic staff.
- Military and technicals pecialists.
- Public figures.
- International relations experts.

While Turkish is rarely used in broader international communication, such educators are primarily sought for specialized language courses and faculty positions at linguistics and humanities universities^{21, 22}.

According to the website postupi.online, the following educational institutions in Russia offer Turkish language studies:²³

Table 1

Higher Education Institutions of the Russian Federation Offering Programs with Turkish Language Studies

City	Educational Institution (Programs)
Moscow	Lomonosov Moscow State University (MSU) « <i>Development of Asian and African Countries</i> »
Moscow	Moscow State Institute of International Relations (MGIMO), Faculty of International Relations, Department of Languages of the Near and Middle East « <i>Law</i> »
Moscow	Diplomatic Academy of the Ministry of Foreign Affairs of the Russian Federation « <i>International Relations and Foreign Policy</i> »
Moscow	Institute of Oriental Studies « <i>Asian and African Countries</i> »
Moscow	Russian State University for the Humanities « <i>Turkey and the Turkic World in Greater Eurasia</i> » « <i>Fundamental and Applied Linguistics</i> »
Moscow	National Research University Higher School of Economics « <i>Foreign Languages and Intercultural Communication. Digital</i> »
St. Petersburg	Peter the Great St. Petersburg Polytechnic University (SPbPU), Institute of Humanities, Graduate School of International Relations « <i>RegionalInternationalCooperation</i> »
St. Petersburg	Saint Petersburg State University (SPbSU), Faculty of Oriental Studies « <i>Turkic Philology (with additional qualification 'Translation Specialist')</i> »
St. Petersburg	Pushkin Leningrad State University, Faculty of Foreign Languages « <i>Linguistics</i> » (profile « <i>Translation and Translation Studies</i> »)

²¹ В России в 2023 г будут востребованы сотрудники со знанием восточных языков 09.01.2023 // Synergytimes: [сайт]. URL: <https://synergytimes.ru/be-aware/v-rossii-v-2023-g-budut-vostrebovany-sotrudniki-so-znaniem-vostochnykh-yazykov> (дата обращения: 08.07.2024).

²² Турецкий язык и профессиональный путь тюрколога в России. 03.11.2022 // Школа востоковедения НИУ ВШЭ: [сайт]. URL: <https://oriental.hse.ru/news/792113186.html> (дата обращения: 08.07.2024).

²³ Список вузов, в которых можно получить профессию переводчика турецкого языка // Поступи онлайн: [сайт]. URL: <https://postupi.online/professiya/perevodchik-tureckogo-yazyka/vuzi/> (дата обращения: 08.07.2024).

St. Petersburg	Saint Petersburg branch of the National Research University Higher School of Economics « <i>Middle Eastern Studies</i> »
NizhnyNovgorod	Lobachevsky State University of Nizhny Novgorod « <i>Turkish Language Translator</i> »
NizhnyNovgorod	Dobrolyubov Nizhny Novgorod State Linguistic University « <i>Applied Philology: Russian as a Foreign Language with Two Foreign Languages (Arabic and English)</i> »
Simferopol	Vernadsky Crimean Federal University « <i>Oriental and African Studies</i> » (Turkish as second language) « <i>English Language. Oriental Philology</i> » (Turkish as second language) « <i>German Language and Literature. English Language</i> » (Turkish as second language) « <i>French Language and Literature. English Language</i> » (Turkish as second language)
Simferopol	FevziYakubov Crimean Engineering and Pedagogical University « <i>Foreign Philology (English Language and Literature, Turkish Language and Literature)</i> »
Sevastopol	Sevastopol State University « <i>Regional Studies of the Greater Mediterranean</i> » (Master's)
Yekaterinburg	Ural Federal University named after the first President of Russia B.N. Yeltsin « <i>Oriental and African Studies (China, Japan, South Korea, Turkey, Egypt, Lebanon, Israel, Iran, Taiwan)</i> »
Chelyabinsk	Chelyabinsk State University « <i>Comprehensive Regional Studies and Countries of the East</i> »
Astrakhan	Tatishchev Astrakhan State University « <i>Foreign Language (Turkish) and Foreign Language (English, Arabic)</i> »
Voronezh	Voronezh State University « <i>Oriental and African Studies</i> »
Ulan-Ude	Banzarov Buryat State University « <i>Languages and Literature of Asian and African Countries, Philology of Far Eastern Countries (Korean and Chinese)</i> »
Kazan	Kazan (Volga Region) Federal University « <i>History of Turkic Peoples</i> » « <i>Languages and Literatures of Asian and African Countries (Arabic)</i> » « <i>Economics of Asian and African Countries</i> » « <i>Translation and Translation Studies (Turkish and English)</i> » « <i>Politics and Economics of Turkic Peoples</i> » « <i>Languages and Literatures of Asian and African Countries (Turkish)</i> » « <i>Socio-Cultural Projects in Diplomacy</i> »
Nazran	Ingush State University « <i>Turkish Language</i> » « <i>Arabic Language (Turkish as second language)</i> »
Rostov-on-Don	Southern Federal University « <i>The Caucasus and Middle East in the System of Regional and International Relations</i> »
Pyatigorsk	Pyatigorsk State University « <i>Linguistic Support for Interstate Relations (Turkish and English)</i> » (Specialist Degree); qualification « <i>Linguist-Translator</i> ».
Ufa	Ufa University of Science and Technologie « <i>Languages of Asian and African Countries: Korean</i> » (Turkish as second language)
Makhachkala	Dagestan State University « <i>Foreign Philology: Oriental Language (Arabic, Persian, Turkish) and Literature</i> »
Grozny	Chechen State Pedagogical University « <i>English and Turkish Languages</i> »
Grozny	Kadyrov Chechen State University « <i>Near and Middle East</i> »

Analysis of educational programs at Russian universities (Table 1) shows that Turkish is actively integrating into the country's academic landscape and establishing a stable presence within the higher education system. The highest concentration of Turkish language programs is found in Moscow and St. Petersburg – at leading institutions such as MSU, MGIMO, SPbU, HSE, and others. This indicates strong demand for Turkish in humanities, international affairs, and Oriental studies training at the capital universities.

Simultaneously, Turkish is offered not only in central regions but also at universities across southern and eastern Russia: in Kazan, Astrakhan, Makhachkala, Grozny, Simferopol, Pyatigorsk, Rostov-on-Don, Nazran, and other cities. Its study is most commonly integrated into programs for Oriental studies, linguistics, international relations, area studies, and philology. At several universities, it is taught as a second or additional foreign language, highlighting its functional importance for intercultural and diplomatic training.

Particularly active inclusion of Turkish in curricula is observed in regions with strong ethno-cultural and historical ties to Turkey and the Turkic world – the North Caucasus, Volga region, and Crimea. Specifically, in cities like Grozny, Makhachkala, Kazan, and Simferopol, Turkish features in bachelor's and master's degree programs across various academic disciplines.

Collectively, this demonstrates Turkish is gradually strengthening its position within Russia's higher education system. It is becoming not only a vital element of specialist professional training but also an effective tool for intercultural engagement. Its expansion is driven not just by the presence of Turkish-speaking communities and international connections, but also by the growing interest in Turkish culture, language, and politics within academic and student circles. However, significant regional disparities in program availability persist.

Employment for Specialists with Turkish Language Skills

Proficiency in Turkish provides graduates of Russian universities with broad professional prospects across various fields focused on international engagement, humanitarian research, and intercultural communication. Command of Turkish enables graduates to build successful careers in both public sector institutions and private enterprises, including academia, diplomacy, cultural organizations, and tourism.²⁴

Among the key professional fields are specialties such as Turkish language instructor, translator, Turkologist, Orientalist, and area studies specialist focusing on Turkic and Middle Eastern regions. Advanced language proficiency is essential for diplomats, foreign correspondents, international relations specialists, political analysts, foreign policy experts, as well as press secretaries and press attachés who provide informational and communicative support in international settings. Furthermore, professions in intercultural communication are in demand, including international project managers, interfaith and humanitarian program coordinators, international relations assistants, foreign policy consultants, and editors of international publications. Government service – particularly in agencies interacting with foreign countries – and the tourism sector remain promising fields, where professionals with

²⁴ Самые перспективные сферы сотрудничества с Турцией для российского бизнеса. 29.06.2023 // Российский совет по международным делам (РСМД): [сайт]. URL: <https://russiancouncil.ru/analytics-and-comments/columns/asian-kaleidoscope/samye-perspektivnye-sfery-sotrudnichestva-s-turtsiey-dlya-rossiyskogo-biznesa/> (дата обращения: 08.07.2024).

Turkish language skills are sought as travel managers, tour guides, staff at travel agencies, and hospitality sector personnel working with Turkey.²⁵

Thus, Turkish serves not only as a communication tool but also as a vital resource for professional advancement within our globalizing world and the context of strengthening Russian-Turkish relations.

Top Online Turkish Language Courses in 2025: Educational Platform Overview

2025 sees sustained growth in interest towards learning Turkish online, driven by both academic and socio-cultural factors. Digital educational resources are increasingly sought after due to their accessibility, flexibility, and diverse methodological approaches. Below are the most relevant online platforms offering Turkish courses in Russia:

1. Turkly (<https://turkly.ru/>) – A specialized service exclusively focused on Turkish language instruction. The platform offers beginner and intermediate courses covering essential aspects of vocabulary, grammar, pronunciation, and conversational practice. Training employs modern communicative methodologies.

2. Tutor Online (<https://www.tutoronline.ru/>) – A major educational platform providing personalized online lessons with Turkish instructors. Courses are adapted for different age groups and proficiency levels, emphasizing interactive student-teacher engagement.

3. ESCE – European School of Correspondence Education (<https://www.escc.ru/>) – Offers distance Turkish courses combining traditional written materials with multimedia resources. A distinctive feature includes printed textbooks supplemented with audio materials, facilitating self-paced learning.

4. Dive Lang (<https://www.divelang.ru/>) – An online language school (including Turkish) focusing on developing conversational skills. The program centers on regular practice with native speakers and professional instructors.

5. UP Curs (<https://upcurs.ru/>) – A platform specializing in video courses. Features original Turkish video lessons designed for both self-study and systematic mastery of foundational content.

It can be concluded that Russia in 2025 offers a wide spectrum of online resources for learning Turkish, catering to diverse learning needs and educational formats. This facilitates the language's further dissemination, expands self-education opportunities, and stimulates interest in Turkish culture and international communication.

Challenges in Teaching Turkish in Russia

Analysis of studies [11, 12, 13] reveals the following systemic difficulties:

- **Personnel Shortage:** Lack of qualified instructors (especially native speakers) and inadequate methodological training.
- **Educational Materials:** Scarcity of modern textbooks adapted for Russian-speaking learners; prevalence of outdated grammar-translation methods.
- **Linguistic Complexities:** Difficulties for Russian-speaking students in mastering Turkish's agglutinative structure, SOV syntax, and case system.
- **Infrastructural Limitations:** Regional disparities in resource access, absence of language practice opportunities, and lack of standardized programs.

²⁵ Россия стала лидером по числу туристов в Турции в 2023 году. 31.01.2024 // Интерфакс: [сайт]. URL: <https://www.interfax.ru/world/943840> (дата обращения: 08.07.2024).

Thus, the key barriers to teaching Turkish in Russia—shortage of qualified personnel and non-adapted educational materials—systematically constrain its dissemination despite growing interest. Resolution requires comprehensive measures: instructor training, development of modern textbooks, and enhanced academic cooperation with Turkey.

Conclusion

This study of the current state of Turkish language dissemination in Russia has identified key trends and factors influencing its development.

The geography and scale of language learning have been revealed through an analysis of regional distribution: the Turkish language is spread unevenly – predominantly in the southern regions of the Russian Federation, major metropolitan areas (Moscow, St. Petersburg), as well as in areas with developed business ties with Turkey and significant Turkic-speaking populations.

Political and institutional factors have manifested in the role of government programs (such as support for Turkological studies) and the activities of cultural institutions (Yunus Emre Institute), though their impact is limited by the absence of interstate agreements on language cooperation.

The educational infrastructure includes programs at leading universities (MGIMO, SPbU) and online platforms (Turkly), but its development is hindered by a shortage of native-speaking teachers, a lack of authentic materials, and regional disparities.

Trends and prospects are associated with growing interest among young people in the Turkish language under the influence of media and digital platforms, but require systemic support, including methodology standardization and expansion of academic exchange.

Against the backdrop of existing challenges, there is sustained demand for learning Turkish, creating conditions for deeper language integration and intercultural dialogue. These findings lay the foundation for comprehensive policies aimed at developing educational programs, strengthening institutional frameworks, and facilitating social integration of language speakers. Thus, the Turkish language confirms its role as an important element of cultural diversity and a tool of "soft power" in Russian society.

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