

Selection of the “Word/Concept of the Year 2025” Has Begun

Around the world, many institutions announce annual words or concepts that not only contribute to renewed cultural production but also encourage global issues to be discussed and analyzed, often through English.

In this context, and with the aim of **strengthening the role of Turkish in global culture, supporting Türkiye’s international presence through cultural means, highlighting the value of the Turkish language, and encouraging reflection on words**, the **Turkish Language Association (TDK)**, in collaboration with the **Ankara University Communication Research and Application Center (İLAUM)**, has launched the selection process for the “Word/Concept of the Year 2025.”

Submission of Word/Concept Proposals

A dedicated section has been opened on our website for public submissions:

 <https://anket.tdk.gov.tr/>

Anyone wishing to propose a word or concept may submit their suggestions and justifications via this page **until 14 December 2025**.


All submissions will be reviewed by the **TDK Evaluation Committee**.

Evaluation and Public Voting

Following evaluations and recommendations by a committee composed of field experts, the shortlisted words/concepts will be presented again on the same webpage for **public voting**.

Final Selection: Word of the Year 2025

Among the options opened for public voting, the word or concept receiving the **highest number of votes** will be declared as the

 “Word of the Year 2025.”