

SOFT POWER

DEFINITION

Soft power is a term coined by political scientist Joseph Nye to describe the ability of a country to attract and co-opt, rather than coerce, using force or money as a means of persuasion. It involves shaping the preferences of others through appeal and attraction, utilizing aspects like culture, media, and foreign policies.

EXAMPLES

- **Tourism Promotion:** Leveraging tourism attractions to draw international visitors, spreading appreciation and knowledge of their cultures.
- **Cultural Exchange:** Initiatives that facilitate the mutual sharing of ideas, art, and traditions, fostering understanding and friendship.

Soft Power

Hendrik W. Ohnesorge



Soft Power:

Soft Power Joseph S. Nye, 2004-03-16 What must the United States do to remain the global superpower and stop alienating the rest of the world The author of the bestselling *The Paradox of American Power* has one clear answer soft power

Alternative Paths to Influence Giulio M. Gallarotti, 2023-06-06 This book offers new and cutting edge analyses of under explored subjects and issues in the realm of soft power It attempts to fill significant scholarly gaps in understanding the process by which soft power is created as well as gaps in demonstrating its impact Soft power is one of the most influential ideas in the study of international politics over the past thirty years Can nations attain their most vital foreign policy objectives in agreeable ways Advocates of the concept of soft power have vociferously answered in the affirmative After many years of thinking in the field of international affairs that the only effective path to influence in international politics was military and economic power the idea of soft power offers new and exciting possibilities of gaining such influence through a more benign path one that elevates cooperation and esteem as preferred alternatives to violence threat and military capacity This book posits that the realization of the full potential of soft power as a foundation for international relations is a crucial goal for our present world one beset by war and planetary crises The book will be of special interest to researchers across political science international relations cultural studies and foreign policy It was originally published as a special issue of the *Journal of Political Power*

The Rhetoric of Soft Power Craig Hayden, 2011-11-15 *The Rhetoric of Soft Power* Public Diplomacy in Global Contexts provides a comparative assessment of public diplomacy and strategic communication initiatives in order to portray how Joseph Nye's notion of soft power has translated into context specific strategies of international influence The book examines four cases Japan Venezuela China and the United States to illuminate the particular significance of culture foreign publics and communication technologies for the foreign policy ambitions of each country This study explores the notion of soft power as a set of theoretical arguments about power and as a reflection of how nation states perceive what is an increasingly necessary perspective on international relations in an age of ubiquitous global communication flows and encroaching networks of non state actors Through an analysis of policy discourse public diplomacy initiatives and related programs of strategic influence soft power in each case represents a localized set of assumptions about the requirements of persuasion the relevance of foreign audiences to state goals and the perception of what counts as a soft power resource This timely analysis provides an unprecedented comparative investigation of the relationship between soft power and public diplomacy

The Routledge Handbook of Soft Power Naren Chitty, Lilian Ji, Gary D Rawnsley, 2023-07-07 *The Routledge Handbook of Soft Power* 2nd Edition offers a comprehensive detailed and ground breaking examination of soft power a key factor in cultural diplomacy cultural relations and public diplomacy Interrogating soft power as influence the handbook examines manifestations in media public mind policy and theory in a fraught geopolitical climate one demanding reconceptualization of soft power's role in state and civic society behaviour Part I

provides important new conceptualization and critical analysis of soft power from international relations philosophical and other social theoretical perspectives analyses multiple methods of soft power measurement and makes proposals and connects soft power innovatively with other concepts Part II addresses soft power and contemporary issues by examining new technology and soft power intentions soft power and states performance during the global pandemic and soft power and values Part III investigates cases from China France Greece Israel Japan Kazhakstan Poland Russia South Korea Spain T rkiye and the United States some in combination This innovative handbook is a definitive resource for inquirers into soft power desiring to familiarize themselves with cutting edge debates and research It will be of interest and value to students researchers and policy makers working in cultural relations international communication international relations public diplomacy and contiguous fields

Soft Power Hendrik W. Ohnesorge, 2019-11-22 This book explores the phenomenon of soft power in international relations In the context of current discourses on power and global power shift s it puts forward a comprehensive taxonomy of soft power and outlines a methodological roadmap for its empirical study To that end the book classifies soft power into distinct components resources instruments reception and outcomes and identifies relevant indicators for each of these categories Moreover the book integrates previously neglected aspects into the concept of soft power including the significance of political personalities A broad range of historical examples is drawn upon to illustrate the effects of soft power in international relations in an innovative and analytically differentiated way A central methodological contribution of this book consists in highlighting the value of comparative historical analysis CHA as a promising approach for empirical analyses of the soft power of different actors on the international stage By introducing a comprehensive taxonomy of soft power the book offers an innovative and substantiated perspective on a pivotal phenomenon in today s international relations As the forces of attraction in world politics continue to gain in importance it provides a valuable asset for a broad readership This book was the winner of the 2021 ifa German Institute for Foreign Cultural Relations Research Award on Foreign Cultural Policy In this important and thoughtful book Hendrik Ohnesorge explains and advances our knowledge of the ways that soft power public diplomacy and charismatic personal diplomacy are shaping the international relations of our global information age Joseph S Nye Jr Harvard University and author of *The Future of Power*

Soft Power and Diplomacy Bridey Heing, 2019-07-15 When considering the damage caused by the hard power of military intervention soft power comes across as an appealing alternative Soft power depends on diplomatically appealing to others to gain favor and influence rather than using coercive force offering a more peaceful means of engaging in international relations However whether soft power is as effective as hard power and how it can be achieved is a source of debate Through the diverse perspectives in this volume readers will gain an understanding of the differing perspectives on soft power s efficacy as a political strategy and the ways it can be implemented

The Routledge Handbook of Soft Power Naren Chitty, Lilian Ji, Gary D Rawnsley, 2023-07-07 The Routledge Handbook of Soft Power 2nd Edition offers a comprehensive detailed and ground

breaking examination of soft power a key factor in cultural diplomacy cultural relations and public diplomacy Interrogating soft power as influence the handbook examines manifestations in media public mind policy and theory in a fraught geopolitical climate one demanding reconceptualization of soft power's role in state and civic society behaviour Part I provides important new conceptualization and critical analysis of soft power from international relations philosophical and other social theoretical perspectives analyses multiple methods of soft power measurement and makes proposals and connects soft power innovatively with other concepts Part II addresses soft power and contemporary issues by examining new technology and soft power intentions soft power and states performance during the global pandemic and soft power and values Part III investigates cases from China France Greece Israel Japan Kazakhstan Poland Russia South Korea Spain Türkiye and the United States some in combination This innovative handbook is a definitive resource for inquirers into soft power desiring to familiarize themselves with cutting edge debates and research It will be of interest and value to students researchers and policy makers working in cultural relations international communication international relations public diplomacy and contiguous fields

Soft Power Superpowers Yasushi Watanabe, David L McConnell, 2015-01-28 The term soft power describes a country's ability to get what it wants by attracting rather than coercing others by engaging hearts and minds through cultural and political values and foreign policies that other countries see as legitimate and conducive to their own interests This book analyzes the soft power assets of the United States and Japan and how they contributed to one of the most successful if unlikely bilateral relationships of the twentieth century Sponsored by the U S Social Science Research Council and the Japan Foundation's Center for Global Partnership the book brings together anthropologists political scientists historians economists diplomats and others to explore the multiple axes of soft power that operate in the U S Japanese relationship and between the United States and Japan and other regions of the world The contributors move beyond an either/or concept of hard versus soft power to a more dynamic interpretation and demonstrate the important role of non state actors in wielding soft power They show how public diplomacy on both sides of the Pacific bolstered by less formal influences such as popular cultural icons product brands martial arts baseball and educational exchanges has led to a vibrant U S Japanese relationship since World War II despite formidable challenges Emphasizing the essentially interactive nature of persuasion the book highlights an approach to soft power that has many implications for the world today

Soft Power and US Foreign Policy Inderjeet Parmar, Michael Cox, 2010-03-12 The rise of widespread negative attitudes towards US foreign policy especially due to the war of aggression against Iraq and the subsequent military occupation of the country has brought new attention to the meaning and instruments of soft power In this edited collection an outstanding line up of contributors provides the most extensive discussion of soft power to date Soft power is the use of attraction and persuasion rather than the use of coercion or force in foreign policy It arises from the attractiveness of a country's culture political ideals and policies whereas hard power develops out of a country's military or economic might Soft Power has become part of popular

political discourse since it was coined by Harvard's Joseph Nye and this volume features a brand new chapter by Nye outlining his views on soft hard and smart power and offers a critique of the Bush administration's inadequacies. He then goes on to examine the challenges for the incoming US president. The other contributions to the volume respond to Nye's views from a range of theoretical, historical and policy perspectives giving new insights into both soft power and the concept of power itself. This is the most comprehensive and up to date analysis of this key concept in foreign affairs and is essential reading for scholars of US foreign policy, public diplomacy, international relations and foreign policy analysis.

Soft Power and Diplomatic Strategies in Asia and the Middle East Zreik, Mohamad, 2024-04-01 In a world witnessing the transformative rise of China, the intricate dynamics of its soft power diplomacy have become a focal point of global attention. As geopolitical landscapes shift, the need to understand how China crafts its foreign policy, especially through the strategic use of soft power, becomes imperative. *Soft Power and Diplomatic Strategies in Asia and the Middle East* is a crucial resource to unraveling these complexities. The book addresses the post-COVID 19 changes in China's soft power application, providing an in-depth comparative analysis of its diplomatic endeavors in the Middle East and East Asia. By exploring cultural exchanges, economic collaborations and religious engagements, the book offers nuanced insights into China's strategies, making it an indispensable tool for academics, policymakers, diplomats and those intrigued by contemporary geopolitics. This book aims to dissect the multifaceted approaches China employs to achieve its diplomatic objectives. From cultural initiatives to economic partnerships and religious engagements, the book unravels the adaptability and complexity of China's foreign policy mechanisms. Its primary objective is to provide a comparative framework for studying China's soft power diplomacy, filling a notable gap in existing scholarship. The interdisciplinary approach ensures rich, diverse analyses fostering dialogues across international relations, Asian studies and political science. By offering new theories, methodologies and empirical data, the book not only challenges existing notions but also sparks further academic inquiry into the strategic use of soft power in foreign policy.

Emerging Powers in International Politics Mathilde Chatin, Giulio Gallarotti, 2019-05-16 The rise of large and rapidly growing nations is having a significant impact on the global order as their expanding influence reshapes the structure of power in the international system. These emerging powers are increasingly asserting themselves as major actors on the global scene. Leading this cadre of emerging powers are five nations referred to as the BRICS: Brazil, Russia, India, China and South Africa. This book takes inventory of both the individual and collective soft power of this rising bloc of nations. Having embraced the potential of this newly emphasized type of power as a means of generating international influence, these nations have dedicated substantial effort and resources to implementing a soft power offensive. This book was originally published as a special issue of the *Journal of Political Power*.

Soft Power Robert Winder, 2020-07-16 There's a new Great Game afoot and it involves soft power. As national movements resurface across the world, unsettling the international balance, the old-fashioned sphere of influence is making a comeback. Nation states are once again competing to win friends and

influence people by selling themselves as alluring brands In *Bloody Foreigners* and *The Last Wolf* Robert Winder explored the way Britain was shaped first by migration and then by hidden geographical factors Now in *Soft Power* he explores the way modern states are asserting themselves not through traditional realpolitik but through alternative means business language culture ideas sport education music even food the texture and values of history and daily life Moving from West to East from America to Japan the book will estimate the weight of soft power by exploring the varied ways in which it operates from an American sheriff in Poland to an English garden in Ravello a French vineyard in Australia an Asian restaurant in Spain a Chinese Friendship Hall in the Sudan Soft power used to be thought of as merely the surface gloss on hard power the velvet glove on the iron fist But in the modern world of high speed data flow and energetic migration it now packs a decisive punch in its own right After the Cold War the Soft War

Military Soft Power Carol Atkinson, 2014-06-26 The military has long been associated with hard power yet it is engaged in public diplomacy as it represents the U S abroad and facilitates the diffusion of ideas Military Soft Power examines one such aspect of U S public diplomacy how the United States extends its influence or soft power worldwide through military educational exchange programs hosted by the United States elite military schools its war and staff colleges The presence of international officers at U S military schools is substantial yet very little is known about the long term impacts of these exchanges This study shows how the exchanges build personal and professional networks that then serve as important conduits of ideas between the United States and other countries These networks help to improve interoperability between the U S military and its partner nations and to extend U S influence through military soft power rather than through hard power This is an alternative bottom up view of how military organizations can influence political processes and decisions through the development of cross border communities of military professionals This involves a two step model of socialization First individuals military officers are socialized by a large political institution the U S through its war and staff colleges Second these individuals function as idea entrepreneurs bringing new ideas beliefs and practices home with them There is a need for policies and programs that help countries successfully transition from authoritarian governance to democratic rule as well as countries undergoing democratic revolutions and those seeking more gradual change Exchange programs are one pathway in which an important group of citizens military officers and their families can experience the everyday functioning of democratic practices and institutions This unique survey provides timely insights into the important political impacts of military exchange programs and how military institutions and their personnel influence international politics beyond simply being used as an instrument of coercion

Understanding Soft Power in Africa Oluwaseun Tella, 2025-10-21 Negative images of Africa which define the continent as being riven with poverty crime or war are increasingly being challenged Examples of soft power such as Nigeria's Nollywood athletic successes in Kenya Rwanda's commercial diplomacy and South Africa's liberal constitution are all reasserting African agency and shaping more positive understandings of the continent This book considers the role and impact of soft power in the African context and how

it relates to the 21st century scramble for Africa Bringing together leading scholars in the field this book delves into various aspects of soft power in Africa shedding light on how the continent's attractiveness is shaped by soft power in the continent's biggest states the small states and also the regional organisations such as the African Union AU Economic Community of West African States ECOWAS Southern African Development Community SADC and East African Community EAC The book then goes on to assess the ways in which great powers most notably China the United States the United Kingdom Brazil and France are themselves deploying soft power in Africa in order to vie for influence resources and strategic advantages Understanding Soft Power in Africa will be an important read for researchers in political science international relations African studies and cultural studies as well as for African policymakers

[Soft Power and Great-Power Competition](#) Joseph S. Nye, 2023-04-26 This open access book consists of essays selected from Joseph S Nye Jr's last three decades of writing and illustrate a variety of perspectives on the nature of power the role of the United States in the world and US China relations Through this collection it is hoped that readers will gain a better understanding of today's global environment and find that while great power competition may be inevitable in a world as centers of power shift cooperating to address transnational challenges can be a positive sum game The contents of this book are divided into four main parts Part One discusses the origins and political progress of the concept of Soft Power Part Two explores soft power in the American experience its sources and interaction with US foreign policy as well as its ebb and flow in the age of Obama Trump and Biden Part Three examines the rise of and the opportunities and difficulties for Chinese soft power focusing on China's investment in soft power and how this demonstrates its commitment to a peaceful rise However it also addresses the question of how can China get smart on how it uses soft power Part Four provides a bird's eye view of power shifts in the 21st century and the interactions between the US as an established power and China as a rising power while also reassuring readers that Thucydidean fears are unnecessary and a Cold War is avoidable Both countries have to realize that some forms of power must be exercised with others not over others the development of soft power need not be a zero sum game Ultimately the US China relationship is a cooperative rivalry where a successful strategy of smart competition is necessary and cooperation on transnational challenges like climate change pandemics cyberterrorism and nuclear proliferation will serve to benefit not only China and the US but the world as a whole

[Conceptualizing Soft Power of Higher Education](#) Jian Li, 2018-09-19 This book examines the globalization trends in higher education from an international political science perspective using Nye's theory of soft power to explore the rationale behind it It focuses on conceptualizing the Soft Power Conversion Model of Higher Education which is embedded in the globalization of higher education and analyzes the globalization of Chinese higher education reform Also this book provides innovative and unique viewpoints on conceptualizing and mapping the globalization and internationalization of higher education especially for current Chinese higher education 1949 2016 It discusses and illustrates cutting edge concepts of global higher education such as global learning global competency and

global citizenship and refines them in the conceptualized soft power conversion model of higher education This book reports on and enriches the theoretical concept of global education and provides practical insights into global learning global citizenship and global competency for Chinese undergraduate students **Soft Power Superpowers** Yasushi Watanabe, David L. McConnell, 2008 The term soft power describes a country's ability to get what it wants by attracting rather than coercing others by engaging hearts and minds through cultural and political values and foreign policies that other countries see as legitimate and conducive to their own interests The concept was introduced by Joseph Nye former Assistant Secretary of Defense for International Security Affairs who wrote the Foreword for this book The book analyzes the soft power assets of the United States and Japan and how they contributed to one of the most successful if unlikely bilateral relationships of the twentieth century Sponsored by the U S Social Science Research Council and the Japan Foundation's Center for Global Partnership the book brings together anthropologists political scientists historians economists diplomats and others to explore the multiple axes of soft power that operate in the U S Japanese relationship and between the United States and Japan and other regions of the world The contributors move beyond an either/or concept of hard versus soft power to a more dynamic interpretation and demonstrate the important role of non-state actors in wielding soft power They show how public diplomacy on both sides of the Pacific bolstered by less formal influences such as popular cultural icons product brands martial arts baseball and educational exchanges has led to a vibrant U S Japanese relationship since World War II despite formidable challenges Emphasizing the essentially interactive nature of persuasion the book highlights an approach to soft power that has many implications for the world today **Soft power and the future of US foreign policy** Hendrik W. Ohnesorge, 2023-06-27 This volume explores the role of soft power in US foreign policy past present and future It addresses vital issue areas including terrorism threats foreign economic policy and cultural diplomacy as well as crucial bilateral relations including Sino American Russian American and transatlantic In so doing it offers an assessment of Joe Biden's first year in office as well as future perspectives and recommendations regarding the role of soft power in US foreign policy The book is an essential and unique resource for understanding how soft power informs US foreign policy and diplomatic practice today and how it will continue to do so in the years to come **Soft Power Beyond the Nation** Sylvia Dummer Scheel, Charlotte Faucher, Camila Gatica Mizala, 2024 This edited volume takes a distinct approach to the study of soft power in history moving beyond the framework of the nation-state The editors of this volume use soft power as a broad label to refer to the processes through which persuasion the search for influence and power and public opinion as an actor in foreign affairs converge in the international arena The book has been organized around three central themes the circulation of knowledge and strategies across borders collaboration of intermediary actors who have their own agencies and interests and non-national identities such as gender and race The book also broadens the typical temporal and geographic understanding of soft power starting in the nineteenth century and including cases from the Global South It argues that the

pursuit of soft power has been a global phenomenon including regions that have been neglected in the general debates on the subject such as Africa Asia and Latin America These arguments and themes are explored through ten chapters that offer a powerful new interdisciplinary perspective on soft power for scholars and students of history and international relations

Global Perspectives on Soft Power Management in Business Kankaew, Kannapat, 2023-10-09 Global Perspectives on Soft Power Management in Business provides a comprehensive exploration of the impactful role of soft power in influencing socio economic dynamics In today s interconnected world soft power drives economic growth through the dissemination of beliefs cultures shared norms and popular trends creating a country s brand image This edited volume brings together scholars from diverse academic backgrounds to objectively discuss and analyze the sustainable management design thinking and integration of soft power The book delves into the pros and cons of soft power impact explores soft power knowledge management in different industries examines soft power marketing and presentation strategies and investigates the relationship between technology and soft power Moreover it emphasizes that success in the global marketplace is not solely reliant on technological advancements but also on the added value of products through sophisticated services a concept encompassed by soft power This book proves invaluable to undergraduate and graduate students studying business cultural and hospitality management as well as professionals in public and private organizations universities professors and lecturers policy makers and those in the film and music industry

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