

Soft power and why it matters

Soft power has a significant impact on the decisions people, businesses, and governments make. Joseph Nye, the original thought leader in the field goes one step further, arguing that soft power is "a means to success in world politics" for those that know how to leverage it.

The categories of "power", "hard power" and "soft power" are reflected in the state's development strategy. With the emergence of neoliberalism in the world, new challenges arose regarding the implementation of strategic directions of domestic and foreign policy, which require further research into the content and findings of these categories. One of these challenges was dependence on the influence of other states in the political, economic and social spheres.

Scholars have interpreted the category of "power" in different ways in the study of politics. T. Hobbes interpreted "power" through the achievement of benefits in the future. H. Morgenthau considered the category of "power" through "authority". G. Kissinger equated the categories of "power" and "influence". Ch. Freeman defined "power" as the ability to control the decisions and actions of others. E. Carr, a British scientist who studied international relations, defined the category of "power" through the use of material resources in order to force others to do what they previously did not want to do. The American political scientist J. Stossinger gave a definition similar to Carr's: power in the field of international relations is a set of material and non-material resources used to influence the behavior of other states. Thus, the category of "power" can be defined through coercion, bribery, influence, sympathy. H. Morgenthau also described the category of "power" through the concept of "authority". After all, authority is the end result of the use of force.

The American scientist J. Nye proposed the terms "soft power" and "hard power". However, the distinction between "hard" and "soft" power was developed on the basis of R. Klein's formula, which reflects the assessment of the totality of state power: $P = (C + E + M) \times (S + W)$, where P is the power of the state = (C – population and territory + E – economic component + M – military component) x (S – strategy + W – will to implement state strategy). In this formula, the first part reflects the objective (material) component, and the second - the subjective (spiritual). Using this basis, J. Nye labeled material elements as "hard power" and spiritual elements as "soft power".

"Hard power" refers to influencing others through coercion, intimidation, and the use of increasing military and economic power, while the tools of "soft power" are public diplomacy, ideology, and culture.

The effectiveness of the use of "soft" and "hard" power varied in different periods of history. In the modern era of the information society, "soft power" with the help of a positive image of the state can influence others, increasing the authority of the state in the international arena. However, the example of Ukraine and other states

shows the importance of building up "hard power". D. Dresner believes that "soft power" is effective only if the state can use "hard power" at any time.

Globalization processes with scientific and technological development have led to the need to present one's country to the outside world and receive a positive assessment from others. The positive image of the state depends precisely on the use of "soft power", so it is necessary to analyze in more detail what this category includes. The research of the scientist Ying Fan was taken as the basis for the means of applying "soft power". He included 5 tools to promote "soft power":

- the ability to shape other people's choices;
- to attract, and attractiveness often leads to compliance;
- forcing others to want the same result due to cultural or ideological appeal;
- the country's achievement of goals in world politics on the basis of admiration for its values, taking an example from it, striving for its level of development;
- the key element is leadership, which forces other countries to strive for the same.

The Digital Diplomacy Hub by Portland Communications, together with Facebook, developed the annual "Soft Power Index", which includes 30 leading countries. The basis for the comparison of states was the sources of "soft power" according to J. Nye, which include political values, culture and foreign policy. For more accurate results, 75 indicators were invented and sociological surveys were conducted. O. Rusakova revealed these indicators in more detail: popularization of the national language as the language of the international community; export of media products; holding the Olympic Games; having charismatic leaders who are among the 100 most influential people in the world; ecological situation in the state; level of freedom, corruption and violence; the existence of influential business companies included in Fortune magazine; world ranking of universities and fluency in English. In 2019, the leading countries included France, England, Germany, Sweden, the USA, Switzerland, Canada, Japan, Australia and the Netherlands.

Each country may have a specific manifestation and application of "soft power". Thus, the maintenance and highlighting of its historical heritage, protection and respect for the French language and cinema are decisive in promoting the "soft power" of France. The image of France is built on the basis of its history, fashion and culture more, than on what is happening now. However there is a lot in common as well. The "soft power" of one state influences other countries through the appeal of culture, values, language, religion, public diplomacy, and ideology. As a result, "the world is described as a collection of countries, as a collection of mythical images that were created over the centuries thanks to artists more than politicians".

Foreign and domestic scientists J. Brzezinsky, A. Hukasov, M. Kapitonenko believe that it is through "mass culture" that the greatest influence of "soft power" occurs. Mass (popular) culture should be entertaining, accessible and meet the needs of the majority of society. Television and social networks are tools for the promotion of mass culture. It is through them that society receives information about leading states and outsider states.

Global migration processes lead to an identical demand in different countries, which is expressed, for example, in the popularity of Turkish TV series in Ukraine, the

use of Facebook around the world, fashion for consumption and the entertainment lifestyle. Democracy, equality and respect for others, tolerance, market economy, participation in international organizations, charity, the English language, pop music, Hollywood movies, fast food - these are all examples of the use of "soft power" that affects different ethnicities in order to popularize and promote their interests in the world.

The USA has a significant cultural influence on other countries. J. Brzezinski claimed that the attractiveness of American mass culture is felt all over the world. He believed that cultural superiority is an underestimated aspect of American global power and that youth is the target audience of American mass culture.

Great influence on the promotion of their culture and ideology have Cervantes Institutes, British Council, Goethe Institutes, etc. With the help of these institutes, cultural and educational exchanges are organized, which further consolidate the positive image of the host state, promoting the national language and culture.

Religion is also a force with which you can influence the political process and strengthen your international authority. An example for this can be the Vatican, which has always had and has a huge influence on the whole world. The papacy often gives its comments on political, cultural and social world problems, thereby exercising its "soft power", focusing on contemporary societal demands.

It was with the help of "soft power" that the principality of Monaco got its special economic position and independence from other states. Special "luxury" and lifestyle form the image of the state, which is attractive to others. Asian states are actively engaged in the promotion of their "soft power", the People's Republic of China and Japan are focusing their attention thoroughly on this. China actively uses build-up of "hard power" as well, but with the help of economic goods such as affordable and basic commodities, it becomes an important actor on the international stage in the economic sector. A policy of non-interference in the affairs of others, following the rules of a market economy for a Western audience, and one of the largest diasporas in the world are becoming key means of strengthening China's positive image. A separate component is the Confucius Institutes, the main task of which is language teaching. It was the teachings of Confucius that laid the origins of the concept of "soft power".

In 2002, Japan approved the Cool Japan development strategy. With the help of pop culture, the economy and the prestige of the "made in Japan" brand, manga (artistic comics), diplomacy and animation (Japan's share in the production of world animation products is more than 65%), Japan has become a country with a positive image. The Japan Mango Award was launched for awarding outstanding animators around the world.

Large-scale scientific, cultural and sports events that unite spectators from all over the world, raising the prestige of the state that hosts them, deserve special attention. The Scandinavian states use "soft power" through social policy, the Nobel Peace Prizes, an active fight for ecology, and the status of "happy countries" in various international rankings. All these measures cause respect and the desire of other countries to be like them.

"Soft power" is also expressed in participation in international organizations and their financing. Thus, international non-governmental organizations and foundations are engaged in the promotion of Ukraine. Among them, the World

Congress of Ukrainians is a public non-governmental organization of Ukrainians living on the territory of Ukraine and abroad. This organization operates in more than 60 countries of the world and helps to raise the authority of Ukraine in the world (Ukrainian World Congress).

"Open Ukraine" fund has been operating since 2007. The fund was created to improve Ukraine's position in the international arena and strengthen public diplomacy. The fund includes the following programs: Young leaders, International dialogue, Cultural horizons (Open Ukraine). The World Federation of Ukrainian Women's Organizations operates on 4 continents in 17 countries of the world and includes 27 organizations. WFUWO sets itself the goal of defending the dignity and rights of Ukrainian women in the world. This list regarding the effects of "soft power" can be continued, which indicates the variety of its manifestations and the breadth of possibilities.

"Soft power" is an indispensable priority for the activities of modern states. The image of the state determines its place in the international space and success in achieving its goals. Theorists and political figures of various states of the world focus their attention on the use of "soft power", supplementing the categories of "soft" and "hard" power with "smart" power, which combines both. The build-up of military force intimidates the world community without evoking sympathy for the state. Therefore, the modern world faced new challenges that need to be solved by peaceful means, focusing on "soft power" with the help of creating a positive image.

The relevance, importance, and impact of soft power are impossible to ignore. Governments and corporates alike can use their understanding of how their nation is perceived to harness their potential and amplify the benefits that policies and strategies can help achieve.

Identifying a nation's strengths and weaknesses to either improve infrastructure, frameworks, and policy or to address misconceptions, will allow nations, its corporates, and its people to achieve their potential and access opportunities otherwise missed.

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