

# Culture as soft power

# Soft power

- ▶ Power - the ability to achieve one's purposes or goals and the ability to get others to do what they otherwise would not do
- ▶ Command-Coercion -Inducement -Agenda Setting -Attraction -Co-optive Power
- ▶ **Command Power** - the ability to change what others do, can rest on coercion of inducement ← Hard power
- ▶ **Co-optive Power** - the ability to shape what others want, can rest on the attractiveness of one's culture and ideology or the ability to manipulate the agenda of political choices in a manner that makes actors fail to express some preferences because they seem to be too unrealistic ← Soft power



Public  
diplomacy

# Soft power and hard power

Hard power	Soft power
Ability to change the position of other people by force or coercion	Ability to change the preferences of other people attracting them
Military and economic force	Culture
Physical force	Attraction, influence
Absolute	Relative
Controlled by the state or other organizations	Used by non-state actors, difficult to control
Direct action, short-term effect	Indirect action, long-term effect
Foreign policy	Country branding

# Soft power

Thesis	Is it true?
Soft power is cultural power	Partly
Economic Strength Is Soft Power	No
Soft Power Is More Humane Than Hard Power	Not necessarily
Hard power Can Be measured, and Soft Power Cannot	False
Europe Counts Too Much on Soft Power and the United States Too Much on Hard Power	True
Some Goals Can Only Be Achieved by Hard Power	No Doubt

# Soft power

Thesis	Is it true?
Military Resources Produce Only Hard Power	No
Soft Power Is Difficult to Use.	Partly true
Soft Power Is Irrelevant to the Current Terrorist Threat	False