

The modern concept of soft power

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Abstract:

The study of the historical background of the concept of soft power aims to reveal the image of the contemporary concept in front of the researcher and the reader without this concept being a judge over it. Rather, it is a verbal description of the previous concept whose rationale you studied .

key words : (Soft power - The modern concept)

preface:

The strategic analyst Joseph Nye is considered the first to consider the concept of soft power in its contemporary form, and the first use of this term was in his book (A Leap Toward Leadership), which was published in 1990 AD, and then he reused it in his book (The Paradox of American Power), which was published in 2001 AD, and in 2004 AD, a book was devoted in which he clarified the concept of soft power and related goals and means in a developed manner in a book entitled (Soft Power) ⁽¹⁾ .

First Axis : Creating the Soft Power Model :

Joseph Nye believes that the concept of soft power means the ability to get what you want through attraction and persuasion instead of coercion and paying money to obtain the desired results and goals without having to use excessive military factors and means ⁽²⁾ , In a more precise sense: the ability to win hearts and minds at the same time to achieve the desired strategic goals ⁽³⁾ .

It can be said that this concept, according to the initial theorization, is intended as a purely political concept according to a negative vision that enables it to use any method that would influence and persuade others. However, this concept can be withdrawn to other aspects, so it is one of the concepts of human development in the positive sense whose goal is guidance. people and reform their general social and economic conditions and other aspects of life .

Nye believes that the sources of soft power are represented in three basic elements: public culture: and whether Was it attractive or repulsive to others after trying to put it in the appropriate framework, moral and political values: the extent of attractiveness of adherence

to it at home and abroad in peace and war, and finally the foreign policy pursued and the degree of its legitimacy and voluntary acceptance by the countries and peoples of the world in a way that enhances the status of the state, people or society ⁽⁴⁾ .

Second: the foundations of the concept:

Joseph Nye believes that there are foundations that must be available in order for these sources to do what they did, and to be influential in the targeted intellectual environment, and these foundations are :

First : the presence of good interpreters who are able to send appropriate messages to the other .

Second : The presence of recipients (audience) who are ready to accept these messages, and this may require preparing this medium Willing to work a long time to get the desired results ⁽⁵⁾ .

Some of them have discussed the philosophy of this power as a reason for innovation, as this philosophy is based on several reasons ⁽⁶⁾ :

First / economic reasons : because of the rough war losses in money and equipment .

Second / strategic reasons : These reasons are related to the calculations of the distant command and the fear of the changes of events and balance of power .

Third / investment reasons : represented by the investments of countries' wealth without causing those wealth to harm the rough war .

These and other reasons made the major powers prefer the use of soft power over hard power, but in a way that does not raise confusion in front of public opinion and cannot be opposed by international bodies and does not contradict their charters and laws ⁽⁷⁾ .

With the emphasis that this soft power is not a permanent substitute for the power that is called hard because it is a material force that calls for direct confrontation. A sense of dread and fear mixed with admiration and attraction for the vanquished to the extent that paralyzes his ability to think insightfully, as is the case with children following their fathers, so he imagines that the superiority of the victor is due to what he enjoys Of perfection in everything ⁽⁸⁾ .

It is known that the philosophy and the reasons that we have mentioned are motives at the same time for the emergence of this term from the United States of America itself, as the United States of America turned to soft power, because it would enable it to fully implement the plans without any material and moral losses, and this policy was translated into the idea that was put forward by (Max Mardonnet, when he said, "We no longer send regular forces outside the borders. Our goal is to control and reach the point of influence on our enemy with what we call (destabilization) with the aim of exhausting and slowly eroding the will of the target country ⁽⁹⁾ .

American foreign policy theorists emphasize the idea that controlling the new equipment of power, "technology, informatics, communications, information devices, as well as trade and money," are all things that are inevitably necessary to continue domination ⁽¹⁰⁾ .

Therefore, the United States sought not to focus on the military capabilities of the United States of America, and sought to involve non-military capabilities such as media and diplomacy, in addition to activating the role of international organizations and local

organizations deployed in the world and supporting them to serve the American strategic goals and interests ⁽¹¹⁾ .

Third : Soft Power Methods :

The one who extrapolates the methods and mechanisms used in concentrating this force can analyze a lot of things that are going on around us without explanations. Among the most prominent tools and methods used by contemporary soft power are cultural, media, commercial and public relations influences, and every resource that does not fall within the military capabilities

classified within hard power (coarse) ⁽¹²⁾ .

Perhaps the most important of these methods are the cultural methods, which are among the most insidious and intelligent tools used to impose colonial control, because they target minds, dominate them, wash them and nourish them in accordance with the desired goal or means for the goal of that unity in international interactions, which is what is called today soft power, and take it towards Switching power relations between States, which is one of the patterns

that are complementary to the military and economic tools ⁽¹³⁾ .

At the forefront of those cultural methods adopted by the United States is the opening of scientific centers And fellowships, many countries have intended to

receive scholarships, and the aim of that is not mainly economic, but in order to educate the newcomers about the culture of the country, and many of these countries intend for coexistence courses to come into contact with the cultures of those countries with the aim of alienating the self and obliterating the identity, so the student often returns packed with those cultures Which cannot be in harmony with the culture and traditions of Muslims, and America has topped the countries of the world in the percentage of foreign students enrolled in its universities ⁽¹⁴⁾ , Joseph Nye says: "Of the 1.6 million students enrolled in universities outside their countries, 28% are in the United States compared to 14% studying in Britain, and this is a good asset for American foreign policy, because international students usually return to their homelands with appreciation." It is greater for American values and institutions, and it becomes an aspect of soft power as a result of that culture that it has acquired ⁽¹⁵⁾ .

Likewise, cinematic artistic production is considered one of the most important tools of soft power influencing others, because of its wide audience, and examples of this are: what the United States of America adopted to improve its image and justify its aggression against the world through what Hollywood presented through action films that depicted wars that America fought ⁽¹⁶⁾ , Studies also indicated an increase in the rate of tourists in Turkey after the series that were shown recently, and what is recorded for Islamic cinema in general and for the Shiites in particular is what Iranian cinema presented of historical series that had a great impact in consolidating some historical facts ⁽¹⁷⁾ .

In addition to artistic production, technological development has played a major role in attracting and attracting many people in different countries to American culture, as the United States ranks first in the number of hosts on social networking sites ⁽¹⁸⁾ , The density of what is published on the Internet of western or capitalist cultural production, most of it comes from

it, as it possesses the financial and technical strength, as well as the ability and experience in disseminating information, to add as a result pressures and influences through which it tries to convince young people of the American lifestyle and impose it on them with temptation, urgency, and soft pressure ⁽¹⁹⁾ , Therefore, calls appeared to educate users, especially young age groups, and instill a state of caution and doubt in their minds and hearts towards it, and educate them Positive and safe utilization methods and patterns ⁽²⁰⁾ .

We should not forget the animated films as they are among the mechanisms and means of soft power. They target the young and young age category to consolidate some concepts and some images and scenes that have an impact on the child's behavior and upbringing. Children see in them an outlet to unleash their imagination and express what is inside them. enjoying his childhood ⁽²¹⁾ , It will have an impact on the formation of the children's personality and behavior. Just as there are cartoon films that have an educational benefit and good behavior, there is a call for violence and some wrong behaviors and indecent scenes of modesty and chastity. Animations such as Tom and Jerry, Mickey Mouse, and others that most children want to watch, which are part of the Disney group ⁽²²⁾ .

Also, relief organizations can be considered one of the most important means of soft power in Western countries, whose title and slogan is often humanitarian and targets developing countries in Africa and the Muslim Middle East and provides food and medicine, but some of them are originally missionary organizations calling for Christianity by improving the image of Christians and distributing some books magazines and videos ⁽²³⁾ .

Trademarks or fashion (restaurants, brands, and trade symbols) can be counted as one of the things that the western world excels at, and one of the most prominent means of soft power through broadcasting huge, expensive commercial advertisements with technology. These advertisements woo people's desire and attract young men and women (the target) I for soft power) for those fashions ⁽²⁴⁾ .

Also, the influence of the East on the popular culture of the United States, such as European industries and goods, made this The matter generates for them huge fortunes that serve the hard power and enrich the Western economy, and then the restaurants European brands, hairstyles, and others are an effective weapon that helped the United States achieve goals in its foreign policy, and among those goals is material gain and the imposition of Western identity ⁽²⁵⁾ .

As a final outcome through the presentation of tools and methods, it can be said that although they suggest the integrated strategic thinking of soft power, the power is characterized by being quiet, gradual, and not directly visible, being based on certain psychological, scientific and social frameworks, and it relies on symbolism and stirring up emotions by focusing on the things that It is directly related to the life of society, as it is planned and not governed by randomness, which makes it achieve results and impact on the souls and minds of others more than achieved by hard power .

Fourth : Effects of Soft Power :

It appears from the foregoing that the effects of this development are clear and visible, and even multiple and diverse, and cannot be denied in any way, as the difference and diversity in the methods and mechanisms of soft power leads to the diversity of the effects

resulting from it, and perhaps the most prominent of them is the international changes, as the American soft power has proven its effectiveness in International change, it has succeeded in changing regimes that have been sitting on the thrones of government for decades under international adoptions such as democracy, freedom and human rights , The United States of America was able to reach its goal in dividing countries, and that division was on a sectarian, ethnic and national basis, as happened in the conflict in Syria, as well as in Iraq. Although the steps of the project did not reach the stage of final and actual division, they undermined confidence between the various parties. And paved the way for instability and even the weakness of the ruling regimes in those countries ⁽²⁶⁾ .

In addition to the United States of America supporting armed and extremist groups financially and morally, especially in the Middle East region, which resulted in the spread of panic, fear and terrorism, and America exploited the naivety and superficiality of many young people who were victims of ideological vacuum and family disintegration and who lacked scientific and moral culture ⁽²⁷⁾ .

Perhaps one of the obvious effects is the wide and rapid spread of schools and universities, along with American cultural and research centers in the Arab region, in parallel with the growing American political and military influence and the opening of branches of American universities in various Arab countries after this presence was almost confined to Beirut and Cairo, and that the children of classes Middle and wealthy people are increasingly turning towards educating their children in Western schools and universities in general, and American universities in particular, after affiliation with these foreign educational institutions has become a title of social prestige and a guarantee of professional success later on ⁽²⁸⁾ .

Also, one of the prominent effects is the great turnout on the culture of the West due to that soft power, as large sectors of the peoples of the region, especially the youth and women, flocked to American lifestyles and popular culture from fast food, to fashion, clothes and accessories, to American songs, music and movies. Aspects are part of the appropriate globalization movement towards various aspects of the global globe, reshaping the choices and tastes of millions of people, as well as being a manifestation of the social and cultural transformations taking place in different countries, especially the Arabian Gulf region during the last two decades in particular ⁽²⁹⁾ .

The same applies to the language, and we mean the impact represented by the wide spread of the English language in various fields, and perhaps it has reached the point of turning it into a language of daily communication, especially in the Gulf region inhabited by large non-Arab communities, and witnessing an American presence and even some Arab countries that until recently remained the monopoly of Almost French influence, like the countries of the Arab Maghreb, is witnessing, in turn, a tangible expansion in the use of the English language at the expense of the French language, which is self-evident, because most aspects of technological and electronic development use that language as well as its source, and we mean the country of its manufacture and production ⁽³⁰⁾ , In addition to many other effects, although they differ, they target humans negatively or positively .

Footnotes :

- 1) Ali Jalal: The Concept of Soft Power, p. 11; Nabil Bakakra : Diversity and change in the contents of power / p. 169 .
- 2) Soft power in international politics / p. 12.
- 3) See : Saif Al-Harmzi : Hans Morgenthau's analysis of the concept of power and its application to the units of the international system / p. 167 .
- 4) See : The External Force for Success in International Politics / p. 31; Noor Hamad: Soft Power in the Thought of Imam Ali (peace be upon him) (Study in Nahj Al-Balaghah) / p. 13 .
- 5) Soft power is the means of success in international politics / p. 149 .
- 6) Muhammad Hamdan : The Soft War / p. 13 .
- 7) Thamer Al-Saadi : Soft Power in the Thought of Sheikh Al-Yaqoubi / p. 62 .
- 8) See : Noureddine Hashoud : American American Strategy after the Cold War / p. 381-382 .
- 9) <https://alhadath.alekhbarya.com> .
- 10) Musa Al-Zoubi : Studies in Strategic and Political Thought / p. 9 .
- 11) See : Azhar Abdullah: The strategy of employing smart power in American foreign policy after 2008 / p. 62 .
- 12) See: Values Center for Studies: Soft War (concept - origins - and means of confrontation) / p. 13 .
- 13) Nour Hamad : Soft Power in the Thought of Imam Ali (peace be upon him) (Study in Nahj Al-Balaghah) / p. 25 .
- 14) See: Adly bin Yaqoub: Westernization and its impact on Islamic culture / p. 16-23 .
- 15) Soft power is the means of success in international politics / p. 60-77 .
- 16) Kazem Al-Salihi : The Soft War, Objectives and Ways of Confrontation / p. 48-60 .
- 17) See : Muhammad Al-Yaqoubi: Soft Forces and Al-Husseini Minbar / p. 145 .
- 18) Joseph Nye: Soft power is the means to success in international politics / p. 46 .
- 19) See : Azhar Abdullah: The strategy of employing smart power in American foreign policy after 2008 / p. 76 .
- 20) See : Soft War Center: Social Networks, American Soft War Platforms / p. 172 .
- 21) See : Oraibi Masoud : The impact of scenes of violence in cartoon films on child behavior between 8-9 years / p. 70 .
- 22) See : Animation .. its advantages and disadvantages for children / p. 36-41 .
- 23) Adly bin Yaqoub : Westernization and its impact on Islamic culture / p. 16 -23 .
- 24) wikipedia.org/wiki .
- 25) See : Values Center for Studies: Soft War, a reading in the methods of threat and tools of confrontation / p. 109 .
- 26) See: Saif Al-Harmzi: An analysis (Hans Morgenthau) of the concept of power and its application to the units of the international system / p. 168-169 .
- 27) See: Misfer bin Dhafer Al-Qahtani: Soft Power Employment Strategy to Support Hard Power / p. 30-56 .
- 28) See: Rafik Abd al-Salam: The United States between hard and soft power / p. 73 .
- 29) See: Iyad Al-Kaoud: The Soft Power Strategy / p. 56 .
- 30) See: Iyad Al-Kaoud: The Soft Power Strategy / p. 57 .

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