



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 8.4
IJAR 2023; 9(2): 357-359
www.allresearchjournal.com
Received: 01-01-2023
Accepted: 07-02-2023

Gaurav Tushir
M.A Political Science, C.R.A
College, MDU, Rohtak,
Haryana, India

Tanuj Kumar Bansal
M.A Political Science, C.R.A
College, MDU, Rohtak,
Haryana, India

Corresponding Author:
Gaurav Tushir
M.A Political Science, C.R.A
College, MDU, Rohtak,
Haryana, India

Soft power emerging new challenges in world politics

Gaurav Tushir and Tanuj Kumar Bansal

DOI: <https://doi.org/10.22271/allresearch.2023.v9.i2e.11117>

Abstract

Nye introduced the concept of soft power in his book *Soft Power* in 1990. The literature on soft power has grown significantly over the past decade. A particularly insightful treatment, both supportive and critical, has limited historical application and is far from rigorously enforced (primarily limited to analysis of contemporary foreign policy). In essence, the treatment of soft power does little beyond what its critics call "soft theory." Also, not enough attention has been paid to how changes in world politics affect the importance of soft and hard power. Finally, little is said about the decision-making conditions necessary for leaders to appreciate and effectively use soft power. This article will explore how soft power works and attempts to provide contributions that address all three of these deficiencies: elucidating a more rigorous and systematic understanding of the soft power process, explaining how changes in world politics have increased the value of soft power relative to hard power, and finally making several recommendations to encourage decision-making and effectively employ soft power strategies in foreign policy.

Keywords: Soft power, hard power, foreign policy, soft theory

Introduction

Soft power, coined by Joseph Nye about 20 years ago, has become a popular concept. The concept of soft power featured heavily in the 2007 book *World Power*. Politics stemmed from a forum organized by Millennium magazine in 2005, Deals with the concept of power in international relations.

In recent years, soft power, like smart power, has become an important part of the US government's foreign policy thinking. Long before Washington, Beijing viewed soft power as an important component of its overall national power. There is widespread debate among Chinese about soft power, a term that has been formally adopted by China's top leaders, including President Hu Jintao.

Scholars believe that much of the confusion and misunderstanding of the concept of soft power is due to its "insufficient theorization", "lack of academic refinement" and "ambiguous analysis".

Strategic narrative is the soft power of the 21st century. Strategic narrative begins with Nye faced a similar starting point in 1990—understanding the international system and ask: What is the best way to influence the international system? The strategic narrative brings us back to the core issues of international relations, back to asking what means and methods of persuasion and influence might be under what conditions to work, with a focus on communicating and this interaction has changed radically since Nye's seminal article in 1990.

Another aspect of this concept that later required clarification was its relationship to Steven Lukes' classification of the three dimensions of power (Lukes 2005) [8]. As Lukes points out, my concept of soft power is similar but not identical to his third side of power. The concept of context of international relations, including the voluntary aspects of agenda setting and setting preferences through attraction and persuasion. Lukes calls soft power a "cousin" of his concept of a third side of power.

Soft power equals some typical soft power resources. This is known as the "vehicle fallacy". This methods advantage is that it "makes power concrete and measurable." We usually assessing how powerful a person is by measuring how many sources of power he or she has. But that's not the only main reason why power is often defined as "power."

Another driver of this trend is the inability to exercise power if some resources don't need to be used. In other words, since power has no own for the legs to go, it is necessary to ride some vehicles.

Soft power is contrasted with hard power. Soft power is the ability to influence the behavior of others. This means that hard power is the ability to influencing the behavior of others by changing their environment. In other words, as Hard power refers to changing the incentive structure of actors, interests are seen as given, and soft power shapes the formation of those interests.

Factors affecting soft power

Kindness

Kindness comes in many forms. For example, when you are kind to others; when you are be generous to others; when you do good things for others; when you help them and support them, protect them; when you care about others; when you notice or listen to others; when you respect the rights, interests, or self-esteem of others; when you recognize The value or significance of others; when you treat others in a non-threatening or non-confrontational way.

Kindness produces gratitude and compassion. It reassures others of the agent's peaceful or benevolent intentions, thereby inviting cooperation. Kindness is like a paradox: If you try to stand up for yourself, you will be seen as offensive, and people will resist you. But if you put your ego in the background and try to be nice, people are more likely to get along with you. Its mechanism is reciprocal altruism. Reciprocity can be bilateral or multilateral.

Brilliance

In international relations, brilliance has many manifestations, such as a strong and awesome military force, a rich and vibrant economy, a rich and splendid culture, a peaceful and good society, etc. Brilliance also comes from a country with advanced science and technology or from a country that has achieved military victories or economic success. Brilliance begets admiration, and admiration begets imitation, imitation, respect, fear, or reverence. Brilliance can be translated into soft power in a number of ways. One way is to mobilize it to create the myth of invincibility and inevitability. Brilliance, on the other hand, leads to imitation. In international relations, other states may adopt some or all of the practices, policies, institutions, ideologies, values, or visions of capable or successful states.

Beauty

The beauty in world politics is not in sexual attraction, but in bringing actors closer together through shared ideals, values, causes, or visions. It gives the actor a sense of warmth and safety, hope and self-extension, recognition and community, and vindication and admiration. Those who represent their ideals, values, career, or vision in a convincing manner, with confidence and conviction, with vigor and perseverance, can find a stronger beauty. Beauty can come from a nation that acts as a proxy for values, that is seen as the embodiment of ideals, that champions a cause, that convincingly articulates a vision. When it adheres to a cause, embraces a value, commits to an ideal, and convincingly articulates a vision, it earns credibility as the representative, torch, or staunch supporter and guardian of

the cause, value, ideal, or vision. Credibility, legitimacy, and even moral authority flow from here.

Cultural events, exchange programs, broadcasting or teaching a country's language, and promoting research on a country's culture and society are often seen as tools of soft power. However, these activities do not directly generate soft power. Instead, what they can do is promote understanding, cultivate positive images, and spread myths that favor the country of origin. In the process, they took the first, and most important, step toward translating benevolence, beauty, and talent into soft power. Myths are powerful tools for shaping the views and aspirations of others. Myths can be created and exploited to communicate goodness, brilliance, and beauty. For example, while economic success and military victory are not inherently policy tools, the splendor they convey can be used to create myths of inevitability and invincibility.

The distinction and relationship between hard and soft power raises important conceptual considerations. Distinguishing between hard power and soft power has always been difficult. Hard power resources include military resources and economic resources. Currently understood soft power resources include culture, values, and policies. However, hard and soft power resources are utilized differently. Hard power resources are typically reserved and employed at specific moments or in specific theaters and time frames, with specific strategic and tactical objectives in mind. Initial soft power analysis lacks a fully developed sense of agency or strategy, especially since soft power is more about attraction than deliberate foreign policy intent. States do not need to deploy hard power resources but can threaten to use them and still exert power. In contrast, many soft power resources are not reserved but must be shared. For example, it does not make sense to fund a cultural project that is not being implemented or to produce a BBC documentary that is not on the air. Soft power assets are always on display. That said, communications about soft power assets and narratives may sometimes be used strategically. Soft power assets can be promoted and advertised to target audiences for instrumental purposes—such as representational power or strategic narratives—just as hard power assets can be used instrumentally to influence the behavior of targeted actors.

India as a Soft Power

In addition to economic and military power, the idea of soft power has developed over the past few decades. For centuries, India's arts, culture, yoga and spirituality, diverse cuisines, festivals, music, and dance forms have attracted people from all over the world. The Council on Foreign Affairs recently presented its sixteenth report on the potential and limitations of India's soft power and cultural diplomacy. The committee suggested that a policy paper on India's soft power projections and soft power indicators for assessing soft power outcomes should be developed. In the report, the parliamentary committee also highlighted the need for greater coordination between the Foreign Office and other ministries, departments, and agencies involved in India's soft power projections and cultural diplomacy.

Over the past decade, India has begun to play its soft power card more systematically. In 2006, India established the Public Diplomacy Division within the Ministry of Foreign Affairs and is expanding the Indian Council on Cultural

Relations (ICCR) globally. The "Incredible India" campaign is backed by the Ministry of Tourism and the Ministry of External Affairs to showcase its social, political, and cultural assets overseas. India's soft power diplomacy, especially in Afghanistan, involves winning "hearts and minds" and strengthening cultural and political ties with Afghanistan with ideas of nation-building and political stability. India built the parliament building, the Salma (Friendship) dam, and a hospital in Afghanistan. India is currently building and upgrading Habibia High School, a project expected to cost over \$1 million. India is expanding development assistance to African countries beyond its traditional relationship with the Commonwealth in an effort to achieve its broader strategic objective of securing access to natural resources. Diaspora diplomacy has enhanced India's overseas soft power. India is celebrating Pravasi Bharatiya Divas (since 2015). Initiatives such as the Know India program, which helps Indians connect with their ancestors in India and learn about contemporary India, have been met with enthusiasm. Humanitarian aid: India's overseas aid activities are now also extended to humanitarian aid, such as after the 2004 Indian Ocean tsunami, the Indian Navy formed a temporary alliance with the United States, Japan, Australia, and Singapore to distribute blankets and tents.

It remains difficult for India to use soft power to change the behavior of its neighbors. For example, Nepal, Maldives, and other countries are playing the Chinese card against India. They still see India as Big Brother or the proverbial "298-pound gorilla". Soft power has not helped India deal with terrorism and radicalization. In addition to soft power, hard power is equally important. In the 21st century, smart power (the combination of hard and soft power) and speed and agility to adapt are important tools of diplomacy. Despite India's growing soft power, many countries do not support India's permanent membership in the UN Security Council. It did not help India to participate in WTO negotiations, nor did it get India to have a free trade agreement with the EU or RCEP that fit its needs. Soft power cannot be used when needed, and it takes a long time to be effective. And hard power can be used immediately, and the effect is immediate. Soft power has not stopped China from opposing India's entry into the Nuclear Suppliers Group.

Conclusion

Without soft power, hard power lacks intellectual and cultural superiority. Soft power provides ideas and inspiration, while hard power provides tools and weapons for the expansion of soft power. A good balance of the two makes a country strong militarily, economically, and culturally. India should continue to expand investment in soft power while building hard power. This bodes well for the reality that the region must confront two rival nuclear powers.

References

1. Abraham, Itty. The Future of Indian Foreign Policy, *Economic and Political Weekly*. 2007;42(42):4209-12.
2. Acharya, Alka. *China and India: The Politics of Increasing Engagement* (New Delhi: Har-Anand); c2008.
3. Felix Berenskoetter, Williams MJ. *Power in World Politics* (London: Routledge, 2007).

4. Government of India. Ministry of Overseas Indian Affairs, Annual Report 2008-2009, New Delhi: Ministry of Overseas Indian Affairs, Government of India; c2009. (http://moia.gov.in/writereaddata/pdf/annual_report_2008-09.pdf), accessed 11 August 2011.
5. Joseph S. Nye, *The Powers to Lead* (New York: Oxford University Press; c2008. p. 28.
6. Kaur, Amarjit. Indians in South-East Asia: Migrant Workers, Knowledge Workers and New India, in Rajesh Rai and Peter Reeves (eds.), *The South Asian Diaspora: Transnational Networks and Changing Identities* (New York). Routledge; c2009. p. 71-88.
7. Mingjiang Li. Domestic Sources of China's Soft Power Approach, *China Security*. 2009;5(2):37.
8. Lukes S. *Power: A radical view*. Second Edition. London: Palgrave; c2005.
9. Nye Jr JS. Soft power. *Foreign policy*. 1990;80:153-171.
10. Nye. Think Again: Soft Power.
11. Nye. Paradox of American Power, p. 10.
12. Young Nam Cho, Jong Ho Jeong. China's Soft Power: Discussions, Resources, and Prospects, *Asian Survey*; c2008 May-Jun, 38(3).
13. Li Mingjiang. *Soft Power in Chinese Discourse: Popularity and Prospect*, Working Paper No. 165.