

[PDF] Soft Power And Us Foreign Policy Theoretical Historical And Contemporary Perspectives Routledge Studies In Us Foreign Policy

When people should go to the book stores, search inauguration by shop, shelf by shelf, it is really problematic. This is why we provide the books compilations in this website. It will definitely ease you to see guide **soft power and us foreign policy theoretical historical and contemporary perspectives routledge studies in us foreign policy** as you such as.

By searching the title, publisher, or authors of guide you in fact want, you can discover them rapidly. In the house, workplace, or perhaps in your method can be all best place within net connections. If you goal to download and install the soft power and us foreign policy theoretical historical and contemporary perspectives routledge studies in us foreign policy, it is agreed easy then, past currently we extend the member to buy and create bargains to download and install soft power and us foreign policy theoretical historical and contemporary perspectives routledge studies in us foreign policy thus simple!

Soft Power and US Foreign Policy - Inderjeet Parmar - 2010-03-12

Soft power is the use of attraction and persuasion rather than the use of coercion or force in foreign policy. This volume features a brand new chapter by Joseph Nye outlining his views on soft, hard and smart power and offers a critique of the Bush administration's inadequacies. The other contributions to the volume respond to Nye's views from a range of theoretical, historical and policy perspectives giving new insights in to both soft power and the concept of power itself.

Soft Power and US Foreign Policy - Inderjeet Parmar - 2010-03-12

Soft power is the use of attraction and persuasion rather than the use of coercion or force in foreign policy. This volume features a brand new chapter by Joseph Nye outlining his views on soft, hard and smart power and offers a critique of the Bush administration's inadequacies. The other contributions to the volume respond to Nye's views from a range of theoretical, historical and policy perspectives giving new insights in to both soft power and the concept of power itself.

Soft Power and US Foreign Policy - Inderjeet Parmar - 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 in to 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 US Foreign Policy - Inderjeet Parmar - 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 in to 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 - Joseph S. Nye, Jr. - 2009-04-28

Joseph Nye coined the term "soft power" in the late 1980s. It is now used frequently—and often incorrectly—by political leaders, editorial writers, and academics around the world. So what is soft power? Soft power lies in the ability to attract and persuade. Whereas hard power—the ability to coerce—grows out of a country's military or economic might, soft power arises from the attractiveness of a country's culture, political ideals, and policies. Hard power remains crucial in a world of states trying to guard their independence and of non-state groups willing to turn to violence. It forms the core of the Bush administration's new national security strategy. But according to Nye, the neo-conservatives who advise the president are making a major miscalculation: They focus too heavily on using America's military power to force other nations to do our will, and they pay too little heed to our soft power. It is soft power that will help prevent terrorists from recruiting supporters from among the moderate majority. And it is soft power that will help us deal with critical global issues that require multilateral cooperation among states. That is why it is so essential that America better understands and applies our soft power. This book is our guide.

Soft Power - Joseph S. Nye, Jr. - 2009-04-28

Joseph Nye coined the term "soft power" in the late 1980s. It is now used frequently—and often incorrectly—by political leaders, editorial writers, and academics around the world. So what is soft power? Soft power lies in the ability to attract and persuade. Whereas hard power—the ability to coerce—grows out of a country's military or economic might, soft power arises from the attractiveness of a country's culture, political ideals, and policies. Hard power remains crucial in a world of states trying to guard their independence and of non-state groups willing to turn to violence. It forms the core of the Bush administration's new national security strategy. But according to Nye, the neo-conservatives who advise the president are making a major miscalculation: They focus too heavily on using America's military power to force other nations to do our will, and they pay too little heed to our soft power. It is soft power that will help prevent terrorists from recruiting supporters from among the moderate majority. And it is soft power that will help us deal with critical global issues that require multilateral cooperation among states. That is why it is so essential that America better understands and applies our soft power. This book is our guide.

Peace Corps and Citizen Diplomacy - Stephen M. Magu - 2018-03-13

For over 50 years, more than 225,000 Peace Corps volunteers have been placed in over 140 countries around the world, with the goals of helping the recipient countries need for trained men and women, to promote a better understanding of Americans for the foreign nationals, and to promote a better understanding of other peoples on the part of Americans. The Peace Corps program, proposed during a 2 a.m. campaign stop on October 14, 1960 by America's Camelot, was part idealism, part belief that the United States could help Global South countries becoming independent. At the height of the Cold War, the US and USSR were racing each other to the moon, missiles in Turkey and in Cuba and walls in Berlin consumed the archrivals; sending American graduates to remote villages seemed ill-informed. Kennedy's Kiddie Korps was derided as ineffectual, the volunteers accused of being CIA spies, and often, their work made no sense to locals. The program would fall victim to the vagaries of global geopolitics: in Peru, Yawar Malku (Blood of the Condor), depicting American activities in the country, led to volunteers being bundled out unceremoniously; in Tanzania, they were excluded over Tanzania's objection to the Vietnam War. Despite these challenges, the Peace Corps program shaped newly independent countries in significant ways: in Ethiopia they constituted half the secondary school teachers in 1961, in Tanzania they helped survey and build roads, in Ghana and Nigeria they were integral in the education systems, alongside other programs. Even in the Philippines, formerly a U.S. colony, Peace Corps volunteers were welcomed. Aside from these outcomes, the program had a foreign policy component, advancing U.S. interests in the recipient countries. Data shows that countries receiving volunteers demonstrated congruence in foreign policy preferences with the U.S., shown by voting behavior at the United Nations, a forum where countries' actions and preferences and signaling is evident. Volunteer-recipient countries particularly voted with the U.S. on Key Votes. Thus, Peace Corps volunteers who function as citizen diplomats, helped countries shape their foreign policy towards the U.S., demonstrating the viability of soft power in international relations.

Peace Corps and Citizen Diplomacy - Stephen M. Magu - 2018-03-13

For over 50 years, more than 225,000 Peace Corps volunteers have been placed in over 140 countries around the world, with the goals of helping the recipient countries need for trained men and women, to promote a better understanding of Americans for the foreign nationals, and to promote a better understanding of other peoples on the part of Americans. The Peace Corps program, proposed during a 2 a.m. campaign stop on October 14, 1960 by America's Camelot, was part idealism, part belief that the United States could help Global South countries becoming independent. At the height of the Cold War, the US and USSR were racing each other to the moon, missiles in Turkey and in Cuba and walls in Berlin consumed the archrivals; sending American graduates to remote villages seemed ill-informed. Kennedy's Kiddie Korps was derided as ineffectual, the volunteers accused of

being CIA spies, and often, their work made no sense to locals. The program would fall victim to the vagaries of global geopolitics: in Peru, Yawar Malku (Blood of the Condor), depicting American activities in the country, led to volunteers being bundled out unceremoniously; in Tanzania, they were excluded over Tanzania's objection to the Vietnam War. Despite these challenges, the Peace Corps program shaped newly independent countries in significant ways: in Ethiopia they constituted half the secondary school teachers in 1961, in Tanzania they helped survey and build roads, in Ghana and Nigeria they were integral in the education systems, alongside other programs. Even in the Philippines, formerly a U.S. colony, Peace Corps volunteers were welcomed. Aside from these outcomes, the program had a foreign policy component, advancing U.S. interests in the recipient countries. Data shows that countries receiving volunteers demonstrated congruence in foreign policy preferences with the U.S., shown by voting behavior at the United Nations, a forum where countries' actions and preferences and signaling is evident. Volunteer-recipient countries particularly voted with the U.S. on Key Votes. Thus, Peace Corps volunteers who function as citizen diplomats, helped countries shape their foreign policy towards the U.S., demonstrating the viability of soft power in international relations.

Do Morals Matter? - Joseph S. Nye Jr. - 2019-12-02

Americans constantly make moral judgments about presidents and foreign policy. Unfortunately, many of these assessments are poorly thought through. A president is either praised for the moral clarity of his statements or judged solely on the results of their actions. In *Do Morals Matter?*, Joseph S. Nye, Jr., one of the world's leading scholars of international relations, provides a concise yet penetrating analysis of the role of ethics in US foreign policy during the American era after 1945. Nye works through each presidency from FDR to Trump and scores their foreign policy on three ethical dimensions of their intentions, the means they used, and the consequences of their decisions. Alongside this, he also evaluates their leadership qualities, elaborating on which approaches work and which ones do not. Regardless of a president's policy preference, Nye shows that each one was not fully constrained by the structure of the system and actually had choices. He further notes the important ethical consequences of non-actions, such as Truman's willingness to accept stalemate in Korea rather than use nuclear weapons. Since we so often apply moral reasoning to foreign policy, Nye suggests how to do it better. Most importantly, presidents need to factor in both the political context and the availability of resources when deciding how to implement an ethical policy-especially in a future international system that presents not only great power competition from China and Russia, but a host of transnational threats: the illegal drug trade, infectious diseases, terrorism, cybercrime, and climate change.

Do Morals Matter? - Joseph S. Nye Jr. - 2019-12-02

Americans constantly make moral judgments about presidents and foreign policy. Unfortunately, many of these assessments are poorly thought through. A president is either praised for the moral clarity of his statements or judged solely on the results of their actions. In *Do Morals Matter?*, Joseph S. Nye, Jr., one of the world's leading scholars of international relations, provides a concise yet penetrating analysis of the role of ethics in US foreign policy during the American era after 1945. Nye works through each presidency from FDR to Trump and scores their foreign policy on three ethical dimensions of their intentions, the means they used, and the consequences of their decisions. Alongside this, he also evaluates their leadership qualities, elaborating on which approaches work and which ones do not. Regardless of a president's policy preference, Nye shows that each one was not fully constrained by the structure of the system and actually had choices. He further notes the important ethical consequences of non-actions, such as Truman's willingness to accept stalemate in Korea rather than use nuclear weapons. Since we so often apply moral reasoning to foreign policy, Nye suggests how to do it better. Most importantly, presidents need to factor in both the political context and the availability of resources when deciding how to implement an ethical policy-especially in a future international system that presents not only great power competition from China and Russia, but a host of transnational threats: the illegal drug trade, infectious diseases, terrorism, cybercrime, and climate change.

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. "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 - 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. "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 Internationalism - Burcu Baykurt - 2021-05-11

The term "soft power" was coined in 1990 to foreground a capacity in statecraft analogous to military might and economic coercion: getting others to want what you want. Emphasizing the magnetism of values, culture, and communication, this concept promised a future in which cultural institutes, development aid, public diplomacy, and trade policies replaced nuclear standoffs. From its origins in an attempt to envision a United States-led liberal international order for a post-Cold War world, it soon made its way to the foreign policy toolkits of emerging powers looking to project their own influence. This book is a global comparative history of how soft power came to define the interregnum between the celebration of global capitalism in the 1990s and the recent resurgence of nationalism and authoritarianism. It brings together case studies from the European Union, China, Brazil, Turkey, and the United States, examining the genealogy of soft power in the Euro-Atlantic and its evolution in the hands of other states seeking to counter U.S. hegemony by nonmilitaristic means. Contributors detail how global and regional powers created a variety of new ways of conducting foreign policy, sometimes to build new solidarities outside Western colonial legacies and sometimes with more self-interested purposes. Offering a critical history of soft power as an intellectual project as well as a diplomatic practice, *Soft-Power Internationalism* provides new perspectives on the potential and limits of a multilateral liberal global order.

Soft-Power Internationalism - Burcu Baykurt - 2021-05-11

The term "soft power" was coined in 1990 to foreground a capacity in statecraft analogous to military might and economic coercion: getting others to want what you want. Emphasizing the magnetism of values, culture, and communication, this concept promised a future in which cultural institutes, development aid, public diplomacy, and trade policies replaced nuclear standoffs. From its origins in an attempt to envision a United States-led liberal international order for a post-Cold War world, it soon made its way to the foreign policy toolkits of emerging powers looking to project their own influence. This book is a global comparative history of how soft power came to define the interregnum between the celebration of global capitalism in the 1990s and the recent

resurgence of nationalism and authoritarianism. It brings together case studies from the European Union, China, Brazil, Turkey, and the United States, examining the genealogy of soft power in the Euro-Atlantic and its evolution in the hands of other states seeking to counter U.S. hegemony by nonmilitaristic means. Contributors detail how global and regional powers created a variety of new ways of conducting foreign policy, sometimes to build new solidarities outside Western colonial legacies and sometimes with more self-interested purposes. Offering a critical history of soft power as an intellectual project as well as a diplomatic practice, Soft-Power Internationalism provides new perspectives on the potential and limits of a multilateral liberal global order.

The Paradox of American Power - Joseph S. Nye Jr. - 2003-05-01

Not since the Roman Empire has any nation had as much economic, cultural, and military power as the United States does today. Yet, as has become all too evident through the terrorist attacks of September 11th and the impending threat of the acquisition of nuclear weapons by Iran, that power is not enough to solve global problems--like terrorism, environmental degradation, and the proliferation of weapons of mass destruction--without involving other nations. Here Joseph S. Nye, Jr. focuses on the rise of these and other new challenges and explains clearly why America must adopt a more cooperative engagement with the rest of the world.

The Paradox of American Power - Joseph S. Nye Jr. - 2003-05-01

Not since the Roman Empire has any nation had as much economic, cultural, and military power as the United States does today. Yet, as has become all too evident through the terrorist attacks of September 11th and the impending threat of the acquisition of nuclear weapons by Iran, that power is not enough to solve global problems--like terrorism, environmental degradation, and the proliferation of weapons of mass destruction--without involving other nations. Here Joseph S. Nye, Jr. focuses on the rise of these and other new challenges and explains clearly why America must adopt a more cooperative engagement with the rest of the world.

The Future of Power - Joseph S. Nye - 2011

The influential policy thinker who coined the term "soft power" examines the changing nature of power since the Cold War, the new ways in which it is exercised, and how those changes impact America's role in the world 320 pp.

The Future of Power - Joseph S. Nye - 2011

The influential policy thinker who coined the term "soft power" examines the changing nature of power since the Cold War, the new ways in which it is exercised, and how those changes impact America's role in the world 320 pp.

Hard Power - Kurt Campbell - 2007-03-09

Our ideas about national security have changed radically over the last five years. It has become a political tool, a "wedge issue," a symbol of pride and fear. It is also the one issue above all others that can make or break an election. And this is why the Democratic Party has been steadily losing power since 2001. In *Hard Power*, Michael O'Hanlon, an expert on foreign policy at the Brookings Institution, and Kurt Campbell, an authority on international security at the Center for Strategic and International Studies, explain how the Democrats lost credibility on issues of security and foreign policy, how they can get it back--and why they must. They recall the successful Democratic military legacy of past decades, as well as recent Democratic innovations--like the Homeland Security Office and the idea of nation-building--that have been successfully co-opted by the Republican administration. And, most importantly, they develop a broad national security vision for America, including specific defense policies and a strategy to win the war on terror.

Hard Power - Kurt Campbell - 2007-03-09

Our ideas about national security have changed radically over the last five years. It has become a political tool, a "wedge issue," a symbol of pride and fear. It is also the one issue above all others that can make or break an election. And this is why the Democratic Party has been steadily losing power since 2001. In *Hard Power*, Michael O'Hanlon, an expert on foreign policy at the Brookings Institution, and Kurt Campbell, an authority on international security at the Center for Strategic and International Studies, explain how the Democrats lost credibility on issues of security and foreign policy, how they can get it back--and why they must. They recall the successful Democratic military legacy of past decades, as well as recent Democratic innovations--like the Homeland Security Office and the idea of nation-building--that have been successfully co-opted by the Republican administration. And, most importantly, they develop a broad national security vision for America, including specific defense policies and a strategy to win the war on terror.

China Orders the World - William A. Callahan - 2012-01-17

Although a growing number of books treat China's rise and world view, *China Orders the World* brings together Chinese and Western scholars in a uniquely detailed and nuanced exploration of how traditional Chinese culture is being remolded into a "Chinese-style" world order for the twenty-first century.

China Orders the World - William A. Callahan - 2012-01-17

Although a growing number of books treat China's rise and world view, *China Orders the World* brings together Chinese and Western scholars in a uniquely detailed and nuanced exploration of how traditional Chinese culture is being remolded into a "Chinese-style" world order for the twenty-first century.

Africa's Soft Power - Oluwaseun Tella - 2021-05-23

This book investigates the ways in which soft power is used by African countries to help drive global influence. Selecting four of the countries most associated with soft power across the continent, this book delves into the currencies of soft power across the region: from South Africa's progressive constitution and expanding multinational corporations, to Nigeria's Nollywood film industry and Technical Aid Corps (TAC) scheme, Kenya's sport diplomacy, fashion and tourism industries, and finally Egypt's Pan-Arabism and its reputation as the cradle of civilisation. The book asks how soft power is wielded by these countries and what constraints and contradictions they encounter. Understandings of soft power have typically been driven by Western scholars, but throughout this book, Oluwaseun Tella aims to Africanise our understanding of soft power, drawing on prominent African philosophies, including Nigeria's Omoluwàbí, South Africa's Ubuntu, Kenya's Harambee, and Egypt's Pharaonism. This book will be of interest to researchers from across political science, international relations, cultural studies, foreign policy and African Studies. The Open Access version of this book, available at <http://www.taylorfrancis.com/books/e/9781003176022>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license

Africa's Soft Power - Oluwaseun Tella - 2021-05-23

This book investigates the ways in which soft power is used by African countries to help drive global influence. Selecting four of the countries most associated with soft power across the continent, this book delves into the currencies of soft power across the region: from South Africa's progressive constitution and expanding multinational corporations, to Nigeria's Nollywood film industry and Technical Aid Corps (TAC) scheme, Kenya's sport diplomacy, fashion and tourism industries, and finally Egypt's Pan-Arabism and its reputation as the cradle of civilisation. The book asks how soft power is wielded by these countries and what constraints and contradictions they encounter. Understandings of soft power have typically been driven by Western scholars, but throughout this book, Oluwaseun Tella aims to Africanise our understanding of soft power, drawing on prominent African philosophies, including Nigeria's Omoluwàbí, South Africa's Ubuntu, Kenya's Harambee, and Egypt's Pharaonism. This book will be of interest to researchers from across political science, international relations, cultural studies, foreign policy and African Studies. The Open Access version of this book, available at <http://www.taylorfrancis.com/books/e/9781003176022>, has been made available under a Creative Commons Attribution-Non Commercial-No Derivatives 4.0 license

US Foreign Policy - Michael Cox - 2012-02-09

This textbook provides a comprehensive introduction to US foreign policy. Bringing together a number of the world's leading experts, the text deals with the rise of America, US foreign policy during and after the Cold War, and the complex issues facing the US since September 11th.

US Foreign Policy - Michael Cox - 2012-02-09

This textbook provides a comprehensive introduction to US foreign policy. Bringing together a number of the world's leading experts, the text deals with the rise of America, US foreign policy during and after the Cold War, and the complex issues facing the US since September 11th.

The Rhetoric of Soft Power - Craig Hayden - 2012

The book explores the notion of soft power as set of theoretical arguments about power, and as a reflection of how each country perceives what is an increasingly necessary perspective on international relations in an age of ubiquitous global communication flows and encroaching networks of non-state actors. Soft power is discussed a means by which public diplomacy is justified and in the process, reflects arguments for how each state sees what is possible through soft power.

The Rhetoric of Soft Power - Craig Hayden - 2012

The book explores the notion of soft power as set of theoretical arguments about power, and as a reflection of how each country perceives what is an increasingly necessary perspective on international relations in an age of ubiquitous global communication flows and encroaching networks of non-state actors. Soft power is discussed a means by which public diplomacy is justified and in the process, reflects arguments for how each state sees what is possible through soft power.

Is the American Century Over? - Joseph S. Nye, Jr. - 2015-03-05

For more than a century, the United States has been the world's most powerful state. Now some analysts predict that China will soon take its place. Does this mean that we are living in a post-American world? Will China's rapid rise spark a new Cold War between the two titans? In this compelling essay, world renowned foreign policy analyst, Joseph Nye, explains why the American century is far from over and what the US must do to retain its lead in an era of increasingly diffuse power politics. America's superpower status may well be tempered by its own domestic problems and China's economic boom, he argues, but its military, economic and soft power capabilities will continue to outstrip those of its closest rivals for decades to come.

Is the American Century Over? - Joseph S. Nye, Jr. - 2015-03-05

For more than a century, the United States has been the world's most powerful state. Now some analysts predict that China will soon take its place. Does this mean that we are living in a post-American world? Will China's rapid rise spark a new Cold War between the two titans? In this compelling essay, world renowned foreign policy analyst, Joseph Nye, explains why the American century is far from over and what the US must do to retain its lead in an era of increasingly diffuse power politics. America's superpower status may well be tempered by its own domestic problems and China's economic boom, he argues, but its military, economic and soft power capabilities will continue to outstrip those of its closest rivals for decades to come.

United States Cultural Diplomacy and Archaeology - Christina Marie Luke - 2013

Archaeology's links to international relations are well known: launching and sustaining international expeditions requires the honed diplomatic skills of ambassadors. U.S. foreign policy depends on archaeologists to foster mutual understanding, mend fences, and build bridges. This book explores how international partnerships inherent in archaeological legal instruments and policies, especially involvement with major U.S. museums, contribute to the underlying principles of U.S. cultural diplomacy. Archaeology forms a critical part of the U.S. State Department's diplomatic toolkit. Many, if not all, current U.S.-sponsored and directed archaeological projects operate within U.S. diplomatic agendas. U.S. Cultural Diplomacy and Archaeology is the first book to evaluate museums and their roles in presenting the past at national and international levels, contextualizing the practical and diplomatic processes of archaeological research within the realm of cultural heritage. Drawing from analyses and discussion of several U.S. governmental agencies' treatment of international cultural heritage and its funding, the history of diplomacy-entangled research centers abroad, and the necessity of archaeologists' involvement in diplomatic processes, this seminal work has implications for the fields of cultural heritage, anthropology, archaeology, museum studies, international relations, law, and policy studies.

United States Cultural Diplomacy and Archaeology - Christina Marie Luke - 2013

Archaeology's links to international relations are well known: launching and sustaining international expeditions requires the honed diplomatic skills of ambassadors. U.S. foreign policy depends on archaeologists to foster mutual understanding, mend fences, and build bridges. This book explores how international partnerships inherent in archaeological legal instruments and policies, especially involvement with major U.S. museums, contribute to the underlying principles of U.S. cultural diplomacy. Archaeology forms a critical part of the U.S. State Department's diplomatic toolkit. Many, if not all, current U.S.-sponsored and directed archaeological projects operate within U.S. diplomatic agendas. U.S. Cultural Diplomacy and Archaeology is the first book to evaluate museums and their roles in presenting the past at national and international levels, contextualizing the practical and diplomatic processes of archaeological research within the realm of cultural heritage. Drawing from analyses and discussion of several U.S. governmental agencies' treatment of international cultural heritage and its funding, the history of diplomacy-entangled research centers abroad, and the necessity of archaeologists' involvement in diplomatic processes, this seminal work has implications for the fields of cultural heritage, anthropology, archaeology, museum studies, international relations, law, and policy studies.

The New Public Diplomacy - J. Melissen - 2005-11-22

After 9/11, which triggered a global debate on public diplomacy, 'PD' has become an issue in most countries. This book joins the debate. Experts from different countries and from a variety of fields analyze the theory and practice of public diplomacy. They also evaluate how public diplomacy can be successfully used to support foreign policy.

The New Public Diplomacy - J. Melissen - 2005-11-22

After 9/11, which triggered a global debate on public diplomacy, 'PD' has become an issue in most countries. This book joins the debate. Experts from different countries and from a variety of fields analyze the theory and practice of public diplomacy. They also evaluate how public diplomacy can be successfully used to support foreign policy.

Soft Power Superpowers - Yasushi Watanabe - 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 Superpowers - Yasushi Watanabe - 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.

Bound to Lead - Joseph S Nye Jr - 2016-03-01

Is America still Number 1? A leading scholar of international politics and former State Department official takes issue with Paul Kennedy and others and clearly demonstrates that the United States is still the dominant world power, with no challenger in sight. But analogies about decline only divert policy makers from creating effective strategies for the future, says Nye. The nature of power has changed. The real-and unprecedented-challenge is managing the transition to growing global interdependence.

Bound to Lead - Joseph S Nye Jr - 2016-03-01

Is America still Number 1? A leading scholar of international politics and former State Department official takes issue with Paul Kennedy and others and clearly demonstrates that the United States is still the dominant world power, with no challenger in sight. But analogies about decline only divert policy makers from creating effective strategies for the future, says Nye. The nature of power has changed. The real-and unprecedented-challenge is managing the transition to growing global interdependence.

The Nexus Between Soft Power and US Foreign Aid - Stella-Leonie Wancke - 2016

What is the role of soft power in US bilateral foreign aid allocation? Drawing on insights from Joseph Nye's soft power concept, I examine the relationship between US bilateral development and military aid allocations and like-minded states from 1981 to 2011. Accordingly, US soft power attracts like-minded states primarily through its culture as well as emphasis on human rights and democracy. I find that like-minded states receive more bilateral foreign aid from the United States than other states. Soft power, moreover, is more influential during the Global War on Terror as part of counterinsurgency measures to win the "hearts and minds" of the local population. Like-minded states are measured by their respect for citizens physical integrity rights, level of democratization, openness to trade, and the prevalence of Western norms and culture proxied by the social globalization index (KOF).

The Nexus Between Soft Power and US Foreign Aid - Stella-Leonie Wancke - 2016

What is the role of soft power in US bilateral foreign aid allocation? Drawing on insights from Joseph Nye's soft power concept, I examine the relationship between US bilateral development and military aid allocations and like-minded states from 1981 to 2011. Accordingly, US soft power attracts like-minded states primarily through its culture as well as emphasis on human rights and democracy. I find that like-minded states receive more bilateral foreign aid from the United States than other states. Soft power, moreover, is more influential during the Global

War on Terror as part of counterinsurgency measures to win the "hearts and minds" of the local population. Like-minded states are measured by their respect for citizens physical integrity rights, level of democratization, openness to trade, and the prevalence of Western norms and culture proxied by the social globalization index (KOF).

The Big Stick - Eliot A. Cohen - 2017-01-03

"Speak softly and carry a big stick" Theodore Roosevelt famously said in 1901, when the United States was emerging as a great power. It was the right sentiment, perhaps, in an age of imperial rivalry but today many Americans doubt the utility of their global military presence, thinking it outdated, unnecessary or even dangerous. In *The Big Stick*, Eliot A. Cohen—a scholar and practitioner of international relations—disagrees. He argues that hard power remains essential for American foreign policy. While acknowledging that the US must be careful about why, when, and how it uses force, he insists that its international role is as critical as ever, and armed force is vital to that role. Cohen explains that American leaders must learn to use hard power in new ways and for new circumstances. The rise of a well-armed China, Russia's conquest of Crimea and eastern Ukraine, nuclear threats from North Korea and Iran, and the spread of radical Islamist movements like ISIS are some of the key threats to global peace. If the United States relinquishes its position as a strong but prudent military power, and fails to accept its role as the guardian of a stable world order we run the risk of unleashing disorder, violence and tyranny on a scale not seen since the 1930s. The US is still, as Madeleine Albright once dubbed it, "the indispensable nation."

The Big Stick - Eliot A. Cohen - 2017-01-03

"Speak softly and carry a big stick" Theodore Roosevelt famously said in 1901, when the United States was emerging as a great power. It was the right sentiment, perhaps, in an age of imperial rivalry but today many Americans doubt the utility of their global military presence, thinking it outdated, unnecessary or even dangerous. In *The Big Stick*, Eliot A. Cohen—a scholar and practitioner of international relations—disagrees. He argues that hard power remains essential for American foreign policy. While acknowledging that the US must be careful about why, when, and how it uses force, he insists that its international role is as critical as ever, and armed force is vital to that role. Cohen explains that American leaders must learn to use hard power in new ways and for new circumstances. The rise of a well-armed China, Russia's conquest of Crimea and eastern Ukraine, nuclear threats from North Korea and Iran, and the spread of radical Islamist movements like ISIS are some of the key threats to global peace. If the United States relinquishes its position as a strong but prudent military power, and fails to accept its role as the guardian of a stable world order we run the risk of unleashing disorder, violence and tyranny on a scale not seen since the 1930s. The US is still, as Madeleine Albright once dubbed it, "the indispensable nation."

The Routledge Handbook of Soft Power - Naren Chitty - 2016-11-03

The Routledge Handbook of Soft Power is the first volume to offer a comprehensive and detailed picture of soft power and associated forms of public diplomacy. The terms soft power and public diplomacy have enormous currency in media and policy discourse, yet despite all the attention the terms remain conceptually ambiguous for analysts of international influence. The consequence is that the terms have survived as powerful, yet criticized, frames for influence. Divided into two main parts, Part I outlines theoretical problems, methodological questions, the cultural imperative and the technological turn within the study of soft power and Part II focuses on bringing the theory into practice through detailed discussion of key case studies from across the Americas, Europe, the Middle East, Africa and Asia. This innovative handbook provides a definitive resource for students and scholars seeking to familiarize themselves with cutting-edge debates and future research on soft power and will be of interest to those studying and researching in areas such as international relations, public diplomacy and international communication.

The Routledge Handbook of Soft Power - Naren Chitty - 2016-11-03

The Routledge Handbook of Soft Power is the first volume to offer a comprehensive and detailed picture of soft power and associated forms of public diplomacy. The terms soft power and public diplomacy have enormous currency in media and policy discourse, yet despite all the attention the terms remain conceptually ambiguous for analysts of international influence. The consequence is that the terms have survived as powerful, yet criticized, frames for influence. Divided into two main parts, Part I outlines theoretical problems, methodological questions, the cultural imperative and the technological turn within the study of soft power and Part II focuses on bringing the theory into practice through detailed discussion of key case studies from across the Americas, Europe, the Middle East, Africa and Asia. This innovative handbook provides a definitive resource for students and scholars seeking to familiarize themselves with cutting-edge debates and future research on soft power and will be of interest to those studying and researching in areas such as international relations, public diplomacy and international communication.

Soft Power Superpowers - Yasushi Watanabe - 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 Superpowers - Yasushi Watanabe - 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.

Power Rules - Leslie H. Gelb, PhD - 2009-03-17

"Fluent, well-timed, provocative. . . . Filled with gritty, shrewd, specific advice on foreign policy ends and means. . . . Gelb's plea for greater strategic thinking is absolutely right and necessary." — The New York Times Book Review "Few Americans know the inner world of American foreign policy—its feuds, follies, and fashions—as well as Leslie H. Gelb. . . . Power Rules builds on that lifetime of experience with power and is a witty and acerbic primer." — The New York Times Power Rules is the provocative account of how to think about and use America's power in the world, from Pulitzer Prize winner Leslie H. Gelb, one of the nation's leading foreign policy minds and practitioners.

Power Rules - Leslie H. Gelb, PhD - 2009-03-17

"Fluent, well-timed, provocative. . . . Filled with gritty, shrewd, specific advice on foreign policy ends and means. . . . Gelb's plea for greater strategic thinking is absolutely right and necessary." — The New York Times Book Review "Few Americans know the inner world of American foreign policy—its feuds, follies, and fashions—as well as Leslie H. Gelb. . . . Power Rules builds on that lifetime of experience with power and is a witty and acerbic primer." — The New York Times Power Rules is the provocative account of how to think about and use America's power in the world, from Pulitzer Prize winner Leslie H. Gelb, one of the nation's leading foreign policy minds and practitioners.

Charm Offensive - Joshua Kurlantzick - 2007-01-01

At the beginning of the twenty-first century, China is poised to become a major global power. And though much has been written of China's rise, a crucial aspect of this transformation has gone largely unnoticed: the way that China is using soft power to appeal to its neighbours and to distant countries alike. This original book is the first to examine the significance of China's recent focus on soft power, that is, diplomacy, trade incentives, cultural and educational exchange opportunities, and other techniques, to project a benign national image, pose as a model of social and economic success, and develop stronger international alliances. Drawing on years of experience tracking China's policies in Southeast Asia, Latin America, and Africa, Joshua Kurlantzick reveals how China has wooed the world with a charm offensive that has largely escaped the attention of American policymakers. Beijing's new diplomacy has altered the political landscape in Southeast Asia and far beyond, changing the

dynamics of China's relationships with other countries. China also has worked to take advantage of American policy mistakes, the author contends. In a provocative conclusion, he considers a future in which China may be the first nation since the Soviet Union to rival the U.S. in international influence.

Charm Offensive - Joshua Kurlantzick - 2007-01-01

At the beginning of the twenty-first century, China is poised to become a major global power. And though much has been written of China's rise, a crucial aspect of this transformation has gone largely unnoticed: the way that China is using soft power to appeal to its neighbours and to distant countries alike. This original book is the first to examine the significance of China's recent focus on soft power, that is, diplomacy, trade incentives, cultural and educational exchange opportunities, and other techniques, to project a benign national image, pose as a model of social and economic success, and develop stronger international alliances. Drawing on years of experience tracking China's policies in Southeast Asia, Latin America, and Africa, Joshua Kurlantzick reveals how China has wooed the world with a charm offensive that has largely escaped the attention of American policymakers. Beijing's new diplomacy has altered the political landscape in Southeast Asia and far beyond, changing the dynamics of China's relationships with other countries. China also has worked to take advantage of American policy mistakes, the author contends. In a provocative conclusion, he considers a future in which China may be the first nation since the Soviet Union to rival the U.S. in international influence.

India's Soft Power - Patryk Kugiel - 2017-04-21

It is sometimes said that, in the 21st century, the country that tells the better story wins, rather than the country whose army can prevail on the battlefield. That ability to attract others, persuade and set the agenda, soft power, plays an increasingly important role in international relations and in Indian foreign policy. However, while most of the rediscovered interest in India has been focused on its hard power attributes, such as its military and economy, this book concentrates on less tangible assets, such as its culture, ideas and people. The first comprehensive analysis of India's soft power done from an international relations perspective, this book tracks the changes in Indian foreign policy over last two decades to show how soft power strategy, tools and institutions have been given a more prominent place in India's external affairs. The study evaluates India's soft power assets and liabilities and shows how the state is trying to make better use of this potential to realise its national interests. It assesses the effectiveness of India's soft power approach and provides recommendations on possible improvements to make India a major smart power in the future. An intriguing and comprehensive analysis, it will be valuable for students and scholars interested in Indian foreign policy, soft power theory and international relations. Underlining India's uniqueness, it substantiates the argument that soft power is not confined to the Western world. Thus, it contributes an interesting case study for comparative study of soft powers. Please note: Taylor & Francis does not sell or distribute the Hardback in India, Pakistan, Nepal, Bhutan, Bangladesh and Sri Lanka

India's Soft Power - Patryk Kugiel - 2017-04-21

It is sometimes said that, in the 21st century, the country that tells the better story wins, rather than the country whose army can prevail on the battlefield. That ability to attract others, persuade and set the agenda, soft power, plays an increasingly important role in international relations and in Indian foreign policy. However, while most of the rediscovered interest in India has been focused on its hard power attributes, such as its military and economy, this book concentrates on less tangible assets, such as its culture, ideas and people. The first comprehensive analysis of India's soft power done from an international relations perspective, this book tracks the changes in Indian foreign policy over last two decades to show how soft power strategy, tools and institutions have been given a more prominent place in India's external affairs. The study evaluates India's soft power assets and liabilities and shows how the state is trying to make better use of this potential to realise its national interests. It assesses the effectiveness of India's soft power approach and provides recommendations on possible improvements to make India a major smart power in the future. An intriguing and comprehensive analysis, it will be valuable for students and scholars interested in Indian foreign policy, soft power theory and international relations. Underlining India's uniqueness, it substantiates the argument that soft power is not confined to the Western world. Thus, it contributes an interesting case study for comparative study of soft powers. Please note: Taylor & Francis does not sell or distribute the Hardback in India, Pakistan, Nepal, Bhutan, Bangladesh and Sri Lanka

Foreign Policy in Global Information Space - A. Chong - 2007-04-30

This book examines how foreign policy can adapt to the challenge of globalization. Two central questions are posed: how can foreign policy defend or project statist political communities using soft power within a global information space? Does soft power affect foreign policy by undermining statist community within the same global information space?

Foreign Policy in Global Information Space - A. Chong - 2007-04-30

This book examines how foreign policy can adapt to the challenge of globalization. Two central questions are posed: how can foreign policy defend or project statist political communities using soft power within a global information space? Does soft power affect foreign policy by undermining statist community within the same global information space?

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.

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.

Hard Power and Soft Power: The Utility of Military Force as an Instrument of Policy in the 21st Century - Colin S. Gray - 2011

Hard Power and Soft Power: The Utility of Military Force as an Instrument of Policy in the 21st Century - Colin S. Gray - 2011

Public Diplomacy and the Implementation of Foreign Policy in the US, Sweden and Turkey - Efe Sevin - 2017-02-14

This book presents a comprehensive framework, six pathways of connection, which explains the impact of public diplomacy on achieving foreign policy goals. The comparative study of three important public diplomacy practitioners with distinctive challenges and approaches shows the necessity to move beyond soft power to appreciate the role of public diplomacy in global politics. Through theoretical discussions and case studies, six pathways of connection is presented as a framework to design new public diplomacy projects and measure their impact on foreign policy.

Public Diplomacy and the Implementation of Foreign Policy in the US, Sweden and Turkey - Efe Sevin - 2017-02-14

This book presents a comprehensive framework, six pathways of connection, which explains the impact of public diplomacy on achieving foreign policy goals. The comparative study of three important public diplomacy practitioners with distinctive challenges and approaches shows the necessity to move beyond soft power to appreciate the role of public diplomacy in global politics. Through theoretical discussions and case studies, six pathways of connection is presented as a framework to design new public diplomacy projects and measure their impact on foreign policy.

Soft Power in Central Asia - Kirill Nourzhanov - 2021-05-25

This collection examines the use of soft power in Central Asia. The contributors examine the use of non-coercive policy objectives by the United States, Russia, China, the European Union, Turkey, and Israel.

Soft Power in Central Asia - Kirill Nourzhanov - 2021-05-25

This collection examines the use of soft power in Central Asia. The contributors examine the use of non-coercive policy objectives by the United States, Russia, China, the European Union, Turkey, and Israel.

Soft Power and Its Perils - Takeshi Matsuda - 2007

An examination of the cultural aspects of U.S.-Japan relations during the postwar Occupation and the early Cold

War

Soft Power and Its Perils - Takeshi Matsuda - 2007

An examination of the cultural aspects of U.S.-Japan relations during the postwar Occupation and the early Cold War

Toward a New Public Diplomacy - P. Seib - 2009-08-31

Proponents of American public diplomacy sometimes find it difficult to be taken seriously. Everyone says nice things about relying less on military force and more on soft power. But it has been hard to break away from the longtime conventional wisdom that America owes its place in the world primarily to its muscle. Today, however, policy makers are recognizing that merely being a "superpower" - whatever that means now - does not ensure security or prosperity in a globalized society. Toward a New Public Diplomacy explains public diplomacy and makes the case for why it will be the crucial element in the much-needed reinvention of American foreign policy.

Toward a New Public Diplomacy - P. Seib - 2009-08-31

Proponents of American public diplomacy sometimes find it difficult to be taken seriously. Everyone says nice things about relying less on military force and more on soft power. But it has been hard to break away from the longtime conventional wisdom that America owes its place in the world primarily to its muscle. Today, however, policy makers are recognizing that merely being a "superpower" - whatever that means now - does not ensure security or prosperity in a globalized society. Toward a New Public Diplomacy explains public diplomacy and makes the case for why it will be the crucial element in the much-needed reinvention of American foreign policy.

New Realities in Foreign Affairs - Volker Stanzel - 2019-07-08

Moderne Diplomatie wirkt heute in viele Bereiche des modernen Lebens hinein. Sie ist zugleich selbst neuen Einflüssen ausgesetzt. Faktoren, die unsere Gesellschaften verändern, verändern auch unser Regierungshandeln, auch in der Außenpolitik, seien es Digitalisierung, emotionalisierte Sensibilitäten unserer Öffentlichkeiten oder nicht-staatliche internationale Akteure. Derartige Entwicklungen müssen von der Diplomatie aufgenommen werden, damit sie weiter als Instrument einer Regierung funktionieren kann. Regierungen sollten Wege finden, zwischen den neuen Bedürfnissen der Gesellschaft und den Notwendigkeiten legitimen Regierungshandelns zu vermitteln. Das Ziel sollte sein, als souveräner Staat handeln zu können und zugleich das Potential der tiefgreifenden gesellschaftlichen Veränderungen zu nutzen. Mit Beiträgen von Volker Stanzel, Sascha Lohmann, Andrew Cooper, Christer Jönsson, Corneliu Bjola, Emillie V. de Keulenaar, Jan Melissen, Karsten D. Voigt, Kim B. Olsen, Hanns W. Maull und R. S. Zaharna

New Realities in Foreign Affairs - Volker Stanzel - 2019-07-08

Moderne Diplomatie wirkt heute in viele Bereiche des modernen Lebens hinein. Sie ist zugleich selbst neuen Einflüssen ausgesetzt. Faktoren, die unsere Gesellschaften verändern, verändern auch unser Regierungshandeln, auch in der Außenpolitik, seien es Digitalisierung, emotionalisierte Sensibilitäten unserer Öffentlichkeiten oder nicht-staatliche internationale Akteure. Derartige Entwicklungen müssen von der Diplomatie aufgenommen werden, damit sie weiter als Instrument einer Regierung funktionieren kann. Regierungen sollten Wege finden, zwischen den neuen Bedürfnissen der Gesellschaft und den Notwendigkeiten legitimen Regierungshandelns zu vermitteln. Das Ziel sollte sein, als souveräner Staat handeln zu können und zugleich das Potential der tiefgreifenden gesellschaftlichen Veränderungen zu nutzen. Mit Beiträgen von Volker Stanzel, Sascha Lohmann, Andrew Cooper, Christer Jönsson, Corneliu Bjola, Emillie V. de Keulenaar, Jan Melissen, Karsten D. Voigt, Kim B. Olsen, Hanns W. Maull und R. S. Zaharna

Cinema and Soft Power - Stephanie Dennison - 2021-06-30

Explores the relationship between soft power and film in relation to national and transnational cinemas.

Cinema and Soft Power - Stephanie Dennison - 2021-06-30

Explores the relationship between soft power and film in relation to national and transnational cinemas.

Aspirational Power - David R. Mares - 2016-06-28

Brazil's soft power path to major power status. The largest country in South America by land mass and population, Brazil has been marked since its independence by a belief that it has the potential to play a major role on the global stage. Set apart from the rest of the hemisphere by culture, language, and history, Brazil has also been viewed by its neighbors as a potential great power and, at times, a threat. But even though domestic aspirations and foreign perceptions have held out the prospect for Brazil becoming a major power, the country has lacked the capabilities—particularly on the military and economic dimensions—to pursue a traditional path to greatness. Aspirational Power examines Brazil as an emerging power. It explains Brazil's present emphasis on using soft power through a historical analysis of Brazil's three past attempts to achieve major power status. Though these efforts have fallen short, this book suggests that Brazil will continue to try to emerge, but that it will only succeed when its domestic institutions provide a solid and attractive foundation for the deployment of its soft power abroad. Aspirational Power concludes with concrete recommendations for how Brazil might improve its strategy, and why the great powers, including the United States, should respond positively to Brazil's emergence.

Aspirational Power - David R. Mares - 2016-06-28

Brazil's soft power path to major power status. The largest country in South America by land mass and population, Brazil has been marked since its independence by a belief that it has the potential to play a major role on the global stage. Set apart from the rest of the hemisphere by culture, language, and history, Brazil has also been viewed by its neighbors as a potential great power and, at times, a threat. But even though domestic aspirations and foreign perceptions have held out the prospect for Brazil becoming a major power, the country has lacked the capabilities—particularly on the military and economic dimensions—to pursue a traditional path to greatness. Aspirational Power examines Brazil as an emerging power. It explains Brazil's present emphasis on using soft power through a historical analysis of Brazil's three past attempts to achieve major power status. Though these efforts have fallen short, this book suggests that Brazil will continue to try to emerge, but that it will only succeed when its domestic institutions provide a solid and attractive foundation for the deployment of its soft power abroad. Aspirational Power concludes with concrete recommendations for how Brazil might improve its strategy, and why the great powers, including the United States, should respond positively to Brazil's emergence.

China's Soft Power and International Relations - Hongyi Lai - 2012-05-23

China's soft power has attracted considerable attention in the recent decade. In this volume scholars from the U.K., Europe, the U.S., Singapore, Australia, Hong Kong and mainland China, including a number of well established and well known analysts on China, examine main areas where China has made noticeable advances in its appeal and influence. They include China's foreign policy discourse, international communication, cultural diplomacy, and foreign assistance. In addition, Chinese concept of soft power, foreign policy strategy, and the relationship between its international standing and that of the U.S. are also closely analysed. The volume covers some of the most recent development and assesses China's soft power critically. This book offers an assessment of China's efforts to cultivate its international image, as well as a critique of Nye's theory of soft power. It draws on case studies of the Chinese diplomatic practice and utilizes world opinion polls. This volume offers a theoretical and empirical perspective on the discussion on soft power with a particular focus on China's soft power.

China's Soft Power and International Relations - Hongyi Lai - 2012-05-23

China's soft power has attracted considerable attention in the recent decade. In this volume scholars from the U.K., Europe, the U.S., Singapore, Australia, Hong Kong and mainland China, including a number of well established and well known analysts on China, examine main areas where China has made noticeable advances in its appeal and influence. They include China's foreign policy discourse, international communication, cultural diplomacy, and foreign assistance. In addition, Chinese concept of soft power, foreign policy strategy, and the relationship between its international standing and that of the U.S. are also closely analysed. The volume covers some of the most recent development and assesses China's soft power critically. This book offers an assessment of China's efforts to cultivate its international image, as well as a critique of Nye's theory of soft power. It draws on case studies of the Chinese diplomatic practice and utilizes world opinion polls. This volume offers a theoretical and empirical perspective on the discussion on soft power with a particular focus on China's soft power.

Public Diplomacy and Soft Power in East Asia - Jan Melissen - 2011-04-25

This book discusses the question of soft power and public diplomacy challenges in East Asian context. Both concepts originate in the West, and in a sense this book can therefore be seen as an exercise in critically assessing soft power and public diplomacy in a different geographical and cultural setting.

Public Diplomacy and Soft Power in East Asia - Jan Melissen - 2011-04-25

This book discusses the question of soft power and public diplomacy challenges in East Asian context. Both concepts originate in the West, and in a sense this book can therefore be seen as an exercise in critically assessing soft power and public diplomacy in a different geographical and cultural setting.

Causes of War - Stephen Van Evera - 2013-01-15

What causes war? How can military conflicts best be prevented? A prominent political scientist here addresses these questions, offering ideas that will be widely debated. Stephen Van Evera frames five conditions that increase the risk of interstate war: false optimism about the likely outcome of a war, a first-strike advantage, fluctuation in the relative power of states, circumstances that allow nations to parlay one conquest into another, and circumstances that make conquest easy. According to Van Evera, all but one of these conditions—false optimism—rarely occur today, but policymakers often erroneously believe in their existence. He argues that these misperceptions are responsible for many modern wars, and explores both World Wars, the Korean War, and the 1967 Mideast War as test cases. Finally, he assesses the possibility of nuclear war by applying all five hypotheses to its potential onset. Van Evera's book demonstrates that ideas from the Realist paradigm can offer strong explanations for international conflict and valuable prescriptions for its control.

Causes of War - Stephen Van Evera - 2013-01-15

What causes war? How can military conflicts best be prevented? A prominent political scientist here addresses these questions, offering ideas that will be widely debated. Stephen Van Evera frames five conditions that increase the risk of interstate war: false optimism about the likely outcome of a war, a first-strike advantage, fluctuation in the relative power of states, circumstances that allow nations to parlay one conquest into another, and circumstances that make conquest easy. According to Van Evera, all but one of these conditions—false optimism—rarely occur today, but policymakers often erroneously believe in their existence. He argues that these misperceptions are responsible for many modern wars, and explores both World Wars, the Korean War, and the 1967 Mideast War as test cases. Finally, he assesses the possibility of nuclear war by applying all five hypotheses to its potential onset. Van Evera's book demonstrates that ideas from the Realist paradigm can offer strong explanations for international conflict and valuable prescriptions for its control.

U. S. Role in the World - Michael Moodie - 2019-09-14

The U.S. role in the world refers to the overall character, purpose, or direction of U.S. participation in international affairs and the country's overall relationship to the rest of the world. The U.S. role in the world can be viewed as establishing the overall context or framework for U.S. policymakers for developing, implementing, and measuring the success of U.S. policies and actions on specific international issues, and for foreign countries or other observers for interpreting and understanding U.S. actions on the world stage. While descriptions of the U.S. role in the world since the end of World War II vary in their specifics, it can be described in general terms as consisting of four key elements: global leadership; defense and promotion of the liberal international order; defense and promotion of freedom, democracy, and human rights; and prevention of the emergence of regional hegemons in Eurasia. The issue for Congress is whether the U.S. role in the world is changing, and if so, what implications this might have for the United States and the world. A change in the U.S. role could have significant and even profound effects on U.S. security, freedom, and prosperity. It could significantly affect U.S. policy in areas such as relations with allies and other countries, defense plans and programs, trade and international finance, foreign assistance, and human rights. Some observers, particularly critics of the Trump Administration, argue that under the Trump Administration, the United States is substantially changing the U.S. role in the world. Other observers, particularly supporters of the Trump Administration, while acknowledging that the Trump Administration has changed U.S. foreign policy in a number of areas compared to policies pursued by the Obama Administration, argue that under the Trump Administration, there has been less change and more continuity regarding the U.S. role in the world. Some observers who assess that the United States under the Trump Administration is substantially changing the U.S. role in the world-particularly critics of the Trump Administration, and also some who were critical of the Obama Administration-view the implications of that change as undesirable. They view the change as an unnecessary retreat from U.S. global leadership and a gratuitous discarding of long-held U.S. values, and judge it to be an unforced error of immense proportions-a needless and self-defeating squandering of something of great value to the United States that the United States had worked to build and maintain for 70 years. Other observers who assess that there has been a change in the U.S. role in the world in recent years-particularly supporters of the Trump Administration, but also some observers who were arguing even prior to the Trump Administration in favor of a more restrained U.S. role in the world-view the change in the U.S. role, or at least certain aspects of it, as helpful for responding to changed U.S. and global circumstances and for defending U.S. interests. Congress's decisions regarding the U.S role in the world could have significant implications for numerous policies, plans, programs, and budgets, and for the role of Congress relative to that of the executive branch in U.S. foreign policymaking.

U. S. Role in the World - Michael Moodie - 2019-09-14

The U.S. role in the world refers to the overall character, purpose, or direction of U.S. participation in international affairs and the country's overall relationship to the rest of the world. The U.S. role in the world can be viewed as establishing the overall context or framework for U.S. policymakers for developing, implementing, and measuring the success of U.S. policies and actions on specific international issues, and for foreign countries or other observers for interpreting and understanding U.S. actions on the world stage. While descriptions of the U.S. role in the world since the end of World War II vary in their specifics, it can be described in general terms as consisting of four key elements: global leadership; defense and promotion of the liberal international order; defense and promotion of freedom, democracy, and human rights; and prevention of the emergence of regional hegemons in Eurasia. The issue for Congress is whether the U.S. role in the world is changing, and if so, what implications this might have for the United States and the world. A change in the U.S. role could have significant and even profound effects on U.S. security, freedom, and prosperity. It could significantly affect U.S. policy in areas such as relations with allies and other countries, defense plans and programs, trade and international finance, foreign assistance, and human rights. Some observers, particularly critics of the Trump Administration, argue that under the Trump Administration, the United States is substantially changing the U.S. role in the world. Other observers, particularly supporters of the Trump Administration, while acknowledging that the Trump Administration has changed U.S. foreign policy in a number of areas compared to policies pursued by the Obama Administration, argue that under the Trump Administration, there has been less change and more continuity regarding the U.S. role in the world. Some observers who assess that the United States under the Trump Administration is substantially changing the U.S. role in the world-particularly critics of the Trump Administration, and also some who were critical of the Obama Administration-view the implications of that change as undesirable. They view the change as an unnecessary retreat from U.S. global leadership and a gratuitous discarding of long-held U.S. values, and judge it to be an unforced error of immense proportions-a needless and self-defeating squandering of something of great value to the United States that the United States had worked to build and maintain for 70 years. Other observers who assess that there has been a change in the U.S. role in the world in recent years-particularly supporters of the Trump Administration, but also some observers who were arguing even prior to the Trump Administration in favor of a more restrained U.S. role in the world-view the change in the U.S. role, or at least certain aspects of it, as helpful for responding to changed U.S. and global circumstances and for defending U.S. interests. Congress's decisions regarding the U.S role in the world could have significant implications for numerous policies, plans, programs, and budgets, and for the role of Congress relative to that of the executive branch in U.S. foreign policymaking.