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## EMERGENCE OF SOFT POWER IN THE STUDY OF INTERNATIONAL RELATIONS

### Abstract

Soft power can be called the political method of the new generations. Until the end of the 20th century, among diplomats, politicians and scientists did not there was a designation for this kind of policy: no threats and force effects, but the suggestion of sympathy, "soft" and indirect motivation for action. Before talking about any concept, it's worth mentioning its author and ideologist - Joseph S. Nye - contemporary American political scientist developing concepts within the framework of neoliberalism; leading expert on international issues.

### Key words:

Soft power, international relations, policy, diplomacy, foreign.

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## ВОЗНИКНОВЕНИЕ «МЯГКОЙ СИЛЫ» В ИССЛЕДОВАНИИ МЕЖДУНАРОДНЫХ ОТНОШЕНИЙ

### Аннотация

Мягкую силу можно назвать политическим методом новых поколений. До конца 20 века среди дипломатов, политиков и ученых не существовало обозначения такого рода политики: не угрозы и силовые воздействия, а внушение сочувствия, «мягкая» и косвенная мотивация к действию. Прежде чем говорить о какой-либо концепции, следует упомянуть ее автора и идеолога - Джозефа С. Ная - современного американского политолога, разрабатывающего концепции в рамках неоллиберализма; ведущий специалист по международным вопросам.

### Ключевые слова:

Мягкая сила, международные отношения, политика, дипломатия, внешняя политика.

As mentioned in the previous subchapter, the hard power was in priority throughout the history of politics and international relations, especially until the early Cold War era. Soon later, politicians and researchers have understood the importance of ideas and culture as a main influencing component and instrument to realization of foreign policies.

Soft power can be called the political method of the new generations. Until the end of the 20th century, among diplomats, politicians and scientists did not there was a designation for this kind of policy: no threats and force effects, but the suggestion of sympathy, "soft" and indirect motivation for action. Before talking about any concept, it's worth mentioning its author and ideologist - Joseph S. Nye - contemporary American political scientist developing concepts within the framework of neoliberalism; leading expert on international

issues.

In a broader concept, the soft power is a power of persuasion, neither than intimidating or threatening by military and hard power. [1] Nevertheless, the governments should not forget that the strength of persuasion exists only along with a sense of legitimacy for the policies of states (it will be broadly described in the following subchapter of this thesis), and by a recognition and favor of international community and those states which governments want to attracts. As described in most of the researches in the field of soft power, the soft power is a voluntary preparedness or will of the states, people, citizens to obey the command issued. [2] In this context, the presence of will that actors have and being more productive and beneficial, rather than having been forced is important.

J. Nye is not only a researcher and professor, a long for a time he was a practicing politician holding important positions in intelligence, military and diplomatic sectors of the American government. So let's note his main posts and positions. Today Nye is an Honorary Professor of the Department of International Relations at the School Kennedy School at Harvard University of Government at Harvard University, is a member of the American Academy Arts and Sciences, American Academy of Diplomacy, British Academy, other scientific associations, executive Trilateral Commission Committee, Project Coalition on national security reform. He chairs on the editorial board of Foreign Policy magazines and International Security. Previously headed the International Institute strategic studies, was Senior Fellow, Aspen Institute, Eight Director of the Aspen Strategy Group.

In addition, Joseph Nye also held government posts: in 1977-1979 - Assistant Undersecretary of State for Security, Science and Technology, Group Chair of the National the Security Council on Non-Proliferation of Nuclear Weapons; in 1993-1994 - Chairman of the National Intelligence Council; in 1994-1995 - Deputy Minister of Defense for International Affairs security.

For the first time the modern and most famous concept of "soft power", developed in the course of Nye's work in the Trilateral Commission, was presented in 1990 in Bound to Lead: The Changing Nature of American Power". [3]

In his main work, Joseph Nye evaluates mostly modern US foreign policy precisely from the point of view neoliberal theory. In the book, Nye refers to the concept of "soft power", "Flexible power" - "soft power", which has become one of the fundamental theories in world politics, economics and diplomacy. [4] Today, the concept of "soft power"; an integral part of the vocabulary not only of politicians, political scientists and analysts, but also modern educated people around the world.

What is meant by the "soft power" of the state? Soft strength is the ability to achieve what you want through persuasion and involving others in the assimilation of your goals. Soft power is the ability to achieve what you want based on the voluntary participation of allies, and not through coercion or handouts.

Since the concept of "soft power" itself is metaphorical and does not have clear and strict definition, then several interpretations are used:

- Some technology, which is a combination of formed instruments that are considered "soft" in the sense that when using them, you can expect the application relatively less damage (material or non-material) or the same lack of damage compared to using other tools.
- A resource, and a very specific one - which can possess only when its presence is recognized by other actors and provides its owner with attractiveness.

As already noted, the possibility of implementing soft power is based on principles of sympathy, attractiveness, attractiveness, voluntary participation. One of the most important tactical tasks of soft power is creation of an attraction. In contrast to the hard power, based on the "carrot and stick" of the military and

economic levers of influence, "soft power" relies on attracting opponents to ideals, values, cultural patterns. Soft power can also be defined as impact by influence. One of the main pluses, which Nye notes, is a practical benefit: to force, having resources, it is possible, but attracting - much cheaper.

The strategic goal of soft power, given the above definition, can be defined as motivation for action and acceptance the political decision of the object of control through the influence of influence. The soft power potential of the state is based on both its political leadership backed by economic and military resources, and the popularity of his culture, political values, the legitimacy of his foreign policy. [7]

To open methods of exercising soft influence (which imply the existence of some mutual benefit from cooperation) include such types of information interaction as: connections with public, cultural and academic exchange programs, opening of information and cultural centers and branches non-governmental organizations, etc.

Certain indicators of the development of a state of soft power can serve as its international reputation and image, formed in public opinion in other countries, as well as its potential informational influence and interaction with others (which is also assumes political and economic leadership in the world or in regional level). Formation of a positive and attractive image, as the concept proves, is important at various levels: personal, social, international.

The essence of soft power manifests itself as:

- use of intangible assets for the sale of their interests and strategies in the global world;
- way to achieve the desired foreign policy result in peaceful way;
- a way of non-violent realization of national interests in global world.

According to Nye, modern trends in the development of civilization contribute to the growth of the value of "soft power" of each individual states in the general world balance of power. First of all, because even the largest and most developed countries can no longer afford solve their own and international problems exclusively by the military means.

Firstly, this is due to economic integration, as a result why the use of some forms of modern weapons, above all, nuclear and mass destruction, loses all meaning. And secondly, due to a sharp "decrease in the value of military valor and glory in the scale modern values", to fight for someone's not always clear interests you won't make anyone today.

Therefore, in the current era of the information revolution, the factor the attractiveness of a particular country can have much more value than the most overwhelming military superiority. In the next paragraph, we will take a closer look at the principles boundaries and conditions of action of "soft power", as well as highlight the most successful tools for the operation of this concept, including on an example of the use of "soft power" by different states.

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