



CULTURE, VALUES AND IMAGE: HOW COUNTRIES USE SOFT POWER TO INFLUENCE THE WORLD

Umarkulova Aziza

azizaumarkulova1@gmail.com

PhD student of Coordinating and Methodological

Center for Modern History of Uzbekistan

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Abstract: The paper examines the concept of “soft power” as a foreign policy tool based on the attractiveness of the culture, values and image of the country. Various components of soft power such as art, language, education, tourism, democracy, human rights, freedom of speech, rule of law, foreign policy, media and country branding are analyzed. Examples of the use of “soft power” by leading world powers such as the USA, France and Japan are given. It is concluded that “soft power” is an important factor in modern international relations and can be used to achieve foreign policy goals, promote one’s interests and create a more favorable image of the country on the world stage.

Keywords: soft power, culture, Joseph Nye, USA, foreign policy

Introduction

In the modern world, where traditional instruments of foreign policy, such as military force and economic pressure, are becoming less and less effective, the role of “soft power” is increasing. Soft power is the ability to influence other actors in international relations through the attractiveness of one’s culture, values and way of life. The concept of “soft power” was first coined by American political scientist Joseph Nye in 1990. Nye argued that in the context of globalization and interdependence of states, not only military and economic power, but also the ability to attract other actors is becoming an increasingly important factor in international relations.

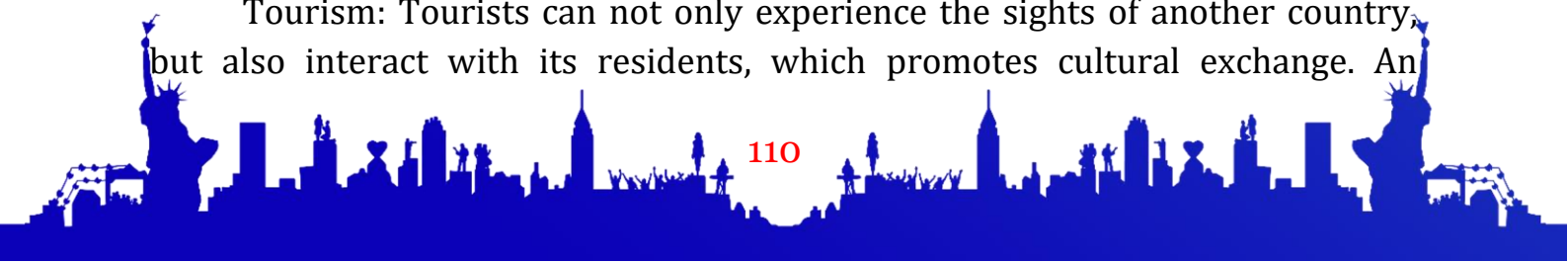
Culture is one of the most important tools of soft power. It can influence other countries through:

Arts: Literature, music, cinema, theater and other forms of art can introduce people to the culture of another country and develop a positive attitude towards it.

Language: Learning another country's language can help people better understand its culture and values.

Education: Exchange of students and teachers, as well as joint educational programs can promote mutual understanding between countries.

Tourism: Tourists can not only experience the sights of another country, but also interact with its residents, which promotes cultural exchange. An





example is South Korea, which actively uses its popular culture such as K-pop, K-dramas and Korean cuisine to promote its country on the world stage. This has led to increased interest in South Korea from people around the world, as well as an increase in the number of tourists visiting the country.

Values can also be used as a soft power tool. Such values include:

Democracy: Countries that adhere to democratic principles can attract other countries that share these values.

Human Rights: Protecting human rights can make a country more attractive to other countries.

Freedom of Speech: Freedom of speech can contribute to the development of civil society and the strengthening of democracy.

Rule of Law: The rule of law can make a country more attractive to foreign investment. For example, Sweden positions itself as a country committed to democracy, human rights and gender equality. This makes Sweden attractive to people from all over the world who share these values.

A **country's image** also plays an important role in soft power. The image can be formed through:

Foreign Policy: A peaceful and constructive foreign policy can improve a country's image on the world stage.

Media: The media can play an important role in shaping the image of a country both domestically and internationally.

Country Branding: Branding a country can help it position itself on the global stage and attract the attention of foreign tourists and investors.

For example, New Zealand positions itself as a "country of clean air," which attracts tourists looking for an environmentally friendly vacation.

Conclusion

"Soft power" is an important factor in modern international relations. It can be used to achieve foreign policy goals, promote one's interests and create a more favorable image of the country on the world stage. Effective use of soft power requires a comprehensive approach

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