

Institute for Economic Research and Policy Consulting

**International Leadership in the 21st Century:
the Role of Soft Power**



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“Soft” EU vs. “Hard” US



- EU multilateralism
- Postmodern approach:
Kant’s “perpetual peace”
- “Europeans are from Venus”

- US unilateralism
- Modern approach: Hobbsean
“war of every man against every man”
- “Americans are from Mars”

(R. Kagan)



The Purpose of the Research

To address the questions:

- What is soft and hard power?
- Is soft power more “humane” than hard?
- Does hard power mean **only** military coercion?
- What kind of power is economic factor?

In order to find out:

- To what extent the EU and the US rely on soft and hard power in their foreign policies?
- What is the difference in the EU and US approaches to usage of both types of power?



Defining Soft & Hard Power

Soft power is the ability to get what you want by attracting and persuading others to adopt your goals. It arises from the attractiveness of a country's culture, political ideals, and policies. When you can get others to admire your ideals and adopt your goals, you do not have to spend so much on sticks and carrots to move them in your direction.

Hard power is the ability to use “the carrots and sticks” of economic and military might to make others follow your will.

Both hard and soft power are important, *but attraction is much cheaper than coercion.* (J. Nye)

continued

■ Is soft power more “humane” than hard?

Not necessarily. J. Nye underlines that SP comprises a wide range of means of attraction and persuasion that may as well neglect as consider the opponent's interests. These are:

- Propaganda, SIOps, PsyOps.
- PR, Public Diplomacy (diplomacy aimed at foreign mass audiences);

■ Does hard power mean *only* military coercion?

No. Hard power, as it comes from Nye's definition comprises both “sticks” of military might and “carrots” of economic profit.

■ What kind of power is economic factor?

Depends on the situation. By definition it belongs to hard power, but “can be converted into soft power: you can coerce countries with sanctions or woo them with wealth.” (J. Nye)

The Rise and Fall of US Soft Power

- After WW2 US hard power increased significantly
- Anti-Communist propaganda as US soft power
- US public and citizen diplomacy
- Recession of US soft power in the 1970's
- Cold War winner, the lonely superpower
- The decline of US soft power in a Unipolar World
- US unilateralism + messianism in the war on terror



More Photos White House photo by Eric Draper

Now, when the US have a big stick,
they have yet to learn to speak softly



The Rise of EU Soft & Hard Power

- Successful European integration (1951-1992)
- Enlargement as main SP resource (1973-2007)
- Economic attraction through technical Assistance: TACIC, MEDA
- EuroMed
- European Neighbourhood Policy
- Peace initiatives and funds for Africa


EU speaks softly and carries a big carrot





What is the difference in EU and US approaches to usage of soft and hard power?

- US in soft power relies in larger extent on its propagandistic constituent and in hard power – on the military “stick”
- EU relies mainly on public diplomacy in soft power and a “carrot” of *economic factor* in hard power



Does soft power stand for weakness, whereas hard for strength?


Obviously not. They have to be efficiently combined in order to achieve synergy effect.

Such balance of hard and soft power is called “**smart power**” and considered to be the most advisable approach in foreign policy.



Conclusions

- The EU and the US do represent two different paradigms of idealism and realism in foreign policy - neoliberal and neorealistic approaches - but they inevitably have to remain strategic partners in the implementation of the world agenda and facing international challenges.
- Maturity in international relations demands for an efficient combination of coercion and attraction – the smart power.
- Eventually soft power as a prerequisite of international leadership will have an increasingly high importance in the 21st century.



“Only those can truly promote *security, well-being and justice*, who do not consider the world a battlefield between good and evil, light and darkness, but perceive it as a single whole, where evil is nothing but absence of good, and darkness – nothing but absence of light.

Those, who are ready to promote light and good in the world instead of waging war against darkness and evil.”

(V. Inosemtsev)



Thank you
for your attention!