

Public diplomacy

Politics



This is possible through soft power offering advantages to the country including matching of ideas and culture to prevailing global norms, access to communication channels used in framing global news by a nation, and augmented credibility through domestic and international behavior.

Soft power is culture power owing to the need for both private and public organizations as well as international relations between governments to consider the cultural definition of the parties. Culture determines values and information that make up soft power and are evident in negotiations and practices giving negotiators in a company scene or at the international level the ability to make ideas on cooperation between the countries. Respecting and have a mutual understanding of cultural difference among countries allows for the mutual understanding and good information flow. This results in the countries sharing and incorporating the shared ideas and values in one country's culture. This increases the relation between the countries through having a common stand on a given subject. Culture in form of songs, movies, documentaries, and photographs has a high potential of expounding the ability of the nation to communicate cultural affiliation, values, and ideas to the world in a simple manner. This acceptance of these cultural forms allow for increased interrelation among countries and lead to increased nationality of the country. Therefore, culture plays a huge role in the current dynamic environment and is embedded in the daily activities of an individual increasing its ability to influence many people making it right to say soft power is culture power.