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[Parts of the World](#), [European Union](#)



Is " Soft Power" a new apparatus being used by countries to lead the world towards a new form of globalization"?

The term " Soft power" has been first introduced by Joseph Nye in his book " Bound to Lead: The Changing Nature of American Power". The concept defines an indirect influence method, which uses country's attractiveness and reputation for persuading and attracting the others. Unlike the more traditional " hard power", it does not rely on a system of threats and inducements, but co-opts people around. " Soft Power" is often believed to be the driver of the world towards a new globalization phase, however this claim needs profound evaluation.

On the one hand, " soft power" is one of the easiest and the most effective ways to impact opinions of the others. It is especially crucial in the multi-power environment of the contemporary world, where countries need and to balance their powers in order to achieve a positive-sum game. Moreover, the world today is not characterized by one or a few most powerful states, which can exercise " hard power", therefore all countries should establish themselves through " soft power" influence. The realization of the need for cooperation in dealing with global problems and the absence of an absolute leader state communicate the need for the countries to unite and to work closer together on the achievement of the common goals. Thus, " soft power" is indeed an effective globalization driver, which can significantly change the face of the world politics.

However, neither globalization nor " soft power" is a new concept. The authority of the U. S. and the wide homogenization of tastes and demands

according to the American culture have been quite significant during the past years. Therefore, “ soft power” does not initiate a new wave of globalization. Instead, the centre of globalization merely shifts from the Western World to the East. Japan has already become particularly strong in exercising “ soft power”, while China and the other South-East Asia countries are quickly catching up.

In conclusion, it is possible to establish that “ soft power” is likely to be the driving force of globalization, however, the new globalized world will no longer copy the values of the Western (U. S.) world, but move forward together, with China, India, and the other Asian countries leading the way.

Bloomfield, Steve. " Tender is the Might." *Monocle*. January. 49 (2012): 41-52. Print.