

# Example of essay on soft power

[Government](#), [Military](#)



## **Introduction: Soft Power**

Everybody wants something and power is a way to get things. But power can also be divided into two types Hard Power and Soft Power. Getting things done by hard power means using hard ways like coercing and bribing people to get things done. Soft power is opposite of it. Getting things done through soft concepts like co-option and attraction is can be called as Soft power. This concept of soft power was first introduced by Joseph Nye of Harvard University in 1990 through his book, “ Bound to lead: Changing the nature of American Power”. The concept was further developed by him later in the next book “ Soft Power: The Means to Success in World Politics”. This term ‘ Soft Power’ is widely used by statesmen and political analysts in international affair.

## **Soft Power to use or not to use**

Soft Power as a concept has affected international relations thinkers a lot. Soft power has hidden potential; strategists are running around to use the concept but are unknown of its hidden effects. This is understandable that, with utilization of “ Soft Power” a lot of money can be saved by nations. This is quite important in the era when most of the west nations are looking to cut down foreign and defence budgets including United States, Germany and United Kingdom. Soft Power strategies have gained more importance as the budget cut has shown them this option only.

Nye identified three pillars of Soft Power, which are Culture of the nation, Values and foreign policy. Although studies further have added two more factors that are integral to Nation’s Soft Power, these factors are Education

and Business Innovation. Every nation has its Soft power in its ability to tackle situations and handle events. A study suggested that there will a power shift from West to east. Although there are eastern countries like Russia which consider brutal might of Hard Power over Soft Power, but still may countries like India, South Korea and Japan believes more in Soft Power with their resources rising.

Hard Power is measured by country's military might, population and Gross Domestic Product, Soft Power depends more upon Government's policies. It is all the more important to understand that Soft Power as a term is not just about influencing, as it can be done through Hard Measures or even persuasion of talk or even moving people through words, although this is important. Soft Power can be achieved successfully only by attraction. Hence it becomes very important in international relations that Government attracts though its policies and diplomacy. Soft Power is very important in this world which is full of turmoil and sitting on ever erupting volcano. We have seen in recent wars that, nothing comes out in the hand of either winning or losing country in the war, except destruction. So Military Might, might not just help any country in this world but only Soft Power can bring the peace around.

## **Conclusion**

Soft Power is the need of the hour for international politics. It is the only alternative to Raw Politics. Through the concept of attracting instead of persuading other, peace and prosperity is flowing amongst nation. Soft Power is especially required when this world is going though economic and

political turmoil. A small incident of displaying military might be able to spark giant wars world over, on the other hand Soft Power will bring peace and prosperity to the world. Also because of its nature, soft power attracts ethical and intellectual scholars to its lap, who were avoiding playing a role in the world full of persuasion and hard Power. Soft Power is the pill that world needs today.

### **Works Cited:**

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