

## *Vital Japan* 17<sup>th</sup> Meeting

### Soft Power, Hard Power

*What are the means to success in world politics?*

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Source: Joseph S. Nye, *Soft Power: the Means to Success in World Politics*  
(New York, Public Affairs, 2004)

## Agenda

- What's soft power?
- Sources of soft power
- Hard power, soft power
- Three types of power
- Japan
  
- Discussion

# What's Soft Power?

- The ability to shape the preferences of others
- The ability to get what you want through attraction rather than coercion or payments

# Sources of Soft Power

## 1. Culture

(in places where it is attractive to others)

## 2. Political values

(when it lives up to them at home and abroad)

## 3. Foreign Policies

(when they are seen as legitimate and having moral authority)

# Power

	Hard	Soft
Spectrum of Behaviors		
Most Likely Resources	force sanctions payments bribes	institutions values culture policies

## Three Types of Power

	Behaviors	Primary Currencies	Government Policies
Military Power	coercion deterrence protection	threats force	coercive diplomacy war Alliance
Economic Power	inducement coercion	payments sanctions	aid bribes sanctions
Soft Power	attraction agenda setting	values culture policies institutions	public diplomacy bilateral and multilateral diplomacy

# Japan

- Japan has more potential soft power resources than any other Asian country.
- The decade-long economic slowdown of the 1990s tarnished Japan's reputation for economic prowess, but it did not erase the nation's soft-power resources.

## Japan 2

- Instead of collapsing beneath its political and economic misfortunes, Japan's global cultural influence has only grown. In fact, from pop music to consumer electronics, architecture to fashion, and food to art, Japan has far greater cultural influence now than it did in the 1980s when it was an economic superpower.
- Japan's popular culture was still producing potential soft power resources even after its economy slowed down.

## Japan 3

### Problems:

- The residual suspicion that lingers in countries such as China and Korea sets limits on Japan's soft power.
- Japan faces serious demographic challenges.
- The Japanese language is not widely spoken and Japan's English language skills rank among the worst in Asia. (difficult to attract international talent to its universities)
- Weakness of the political process
- the need for further deregulation
- the resistance to immigration

## Japan 4

But

- Given Japan's past record of twice reinventing itself (i.e. after the Meiji revolution and after WWII) plus the undiminished skills of Japan's people, the stability of its society, areas of technological leadership, and manufacturing skills, it (change) is not impossible.

## Points for discussion

- Do you think the soft power is effective?
- What are the sources of soft power of Japan?
- What is the best policy mix for Japan in the world politics?