

SOFT POWER: POLITICAL USE OF A SCIENTIFIC CONCEPT**Aziza Umarkulova**

University of World economy and diplomacy

Abstract: At the beginning of the 21st century, the world entered a new era. The process of globalization characterizes the main trends of the modern world: there is a gradual transition from national economies to a single world economy, there is a rapid development of technologies that every day increasingly influence our lives, international and supranational structures are created, new key players in University of World economy and diplomacy

the world political arena - non-governmental organizations - appear, which take over part of the state powers. At the same time, the opposite process of regionalization is taking place, when countries in the region unite to solve common problems. Against the backdrop of the ambiguity of all global processes, factors of a "flexible plan", non-force or soft methods of influencing the system of international relations, are becoming increasingly important.

Key words: attraction, soft power, cultural diplomacy, hard power, USA, smart power.

Introduction.

In the 21st century The channels of influence of the state on international processes and other countries are expanding. Today, more important influencing factors than military power and nuclear weapons are a country's economic success, ideological credibility, and cultural appeal. Until recently, hard power was considered almost the main instrument of foreign policy.

Hard power is a coercive policy that relies on the threat and/or use of military force against a given country.

However, in a globalizing world, in conditions of universal interconnection and interdependence, the use of old policy instruments, including the use of nuclear weapons, becomes ineffective, which can lead to the collapse of the economy of the country that initiated the nuclear strike.

The use or threat of use of hard power (warships cruising along the coast or planes patrolling the skies over the country) is quite ineffective because it has more negative side effects than the likely dubious gain of the aggressor. (For example, Libya, Afghanistan, Iraq). In any case, this threatens serious losses of reputational capital, which can subsequently affect material capital.

In 1990, the American political scientist J. Nye drew attention to the process of increasing the importance of non-force methods of achieving goals in the political arena and subsequently coined the term "soft power", or in some other translations, "flexible power", "flexible power." The term "soft power" was further developed and clarified by Nye in his book "Flexible Power: How to Succeed in Global Politics." This book fully reveals the significance and potential effectiveness of soft power policy, becoming one of the most popular ideas in US foreign policy.

However, a new term "smart power" was soon created, which was a combination of two concepts of "soft power" - influence based on the attractiveness of foreign policy, including cultural, value and ideological aspects; and "hard power"—basically influence based on military and economic power. This concept of "smart power" was adopted by the United States.

As J. Nye notes in his work, a country's "soft power" is based on the following three resources: its culture, political values and foreign policy.

However, it is worth noting that the country's developed economy is also attractive. The economic model of a country and its power can also become soft power resources. These factors have a great influence on shaping the desire of other actors to cooperate with a prosperous state, as this entails financial benefits. In addition, the resource of "soft power" can be not only the state of the country's economy at the moment, but also forecasting its further successful development.

It should also be noted that the preferences of others can be formed using not only non-traditional resources, especially emphasized by J. Nye, but also resources usually referred to as "hard power". Thus, the very fact that a state has powerful armed forces can serve as a source of admiration and contribute to the development of cooperation between others and the owner of this resource. For example, on the eve of World War II, Japanese militarists and Chinese nationalists were inspired by the German military model.

Thus, the following structure of "soft power" can be distinguished. It consists of three main components:

- 1) economic impact (includes investment activities, the economic model of the state itself, development assistance programs);
- 2) political influence (implies participation in international organizations, the nature of relations with other actors in international relations, the international image of the country in the context of its foreign policy);
- 3) cultural influence (attractiveness of the state's culture for other countries and peoples, its values, style and lifestyle, etc.)

It should also be noted that "soft power" can be possessed not only by states, but also by corporations, NGOs, and even individual charismatic individuals (for example, Hitler, Stalin, Mao Zedong).

Soft power, according to Nye, is capable of creating a favorable international environment for a state - conditions when it needs to force other actors to play by its own rules. Examples of the creation of such a favorable international environment, which J. Nye repeatedly cited in his works, include Great Britain in the 19th century. and the United States of the second half of the 20th century, which created international economic rules and institutions in the spirit of liberalism that corresponded to the liberal and democratic nature of British and American capitalism. Thus, Great Britain offered the world free trade and the gold standard, and the United States offered the IMF and the WTO.

J. Nye considers democratic values, personal freedom, mobility and dynamism of society, openness, often manifested in American pop culture, higher education and foreign policy, to be the values underlying the "soft power" of the United States. For example, he considers the EU's "soft power" resources to include a special position on issues such as the death penalty, the right to bear and keep firearms, climate change, and the rights of sexual minorities. In the field of foreign policy, the EU's "soft power" resources include its active participation in international cooperation on issues such as global climate change, international law, and human rights.

In general, the works of many Western researchers are imbued with the conviction that only liberal democracies can possess "soft power" as they bring to the world universal values that all people a priori strive for. This point of view is decisively refuted by the example of the communist Soviet

Union, which had a significant resource of “soft power,” or modern authoritarian China, which is rapidly increasing it.

List of used literature:

1. Bondarenko, A.V. Soft power and controlled chaos - tools of modern world politics / A.V. Bondarenko // Institute of Security Problems - 2014: abstracts of a scientific and practical conference / Higher School of Economics. - P. 5.
2. Chong Alan. Foreign Policy in Global Information Space: Actualizing Soft Power. New York: Palgrave Macmillan, 2007.; Melissen Jan, ed., The New Public Diplomacy: Soft power in International Relations. New York: Palgrave Macmillan, 2007.
3. Cummings M. Cultural Diplomacy and the United States Government: A Survey. Wash., 2003.
4. Goff P.M. Cultural Diplomacy // The Oxford Handbook of Modern Diplomacy. Oxf., 2013.
5. Leonard M. Diplomacy by Other Means // Foreign Policy, 132. 2002.
6. Nye J.S. Bound to lead: The changing nature of American power. – New York: Basic Books, 1990. – 336 p.
7. Pogorletsky A.I. “Soft Power” and Russia's Export Potential in Non-Resource Sectors of the Economy // Mirovaya ekonomika i mezhdunarodnye otnosheniya. - 2021. - No. 3. - p. 102-110. – doi: 10.20542/0131-2227-2021-65-3-102-110 .
8. Pogorletsky A.I., Dai S. Experience of development and prospects for cooperation between China and Russia in the sphere of creative economy // Questions of innovation economy. - 2020. - No. 2. - p. 757-772. – doi: 10.18334/vinec.10.2.100928.
9. Tsvetkova N.A. US public diplomacy. Public Diplomacy of Foreign Countries: Textbook. Ed. Panova A.N., Lebedeva O.V. Moscow, Aspect-Press, 2018, pp.