

## Soft Power and People-Centered Asian Integration

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## Topics

- What is “soft power”?
- How is it relevant to Asian integration?
- China’s soft power
- Japan’s soft power
- Korea’s soft power
- Conclusion

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## What is soft power?

- Not hard power (military, coercive nature)
- persuasive power, ability to shape preferences; attraction, admiration, reputation
- E.H. Carr (1939): Power over opinion
- Joseph Nye (2004):
  - 1) culture
  - 2) values
  - 3) diplomacy
 overlapped, e.g. cultural diplomacy
- Resources / tools
- Realist connotation

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## How is relevant to Asian integration?

- Sources for cooperation, e.g. cultural diplomacy, aid
- Tools for promoting shared culture and values
- Most pronounced in East Asia, esp. Southeast Asia
- Cultural receptivity
- \* Positive aspect of soft power

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## Comparison: China, Japan, Korea

Country	Culture	Values/Ideas/Concepts	Diplomacy
China	▲	▲	●
Japan	●	●	●
Korea	●	▲	▲

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## 3. China’s soft power: Culture

- Ethnic Chinese as cultural agents → more in every day life
- Chinese new year, Chinese medicine, Fangshui, Taichi etc.
- Confucian Institute (CI): 13 in Thailand
- Learning Chinese language

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### China's Pop Culture

- China is not inclined to promote liberal pop culture. (Propaganda Dept.)
- Movies filled w political agenda, e.g. Confucius, The Founding of the Republic → not much popular

\* China: strong on traditional culture but weak on contemporary pop culture

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### China's Values/Ideas/Concepts

- "Peaceful Rise"
- "Beijing Consensus"
- "harmonious world"
- "factory of the world": from low-tech to hi-tech products (including high-speed train)

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### China's Diplomacy

- "peaceful rise"
- "good neighbor policy"
- Economic assistance

#### Limitations:

- support/indifferent to authoritarian regimes
- recently, more assertive China
- inconsistent, preoccupied w/ domestic development
- needs to be more responsive to people

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### Japan's Culture

- Strong on both traditional and pop culture
- tea ceremony , flower arrangement, Zen Buddhism/philosophy, judo, etc.
- Manga, anime, games, karaoke, fashion, celebrities, food, green tea, "kawaii", etc.
- \* "liberal pop culture" e.g. otaku, gay cartoon

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### Japan's Values/Ideas/Concepts

- innovative and resilient
- 80s developmental state, J management (kaizen, JIT, TQC, 5S), lean production
- 2000s: human security: ODA-GGP; Environment: "Cool Earth 50", "Cool Biz"

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### Japan's Diplomacy

- Japan's cultural diplomacy since the "heart-to-heart" Fukuda Doctrine
- Japan Foundation, Nipponmaru, exchange programs
- ODA, FDI, PKO
- Non-traditional security (e.g. anti-piracy in Malacca Strait)

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## Korea's Culture

- Strong on pop culture, but increasingly adding traditional elements
- Korean Wave: drama, movies, music, fashion, cosmetics, tourism
- business profits + really boosting Korea's reputation

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## Korea's Values/Ideas/Concepts

- ?
- Only recent efforts
  - ODA
  - development model (successful modernization + democratization)
  - Yeosu Expo 2012: marine environment

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## Korea's Soft Power

- Late comer
- "from business interests to international contribution and high-profile roles"
- Preoccupied w post-crisis recovery → pop culture exports (also for tourism) "Korean Wave"

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## Korea's Diplomacy

- Key positions in IOs (e.g. WHO, UN)
- Development experience: successful modernization and democratization
- Korea as "middle power"
- Joined OECD-DAC in 2009
- G20 (host and Presidential Committee)
- nuclear security

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## Conclusion 1

### Comparison

- Tendency to overestimate China's soft power and underestimate Japan's soft power.
- Japan has an upper hand in terms of resources.
- Korea is slow but up and coming.

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## Conclusion 2

### How to go from here

- Constructively utilizing soft power as a source for socializing/uniting people in East Asia
- Less realist soft power
- Reciprocity is needed (two-way soft power).

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