

“SOFT POWER” AS AN INSTRUMENT FOR EXTERNAL POLITICAL INFLUENCE OF THE SOUTH KOREA

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Dotsenko A., Karlyuk S. “Soft power” as an instrument for external political influence of the South Korea. An alternative approach to exercising political influence through “soft power” by South Korea is viewed. Instruments used by Korean diplomacy in its pursuit of its goals are described.

Key words: foreign policy, national interests, positive image, soft power, South Korea,

Доценко А., Карлюк С. «М’яка сила» як інструмент зовнішньополітичного впливу Південної Кореї. Розглянуто альтернативний підхід здійснення Південною Кореєю політичного впливу через т.зв. «м’яку силу». Описано інструменти, застосовані корейською дипломатією задля досягнення своїх цілей.

Ключові слова: зовнішня політика, м’яка сила, національні інтереси, Південна Корея, позитивний імідж.

Доценко А., Карлюк С. «Мягкая сила» как инструмент внешнеполитического влияния Южной Кореи. Рассмотрен альтернативный подход осуществления Южной Кореей политического влияния на международной арене посредством т. наз. «мягкой силы». Описаны инструменты, применяемые корейской дипломатией для достижения своих целей.

Ключевые слова: внешняя политика, мягкая сила, национальные интересы, положительный имидж, Южная Корея.

In our time, replacing the military (rigid) methods of implementing the foreign policy of the state, countries have long been using the elements of "soft power". This approach was first formulated on a scientific and theoretical level by Professor of Harvard University – Joseph Nye. In his view, the ability to achieve leadership among other states depends on the availability of certain resources to exercise power and the ability to use them effectively. In many cases, the desired results can be achieved by

factors such as spiritual and material culture, social and political principles, the quality of the foreign and domestic policies carried out, and so on. These factors have a crucial bearing on increasing the attractiveness of the country's image, forming a special resource, identified by Joseph Nay as “soft power” [5, p. 76].

It should be noted that the main thesis of the concept of “soft power” is the thesis that in the modern world the state can influence international relations by means of fundamentally different methods, which can be divided into two groups: "hard power" and “soft power”. The first group includes military-technical potential, while the second group consists, on the one hand, of indirect methods, for example, economic sanctions, on the other – factors that create a positive image of the state in the international arena. Mechanisms and tools of soft power are more difficult to implement than “hard power” mechanisms and require significant efforts from the state, however, according to J. Nay, only the use of “hard power” tools does not enable the state to take a stable leading position in the international arena [3, p. 23–25].

Republic of Korea – a country in East Asia, which occupies the southern half of the Korean Peninsula, in connection with what it is often called South Korea, the capital is Seoul.

The South Korean version of the implementation of the soft power policy primarily consists in the important role played by the Republic of Korea in its region and, secondly, in the ability to identify the hidden mechanisms of the foreign policy of the Republic of Korea that are not implemented directly through traditional instruments of foreign policy. South Korea, having the status of a “New Industrialized Country”, participates in various formats of multilateral economic and political cooperation in the Asia-Pacific region [2, p. 2]. South Korea has enough resources to create a "soft power" that does not restrict its geographical boundaries, but which prevented the spread of tough force throughout the country's history. As a result, the state tries to design its foreign policy in such a way as to play a more important role in the international institutions and networks necessary for global governance [8, p. 45].

From the point of view of the development of mechanisms and instruments of soft power policy, South Korea is confidently moving

forward today. In addition to the status of one of the leading technology centers, the country also enjoys a certain diplomatic authority that was gained after the Korean summit of the G20, as well as the successful promotion of the brand “Made in Korea”. In addition, an important factor that allows us to speak about the “soft power” of South Korea is the political system. Now South Korea is a democratic state that possesses the necessary attributes for a democratic system [1, p. 15].

As it turned out, South Korea is a state with highly developed mechanisms of “soft power”, including those reflected in the program of foreign policy documents of the country. The Korea’s tendency to apply the main mechanisms of “soft power” that will allow the country to realize its national interests in the medium and long term, determines public diplomacy. Among these mechanisms are Korean culture (including the “Korean wave”), Korean sports, and the system of education and economic levers as determinative factors [4, p. 23–25]. In addition, it is worth paying attention to the positive image of the state, which is created thanks to Korean cuisine, automotive and electronics products. “Soft Power” is an important resource for Korea, since the state is located in a region characterized by numerous conflicts and contradictions that have long been frozen. In this sense, the creation of its own positive image in the eyes of both neighboring countries and on a non-regional scale allows Korea to realize its national interests in a non-conflict way and pursue a foreign policy, based primarily on the harmonization of interests, rather than on the confrontation or threat of use of force [7, p. 56–58].

On the whole, the Republic of Korea has a large toolkit of “soft power” and has a strong resource base in order to win the title of regional leader of Southeast Asia. At present, the foreign economic and foreign policy doctrines of the Republic of Korea are witnessing a trend towards more productive cooperation with the ASEAN countries and strengthening its economic impact in the Asia-Pacific region, which has reduced the role of APEC in the strategic planning of South Korea. At the moment, the country’s economic course is aimed at forming a free trade zone from Chile, Singapore, India, China, Japan. The liberalization of the economy and the expansion of South Korean markets, the establishment of long-term trade cooperation relations and the development of customs legislation,

reducing barriers to the movement of goods and investment – all this will remain pressing issues for the Republic of Korea for a long time. The key to the success of the Republic of Korea in the way of regional, and in the future and global, leadership in our opinion is to increase the proportion of political and economic resources of “soft power” that will promote its competitiveness on the world stage [9, p. 228].

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