

PubD 522: Hard Power, Soft Power, Smart Power

4 Units

Fall 2017

Location: ANN L116

Instructor: Prof Douglas Becker

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Office Hours: MWF 1-2 or by appointment

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I. Course Description

This course will examine the role of power in international relations, both from a theoretical perspective as well as in practical outcomes. Power has been the fundamental building block variable for international relations theory since the work of Thucydides over 2500 years ago. But in recent years, international relations authors have sought to understand power in a much more diverse setting. Specifically, Joseph Nye has sought to re-conceptualize power in developing an understanding of soft power. This work serves as the foundational variable for programs on public diplomacy. So this course examines soft power as a concept, identifying it within the literature in international relations, and then applies it in several case studies to understand its utility in public diplomacy settings. We also will examine the future of power distributions and power projections, situating the current world system historically and taking an eye toward the future.

II. Overall Learning Objectives and Assessment

There are four overarching objectives for this course:

- 1. Develop a detailed and deepened understanding of the concept of power within international relations theory, with a particular eye toward the theoretical differences within the field (realism, liberalism, constructivism, post-modernism, feminism, and other critical approaches.**
- 2. Deepen the student's understanding of soft power in contrast with hard power, and developing a firmer grasp over the strengths and weaknesses of each approach in cases in international relations. In short, the student will understand the concept of soft power, how it relates to traditional notions of power, and identify and critically analyze power in all its form as a determinant for foreign policy outcomes**
- 3. Broadly understand the application of soft power as aspects of national programs in the projection and development of power. This understanding will develop through the use of case studies and specific instances of power projection. It will focus both on national goals as well as soft power techniques of different nations.**
- 4. Critically analyze cases and specific situations for the application of hard power and soft, to develop an understanding of what would be the application of "smart power," utilizing both hard and soft power techniques as a toolbox for the projection of power.**

III. Assignments and Assessment

This class is assessed by mixture of research essays, case studies, presentations and class participation.

Participation (5%): Overall attendance and participation in class discussion will be accounted for in the final grade.

Oral presentation (5%): Each student must take responsibility for leading class discussion on an assigned reading.

Short papers (2 x 15%): Students will prepare two 5 page papers which address an issue of power in international relations and in public diplomacy. One of these papers will examine the use of soft power and examine the outcomes of this projection (and as such will be historic in nature). The purpose will be to critically analyze the effectiveness of power projection and offer lessons for the future. The other will focus on techniques of soft power projection. You will examine one specific campaign of soft power projection and discuss how power is projected. As such the first paper is an international relations paper, whereas the second is specifically a public diplomacy project or initiative.

Semester Paper (40%): Students will complete a 20-25 page semester-long project that delves into considerably more detail on one of the emerging issues we raise. Students will either develop a more theoretical approach that addresses multiple cases or delve much more deeply into a specific case of the student's interest (in particular with an eye toward potential conflict over the case). You may more fully develop one of the shorter papers if you wish. This should be a unique piece of research and should serve either to apply the more theoretical work in the class to specific cases or more fully develop our theoretical understanding of soft power in world politics.

Final Examination (20%) Students will complete a final examination covering the material from the class. I will give you the exam question the last week of classes. The final will specifically seek to apply the cases and techniques of soft power to the broader field of international relations theory. It will compel the student to focus his/her thinking theoretically before completing the semester project, and hence should serve as an aid to the semester paper. You will have the exam question beforehand but will actually prepare the answer during the final exam period. But you will be able to consider your answer in preparation for the final

IV. Grading Breakdown

Assignment	% of Grade
Class Participation	5
Oral Presentation	5
Case Study #1	15
Case Study #2	15
Semester Paper	40
Final Examination	20
TOTAL	100%

V. Assignment Submission Policy

All assignments are due on the dates specified. Lacking prior discussion and agreement with the instructor, assignments will lose 10 points per day they are late. Only university sanctioned excuses are accepted with proper documentation.

VI. Required Readings and Supplementary Materials

Mai'a Cross and Jan Melissen, Editors. European Public Diplomacy: Soft Power at Work. Palgrave MacMillan, ISBN: 1137343303

Joseph Nye, Future of Power, Public Affairs, 2011, ISBN: 9781610390699

Jennifer Sterling Folker, Editor, Making Sense of International Relations Theory, 2nd edition, Lynne Reinner, ISBN: 1588268225

Simon Mabon, Saudi Arabia and Iran, Power and Rivalry in the Middle East. I.B. Tauris 2015, ISBN: 1784534668

Marcel Van Herpen, Putin's Propaganda machine: Soft Power and Russian Foreign Policy. Rowman and Littlefield ISBN: 1442253614

August	21:	Power in International Relations
		Joseph Nye: Future of Power, pgs 3-151
		Joseph Nye, Soft Power, pgs 1-32 On Blackboard
		Joseph Nye, "Soft Power and Public Diplomacy" on Blackboard
	28:	Realism and military power
		Sterling-Folker, Chapters 1-2, pgs 1-65
		Victor David Hansen's Introduction to Thucydides History of the Peloponnesian War, On Blackboard
		AJP Taylor, Origins of the Second World War On Blackboard
		Elliot Cohen, The Big Stick, Chapters 6-7, pgs 173-223 On Blackboard
September	4:	Liberalism and the growing importance of economic power (WE NEED TO RESCHEDULE)
		Sterling-Folker, Chapters 3-4, pgs 67-126
		Andrew Moravscik, "Taking Preferences Seriously" On Blackboard
		Michael Doyle, "Kant, Liberal Legacies and Foreign Affairs" On Blackboard
		Douglas Winton, "Economic Statecraft: China in Africa" On Blackboard

11: **Constructivism and Social Power**

Sterling-Folker, Chapter 5, 9 pgs 127-168; 299-326

Ted Hopf, "The Promise of Constructivism in International Relations Theory" **On Blackboard**

Karl Schonberg, "Constructing 21st Century US Foreign Policy" Chapter 1 "Theory and History" **On Blackboard**

Nicholas Onuf, "The Power of Metaphor/The Metaphor of Power" **On Blackboard**

Richard Ned Lebow, "Fear, Interest and Honor" **On Blackboard**

18: **Feminism, Post-Colonialism, and Critical Analysis**

Sterling-Folker, Chapter 6, 8, pgs 169-215, 263-298

Geeta Chowdry and Sheila Nair, "Power, Colonialism, and International Relations" **On Blackboard**

Laura Sjoberg, , Gendering Global Conflict, Chapters 3 and 4 **On Blackboard**

Andrew W. Neal "Foucault" **On Blackboard**

Nick Hardy, "The Contingencies of Power: Reformulating Foucault" **On Blackboard**

Francois Debrix "Jean Baudrillard" **On Blackboard**

25: **Religious Actors and Soft Power—is International Relations still secular?**

Jeffrey Haynes, Religious Transnational Actors and Soft Power Chapters 1-3, 6-9, pgs 1-58; 95-150 **On Blackboard**

October

2: **Sports Diplomacy and Soft Power: Does Hosting the Olympics Make a Nation a Major Power?**

Aaron Beacom, International Diplomacy and the Olympic Movement, Chapters 1-2, 4, pgs 15-62, 86-112

Ramon Spaaj, Olympic Rings of Peace? The Olympic Movement, Peacemaking, and Intercultural Understanding **On Blackboard**

Robert Elias, "The National Pastime Trade-Off: How baseball sells US Foreign Policy and the American Way **On Blackboard**

Thomas Carter, "Cuba's Challenges Hosting the 1991 Pan-American Games and the Spectacle of the Revolution's 'Soft Power' **On Blackboard**

Paper #1 Due

9: **Russian Soft power**

Marcel H. Van Herpen, Putin's Propaganda Machine, entire book

16: **Japan and US—Soft Power Superpowers**

Watanabe Yasushi and David McConnell, Soft Power Superpowers **All on Blackboard**

David McConnell "Japan's Image Problem and the Soft Power Solution"

Sayuri Guthrie-Shimizu "Baseball in US-Japanese Relations: A Vehicle of Soft Power in Historical Perspective

Kondo Seiichi "Wielding Soft Power: The Key Stages of Transmission and Reception"

William G. Crowell "Official Soft Power in Practice: US Public Diplomacy in Japan."

Agawa Naoyuki "Japan Does Soft Power: Strategy and Effectiveness of its Public Diplomacy in the United States"

Robert Elias, Empire Strikes Out, Chapter 2, 10-12, pgs 20-36; 212-294 **On Blackboard**

23: **Chinese Soft Power**

Mingjiang Li edited, Soft Power: China's Emerging Strategy in International Politics: **All on Blackboard**

Mingjiang Li, "Soft Power in Chinese Discourses: Popularity and Prospect"

Yong Deng, "The New Hard Realities "Soft Power and China in Transition"

Xiaohe Cheng, "Education: The Intellectual Base of China's Soft Power

Joshua Kurlantzick, "China's Soft Power in Africa"

Zhiqun Zhu "China's Warming Relations with South Korea and Australia"

Ignatius Wibowo "China's Soft Power and Neoliberal Agenda in Southeast Asia"

Gang Chen "China's Climate Diplomacy and Its Soft Power"

Nye, "China and Soft Power" **On Blackboard**

30: **European Soft power**

Mai'a Cross and Jan Melissen, European Public Diplomacy: Soft Power at Work, entire book

November 6: **South African Soft Power**

Olusola Ogunnubi and Dorcas Ettang, "Communicating South Africa's Soft Power" **On Blackboard**

Janis van der Westhuisen "South Africa's Soft Power Conundrum" **On Blackboard**

Oluwaseun Tella and Olusola Ogunnubi "Hegemony or Survival: South Africa's Soft Power and the Challenge of Xenophobia" **On Blackboard**

Andreia Soares e Castro "South Africa's Engagement in Sports Diplomacy" **On Blackboard**

Olusola Ogunnubi and Ufo Okeke-Uzodike "South Africa's Foreign Policy and the Strategy of Soft Power" **On Blackboard**

13: **Indian Soft Power**

Daya Kishan Thussu, Communicating India's Soft Power, Chapters 1-3, 5-6, pgs 1-100; 127-196 **On Blackboard**

20: **Soft Power Rivalry—Saudi Arabia and Iran**

Simon Mabon, Saudi Arabia and Iran, Power and Rivalry in the Middle East, entire book

27: **Smart Power**

Nye, Future of Politics, Chapters 6-7, pgs 153-234

Robert Singh, Barack Obama's Post-American Foreign Policy. Chapters 1, 3, pgs 1-20; 39-65 **On Blackboard**

Christopher Walker, "The Hijacking of Soft Power" **On Blackboard**

Douglas P. Lackey, "Soft Power, Hard Power, and Smart Power" **On Blackboard**

Giulio Gallatorri, "Smart Power: Definitions, Importance, Effectiveness" **On Blackboard**

Paper #2 Due

Final Exam Question handed out

Final Exam: Monday December 4, 2 pm – 4 pm

Final project Due: Monday December 11, by 5 pm