

時間割コード Course Code		使用言語 Language	English		
授業科目名 Course Title	Case Study: Soft Power in the Asia-Pacific				
学期 Semester	Spring	曜日・時限 Day/Period	Monday/ Period 3	単位数 Credits	
担当教員 Faculties	Yee Kuang HENG				
授業の目標・概要 Course Objectives/ Overview	<p>Harvard Professor Joseph Nye refers to the ability of countries to employ the ‘soft’ power of attraction to get others to want what it wants, rather than using ‘hard’ military or economy power to compel others to do its will. As Asia rises, inevitably there will be much attention on military or economic power of emerging giants such as China and Indonesia as well as other leading powers like Japan and South Korea. This module however introduces students to the increasing importance of ‘soft’ power in the Asia-Pacific region, a critical dimension of International Relations that enables students to gain a more comprehensive understanding of how inter-state politics is developing. Countries and territories surveyed include China, India, Japan, South Korea, Singapore, Taiwan, Indonesia, the US and EU. In each of these, students will be introduced to why soft power is considered important to the national interest, how policymakers define soft power and implement policies to project their soft power globally, as well as any limitations and difficulties these countries face. The soft power of individual countries and territories will be systematically assessed thematically using a two-fold analytical matrix: 1) cultural appeal and 2) the extent to which its’ political values and foreign policies are designed to align with and reflect global norms.</p> <p>The following outcomes are emphasized:</p> <ol style="list-style-type: none"> 1. A theoretical grasp of what soft power means and the controversies and debates surrounding the contested concept 2. Understanding of how different governments in the Asia-Pacific region interpret the notion of soft power and different ways they design policies in order to maximise their soft power resources 3. A clear understanding of the global environment that states operate within in the 21st century 4. An ability to approach both theoretical debates and foreign policy outcomes with diverse analytical tools 5. The ability to collate and evaluate arguments from different sources and perspectives 6. The ability to formulate and articulate views coherently in written and oral forms 7. Critical thinking, analytical and reading skills 				
授業のキーワード Keywords	Soft Power; Norms and Cultural attraction; Globalisation and Interdependence				
授業計画 Schedule	<p>Week 1 Introduction This session introduces students to the goals and learning requirements of the module. It provides background to concepts such as soft power and hard power.</p> <p>Nye, Joseph (2004) <i>Soft Power: the means to success in world politics</i>, NY: Public Affairs</p> <p>Heng, Yee Kuang (2010) ‘Mirror mirror on the wall, who is the softest of them all? Evaluating Japanese and Chinese strategies in the ‘soft’ power competition era’, <i>International Relations of the Asia-Pacific</i>, Vol. 10 No. 2, May 2010</p>				

Hall, I and Smith, F (2013) 'The Struggle for Soft power in Asia' *Asian Security*, Vol. 9 No 1.

Hagstrom, L (2015) 'The Sino-Japanese battle for soft power', *Global Affairs*, Vol 1 issue 2, 2015

Week 2 What is Soft power?

Detailed theoretical and empirical discussion of the soft power concept is provided. Issues include the role of the state; target audiences; and cause-effect relationships

Nye, Joseph (2004) *Soft Power: the means to success in world politics*, NY: Public Affairs

Nye, Joseph (2008) 'Foreword' to Watanabe & McConell (Eds), *Soft Power Superpowers: Cultural and National Assets of Japan and the US*, NY: M.E. Sharpe

Sook Jong Lee (2011), 'Introduction', and Shin-Wha Lee (2011), 'The theory and reality of soft power: practical approaches in East Asia', in Sook Jong Lee & Jan Melissen (eds), *Public Diplomacy and Soft Power in East Asia*, Palgrave

Roselle, L & Miskimmon, A & O'Loughlin, B (2014), 'Strategic narrative: a new means to understand soft power', *Media, War and conflict*, Vol. 7 No. 1

Ogoura, Kazuo (2006) 'The Limits of Soft Power', *Japan Echo*, Vol. 33 No. 5

Week 3: China's 'charm offensive'

This session will consider the role of soft power in the rise of China, how the concept is interpreted and implemented, as well as the receptivity of target audiences.

Jing Sun, *China and Japan as charm rivals: soft power in regional diplomacy*, University of Michigan Press, 2013, esp. Intro and Chapter 1

Andrew Oros et al, 'Jing Sun's China and Japan as charm rivals', *Asia Policy*, January 2013, Vol. 15

Lo, TY & Pan SY (2014) 'Confucius Institutes and China's soft power', *Compare: A Journal of Comparative and International Education*, [online version](#), 30 May 2014

Hongyi, Lai (eds), (2012) *China's Soft Power and International Relations*, Routledge, esp Chapters 1 and 2

Linley, M et al, (2012) 'Who's afraid of the dragon? Asian mass publics' perceptions of Chinese influence', *Japanese Journal of Political Science*, Vol. 13 No. 4, December 2012

Cho, Young Nam and Jeong, Jong Ho (2008) 'China's soft power: discussions, resources and prospects', *Asian Survey*, Vol. 48 No. 3, p.453-472

Wang, Hongying, and Lu, Yeh-Chung (2008) 'The conception of "soft" power and its policy implications: a comparative study of China and Taiwan', *Journal of Contemporary China*, Vol. 17 No. 56, p.425-447

Week 4 Japan's multi-faceted soft power

Different dimensions of Japanese soft power are analysed, ranging from its kawaii pop culture to climate change and ageing.

Heng, YK (2014) 'Beyond *kawaii* pop culture: Japan's normative soft power as a global trouble-shooter', *The Pacific Review*, Vol. 27 No. 2, May 2014, pp.169-192

Heng, YK (2010) 'Mirror mirror on the wall, who is the softest of them all? Evaluating Chinese and Japanese strategies in the 'soft' power competition era', *International Relations of the Asia-Pacific*, Vol. 10 No. 2, May 2010

Otmazgin, Nissim Kadosh (2008) 'Contesting soft power: Japanese popular culture in East and Southeast Asia', *International Relations of the Asia-Pacific*, Vol. 8, p.73-101

Berger, Thomas (2010), 'Japan in Asia: a hard case for soft power', *Orbis*, Vol. 54 No. 4, Fall 2010

Agawa, Naoyuki (2008) 'Japan does soft power' and McConnell, David (2008) 'Japan's Image Problem and the Soft Power solution', in Watanabe, Yasushi & McConnell, David (eds), *Soft Power Superpowers: The Cultural and National Assets of Japan and the US*, NY: M.E. Sharpe

Fukushima, Akiko (2011) 'Modern Japan and the quest for attractive power', in Sook Jong Lee & Jan Melissen (eds), *Public Diplomacy and Soft Power in East Asia*, Palgrave

Week 5 South Korea: From Psy to Democracy

Key trends that affect South Korean soft power are discussed here, from its democratic transition to the rise of K-Pop and Winter Sonata.

Kalinowski, T and Cho, E (2012), 'Korea's Search for a Global Role between Hard Economic Interests and Soft Power', *European Journal of Development Research*, Vol. 24

Nye, Joseph (2009), 'South Korea's growing soft power', 11 October, *Project Syndicate*, http://www.koreatimes.co.kr/www/news/opinion/2009/11/137_55438.html

Yul Sohn (2012), 'Middle powers like Korea can't do without soft power', *Global Asia*, Vol. 7 No. 3, available at <http://www.globalasia.org/wp-content/uploads/2012/09/87.pdf>

Lee, Guen (2009) 'A theory of soft power and Korea's soft power strategy', *The Korean Journal of Defence Analysis*, June, Vol. 21 No. 2

Sook Jong, Lee (2011) 'South Korean soft power and how South Korea views the soft power of others', in Sook Jong Lee & Jan Melissen (eds), *Public Diplomacy and Soft Power in East Asia*, Palgrave

Hayashi, Kaori & Eun-Jeung Lee (2007) 'The Potential of Fandom and the Limits of Soft Power: Media Representations on the Popularity of a Korean Melodrama in Japan', *Social Science Japan Journal*, Vol. 10 No.

Week 6 India's soft power potential

This session will contrast and compare some suggested reasons for why India's soft power is often described as 'defensive' when the country possesses huge potential.

Thussu, D.K (2013) *Communicating India's soft power: Buddha to Bollywood*, Palgrave Macmillan, esp Introduction, Chapter 1 and 2

Hymans, Jeff, (2009), 'India's soft power and vulnerability', *India Review*, Vol. 8 No. 3, July-Sep

Purushothaman, U. (2010) 'Shifting perceptions of power: Soft Power and India's Foreign Policy', *Journal of Peace Studies*, Vol. 17 No. 2 and 3, September 2010, available at:

www.icpsnet.org/adm/pdf/1291714915.pdf

Wagner, Christian (2010) 'India's soft power: prospects and limitations', *India Quarterly*, Vol. 66 No. 4

Hall, I (2012) 'India's new public diplomacy', *Asian Survey*, Vol. 52 No. 6, 2012

'US diplomats suggested Bollywood stars should tour Afghanistan', 16 Dec 2010, *The Guardian*, <http://www.guardian.co.uk/world/2010/dec/16/wikileaks-bollywood-stars-tour-afghanistan>

Tharoor, S (2009) 'Indian strategic power: soft', available at http://www.huffingtonpost.com/shashi-tharoor/indian-strategic-power-so_b_207785.html,

Malone, D (2011) 'Soft power in Indian foreign policy', *Economic and Political Weekly*, Sep 3, available at <http://www.idrc.ca/EN/Documents/EPW-Soft-Power-3-September-2011.pdf>,

Week 7 Taiwan embraces soft power

The search for diplomatic recognition has been a key driver of Taiwan's soft power. This session will consider the policies undertaken and unique constraints that Taiwan faces.

Yun-Han, Chu (2011) 'Taiwan's soft power and the future of cross-strait relations: can the tail wag the dog?' in Sook Jong Lee & Jan Melissen (eds), *Public Diplomacy and Soft Power in East Asia*, Palgrave, p.117-138

Rawnsley, G (2014), 'Taiwan's soft power and public diplomacy', *Journal of Current Chinese Affairs*, Vol. 43 no. 4, <http://journals.sub.uni-hamburg.de/giga/jcca/article/view/772>

Kuo, G (2011) 'Capitalising on Taiwan's cultural soft power', *Taiwan Today*, 10 October 2011, <http://taiwantoday.tw/ct.asp?xItem=177647&ctNode=1767>,

Wang, Hongying, and Yeh-Chung Lu (2008) 'The conception of "soft" power and its policy implications: a comparative study of China and Taiwan', *Journal of Contemporary China*, Vol. 17 No. 56, p.425-447

deLisle, Jacques 'Soft power in a hard place: China, Taiwan, cross-strait relations and US policy', *Orbis*, Vol. 54 No. 4, fall 2010

Week 8 Indonesia the rising soft power

Key policy and institutional issues concerning Indonesian soft power will be discussed. Both historical and contemporary cases will be used to highlight debates on its democratic transition and cultural appeal.

Brooks, K (2011), 'Is Indonesia bound for the BRICs?', *Foreign Affairs*, Nov/Dec

Sukma, Rizal (2011) 'Soft power and public diplomacy: the case of Indonesia', in Sook Jong Lee & Jan Melissen (eds), *Public Diplomacy and Soft Power in East Asia*, Palgrave, p. 91-116

Laksamana, E, Indonesia's Rising Regional and Global Profile: Does Size Really Matter?, *Contemporary South east Asia*, Vol. 33 No 2, August 2011

Siswo Pramono (2010), 'Resources of Indonesian soft power diplomacy', , *Jakarta Post*, <http://www.thejakartapost.com/news/2010/06/28/resources-indonesian-soft-power-diplomacy.html>, 28 June

Awis Mrarani (2011), 'Does Indonesia know how to use its soft power?', *Jakarta Globe*, <http://www.thejakartaglobe.com/blogs/does-indonesia-know-how-to-use-its-soft-power/483889>, 10 December

'Indonesia provides agricultural training for developing countries as a form of soft power', <http://my.news.yahoo.com/indonesia-provides-agricultural-training-developing-countries-20110407-220202-306.html>

Week 9 Singapore's undiscovered soft power assets

This session will discuss the important question of whether size matters in soft power for a small city-state like Singapore.

Chong, Alan (2009) 'Singapore and the soft power experience', in Andrew Cooper and Tim Shaw (eds), *The Diplomacy of Small States: between vulnerability and resilience*, Palgrave

Chong, Alan (2010) 'Small state soft power strategies: virtual enlargement in the cases of the Vatican city state and Singapore', *Cambridge Review of International Affairs*, Vol. 23 No. 3, September

Heng, Yee Kuang (2011) 'Water: once an albatross, now a source of soft power', *The Straits Times*, 31 August

Heng, Yee Kuang (2010), 'Soft power: Singapore has what it takes', *The Straits Times*, 02 July

Koh, BS (2011) *Brand Singapore: how nation branding built Asia's leading global city*, Singapore: Marshall Cavendish

Ooi, C.S (2008) 'Reimagining Singapore as a creative nation: the politics of place branding', *Place Branding and Public Diplomacy*, Vol. 4 , 287-302

Roy, Denny (1994) 'Singapore, China and the 'soft' authoritarianism challenge', *Asian Survey*, Vol. 34 No 3

Week 10 The EU's soft power in Asia

The strengths and weaknesses of the EU's soft power as a regional organization are discussed, together with the challenges for cooperation amongst EU member states.

Zhao, Quansheng (2011) 'East Asia Views the EU: hard power, soft power and strategic thinking', in Gustaaf Geeraerts and Eva Gross (eds) *Perspectives for a European Security Strategy Towards Asia*, Brussels University Press

Nye, J (2004) 'Europe's soft power', *The Globalist*, <http://www.theglobalist.com/StoryId.aspx?StoryId=3886>,

Ruche, A, (2011), 'The EU's soft power: Does it work in Asia?', in Gustaaf Geeraerts & Eva Gross (eds), *Perspectives for a European Security Strategy towards Asia*, Brussels University Press

Reiterer, M (2006) 'Japan and the European Union: shared foreign policy interests', *Asia-Europe Journal*, Vol. 4 No. 3

Chan, K (2010) 'Images, visibility and the prospects of soft power of the EU in Asia: the case of China', *Asia-Europe Journal*, Vol. 8 No. 2

Week 11 The US as soft power superpower

The reasons why America is often regarded as a soft power superpower are addressed, from Hollywood to political values and symbolism as a 'city on a hill'.

Nye, Joseph (1990) 'Soft Power', *Foreign Policy*, Fall, 153-171

Nye, J (2004) 'Soft power and American foreign policy', *Political Science Quarterly*, Vol. 119 No. 2, Summer

Parmar, I and Michael Cox (eds) (2010) *Soft Power and US Foreign Policy: Theoretical, Historical and Contemporary Perspectives*, Routledge, esp Chapter 4 'The unbearable lightness of soft power'

Fraser, M (2005) *Weapons of Mass Distraction: Soft Power and American Empire*, St Martin's Press

Bouton, Marshall & Gregory Holyk, 'Asian perceptions of American soft power', in Sook Jong Lee & Jan Melissen (eds), *Public Diplomacy and Soft Power in East Asia*, Palgrave

Watanabe, Yasushi & McConnell, David (eds) (2008) *Soft Power Superpowers: Cultural and National Assets of Japan and the US*, NY: M.E. Sharpe

Week 12 The role of the military

Using examples of disaster relief and humanitarian assistance, this topic highlights how 'hard' power military tools can also be used to project soft power when used in the right context. Examples are drawn from the US Navy; Japan Maritime Self-Defence Force and the Chinese People's Liberation Army Navy.

Heng, YK, (2015) 'Smart Power and Japan's Self-Defence Forces', *Journal of Strategic Studies*, Vol. 38 No. 3, 2015, pp.282-308

Kennedy, P (2005) 'America's dual use military: for war and disaster relief', *New Perspectives Quarterly*, Vol. 22 No. 2, March 2005

Nye, Joseph (2011) 'The war on soft power', *Foreign Policy*, April 12 2011

Yoshihara, T (2010) 'China's soft naval power in the Indian Ocean', *Pacific Focus*, Vol. 25 No. 1, April 2010

Kyle Mizokami, 'Japan's soft power chance', *The Diplomat*, <http://the-diplomat.com/flashpoints-blog/2011/07/02/japans-soft-power-chance/>, 02 July 2011

Everitt, L, (2011), 'Chinese hospital ships and soft power', *Sephamore: Newsletter of the Sea Power Centre Australia*, Issue 3, April 2011

Feldbaum, H & Joshua Michaud (2010) 'Health Diplomacy and the enduring relevance of foreign policy interests', *PLoS Med*, Vol. 7 No. 4, <http://www.plosmedicine.org/article/info%3Adoi%2F10.1371%2Fjournal.pmed.1000226>,

Week 13 Conclusion and Wrapping Up

授業の方法 Teaching Methods	The instructor will first provide an overview and recap at each session, followed by a short 10mins break. This is followed by an interactive seminar format where student groups will participate and take responsibility for designing classroom activities. The instructor will give more guidance on designing classroom activities in the first session.
成績評価 方法 Method of Evaluation	Class Participation (20%); Student-designed Activities and Presentation (20%); One final essay based on readings (60%)
教科書 Required Textbook	Not specific
参考書 Reference Books	More detailed reading lists will be introduced during the first class.
履修上の 注意 Notes on Taking the Course	Basic background in International Relations useful but NOT required.