**Project on International Cooperation: Soft Power in East Asia**

Spring 2013

Instructor: Professor Geun Lee

Time: Monday 2: 30 pm – 5:30 pm

Office Hour: Tuesday 2:30 pm – 4:00 pm

Contact: [gnlee@snu.ac.kr](mailto:gnlee@snu.ac.kr) or 880-6993

**[Purpose of the course]**

This is an advanced practical course on soft power in East Asia. During the course, students will read basic theories relating to soft power, and dig out sources and the actual practices of soft power in East Asia. For practical purposes, students are to analyze the sources of soft power at diverse levels and apply theories and tactics of soft power to real world cases. Many of the reading materials are Korean possibly demanding basic knowledge of Chinese characters. Therefore, those who are not able to read Korean academic materials are not encouraged to take this course.

**[Requirements and Grading]**

The final evaluation will reflect the following: class presentation and participation (30%), a mid-term exam (30%), and a final term paper (40%). Each week, students are to submit critical review (2 page) of the assigned reading materials. Reviews that merely summarize reading materials will not be counted as critical reviews as required by the course.

If a student misses the class more than twice or is late for the class more than 4 times without (prior) due excuses, he or she will fail the class or get the lowest possible grade.

The final term paper should be a strategy paper to solve certain policy issues with soft power. General description of cultures and histories of particular countries will not be counted as a final term paper. The length of the paper should not exceed 10 pages (times new roman, 1.5 spaced, references and bibliography not counted), and the students are recommended to consult the professor before choosing their individual paper topics.

**Week 1. :General Introduction of the course**

이근, “국제정치를 보는 눈,” *세상을 보는 눈 1.6* (이슈투데이, 2002)

**Week 2: Seeing, Listening, and Feeling Soft Power**

**Week 3: What is Soft Power? (1)**

Joseph Nye, Bound to Lead: The Changing Nature of American Power (Basic

Books, 1990)

Joseph Nye, Soft Power: The Means to Succeed in World Politics (New York:

Public Affairs, 2004)

Joseph Nye, “Hard Power, Soft Power, and the War on Terrorism,” in David

Held and Mathias Koenig-Archibugi eds., *American Power in the 21st Century* (Polity, 2004).

Joseph Nye, “Transformational Leadership and the US Grand Strategy,”

Foreign Affairs, July/August, 2006

Joseph Nye, The Powers to Lead (Oxford University Press, 2008)

CSIS Commission *on Smart Power: A smarter, more secure America*, Co-chairs:

Richard Armitage and Joseph Nye (CSIS, 2007)

평화포럼 21, 매력국가 만들기 (21세기 평화재단, 2005)

**Week 4: An Alternative Interpretation of Soft Power (3): Weightless Power**

이근, “국제정치에 있어서 말, 상징의 연성권력이론: 이론화를 위한 시론,”

*국제지역연구*, 제 13권 1호, 2004년 봄호, pp. 1-18.

Geun Lee, A Theory of Soft Power and Korea’s Soft Power Strategy

**Week 5: Theoretical Understanding of Soft Power 1: Macro Theory of Boundary Loss**

William McNeill, *Keeping Together in Time: Dance and Drill in Human History*

(Harvard University Press, 1995)

Pierre Bourdieu, “Structures, Habitus, Power: Basis for a Theory of Symbolic

Power,” in Nicholas Dirks et al. eds., *Culture/Power/History* (Princeton

University Press, 1994)

김경현, 로마제국: 통합과 방위, 세계정치 제26집 1호, pp. 149-171

**Week 6: Theoretical Understanding of Soft Power 2: Macro Theory of Making Boundaries**

Movies & (Sports)

박지향 외 지음, *영웅 만들기: 신화와 역사의 갈림길* (Humanist, 2005)

Eric Hobsbawm and Terence Ranger ed., *The Invention of Tradition* (Cambridge

University Press, 1983)

Benedict Anderson, *Imagined Communities* (Verso 1983)

**Week 7: Practice of Macro-level Soft Power 3: Soft Power of Habit Making**

Jeremy Dean, Making Habits, Breaking Habits (Da Capo Press, 2013)

Charles Duhigg, The Power of Habit (Random House, 2012)

**Week 8: Mid-term Exam**

**Week 9: Theoretical Understanding of Soft Power 3: Micro Theory of Soft Power and International Politics**

Geun Lee, “A Constructive Understanding of Japan’s Adaptive Responses to

US Trade Demands: Power in Trade Dispute Resolution,” Journal of International and Area Studies, June 2000, pp.81-113.

이근, “국가관계에 있어서 관성의 구성주의적 이해: 미-일 반도체 무역분쟁 사례를

중심으로,” 국제정치논총, 제41집 3호, 2001, pp. 47-66.

Geun Lee, “Soft Power Synergy and Soft Power Dilemma: The Case of the 6

Party Talks”

**Week 10: Practice of Micro-level Soft Power**

David Harvey, *A Brief History of Neoliberalism* (Oxford, 2005);

이근, 환율정책과 국가권력: 아시아 금융위기, 국제통화력, 그리고 미국 행정부의

독자적 영역, 국제지역연구, 제9권 4호, 2000년

Margaret Keck and Kathryn Sikkink, *Activists Beyond Borders* (Cornell

University Press, 1998)

Michael Barnett and Martha Finnemore, “The Politics, Power, and Pathologies

of International Organizations,” *International Organization* Vol.53, No.4 (Autumn, 1999), 699-732.

IO, Special Issue on “Epistemic Community” Winter 1992 Vol. 46, No.1

**Week 11: The Rise of China and China’s Soft Power**

Young Nam Cho and Jong Ho Jeong, :China’s Soft Power: Discussions,

Resources, and Prospects,” *Asian Survey*, Vol. XLVIII, No. 3 (May/June 2008)

Wanfa Zhang, “Has Beijing Started to Bare Its Teeth? China’s Tapping of Soft

Power Revisited,” *Asian Perspective* 36 (2012), pp. 615-639

Shen Ding, “Is Human Rights the Achilles’ Heel of Chinese Soft Power? A New

Perspective on Its Appeal, *Asian Perspective* 36 (2012), pp. 641-665

Wei Liang, “China’s Soft Power in Africa: Is Economic Power Sufficient?” *Asian*

*Perspective* 36 (2012), pp. 667-692

Mingjiang Li ed., Soft Power: China’s Emerging Strategy in International

Politics (Lexington Books, 2009) (For further reading)

**Week 12: Group Presentations**

**Week 13: Group Presentations**

**Week 14: Group Presentations**

**Week 15: Group Presentations and Wrap Up**