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

Spring 2018

Instructor: Professor Geun Lee

Time: Thursday 9:30 am – 12:30 pm

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

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**[Purpose of the course]**

This is an advanced practical course on soft power. During the course, students will read basic theories relating to soft power, and dig out sources and the actual practices of soft power. For practical purposes, students are to analyze the sources of different categories of soft power and to suggest strategic reports to change or utilize the soft power resources to achieve certain economic or political goals. Some of the reading materials are Korean possibly demanding basic knowledge of Chinese characters. Therefore, those who are not able to read Korean academic materials may have some difficulties.

**[Requirements and Grading]**

The final evaluation will reflect the following: class presentation, participation, and a mid-term oral exam (60%) and one final term paper (40%). 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 can be either a strategy paper or a strategy presentation in any forms using soft power to achieve certain goals. General description of cultures and histories of particular countries or entities will not be counted as a final term paper. The length of the paper, if it is to be a 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**

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

**Week 3: Soft Power**

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, 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)

**Week 4: Weightless Power / Soft Attractive Power / Soft Coercive 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,” Korean Journal of Defense Analysis, 2009

**Week 5: Theoretical Understanding of Soft Power : Macro Theory**

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)

Michael Barnett and Raymond Duvall, “Power in International Politics,”

*International Organization*, Volume 59, Issue 1, January 2005, pp. 39-75

**Week 6: Theoretical Understanding of Soft Power 2: Macro Theory and Manipulating Symbols**

Films: Hero and others

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

University Press, 1983)

Benedict Anderson, *Imagined Communities* (Verso 1983)

**Week 7: 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.

Geun Lee, Clash of Soft Powers between China and Japan

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

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

**Week 8: Theoretical Understanding of Soft Power 4: Micro Theory of Soft Power and International Politics**

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

University Press, 1998), Chapter 1.

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

**Week 9: 5 Elements of Attractive Soft Power**

(1) Fear

-War Making Capability of an empire

-Weapons

-Strategies

-Symbols

-Cruelty

-Surveillance

-Charisma and Religion

-Architecture

(2) Care

-Aid

-Moral and Ethical Universal Values

-Public Good

-International Policing

-Rules and Procedures

-Symbols

-Architecture

(3) Lure

-Arts, Sports, and Culture

-Architecture

-Intellectual Dominance

-Symbolic Manipulation

-Heroes

-Excellence

(4) Better (or As Good)

(5) Fun, Creativity, and Rhythms

**Week 10: Oral Exam**

**Week 11: New Actors in International Relations**

Vanessa Schwartz, Spectacular Realities (University of California Press, 1997)

(구경꾼의 탄생으로 한국어 번역)

Walter Lafeber, Michael Jordan and The New Global Capitalism (마이클 조던,

나이키, 지구 자본주의, 한국어 번역)

이근, “Monitor 사회의 등장과 Plabor 또는 작업,” 프레시안, 2007년 11월 19일

**Week 12: Presentations**

**Week 13: Presentations**

**Week 14: Presentations**

**Week 15: Presentations**