

Project on International Cooperation: Political Economy of Soft Power (TO BE UPDATED FURTHER)

Spring 2024

Professor Geun Lee

Time: Thursday, 14:00~16:50

Venue: 140-1-202

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Teaching Assistant: Juna Hwang(snu_hwangjuna@snu.ac.kr)

[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 written in Korean. Those who are not able to read Korean academic materials may need assistance of fellow students. There will be an inclass midterm exam and a final oral exam based upon each student's strategy paper. Digital devices may be banned in the classroom if necessary.

[Requirements and Grading]

The final evaluation will reflect the following: class participation (25%), midterm exam (25%), and final oral exam (50%). 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 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 should not exceed 5 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 Power?

Steven Lukes, *Power: A Radical View* (Palgrave, 1974)

Michael Barnett and Raymond Duvall, “Power in International Politics,” *International Organization* (59, 2005) pp. 39-75.

David Baldwin, “Power and International Relations,” *Handbook of International Relations* (2013), pp. 273-297

Week 4: Soft Power / Smart Power/ Sharp Power

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

Joseph Nye, *How China’s Sharp Power Threatens Soft Power*, *Foreign Affairs* (January, 2018)

Week 5: Weightless Power / Soft Attractive Power / Soft Coercive Power

이근, “국제정치에 있어서 말, 상징의 연성권력이론: 이론화를 위한 시론,” *국제지역연구*, 제 13 권 1 호, 2004 년 봄호, pp. 1-18.

Geun Lee, “A Theory of Soft Power and Korea’s Soft Power Strategy,” *Korean Journal of Defense Analysis*, 2009

Geun Lee, "Soft Power after Nye: The Neoliberal International Order and Soft Power Learning," in Yasushi Watanabe ed., *Handbook of Cultural Security* (Edward Elgar, 2018)

Week 6: Theoretical Understanding of Soft Power: Macro Theory

William McNeill, *Keeping Together in Time: Dance and Drill in Human History* (Harvard University Press, 1995)

Steven Mithen, "Making Music Together," in *The Singing Neanderthals* (Harvard University Press, 2006)

Oliver Sacks, *Musicophilia* (Picador 2008), Chapters 4, 19

Week 7: Theoretical Understanding of Soft Power 2: Macro Theory and Manipulating Symbols

Film: Hero

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: Reflections on the Origin and Spread of Nationalism* (Verso 1983)

Week 8: Mid-term Exam

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

Film: Manufacturing Consent

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", *Asian Perspective* 34(2), 2010

이근, "국가관계에 있어서 관성의 구성주의적 이해: 미-일 반도체 무역분쟁 사례를 중심으로," *국제정치논총*, 제 41 집 3 호, 2001, pp. 47-66.

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

Chip Heath & Dan Heath, *Made to Stick: Why Some Ideas Survive and Others Die* (Random House, 2007)

Week 10: 5 Elements of Attractive Soft Power

Lecture and Discussion on

- (1) Fear
 - (2) Care
 - (3) Lure
 - (4) Better (or As Good)
- &
- (5) Fun, Creativity, and Rhythms

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," *프레스리안*, 2007년 11월 19일

Week 12: The Korean Wave and Korea's Soft Power

Geun Lee, "A Soft Power Approach to the Korean Wave," *The Review of Korean Studies*, Vol.12, No.2, 2009, pp. 123-137

Chung Min Lee and Kathryn Botto, *The Case for South Korean Soft Power* (Carnegie Endowment for International Peace, December 2020)

Sue Mi Terry, "The Korean Invasion: Can Cultural Exports Give South Korea a Geopolitical Boost?" *Foreign Affairs* (October, 2021)

Week 13: Public Diplomacy

Jan Melissen, "The New Public Diplomacy: Between Theory and Practice," *Studies in Diplomacy and International Relations* (Palgrave, 2005)

Daniel C. Mattingly and James Sundquist "When does public diplomacy work? Evidence from China's "wolf warrior" diplomats," published online by Cambridge University Press: 24 November 2022

Kadir Jun Ayhan, "An Exploration of Korean Discourses on Public Diplomacy," *Journal of Contemporary Eastern Asia* 19(1):31-42, August 2020

Lisa E. Davenport, *Jazz Diplomacy: Promoting America in the Cold War Era* (American Made Music Series) May 7, 2013

Jazz Diplomacy on Youtube

Week 14, 15, 16: Oral Exams