



Студенттер мен жас ғалымдардың
«ҒЫЛЫМ ЖӘНЕ БІЛІМ - 2018»
XIII Халықаралық ғылыми конференциясы

СБОРНИК МАТЕРИАЛОВ

XIII Международная научная конференция
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ - 2018»

The XIII International Scientific Conference
for Students and Young Scientists
«SCIENCE AND EDUCATION - 2018»



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THE SOFT POWER IN FOREIGN POLICY OF SPAIN

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End of the 20th century became crucial part of the world politics. Many theorists of international relations have proposed their approaches, dealing with both traditional issues of international relations and various aspects of the created situation and new challenges. In the theory of international relations, as early as the mid-1980s began process of rethinking the perception of “traditional force”. Representatives of the neo-liberal school in theoretical level introduced the idea of “soft power”, which soon began its development as an independent concept. It to some extent was a response to American theories, which since the 1950s were gaining popularity in the U.S.

The failure of the U.S. Armed Forces in Vietnam, the 1973 Oil Crisis, the serious financial and economic difficulties (inflation, decline in GDP, gold reserves, etc.) that the U.S. has faced, as well as many other factors, led to the fact that already in the end of 1980-s, according to opinion polls, almost half of Americans believed that the country was in decline. The first works on “soft power” denied the thesis of the decline of American power, arguing that under current conditions in world politics one can manage and achieve success with the help of “soft power”. At the same time, the concept of “soft power” was contrasted with the traditional realistic perception of force, which is regarded as “hard power”, and is identified with military and economic power. “Hard power” includes military interventions, coercive diplomacy, economic sanctions, and relies on material resources such as military forces and economic means.

The term “soft power” in scientific circles was introduced by the famous American political scientist, developer of a number of directions within the framework of neo-liberalism by Joseph Nye, who since 1990 headed the Harvard Institute of Public Administration. For the first time, Nye used the term “soft power” in the book “The Call for Leadership: The Changing Nature of American Power”(1990), in which he defined “soft power” as the ability to achieve what you wanted on the basis of voluntary participation, sympathy and attractiveness, and not through coercion or payment. In the autumn of 1990 Joseph Nye published an article entitled “Soft power” in the magazine “Foreign Policy” which clarified the content of this term and offered his approach to current trends in global development.

Nye divide the power of the state in two major components:

- “hard power”
- “soft power”

Under “hard power”, J. Nye implies the cumulative political, economic and financial strength, and the “soft power” is characterized by three main components: *culture, political ideology and foreign policy*.

“Soft power” is using coercion against of others to gain the desired results. However, this is not the same as impact or influence, “soft power” - more than just persuasion, or the ability to push

something with the help of arguments, although all these are important elements of this force. “Soft power” is also an ability to attract, and attraction often leads to mutual understanding. Simply put, in behavioral terms, “soft power” is an attractive force [1].

A “hard power” is the capacity for coercion, conditioned by the country’s military and economic might. Soft power arises when a country attracts its culture, political ideals and programs. Hard power does not lose its key importance in a world where states seek to protect their independence, and non-state groups, such as terrorist organizations, are ready to resort to violence. But soft power is becoming increasingly important for narrowing the circle of new supporters of terrorism, as well as for resolving issues requiring multilateral cooperation.

Soft power is characterized by three main components: first, a culture (defined as a set of values important to society, not reducible to mass culture – Hollywood products and fast food), secondly, political ideology, third, foreign policy (or diplomacy in the broad sense of the word) [2].

“Soft power” as a form of power is mobile, easily adapts to circumstances. And it is in this flexibility, the variability of its strength. The flexible power, in the understanding of J. Nye, is “the ability to get what you want to receive, through attraction, and not through repression or certain” overpayments. This power is based on the attractiveness of culture.

All the rising new approaches affect the states to act in different way, and Spain also not an exception. The qualitative changes in foreign policy course were also affected by the Kingdom of Spain. Foreign policy vector of Spain has changed. According to Russian scholars “the role of the Kingdom of Spain in global politics depends on extent of its government to diplomatic service and other national institutions contribute to the formation of foreign policy structures” [3]. For the Spain for a long time military force and diplomacy have been traditional instruments, but with growth of integration processes and globalization, emergence of information technologies, a new phenomenon in a form of “soft power” comes to the fore.

Spain does not base its public diplomacy on the North American model. Probably, due to geographical and cultural reasons, the Spanish model of public diplomacy is closer to the British and the French ones. Spain successfully balances and combines hard power and soft power both in its foreign policy activities. In the case of hard power – it is spread of Spanish multinational companies in the different parts of the world and participation in peace-keeping operations within the framework of international organizations.

And soft power is creation of a positive international image in world arena with its specific culture, language, education and tourism. In 1982 Spain organized the football World Cup and ten years later Barcelona hosted the 25th Summer Olympic Games. In the cultural field, Spain has been the venue for the International Exhibition twice; the first one in Seville 1992 and the second in Zaragoza 16 years later, in 2008. At the level of civil society, celebrities such as Antonio Banderas, artists such as Picasso or sportsmen such as Rafael Nadal have also helped to raise the prestige of Spain

This is the image of the state: the prestige of the former King Juan Carlos I, whose activities helped promote the national interests of Spain abroad; role of a reliable intermediary between cultural and regional blocs; influence in other regions, such as Latin America; Participation in all the ongoing processes in the world within the EU, where Spain plays an important role; the leading position in the creation of various political and public institutions; image of a multi-faceted and tolerant country with a vibrant and distinctive culture.

Language policy closely linked to the geopolitical status of the country and it affects the preservation or loss of the geopolitical status. Leading position of Spain ensures dominance of its influence in Spanish-speaking world, it can confront with English language in Latin America region.

There are several aspects of soft power of Spain that we consider in this article.

One of the most effective tools of implementation of soft power is language. The *popularization of the language* has positive effect on the country’s economy. Spain provides potential markets for the products of their culture-books, movies, music, cuisine etc. For today the main cultural market products is popular in Latin American Continent, which is easily explained by

the similarity in language and common cultural roots. It is different with other regions—for example, with Asia, it seems to us that the basis of the “soft power” of Spain is the cultural and linguistic component. Few countries can boast that the language spoken by their people is popular at the planetary level, and this popularity is growing every day. Spanish is the native language of more than 400 million people, given the population of Latin America. It is one of the few languages of international communication within the framework of the activities of organizations such as the United Nations, the European Union, the Organization of American States, etc. Using the Spanish language as its political resource, Madrid seeks to transform the country’s role in the global world.

The second aspect of soft power of the state is *–tourism*. Sunshine, great architecture, unrivalled cuisine make Spain the third most visited country in the world, with millions visitors each year. Demanded and powerful elements of Spain’s “soft power”, which is fully the merit of the state, which organizational and orientation impact on the process of tourism. The institute for propaganda and commercial promotion of national recreational resources abroad, and in 1962, the Analytical Center was opened – the Institute for Tourism Research

In addition, the popularization of the language has a beneficial effect on the economy of the country, as it provides Spain with potential markets for products of its culture - books, movies, music, etc. Today the main market for cultural products is the Latin American continent, which is easily explained by similarities in the language and general cultural roots.

In the US and Europe, Spanish *music* is becoming popular since 1980s. The role of artists from Latin America in this process is invaluable. We can say that thanks to such world-wide famous Latin American performers like Shakira, Chayane, Ricky Martin and other process of internationalization of the Spanish mu-language in the 90's. has acquired other dimensions, and the emergence of Spanish for example, Alejandro Saens, in the world music arena passed, as they say, without a hitch. Spanish artists like we believe, in order to achieve such popularity as the lati-but the American performers, it is necessary to refuse a certain degree from their primordial rhythms (rumba, salsa) and start using Caribbean motives.

The same can be said about the movie. In 2005, the light came out 142 *movies* of Spanish production, but at the same time there were no fewer produced in Latin America: 65 in Argentina, 47 in Brazil and 25 in Mexico. Mexican actors and filmmakers found themselves in Hollywood is much earlier than the Spaniards, in view of the geographical proximity of the of Mexico to the United States, which suggests that Has such popularity of Almodovar or Banderos been determined? Was Penelope Cruz would also be famous and loved, if there was not Salma Hayek? It is doubtful that they would have achieved such success if not enthusiasm and faithfulness of the Hispanic public, whose number in the US has especially increased in recent years. In addition, for American-Many Spanish actors and directors do not represent interest, they do not care whether they come from Spain or not. The only the Americans recognize that they belong to the Spanish world [4].

One of the important foundations of the “soft power” of Spain today is *Literature*: The Spanish Literature: gave the world talented people as Cervantes, Lope de Vega, Calderón and many others. Since that time, Spanish Literature: has taken a big step and helped become a language of international communication and receive a wide distribution in developed countries of that time - Germany, England, Italy and France.

Approximately the same period also marked the daylight of *Spanish art*. Artists as Pro-El Greco, Diego Velasquez, Pablo Picasso became a very important strategic factor. Culture offers foreign policy the opportunity to influence the other state from without resorting to economic pressure or military[5]

Promotion of Spanish culture around the world was engaged by various institutes and cultural centers. For example, the Prado Museum one of the most significant and famous museums of fine and sculptural works the world, periodically holds thematic exhibitions, as well as a show paintings from the museum at exhibitions in other countries.

The book industry is less visible, but here too there are great successes. In 2003, 110,000 books were published in Spanish, 45% of which was published in Latin America. This amounts to 49500 publications, most of which fell on Argentina (27%), Mexico (23%) and Colombia (18%). In

2005, it was planned to republish 400 million copies. There is no doubt that Spain continues to have huge weight in this sector, and that its multinational corporations control many publishing houses in Latin America. The works of H. Kortasar, M. Vargas Llosa, G. Garcia Marquez continue to attract more readers to Spanish Literature: [6].

If we consider *scientific field*, it should be noted that the Latino-American intellectuals are more famous than Spanish intellectuals. On the list of the world's 100 most influential intellectuals, we see that according to a survey of readers of *The Prospect/Foreign Policy*, M. Vargas Llosa (Peruvian in origin) in the 29th place, on the 85th - E. Krause (Mexican). In the list of candidates nominated by the newspapers, we see G. Garcia Marquez (Colombian) in 18th place [7].

Promoting idea of *democracy*, also, plays leading role in Spanish foreign policy. It is about a "lifestyle" based on fundamental humanistic principles and attempts to achieve the highest indicators of equality. It is this style of life - without poverty, corruption, illiteracy, discrimination on the basis of gender and environmental protection is trying to offer Spain today [8].

Over the past 20 years economic and political policy, regular work on movement of the image of Spain abroad on state level is conducted on 4 basis in the field of culture – Institute of Cervantes (Instituto Cervantes), The Agency for International Cooperation Spain (Agencia Española de Cooperación Internacional para el Desarrollo), Spanish cultural action (Acción Cultural Española); public diplomacy – The Carolina Foundation (Fundación Carolina); tourism – Turpasia (TURESPAÑA) and trade-The Institute of Foreign Trade of Spain (Instituto Español de Comercio Exterior

The situation is different with other regions, for example, with Asia, where there are all the prerequisites for cultural expansion from Spain, but, as we see, the Spanish government does not find ways to optimize this process. The basis of this policy was the *Instituto Cervantes*, which promotes and supports the spread of the Spanish language and culture throughout the Hispanic space. The Institute works in all geographical directions. Preservation and development of modern language standards is the prerogative of the Royal Academy of Spain. More than 130,000 students are taught Spanish each year in courses organized by Instituto Cervantes. There you can also learn Basque, Catalan, and Galician languages, pass specialized courses for teachers of the Spanish language [9, p.43].

On 13 December 2004, the Cervantes Institute formed its *Centro de Formación de Profesores* in its headquarters, located in Alcalá de Henares, where Cervantes was born. This institution was founded to encourage the teaching of Spanish as a foreign language and to provide useful resources to its members. Throughout the year, it organizes the specific activities and programs for the centre, with several different goals, which include teaching, providing the resources to the teachers to use in their education field, and developing specialized knowledge of the Spanish language for educational purposes. The Centre supports the future teachers of Spanish through its 'Master of Education in Spanish as a Foreign Language', in collaboration with the International University Menéndez Pelayo [10] The Cervantes Institute works under the patronage of the Board of Trustees, whose honorary chairman is His Majesty King Juan Carlos, and is headed by the Chairman of the Government of Spain which is mean that institute's activities are well-organized.

More than 6,500 cultural events are held annually in the network of the Institute's Centers: round tables, talks, meetings, colloquiums, music and dance concerts, theater performances, film screenings, exhibitions, lectures, master classes, seminars. The work of the Academy is aimed at the formation of the language and literary norms of the Spanish language, it publishes the "Dictionary of the Spanish Language" and other works. For the development of cultural ties and cooperation in the educational and scientific spheres between Spain and the members of the ISN, as well as with countries with which Spain has a special historical, cultural or geographic relationship, the Carolina Foundation is responsible [6].

A serious approach to creating a positive and attractive image of the country is evidenced by the fact that in 2012 the Spanish government initiated the project *Marca España* (Mark of Spain). The goal of the project is to increase the value of the "Spain" brand in the economic, social,

cultural, scientific and technological spheres abroad for further profit. y. Fashion companies (Zara and Adolfo Dominguez), football teams (Real Madrid and Atletico de Madrid) and financial institutions (Banco Santander or BBVA) are active members of this ambitious program resulting from public-private cooperation. Under this project also created the Royal Institute of Elcano (Real Instituto Elcano), the Association of Famous Spanish brands (Asociación de Marcas Renombradas Españolas), the Institute of External Relations her trade in Spain (Instituto Español de Comercio Exterior) and the Association of drivers of the media industry (Asociación de Directivos de Comunicación) [11].

The main initiative of the government H.L. Rodriguez Zapatero in direction of public diplomacy was the creation of the *Alliance of Civilizations*, a continuation of policy previous government of socialists in the field of Euro-Mediterranean facilities. But, unlike Barcelona process that based on only The Mediterranean region, the Alliance of Civilizations claimed the universal character. Alliance of Civilizations is on the framework of "soft power". Apart from cultural and religious aspects, special attention was paid to social and economic aspects, since poverty, social inequality and unemployment create conditions for the clash of civilizations. In addition, Spain has an entire network civil institutions operating in the paradigm of the dialogue of civilizations, as established within the framework of the Barcelona process, and those that existed before.

Summarizing, we emphasize once again that the worsening situation on the international scene and the problems that the world community faces in recent decades: terrorism, environmental pollution, the fight against poverty, crime and violence demand from newer states such as Spain new methods of conducting foreign policy. This implies the rejection of traditional forms of foreign policy and the transition to new ones, for example, the use of "soft power".

Official Madrid recognizes that the main asset of Spain's foreign policy is the use of "soft power" and its cultural and linguistic component. The use of this tool allowed Spain to enter the position of a leader in relations with the countries of the Latin American region. Presentation of the language, cultural heritage and modern achievements of the country creates new ways of promoting Spain.

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