

Soft Power

Political Science

Getting outcomes through attraction rather than coercion.

Hard power

- Military and economic coercion
- Sanctions, force, inducements
- Effects are fast and measurable
- Resented, and costly to sustain
- Directly controlled by the state

Soft power

- Attraction of culture and values
- Perceived legitimacy of policy
- Slow to build, easily damaged
- Cheaper to maintain
- Largely outside state control

THE DIFFERENCE THAT MATTERS

Soft power is undermined by conduct that contradicts stated values. It cannot be manufactured by messaging alone.

Educational reference. Much of a country's soft power comes from its civil society, not its government.