



NATIONAL BRANDS AS A TOOL OF EUROPEAN COUNTRIES' SOFT POWER

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ABSTRACT: - This article deals with "National brands as a tool of European countries' soft power". Above we will discuss about it.

KEYWORDS: Brands, economy, finance, country, beyond, during.

INTRODUCTION

Soft power and competitive country brand of countries are one of the important components of public diplomacy. Countries with effective country brand can also carry out effective public diplomacy activities. The concept of soft power was first used in 1990 by the American Political Scientist Joseph Nye. In his article, Nye focuses on how America will rebuild the hegemonic power of the unipolar world after the Cold War. The debate has been shaped around the question of 'how power has changed in international relations' (Nye, 1990: 152). According to Nye, the American strength on the world is less than the Second World War, 1970s and 1980s, despite the Soviet threat being lifted from the world (Nye, 1990). In this context, the United States needs a new form of politic and powers in

international politics to restore global hegemony. For Nye, this is soft power. Soft power is a new and different face of power and it is more effective and useful than hard power (Windsor, 2000: 51). The impact of hard power, based on military and economic power, has not completely disappeared. Smart power has emerged in the age of information and communication, a new kind of power that combines soft and hard power. Countries have to constantly renew themselves in the global competition. Countries have developed tools and strategies that will make themselves superior to in global competition. The most important of these tools are the country's soft powers and the country's brand. Positive images of the countries provide investment, tourism and security to the countries. In this context, the country brand has become an

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important tool of soft power. The brand values and soft powers of the countries directly affect each other. Countries with high brand value also have effective soft power at the same time. 2. Soft Power Better understanding of soft power is necessary to know what the concept of power as a political tool is and what constitutes it. Then we can ask, what is power? According to Nye; "Everyone depends on power and talk about it, but few understand it. Just as farmers and meteorologists try to forecast the weather, political leaders and analysts try to describe and predict changes in power relationships. Power is also like love, easier to experience than to define or measure, but no less real for that" (Nye, 2004: 1). In general power means having the capabilities to affect the behavior of others to make those things happen. So more specifically, power is the ability to influence the behaviors of others to get the outcomes one wants (Nye, 2004: 2). But there are several ways to affect the behaviors of others. You can coerce them with threats; you can induce them with payments; or you can attract and co-opt them into wanting what you want (Nye, 2004: 2). Soft power uses second choice. The ability to affect what other countries want depends to be associated with intangible power sources such as culture, ideology and institutions (Nye, 1990: 167). Hard power and soft power that interact, reinforce and sometimes overlaps (Pallever, 2011: 99). There are different understandings about soft power, and particularly, about the relationship between soft and hard power: Soft power is an integral part of hard power, soft power is the "soft" or tactical part of power, soft power is an extension of hard power, soft power is linked with hard power, and can only work with the support of hard power, soft power is independent of hard power. The soft power of a country rests primarily on three sources: Its culture (in places where it is attractive to others), its political values (when it lives up to

them at home and abroad), and its foreign policies (when they are seen as legitimate and having moral authority.) (Nye, 2004: 12). Culture contains the whole of the values and practices produced by a society. When a country's culture includes universal values and its policies promote values and interests that others share, it increases the probability of obtaining its desired outcomes because of the relationships of attraction and duty that it creates. Narrow values and parochial cultures are less likely to produce soft power. The soft power of the United States benefits from the capacity of the United States to produce universal cultural values. According to Nye, American soft power is more than military and economic power (Nye, 2004: 12; Brazanszki, 2005). Some analysts make the mistake of treating soft power simply as popular culture: in other words, they confuse the cultural resources with the behavior of attraction. For instance, historian Niall Ferguson describes soft power as "non-traditional forces, such as cultural and commercial goods" and then dismisses it on the grounds that "it's, well, soft" (Pallever, 2011: 95). Other sources of soft power is political values. Sometimes countries enjoy political clout that is greater than their military and economic weight would suggest because they "define their national interest to include attractive causes such as economic aid or peacemaking". For example, in the past two decades Norway-a "marginal" country at the international level-has taken a hand in peace talks in the Philippines, the Balkan, Colombia, Guatemala, Sri Lanka and the Middle East (Pallaver, 2011: 92). The soft power of the countries has been influenced by the foreign policy of the country. For example, the soft power of the United States in the Middle East and the Islamic world has diminished after the invasion of Afghanistan and Iraq. Likewise, it is possible to say that Russia's policy on Georgia and Ukraine has similar consequences. Cultural events,

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exchange programs, broadcasting, or teaching a country's language and promoting the study of a country's culture and society are often seen as tool of soft power. However, these activities do not produce soft power directly. What they can do is promote understanding, nature positive images, and propagate myths in favor of the source country (Vuving, 2009: 13). The soft power tools of the countries have been significantly influenced by the globalization and the information revolution. Globalization is fueled by the information revelation, which has led to an incredible reduction in the cost of computing and communications. Between 1970 and 2000, the cost of computing dropped by a thousand fold. (Nye, 2004). Volunteering and intercultural exchanges also appear to be another kind of soft power that is increasingly used in today's global politics (Wagner, 2014). The export of higher education and education is also an important soft power tool. We can see that America uses higher education as an effective soft power element. The cold war was fought with a combination of hard and soft power. Academic and cultural exchanges between the United States and the Soviet Union, starting in the 1950s, played a significant role in enhancing American soft power. From 1958 to 1988, 50.000 Russians visited the United States as part of formal exchange programs (Nye, 2006: 14). These students have influenced the political system and social life of the Russians. The output of higher education is long-term and influential. According to Nye, "globalization, the information revolution and democratization are long term trends that are changing the macro context of political and organizational leadership in post-industrial societies. Today successful leaders are using a more integrative and participatory style that places greater emphasis on the soft power of attraction rather than the hard power of command. What was once became more effective for

male and female leaders alike. The most important skill for leaders will be contextual intelligence, a broad political skill that allows them successfully to combine hard and soft power into smart power and to choose the right mix of an inspirational and transactional style" (Nye,2006: 21). The difficulty in defining the nature of the power has made it unclear about the sources of power. The soft power implies that agenda-setting, value creation and attractiveness do not apply to all events. In this context, the soft and hard power is like two different faces of a coin (Cooper, 2004: 15). For example Military success, which is a typical hard power indicator, can be seen as an attractive element for some people and a pressure element for others. Moral values, a sign of soft power in a similar way, can be seen as persuasion as well as pressure for some people is also an important soft power tool. We can see that America uses higher education as an effective soft power element. The cold war was fought with a combination of hard and soft power. Academic and cultural exchanges between the United States and the Soviet Union, starting in the 1950s, played a significant role in enhancing American soft power. From 1958 to 1988, 50.000 Russians visited the United States as part of formal exchange programs (Nye, 2006: 14). These students have influenced the political system and social life of the Russians. The output of higher education is long-term and influential. According to Nye, "globalization, the information revolution and democratization are long term trends that are changing the macro context of political and organizational leadership in post-industrial societies. Today successful leaders are using a more integrative and participatory style that places greater emphasis on the soft power of attraction rather than the hard power of command. What was once became more effective for male and female leaders alike. The most important skill for leaders will be contextual

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