

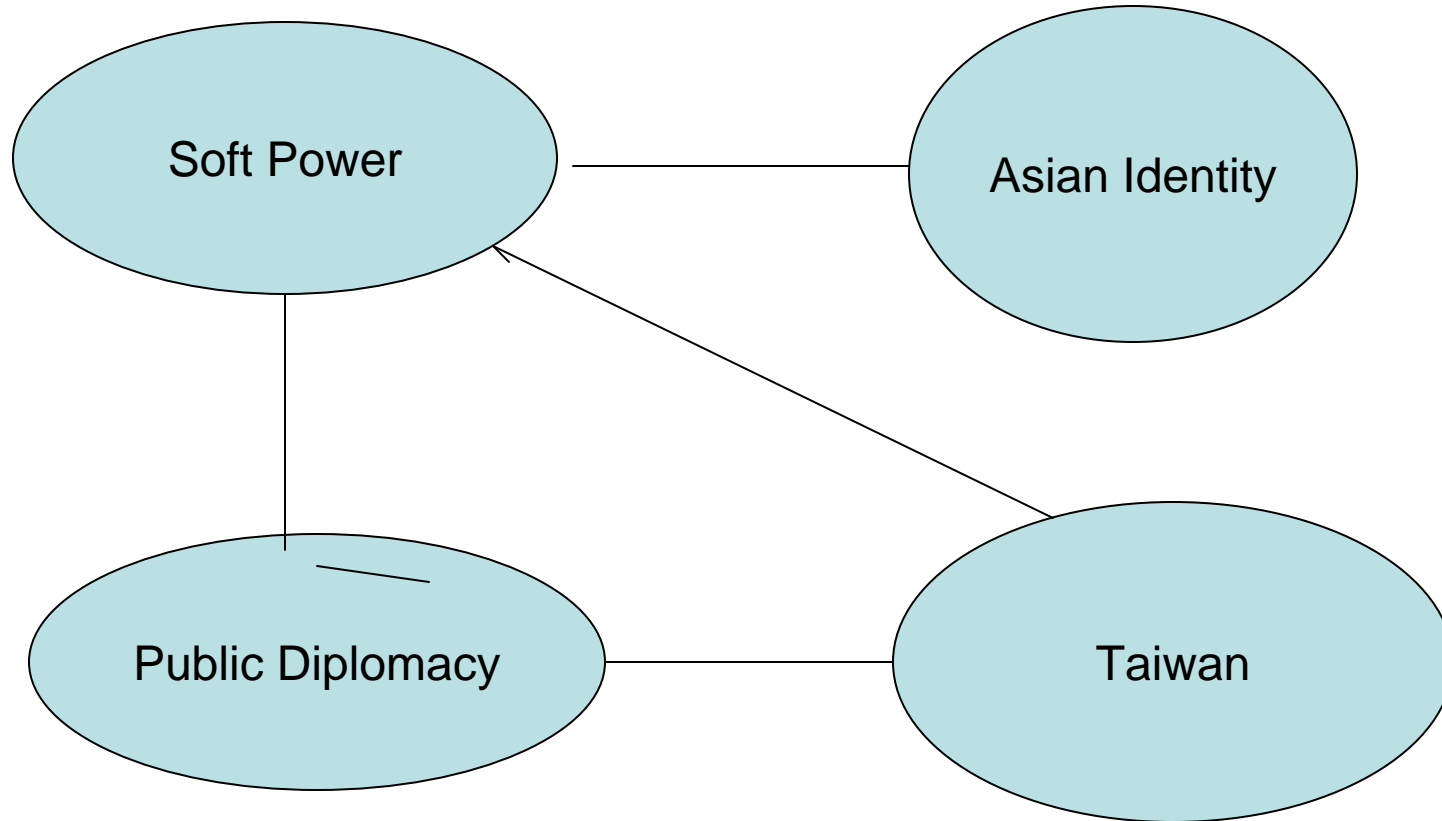
Soft Power & Asian Identity: A Taiwanese Perspective

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Structure of Presentation



Structure of Presentation

- Conceptual Reflection of Soft Power
- Soft Power and Taiwan's Public Diplomacy
- Soft Power and Asian Identity
- Taiwan's Contributions

Concepts of Soft Power (1)

- Origin: Joseph Nye
 - a strategist view of sustaining US hegemon in complex interdependence
 - the pursuit of becoming a soft power as an end
 - sources of soft power: culture, political ideas and foreign policy
 - means: persuasion and attraction, seeking followers, not patrons

Concepts of Soft Power (2)

- Trends
 - sources of soft power controlled by non-state actors:
 - undirected flows
 - Soft > Power (more liberal thoughts)
 - people-centered regional community > state-led regional regime
 - soft power as a mean to pursue national interests
 - Power > Soft (realist trend))
 - cooperation btw non-state actors and state governments

Taiwan's Perspective

- viewing soft power strategically and instrumentally
- an alternative to cope with the inferiority of Taiwan's hard power
- gaining more friends > killing one enemy
- exercising all three dimensions of soft power in advancing national interests
- Public Diplomacy: national level, beyond official propaganda

Taiwan's Public Diplomacy (1)

- Objective: promote national interests by gaining supports of international public
- Scope: people-to-people dialogue (engagement) to enhance mutual understanding, informing and influencing
- Approach: shaping public opinions, creating positive image, bottom-up policy formation

Taiwan's Public Diplomacy (2)

- Cultural Dimension
 - cooperation with non-state actors, performing art groups
 - sponsoring activities to deliver official messages
- Political Ideas
 - supporting activities of promoting democracy, TFD
 - coalition of democracies, Democratic Pacific Union
- Foreign Policy
 - foreign aid, attracting followers of Taiwan's economic experiences

Soft Power & Asian Identity

- externalities of exercising soft power
- facilitating societal integration? undirected processes of social and economic interaction?
- increasing regional awareness?
connecting through ideas? multi-cultural democracy?
- state-led cooperation? converging national interests of soft power policy?

Taiwan's Role

- soft > power approach
 - facilitating societal integration
- regional community > regional regime
 - influencing public opinions
- positive image > political message
 - making friends