



SOFT POWER THROUGH MUSIC

CONTENT

1. What is soft power?
2. Music as soft power: examples
3. Debate

1. SOFT POWER



“SOFT POWER IS THE ABILITY TO ATTRACT AND CO-OPT, RATHER THAN COERCE (HARD POWER). SOFT POWER IS THE ABILITY TO SHAPE THE PREFERENCES OF OTHERS THROUGH APPEAL AND ATTRACTION.”

JOSEPH S. NYE JR., SOFT POWER: THE MEANS TO SUCCESS IN WORLD POLITICS

HARD POWER

Hard power is the exercise of influence through coercion, relying on tactics like **military force**, **payments**, and **economic sanctions**.



VS

SOFT POWER

Soft power use attraction and persuasion to change minds and influence behaviour. Its sources include **culture**, **political values**, and **positive global engagement**.



DEFINITION

- Coined first in 1990 (end Cold War)
- Which direction should the US go?

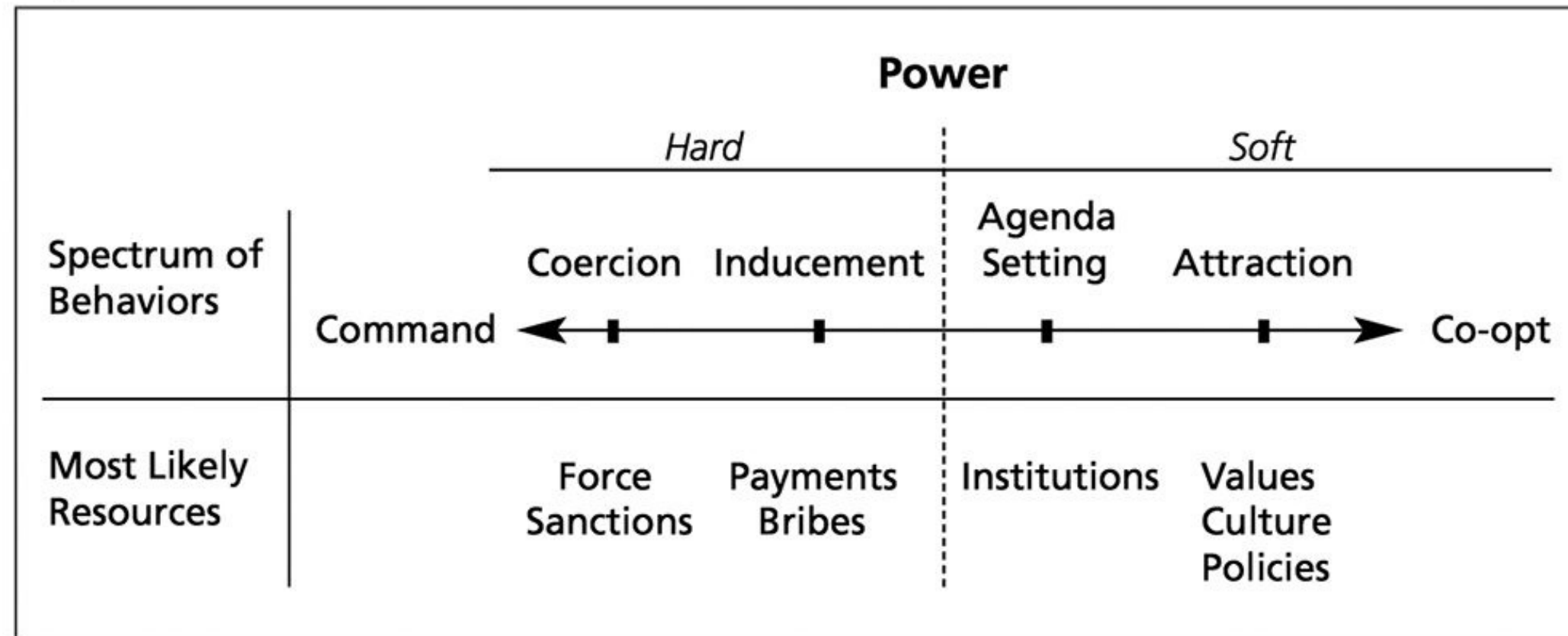
- Hard versus soft power
 - Coercion vs cooption
 - Influence vs attraction

- Sources of soft power:
 - Culture
 - political values
 - foreign policy



REMARK

– Continuum hard \longleftrightarrow soft power



– Hard + soft power = **smart power**

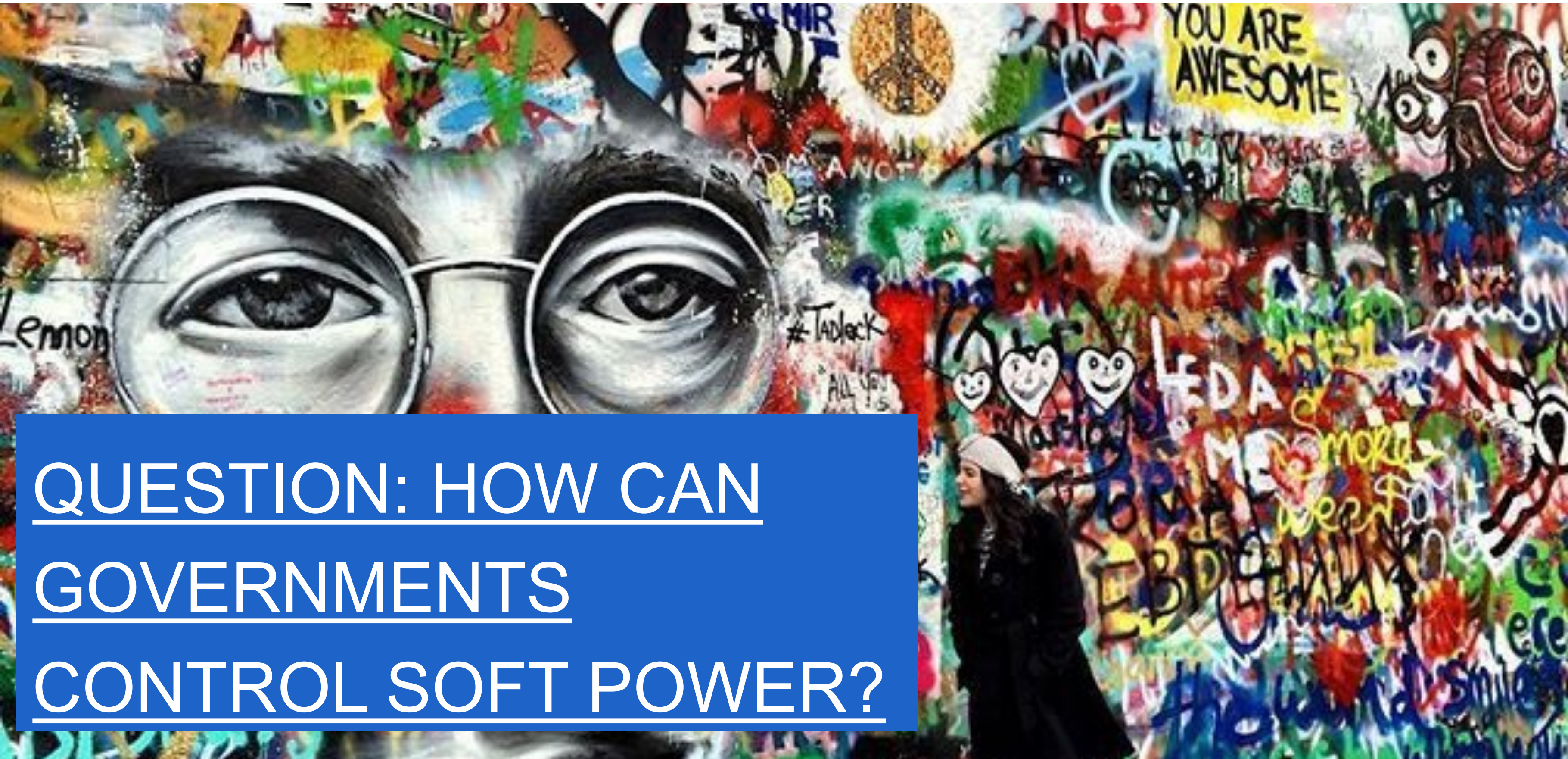
REMARK

– Context is everything!

Angelo Codevilla: different people are attracted or rejected by different aspects of culture. (*Political warfare: a set of means for achieving political ends*)

– the importance of a consistent domestic policy

– Government nation A -> population nation B



QUESTION: HOW CAN
GOVERNMENTS
CONTROL SOFT POWER?

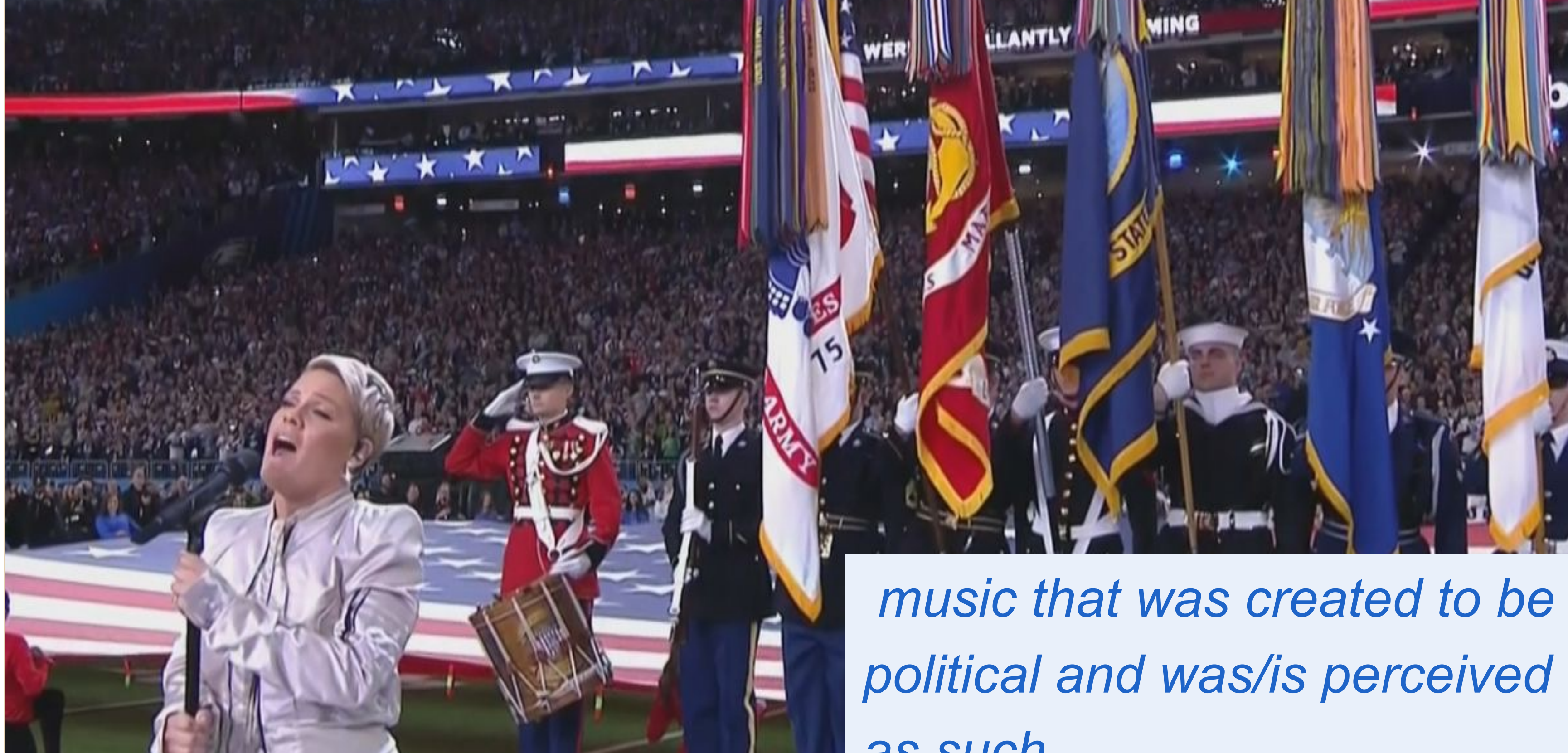
CRITIQUE

- Terminology?
 - Too vague?
 - What's the difference with public diplomacy, cultural diplomacy...?
 - Resource versus behaviour
- How to measure?
 - Soft power 30
- American perspective:
 - *“[Nye]... fails to perceive the substantial differences in national conditions.”* Zhang, *Research outline for China's cultural soft power.*, 14.
- Soft power remains power

2. SOFT POWER THROUGH MUSIC AT WORK: EXAMPLES

DIFFERENT TYPES OF 'POLITICAL' MUSIC

- *Music that was created to be political and was/is perceived as such*
- *Music that wasn't intended to be political, yet it became political due to the way it was/is used/performed*
- *Music that was created to be political but is no longer perceived as such*



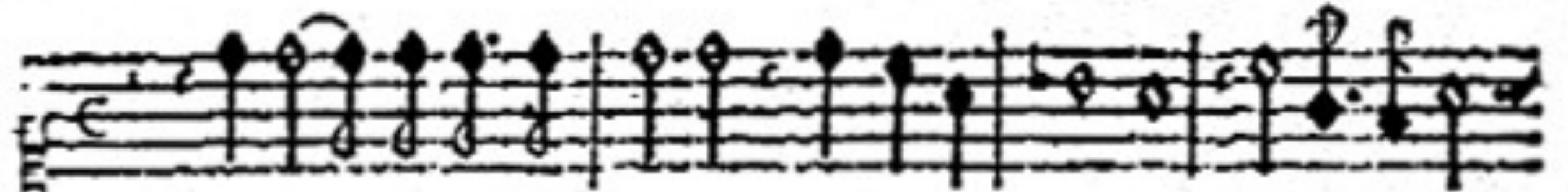
music that was created to be political and was/is perceived as such

(bv. Star Spangled Banner)



*MUSIC THAT WASN'T INTENDED TO BE
POLITICAL, YET IT BECAME POLITICAL DUE TO
THE WAY IT WAS/IS USED/PERFORMED.*
(ABBA, ED SHEERAN...)

LA MUSICA.



Al mio permesso a mato a voine vegno Incliti Eroi



fangue gentil de Regi Di cui narra la famma ec celsi pregi Ne giuge al ver perch'è trop-



MUSIC THAT WAS CREATED TO BE POLITICAL BUT IS NO LONGER PERCEIVED AS SUCH
MONTEVERDI: L'ORFEO)

INTERESTING CASE : M.I.A. – PAPER PLANES



1. ICELAND MUSIC: UTON



This is what we do

Iceland Music is the music export office of Iceland. We facilitate the growth and development of the Icelandic music sector through building relationships between musicians and the various services that support their careers, such as festivals, PR and labels, and transnational promotion. Iceland Music also administers a number of export grants to Icelandic musicians which help them perform internationally.

[Learn More](#)

2. K-POP



K-pop

- 2005: \$1 investment
- 'free' market
- domestic popularity
- communication
- own characteristic
- Modern technology
- broader strategy (Hallyu)



C-pop

- strict government supervision
- C-pop for export vs domestic pop
- Copy-paste
- censorship (both on import and on export)

3. EUROPEAN UNION

- Creative Europe en Music Moves Europe
- Cultural diversity vs individual interests of member states
- Framework for the European Commission's initiatives and actions in support of the European music sector.
- Funding, policy, legal environment, dialogue
- Extra funding for music



4. JAZZ DIPLOMACY / HIPHOP DIPLOMACY



WHY IS MUSIC AN INTERESTING SOURCE OF SOFT POWER?

- Universal form of cultural expression
- Accessible and recognizable
- Rather cheap and easy to distribute
- Limited language barrier
- mediagenic (image + sound + limited timeframe)
- Potential to ‘communicate’ a message through lyrics or symbols
- Interest of the target group: the **‘pull’-side**



DISCUSSION: WHAT IS YOUR POSITION
AS MAKER?
HOW DO YOU KEEP OWNING YOUR
'MESSAGE'?



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