

“When you can get others to admire your ideals and to want what you want, you do not have to spend as much on sticks and carrots to move them in your direction. Attraction is always more effective than coercion, and many values like democracy, human rights, and individual opportunities are deeply attractive.”

— Joseph S. Nye Jr., Soft Power: The Means To Success In World Politics

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STELLA MARIS COLLEGE
(AUTONOMOUS), CHENNAI - INDIA

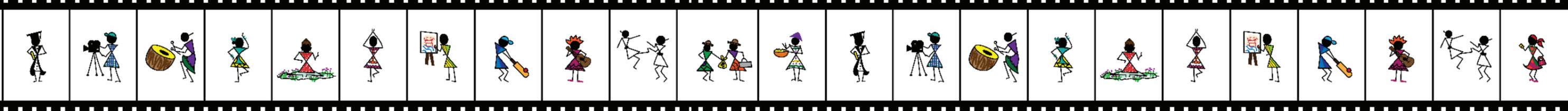
क्रिया 2018

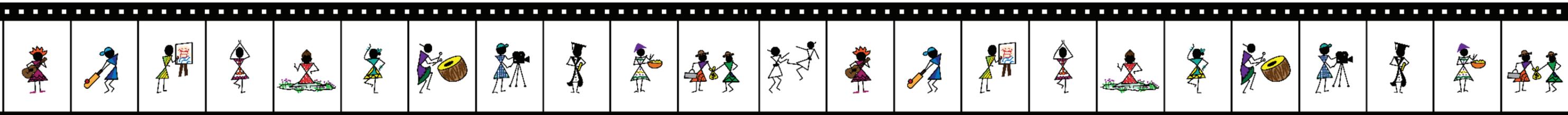
ORGANISED BY
THE DEPARTMENT OF INTERNATIONAL STUDIES

A STUDENT SEMINAR
February 21, 2018



SOFT POWER
In the Contemporary World Order





THE COLLEGE

Stella Maris College is a Catholic minority institution of higher education for women, founded on August 15, 1947. It is affiliated to the University of Madras. Stella Maris became autonomous in 1987 and it has 19 undergraduate, 12 postgraduate, M.Phil and Ph.D programmes.

THE DEPARTMENT

The Department of International Studies was established in 2002, as a pioneering step in this branch of study and it is the only department under the University of Madras offering a Masters Degree programme in this discipline. It is the first of its kind to educate young women in the field of international affairs and equip them with the knowledge and skills to excel in their field.

क्रिया 2018

Kriya meaning 'action' is an annual event of the Department which seeks to enhance and build the overall capacity of the students. The theme for Kriya 2018 is '**SOFT POWER IN THE CONTEMPORARY WORLD ORDER**'.

INTRODUCTION TO SOFT POWER

Soft power is a term introduced by the American political scientist Joseph Nye in 1990 and it is the ability of a country to persuade others to do what it wants without resorting to force or coercion. It is a persuasive approach to International relations involving cultural and other forms of non-political or military influence.

As soft power becomes increasingly the core of 21st century diplomacy, it is important to reflect on how nations are individually and collectively using soft power to influence and persuade others to support their national and international agenda. In the international arena soft power is rooted largely in a country's values expressed through its culture in handling its relations with other states.

OBJECTIVES:

- To study the emergence of soft power as a new norm in IR
- To compare and contrast the use of hard power vs soft power
- To identify the various dimensions of soft power such as economic, literary, cultural, performing and visual art, folklore, spirituality and to ascertain their role in foreign policy making.
- To analyse how countries have effectively used soft power strategies to persuade fellow States to align with their strategic or political vision and goals.
- To assess the success of soft power in engaging states in a diplomatic dialogue without the use of conventional hard power.
- To study the effectiveness of soft power as a confidence building measure especially to foster civilian to civilian contacts.

PAPER PRESENTATION AND PARTICIPATION

Students from any academic background are encouraged to participate in this seminar. Those students interested in presenting papers in the seminar must email the abstract to kriya18stella@gmail.com by February 14, 2018.

The abstract of the presentation should not exceed 300 words and must be sent as an MS word document - Times New Roman font, 12 pt and 1.5 line spacing. The abstract should contain the title of the paper, the author's name, email address, College / Institution name and mobile number. Participants whose papers are selected will be notified by February 16, 2018.

Students interested in attending the seminar as participants can register by e-mailing their name, college, department number and phone number to kriya18reg@gmail.com by February 17, 2018.

Participants will present papers on the generic topic "**SOFT POWER**" under the framework of any one of the following specific thematic sessions:

SESSION 1: SOFT POWER & POLICY MAKING IN THE CONTEMPORARY WORLD ORDER:

Contemporary debates in politics and International Relations highlight the deployment of soft power at the forefront of policy considerations. This has opened up several debates on the use of soft power instead of hard power in the contemporary world order.

SESSION 2: ECONOMIC SOFT POWER:

Nation States across the world have begun to shelve disputes because of the growing economic interdependence in a globalised international system. The promise of mutual gains and prosperity make up the fundamentals of economic soft power and will be essential in the formulation of economic and strategic goals of a State or region. It is therefore relevant to explore the potential of the soft power identity of a State predicated on economic policies and interdependency.

SESSION 3: SOFT POWER- CULTURE, ART & MEDIA:

The world in recent times has been working to use the potential soft power assets that are present in the appreciation and popularisation of their ancient culture, symbolism, performing and visual art and martial art form and traditional healing practices. The media and cinema have emerged as a powerful medium of artistic expression and States often use them to project their soft power.

SESSION 4: INDIA'S SOFT POWER & NATION BRANDING:

In recent years India has been projecting its soft power successfully with its emphasis on culture, spirituality, diverse art forms and cinema which have been responsible for asserting the soft power capabilities of India not just in the region but globally as well. Policies such as "Make in India" and other official political and diplomatic efforts to project India as a brand have also been complementary in enhancing India's soft power image.

