

THE JAPANESE PHENOMENON IN THE USE OF SOFT POWER

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The problem of “soft power” in international relations and its role in Japanese foreign policy is an interesting problem for research, given its insufficient scientific study. Due to the prevailing general attitude to the problem of “soft power” in world politics, where the phenomenon under study is considered only an auxiliary method of foreign policy and not a full-fledged tool to achieve their goals in the international arena. The need to study the use of “soft power” is caused by the ongoing shifts in international relations and world politics, which appeared as a result of the development of globalization processes, information and technological spheres. With the emergence of new actors and the rapidly changing rules of the game in the international arena, it is important for countries to quickly adapt to these rules and make full use of new tools. Thus, the aim of the study is to study the features of the concept of “soft power”.

Japan’s soft power policy is a very successful example of the full implementation of this diplomatic tool. In Japan, the use of soft power tools is in line with borrowing proven foreign experience, supplemented by national specifics and ultimately oriented towards the interests of national business. Innovation, culture, language and much more - all these are things that affect the political and diplomatic situation in relations between Japan and other countries. Japan is attractive not only because of its model economic development, but also thanks to its status as a leader in the field innovation e.g.. Innovation is one of the foundations of its economic model development. Both Japan and the countries of the region have repeatedly stressed that Japanese technology and natural resources of Central Asia complement each other.

It can be concluded that in its cultural diplomacy, Japan makes the most of its own cultural potential. Attracting the achievements of traditional and modern culture allows not only to build a complex, diverse image of the country, but also to attract a wider audience, since everyone, regardless of age and social status, can find something for themselves in Japanese culture. Japan actively organizes educational and academic exchanges, which allows solving several problems at once. By attracting students, researchers and professionals from all over the world, the first-class image of Japan’s science and technology industry is maintained. Secondly, it

allows you to open up more to the world and open up the world for the Japanese themselves - mutual understanding between representatives of different cultures increases. The growth of global student traffic pushes Japan to become more involved in world processes, stimulates the study of foreign languages, especially English. This is fundamentally important, as Japan still has a low level of English proficiency, even when compared to other Asian countries.

In conclusion, the implementation of soft power in the diplomatic life is a multilateral and interesting process, from which you can emphasize a lot of interesting things for your own state. In fact, the only goal of soft power is the achievement of the desired economic and political results. It also has a very good effect on citizens of other countries who feel this policy on themselves. It is these ways of conducting diplomatic life that have more in the long term than whipping and propaganda of political tastes.

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