

Federal state Autonomous educational institution of higher professional education
"Russian University of friendship of peoples"
RUDN - UNIVERSITY
Faculty of Humanities and social Sciences

Syllabus

«Soft power» as a mechanism of integration policy

Recommended for direction of training/specialty
41.06.01 "Political science and area studies"

Educational program

«Political Science: Russian and Comparative Studies / Политическая наука:
Российские и сравнительные исследования».

graduate school

1. COURSE DESCRIPTION

Soft power plays every day growing role in the world politics. Soft power is a concept of modern political theory within the neoliberal approach to describe the ability to attract and co-opt rather than by coercion (hard power), using force or giving money as a means of persuasion. Soft power is the ability to shape the preferences of others through appeal and attraction. A defining feature of soft power is that it is noncoercive; the currency of soft power is culture, political values, and foreign policies. Recently, the term has also been used in changing and influencing social and public opinion through relatively less transparent channels and lobbying through powerful political and non-political organizations.

2. The place of discipline in the structure of the graduate programme:

1. Learning Outcomes

After taking the course of Soft power as a mechanism of integration policy PhD students should

know:

- main approaches to soft power and its implementation,
- different institutions, instruments and dimensions of Soft power,
- main approaches to integration theory

be able to:

- analyze the modern integration/ disintegration process,
- identify main problems in world political process
- distinguish Hard and Soft power instruments

3. Scope of Use

The present syllabus establishes minimum requirements of PhD students' knowledge and skills and determines the content and methodologies of the course. The present syllabus is designed for the lectures teaching this course, their teaching assistants, and students of the post graduate's degree full-time program 41.06.01. "Political Science: Russian and Comparative Studies"

This syllabus meets the requirements of:

- Standards of RUDN University;

- Post graduate' program Political Science and Regional Studies;
- University curriculum of the post graduate' program 41.06.01. "Political Science: Russian and Comparative Studies"

Course Goals

The course aims at teaching students to be able to:

- develop studies based on neoliberal approach,
- participate in development of Soft power policies and practices for the institutional bodies,
- use the integration methodology for describing modern political process.

Course prerequisites

The course is based on the knowledge and competences provided by the following disciplines:

- Political Science
- Theory and history of IR
- Theory of power

This course is additional to the education of PhD students in Political Science, its learning outcomes are crucial for the students' further education, in particular, for the course of EU and Russia relationship.

4. The volume of disciplines and types of academic work

The total complexity of discipline is ____2____ credits

The volume of disciplines and types of academic work

Name	Hours	Semester			
		1	2	3	4
		1	2	3	4
<i>Lectons</i>	14		14		
<i>Seminars</i>	14		14		
Individual work (total)	44		44		
The total complexity (hours)					
	72		72		

5. Course Outline

This syllabus is the plan for the course however it is subject to modification at any time throughout the semester in respond to student's progress. Such changes will be announced during classes.

6. Distribution of hours

№	Topic	Hours	Contact hours	Self study	Total
1	Neoliberal approach in IR	2	4	8	14
2	Soft Power concept	3	2	8	13
3	Soft Power tools	3	2	8	13
4	Emerging Powers' Soft Power Strategies	2	2	8	12
5	Integration and Regionalisms	2	2	6	10
6	Cases: EU, EaP, ENP, EAEU, B&R	2	2	6	10
	Total	14	14	44	72 hours 2 ECTS

7. Teaching and learning materials

All materials are available via RUDN University Electronic Library resources or in the Internet. For the convenience of the students if it is possible materials are presented both in English and in Russian. The Power point presentation is also available in RUDN University's MOOC system.

1. Soft Power: The Means to Success in World Politics *Nye Joseph S., Jr.*
<https://www.foreignaffairs.com/reviews/capsule-review/2004-05-01/soft-power-means-success-world-politics>
2. Soft Power Survey <https://monocle.com/film/affairs/soft-power-survey-2016-17/>
3. The Soft Power 30. The Ranking of Global Soft Power
http://softpower30.portland-communications.com/pdfs/the_soft_power_30.pdf
4. The Americanization of Modern Culture: A Cultural History of the Popular Media
http://www.jfki.fu-berlin.de/en/v/publications_fluck/2000/Romance_with_America/Fluck_Winfried_-_The_Americanization_of_Modern_Culture.pdf
5. Think again: Soft Power <http://foreignpolicy.com/2006/02/23/think-again-soft-power/>
6. Lebedeva M., Kharkevich M. Soft Power as Integration Resource in Russia's Foreign Policy
<http://www.vestnik.mgimo.ru/en/razdely/international-relations/soft-power-integration-resource-russias-foreign-policy>
7. Hard Power, Soft Power and a Future of Transatlantic Relations
<https://books.google.ru/books?id=Q-EFDAAAQBAJ&pg=PT37&lpg=PT37&dq=soft+power+integration&source=b>

[l&ots=HDSBKitail&sig=Y03ObzU6uCgz_fEYFZ5Qu2P2Zr4&hl=ru&sa=X&ved=0ahUKEwi0gOqbxo3UAhWGiSwKHUWbBisQ6AEIODAC#v=onepage&q=soft%20power%20integration&f=false](http://www.e-ir.info/2011/09/03/is-the-eu-a-normative-power/)

8. Rapid-growth markets soft power index. Soft power variables
<http://www.e-ir.info/2011/09/03/is-the-eu-a-normative-power/>

9. Is the EU the Normative Power? <http://www.e-ir.info/2011/09/03/is-the-eu-a-normative-power/>

10. Manners I. The Normative Power Europe: The International Role of the EU
http://aei.pitt.edu/7263/1/002188_1.PDF

8. Technical requirements

The multimedia equipment is needed

HANDBOOK

GLOSSARY

Deterritorialization - is a concept created by Gilles Deleuze and Félix Guattari in *Anti-Oedipus* (1972). The term "deterritorialization" first occurs in French psychoanalytic theory to refer, broadly, to the fluid, dissipated and schizophrenic nature of human subjectivity in contemporary capitalist cultures (Deleuze & Guattari 1972). Its most common use, however, has been in relation to the process of cultural globalization. Though there are different inflections involved, the general implication that globalization needs to be understood in cultural-spatial terms as much as in institutional or political-economic ones is common to all accounts. In this broad sense, deterritorialization has affinities with the idea of the "disembedding" of social relations in, for example, Anthony Giddens's (1990) analysis of the globalizing properties of modernity.

Eastern Partnership - is an initiative of the European Union governing its relationship with the post-Soviet states of Armenia, Azerbaijan, Belarus, Georgia, Moldova, and Ukraine, intended to provide an avenue for discussions of trade, economic strategy, travel agreements, and other issues between the EU and its Eastern European neighbors. The project was initiated by Poland and a subsequent proposal was prepared in co-operation with Sweden

Eurasian Union is an economic union of states located primarily in northern Eurasia. A treaty aiming for the establishment of the EAEU was signed on 29 May 2014 by the leaders of Belarus, Kazakhstan and Russia. The Eurasian Economic Union has an integrated single market of 183 million people and a gross domestic product of over 4 trillion U.S. dollars (PPP).^[21] The EAEU introduces the free movement of goods, capital, services and people and provides for common policies in macroeconomic sphere, transport, industry and agriculture, energy, foreign trade and investment, customs, technical regulation, competition and antitrust regulation. Provisions for a single currency and greater integration are envisioned in future

Hard power is the use of military and economic means to influence the behavior or interests of other political bodies. This form of political power is often aggressive (coercion), and is most effective when imposed by one political body upon another of lesser military and/or economic power. Hard power contrasts with soft power, which comes from diplomacy, culture and history.

Integration - process in which states enter into a regional agreement in order to enhance regional cooperation through regional institutions and rules

Neighborhood policy is a foreign relations instrument of the EU which seeks to tie those countries to the east and south of the European territory of the EU to the Union. These countries, primarily developing countries, include some who seek to one day become either a [member state of the European Union](#), or more closely integrated with the European Union. The ENP does not apply to neighbours of the EU's [outermost regions](#), specifically [France's](#) territories in [South America](#), but only to those countries close to EU member states' territories in mainland Europe.

Neoliberalism in the study of international relations, neoliberalism refers to a school of thought which believes that states are, or at least should be, concerned first and foremost with absolute gains rather than relative gains to other states. Neoliberalism is not the same as neoliberal economic ideology, although both theories use common methodologies, which include game theory.

Neorealism or structural realism is a theory of international relations that says power is the most important factor in international relations. It was first outlined by Kenneth Waltz in his 1979 book *Theory of International Politics*. Alongside neoliberalism, neorealism is one of the most influential contemporary approaches to international relations; the two perspectives have dominated international relations theory for the last decade. Neorealism emerged from the North American discipline of political science, and reformulates the classical realist tradition of E.H. Carr, Hans Morgenthau, and Reinhold Niebuhr. Neorealism is subdivided into defensive and offensive neorealism.

Normative Power is that the EU is an 'ideational' actor characterised by common principles and acting to diffuse norms within international relations.

Old/	New	regionalism
Old regionalism or the mainstream theories are predominantly positivist and adopt a problem solving position and the new regionalism literature relies on an anti-foundationalist epistemology, combining insights from a variety of reflectivist, critical and constructivist theoretical approaches and more important. The new regionalism is centrally concerned with the links between globalization and regionalisms, arguing that, because of the complex interconnections. Old regionalism is basically unidimensional models that are narrow, formal and power and strategic considerations influenced by cold war politics and was in many cases imposed by superpowers (hegemonic regionalism). New regionalism is multidimensional and comprehensive objectives and heterogeneous nature, having its own internal logic and developing from within the regions.		

One Belt One Road The Silk Road Economic Belt and the 21st-century Maritime Silk Road, also known as the Belt and Road Initiative (B&R) and The Belt and

Road (B&R), is a development strategy proposed by Chinese President Xi Jinping that focuses on connectivity and cooperation between Eurasian countries, primarily the People's Republic of China, the land-based "Silk Road Economic Belt" (SREB) and the oceangoing "Maritime Silk Road" (MSR). The strategy underlines China's push to take a larger role in global affairs, and the desire to coordinate manufacturing capacity with other countries in areas such as steel manufacturing

Regionalization it is the process of dividing a political entity or country into smaller jurisdictions (administrative divisions or subnational units) and transferring power from the central government to the regions; the opposite of unitarisation.

Soft power is the ability to shape the preferences of others through appeal and attraction. A defining feature of soft power is that it is noncoercive; the currency of soft power is culture, political values, and foreign policies. Recently, the term has also been used in changing and influencing social and public opinion through relatively less transparent channels and lobbying through powerful political and non-political organizations.

Values denote the degree of importance of some thing or action, with the aim of determining what actions are best to do or what way is best to live (normative ethics), or to describe the significance of different actions. Values can be defined as broad preferences concerning appropriate courses of action or outcomes. As such, values reflect a person's sense of right and wrong or what "ought" to be. Values tend to influence attitudes and behavior.

9. Knowledge control

1. ECTS – score-marks correspondence

Score	Marks	Marks ECTS
95 - 100	5+	A
86 - 94	5	B
69 - 85	4	C
61 - 68	3+	D
51 - 60	3	E
31 - 50	2+	FX
0 - 30	2	F
51 - 100	Passed	Passed

Students should submit all the works in pointed period. The score less than 51 is a negative result.

Topics to self study

Actual approaches in IR – mainstream and alternative

The evolution of J.Nye's concept

Cultural instruments of Soft Power: cases of Bollywood, Soap Power and Panda Diplomacy

Soft Power Index and Rankings

Regionalism and New Regionalism

Eastern Partnership: values, goals, instruments and results

European Neighborhood Policy: values, goals, instruments and results

Euro-Asian Economic Partnership: values, goals, instruments and results

Belt and Road Project: values, goals, instruments and results

Questions for self control

What are the intellectual foundations of neo-liberalism?

What is globalization's impact on neo-liberal and neo-realist thinking? And what is global crisis'?

What happens with the power in the era of globalization?

What is the difference between Hard and Soft power? Could the economy be the part of Soft power?

Is the soft power possible without evident values?

How we can compare the Soft Power potentials?

Rankings of Soft power: what is the criteria?

Is integration possible without Soft power?

Course Policies

Lectures

If you do miss the lecture, it is your responsibility to contact another class member to get the material.

Seminars

Students should check their membership and points after each class activity. Use the RUDN MOOC System to check the recommended literature for each seminar.

Quiz and Exam

Any content from the assigned readings or in-class discussions can appear on the exam. Make-ups of the quiz and exam are possible only in the case of permission from the Tutor.

All the students should respect the **Academic integrity** - the moral code or ethical policy of academia. This includes values such as avoidance of cheating or plagiarism; maintenance of academic standards; honesty and rigor in research and academic publishing. Work submitted by students on quiz or exam should be an honest representation of that student's. All the papers should be submitted before the end of term in electronic form by e-mail kazrinova_db@rudn.university in order to check them on Atpiagiat platform. All the references should be arranged by standard – Harvard style of referencing. Harvard is a style of referencing, primarily used by university students, to cite information sources.

Two types of citations are included:

1. In-text citations are used when directly quoting or paraphrasing a source. They are located in the body of the work and contain a fragment of the full citation.

Depending on the source type, some Harvard Reference in-text citations may look something like this:

"After that I lived like a young rajah in all the capitals of Europe..." (Fitzgerald, 2004).

2. Reference Lists are located at the end of the work and display full citations for sources used in the assignment.

Here is an example of a full citation for a book found in a Harvard Reference list:

Fitzgerald, F. (2004). *The great Gatsby*. New York: Scribner.

10. Results, marks, scores and criteria

Grade	Score	Mark	Definition
A	95 - 100	Excellent	outstanding performance with only minor errors
B	86 - 94	Very good	above the average standard but with some errors
C	69 - 85	Good	generally sound work with a number of notable errors
D	61 - 68	Sufficiently	fair but with significant shortcomings
E	51 - 60	Mediocrely	performance meets the minimum criteria
FX	31 - 50	Bad	Fail – some more work required before the credit can be awarded

F	0 - 30	Very bad	Fail – considerable further work is required
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Positive marks are: A, B, C, D, E. Credits can be accepted.
During the term there are current and final attestation.

The program is designed in accordance with the requirements of the operating system in PFUR.

Developers:

Daria B. Kazarinova, PhD, Associated Professor



Head of the department:

Prof. Mchedlova M.M.

