



**Jean Monnet
Centre of Excellence**

ADAM MICKIEWICZ UNIVERSITY, POZNAŃ

EU external actions in the contested global order –
(in)coherence, (dis)continuity, resilience

Economic, cultural and science diplomacy of the EU and Member States. Towards a normative global order

Dr Adam Jaskulski

adam.jaskulski@amu.edu.pl

Academic Year 2018/2019



ADAM MICKIEWICZ
UNIVERSITY
POZNAŃ

Co-funded by the
Erasmus+ Programme
of the European Union



Soft power concept and the role of Economic, cultural and science diplomacy

Lecture 2



**Jean Monnet
Centre of Excellence**
ADAM MICKIEWICZ UNIVERSITY, POZNAŃ

Co-funded by the
Erasmus+ Programme
of the European Union



1. What is the Soft power ?

„Soft power is the ability to affect others to obtain the outcomes one wants through attraction rather than coercion or payment. A country's soft power rests on its resources of culture, values, and policies. A smart power strategy combines hard and soft power resources. Public diplomacy has a long history as a means of promoting a country's soft power and was essential in winning the cold war. The current struggle against transnational terrorism is a struggle to win hearts and minds, and the current overreliance on hard power alone is not the path to success. Public diplomacy is an important tool in the arsenal of smart power, but smart public diplomacy requires an understanding of the roles of credibility, self-criticism, and civil society in generating soft power." (Joseph S Nye)



2. Why does the EU need soft power?

- Soft power vs hard power
- Self-perception of the EU in foreign policy
- Spreading values based on liberal values
- EU military weakness



3. EU global strategy (2016)

- Objectives
- Ideas
- The values
- Assumptions
- Threats
- Instruments



4. Definitions

- New diplomacy
- Economic diplomacy
- Cultural diplomacy
- Science diplomacy



5. The EU as a global actor

- New concept of EU in the World
- attraction by attractiveness
- promoting your own values
- conditional cooperation
- possibilities of realization in a neorealist world

