

SOFT POWER - A FLEXIBLE TOOL FOR COOPERATION

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Soft Power as a Strategy of Contemporary Discourse

- cross-cultural communication – integral part of institutional discourse;
- cross-cultural communication – a dialogue of individuals belonging to different linguo-cultural communities;
- interaction participants → different strategies;
- intention to overcome negative stereotypes;
- “Soft Power” strategy

“Soft Power” components

- the term “POWER” has several meanings and can be interpreted as “AUTHORITY”, “FORCE”, “INFLUENCE” etc. The ambiguity of this term lets us determine at least three components in the “SOFT POWER” strategy so far:
 - “CULTURAL COMPONENT” (a system of basic values, shared by all the members of society);
 - “IDEOLOGICAL COMPONENT” (a set of beliefs in different areas – from scientific knowledge to religion and common beliefs about socially accepted behaviour);
 - “GEOPOLITICAL COMPONENT” (foreign policy and diplomacy)

“Soft Power” functions

- provides mutual understanding;
- helps overcome different stereotypes;
- promotes sociocultural interaction;
- a mediative function



multipolar environment
in social and virtual realities

**THANK YOU
FOR YOUR
ATTENTION**

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