



impact

chukware '00 Bellarmine

Good: Soft power good

1/2

Cmp 1/2

1 — Soft power is critical to peace and well being while hard power is insufficient

The American Enterprise May 92 (from "Special report: the controversy about popular culture", distrib. By NYT, rptd in "Amrcn Vlus: opp vwpts" 96)

### Soft Power

Nye: In a post-Cold War period, we're going to find that the traditional ways of using power and military force remain important but not sufficient. There are more and more issues that you can't solve that way. In that sense, a nation's cultural and ideological appeal are going to be critical to getting others to want the things you want.

You can threaten to take away the car keys if your kids use drugs. It's much better if you have programmed them earlier not to want to use drugs. Soft power is the ability to get others to want the same kinds of things you want.

For better or worse—I think for better—the United States has done that. We have a very broad popular culture, and when I use the term popular culture, I mean everything from McDonald's to Harvard. Fifty percent of the people in this country go on to higher education. That makes it part of the popular culture.

I was in Moscow recently and went into McDonald's. What I found, in a society beset by lines, was that at McDonald's you could get what you wanted immediately. Further, in a society for which cleanliness has not been a prime value, somebody was scrubbing the floor at McDonald's constantly. . . .

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2 — Soft power establishes a Pax Americana

The American Enterprise May 92 (from "Special report: the controversy about popular culture", distrib. By NYT, rptd in "Amrcn Vlus: opp vwpts" 96)

Whatever the content and meaning of the original products of the cultural industry of the United States, for European and other youngsters American popular culture by definition always contained a strong element of protest against traditions, customs, and habits. It is the rebellious idea behind American popular culture that is so attractive. The European teenage world soon became American—but, after all, it had been an American invention. Still, the products of U.S. culture did not penetrate foreign countries automatically. The global success story has another dimension, namely, the direct and indirect support these cultural exports received from the government of the United States. This was not a secondary product of the general political, military, and economic strategy, but an important, if not the most important, means of establishing a Pax Americana.

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Good: Soft power good. 2/2. Cap. 2/2

3 — Soft power is the antidote to imperialism, socialism, fascism, and militarism

The American Enterprise May 92 (from "Special report: the controversy about popular culture", distrib. By NYT, rptmd in "Amrcn Vlus: opp vwpts" 96)

An analysis of the staggering amount of information that flows through the one-way channels of the U.S. media leads to the conclusion that we are dealing with U.S. cultural imperialism. Yet U.S. cultural imperialism acted as a welcome antidote to the imperialism of German national socialism, Austrian fascism, and Japanese militarism. The congruent anticommunist values shared between the United States occupation forces and the majorities of the liberated allows no other conclusion than that we are dealing with a classic case of self-colonization.

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soft\*  
good  
(5)  
fascism  
+  
socialism

In 1987, 79 percent of all worldwide film and television exports originated in the United States; in 1991, European TV productions accounted for just 20,000 hours of the total 125,000 hours of airtime of all European TV stations. About three-quarters of all computer programs in the world operate by English commands.

Yet, the term Americanization represses and hides more than it explains. The development of the instant culture of the mod-

ern world has much less to do with the propagation of the supposed national characteristics of those people who live in the United States than with the further development of the system of capitalism. The cipher "Americanization" describes, then, the development of a consumption-oriented social order within capitalist societies. . . .

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### The Best Pop Culture

Iyer: Pop culture makes the world go 'round, and America makes the best pop culture. By now, indeed, such products represent the largest single source of America's export earnings, even as America remains the single most popular destination for immigrant visas. The more straitened or shut off a culture, the more urgent its hunger for all the qualities it associates with America: freedom and wealth and modernity.

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