



The Soft Power Battle During the Cold War

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Background and Thesis Question

- Topic: The Cold War was a war that occurred from the mid 1940s until 1991.
- Thesis Question: *Did the use of soft power, through the use of culture, sports, films, music, contribute to the outcome of the Cold War?*
- Theory Applied: Soft power
- Thesis: The US was able to influence the outcome of the Cold War through its use of soft power which included sporting events, cultural moments, and public opinion.

Different Types of Power

THE SOFT POWER 30

Portland...



HARD POWER

Hard power is the exercise of influence through coercion, relying on tactics like **military force**, **payments**, and **economic sanctions**.



MILITARY



PAYMENT



SANCTIONS

VS

SOFT POWER

Soft power use attraction and persuasion to change minds and influence behaviour. Its sources include **culture**, **political values**, and **positive global engagement**.



CULTURE



GOVERNMENT



ENGAGEMENT

www.softpower30.com

Literature Review

- Joseph Nye - created the different forms of power
- Yiğit Güzelipek - talks about movie industry during the Cold War
- Deborah Bull - states that cultural events didn't impact outcome
- Jan Melissen - public diplomacy and soft power are connected
- J.J. Wilson - a sporting series made Cold War seem real
- Victor Cha - sports can increase a states soft power

Analytic Framework

Theory Applied: Soft Power

- Joseph Nye's definition: "the ability of a country to persuade others to do what it wants without force or coercion."
- The variables I will use are
 - Culture
 - Engagement
 - Governmental
- These variables are based on reports from Portland Communications which is a company that ranks states' soft power around the world.

Method Employed

- Method Applied: Process tracing
- David Collier's Definition of Process tracing:
 - “the systematic examination of diagnostic evidence selected and analyzed in light of research questions and hypotheses posed by the investigator.”
- Derek Beach's Definition of Process tracing:
 - “analysis of how a causal process plays out in an actual case.”
- Process tracing applies to my thesis for the following reasons:
 - The variables I use are specific events which follow the “systematic examination of ... evidence”
 - All of my variables are events throughout the Cold War
 - I am able to link each event as “a casual process”
- I use numeric measurements from two Portland Communications reports (2015 and 2016)

Findings



Who won the Cold War and did soft power influence the outcome?

President George H.W. Bush and President Mikhail Gorbachev in Moscow in 1991.

Ranking I Made Based on Portland Communications

	Summit Series	Winter Olympics	Summer Olympics	<i>Voice of America</i>	<i>Pravda</i>	Hollywood	Soviet film industry
Portland Rating: 10 is successful while 0 is not successful	6.5	8	7	4	6	8	5

Questions
Comments
Concerns