



The Strategy of Soft Power in Context of Contemporary Geopolitical Changes

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Current Situation

Target: **image building**

- developing social and virtual spaces
- developing communicational tools
- developing socio-cultural interaction
- language is considered to be “an institute of institutions”
- culture becomes a geopolitical factor
- **fashion in languages**

Fashion in languages

- borrowed vocabulary
- key words
- influence of Anglo-American, Chinese, Arabic and Russian vocabulary on European languages:

Reasons:

- - formation of political unions
- - formation of economic organizations
- - formation of associations

Soft Power

Components of soft power:

- the **cultural** component
- the **ideological** component
- the **foreign policy** component

Special case “Locus branding”

“COE”; “Made in...”

Top ten locus brands: **the USA, Germany, Great Britain, France, Japan, Canada, Italy, Australia, Switzerland, Sweden**

national cuisine, drinks, architecture, commercial brands

Ternary Construction of the Soft Power Strategy

- economic success
- ideological persuasiveness
- cultural attractiveness of the country

Samples:

- precedent phenomena
- Chinese medical discourse
- retro (archaic vocabulary, complex signs, cultural and historical lexemes)
- practical mysticism
- fashion words

Thank you!

