De-Americanizing Soft Power Discourse? By Daya Thussu. CPD Perspectives on Public Diplomacy.  De-Americanizing Soft Power Discourse? The notion of soft power, which is associated with the work of Harvard political scientist Joseph Nye, is defined simply as “the ability to attract people to our side without coercion.” The global visibility and popularity of K-pop music was highlighted by the “Gangnam Style” music video by Korean artist PSY—the most downloaded video on YouTube in 2012.17 The success of media exports from South Korea has encouraged China to promote its own creative
industries: already, the Chinese film and television industry has an international dimension with audiences in the global. Interest in soft power derived from the notion that hard power alone would be insufficient for China to reach the level of a global power. The rise of prior great powers—ancient Rome, imperial Great Britain, and the United States relied on attractive values and cultural influence. For a nation to achieve and maintain great power status, it needs not only formidable hard power but also soft power. a. If one searches deep enough the origins of soft power in China can be traced back. 43 Figure 1 adapted from Mingjiang Li, "Soft Power in Chinese Discourse: Popularity and Prospect", RSIS Working Papers No. 156 (September 1, 2008): 4-5. 44 Nye, Soft Power: The Means to Success in World Politics, 11. 18.