Culture, the Core of Soft Power: An Overview of Iran's Cultural Component of Soft Power

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Content
Focusing on relatively successful soft power policy of Iran, the paper has examined 'culture' as the cornerstone of Iran's soft power. The paper argues that the success of Iran's soft power despite continuous international pressures, economic sanctions and efforts for Iran's isolation is due to a much stronger and enduring factor which is 'culture'. The paper considers two pillars for Iran's cultural structure; the Persian civilization and Islamic culture. These two have been the main driving force which has enforced other components of Iran's soft power such as economy or foreign policy. The paper has briefly introduced some important attributes of the Iranian culture and provided examples on the use of these components to exert soft power.

Keywords
Culture, Iran, Soft Power

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Figure 1: Component parts of soft power. Culture. Government Diplomacy. Nye includes education in the ‘cultural’ resource category, but we felt the number of references to higher education’s impact on soft power warranted a separate sub-index. The ability of a country to attract foreign students, or facilitate exchanges, is a powerful tool of public diplomacy, even in the most adversarial of countries. Prior research on educational exchanges gives empirical evidence for the reputational gains for a host country when foreign students return home. Foreign student exchanges have also been shown to have beneficial “ripple effects” on. The Soft Power 30 framework. Government Digital Culture. Enterprise Engagement. Education. Objective Data. Polling Data. Cuisine Tech Products Friendliness Culture Luxury Goods Foreign Policy Liveability. Working with polling firm Alligator Research, we also made use of newly commissioned polling in 25 different nations to gauge the appeal of countries’ soft power assets. Our polling surveys publics in every region of the globe. As we have argued since the inception of The Soft Power 30 research project, the digital component of soft power continues to grow in relevance and importance. We see the use of social media and other digital platforms serving two important functions for countries’ soft power. The first is as a resource of soft power itself.