
Q. No. 8. Make a comparison between hard and soft power. Explain the soft power potential of Pakistan and how it can be used to achieve foreign policy objectives of Pakistan? (20)

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Q8

Introduction

Hard and Soft power refer to two different groups of factors that States can use to influence other States.

Hard Power consists of traditional tangible power sources, aligning with realist school of thought.

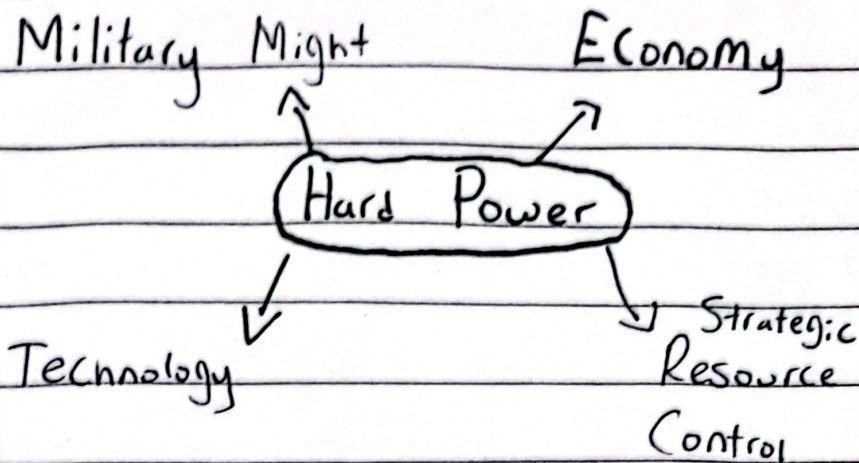
Soft power on the other hand refers to non-tangible sources that align with constructivist and liberal ideas of power.

Pakistan possesses numerous sources of soft power that can be enhanced if invested in.

2) Hard Power Sources

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A) Military Might

Realists like John Mearsheimer
 Consider Military Might as
 the most vital source of power

"All other sources of
 hard power are only
 useful based on
 fungibility into Military
 Power" John Mearsheimer

Here the size and strength
 of the military alongside its
 coercive power is important

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B) Economic Power

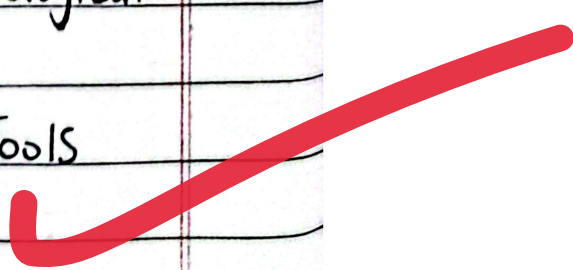
The Size of an Economy and its quality are vital for the sustenance of physical and coercive military might. However here economic might lends coercive power as well

E.g., US Dollar Hegemony and Sanctions

C) Technological and Cyber Capabilities

The quality of technology a nation possesses is increasingly vital for hard power calculation in a technopolar world

e.g., Israeli technological supremacy
AI Controlled Tools

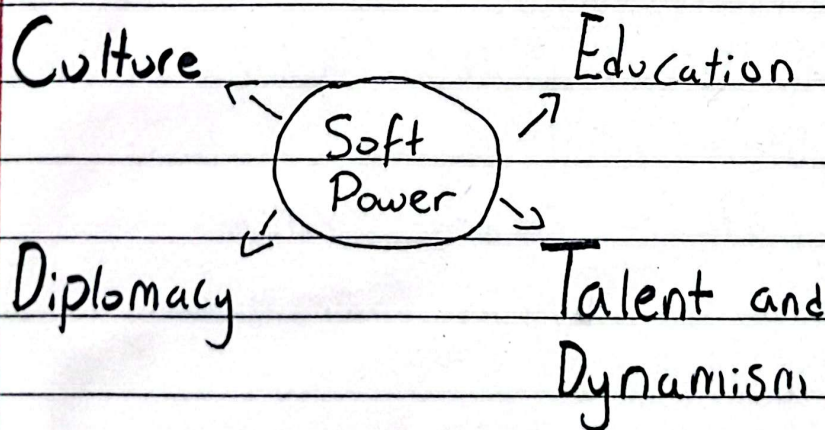


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2) Resource Control of Strategic Nature

This can be defined by the Control of Vital resources e.g., KSA and Oil; China and Rare Earth Minerals. It gives Nations Coercive power through Ownership e.g., Oil Crisis 1970s

3) Soft Power



A) Culture: The Power of Ideas

Liberal theorists

See idea power as vital
in Shaping global Systems
based on dominant ideology
This is artfully articulated in
Neo-Gramscian Theory as
well as: The Hegemony of
Culture

Example: US Cultural
influence on economics,
Business, and trade

B) Education: A Means of
Influence

Having a well defined
and robust local education
System allows for Nations
to attract people around the
World. This is specifically
influential in Governance

Example: Chevening and
Full Bright Scholarships
for Civil Servants

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C) The Neutral Arbitrator and Power of Diplomacy

This represents the ability to be a mediator of disputes due to the legitimacy a Nation enjoys

Example: Pakistan Role in US China Relation

Oman as Neutral Arbitrator of Middle East

D) Talent and Dynamism : Attracts and Projects

With talented firms and individuals Nations can increase their influence and image in Nations around the world. This earns legitimacy and alliances.

e.g., China Pak CPEC

US and Dam Construction

Hard Power

- Tangible
- Focus on Military fungibility
- Arguably easier to gain
- Traditional Concept of Power
- Realist

Soft Power

- Intangible
- Subjective and Wide ranging
- More time Consuming to Cultivate
- More Modern take on total Power
- Constructivist, Liberal

4) How Can Pakistan

Cultivate Soft Power

A) Diplomatic Role in New China - US Cold War and Middle East

Pakistan historically has had a Strong Diplomatic Corps e.g Jamshed Marker influence in Negotiations

Pakistan Can revitalize its role as an intermediary between the U.S and China in the New Conflict that is emerging according to Aitzaz Ahmad Chaudhry. Moreover Pakistan Can act as a arbitrator in the Middle East between KSA and Iran.

B) Restoring Lost Image Through Culture Promotion

Pakistan has an abundance of history and Culture it can exploit to change perceptions affected by the war on terror

This will allow greater legitimacy
and more public goodwill

c) Improve Security to
Attract International
Students

Universities such as
NUST and institutions such
as Foreign Office Academy
attract international students.

However Pakistan can
attract more students from
the developing world by
improving its security situation
and internal political dynamics

5) Conclusion

Therefore Pakistan has
both elements of hard and
soft power. However
improving Pakistan's image,

addressing our Security Situation
and Promoting Culture Can
improve Pakistan's Public
acceptance and Influence.

Moreover Pakistan's position
in the emerging cold war
can be exploited to create
diplomatic power and leverage.

Concise your conclusion

You have got potential
Good luck!