



کراچی یونیورسٹی

University of Karachi

Department of International Relations (IR)

GRADUATE STUDIES DISCUSSION GROUP

Soft Power, Smart Power and Intelligent Power

A seminar in honor of Joseph Nye

University Distinguished Service Professor & Sultan of Oman Professor of International Relations
JOHN F. KENNEDY SCHOOL OF GOVERNMENT, HARVARD UNIVERSITY

Day & Date: Wednesday, September 29, 2010
Time: 1310h (1: 10 pm)
Venue: Class Room No. 1,
Department of International Relations,
University of Karachi, Karachi 75270, Pakistan
Web address of this document:
<https://www.ngds-ku.org/Presentations/IR04.pdf>

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'Hard power' is the ability of a nation to dictate, using economic and military means, another nation to perform the dictating nation's desired course of action. Joseph Nye coined the phrase 'soft power' in his 1990 book *Bound to Lead: the Changing Nature of American Power* — the capability of a nation to achieve the desired objectives through diplomatic persuasion by employing a deep knowledge of culture and history. 'Smart power' combines hard and soft power into a winning strategy. Nye referred to this term in his 2004 book on soft power. Later in the same year, Suzanoe Nossel wrote an article in *Foreign Affairs*, whose title consisted of this very name. 'Intelligent power' may be considered as generalization of 'smart power', using diplomacy, persuasion, empathy for cultural norms and religious sensitivities, understanding of history, personal bridges (personality analysis of leaders), supporting the cause/issue through scientific research/analytic arguments, molding public opinion, pointing out human-right violations (if present) and (indirect/limited) use of hard power (war-readiness demonstration through technological and operational superiority in military exercises/war games as well as published/presented work in science of weaponry, special taxes on imports from non-cooperating countries, sanctions, embargos, suspension of privileges to use air space, airports and sea ports) . A successful application of 'intelligent power' was demonstrated through withdrawal of nationality-based, full-body-scanning (backscatter-X-ray screening) at some airports in Europe and North America, on the basis of position paper of speaker¹.

Keywords: Conflict management • Diplomacy • Hard power

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Dedicated to **Prof. Dr. Joseph S. Nye, Jr.** (b. 1937), who presented the ideas of soft power, smart power

¹<https://www.ngds-ku.org/Presentations/Security.pdf>

³https://www.ngds-ku.org/Int_Rel/IR622_08.pdf

⁵<https://www.ngds-ku.org/Presentations/IR02.pdf>

(with Robert Keohane), theory of neoliberalism and asymmetrical/complex interdependence. A *summa cum laude* graduate of Princeton University, Nye studied at Oxford University as Rhodes Scholar, earning a PhD in political science from Harvard University. During 1993-1994, he was Chairman of National Intelligence Council. He, also, served as Assistant Secretary of Defense for International Security Affairs in the Clinton Administration. His honors include the Woodrow Wilson Prize (Princeton University) and the Humphrey Prize (the American Political Science Association). His most recent publications include *Understanding International Conflicts*, Seventh Edition (2009) and *Soft Power: The Means to Success in World Politics* (2004).

About the speaker: Prof. Dr. Syed Arif Kamal, Professor and Ex-Chairman, Dept. of Mathematics, Convener, National Curriculum Revision Committee (Mathematics), Higher Education Commission and Convener, Subject Committee (Mathematics), National Testing Service obtained his BSc (Honors) *summa cum laude*, MSc *summa cum laude* and PhD from this university, MS from Indiana University, United States and MA from the Johns Hopkins University, United States as Quaid-é-Azam Scholar. His awards and honors include throughout First-Class-First Position and 4 gold medals for scholastic achievements. He had an opportunity to lead teams in 14 different capacities² throughout his 29-year career with progressively-increasing responsibilities. He traveled to Austria, Germany, Italy, Sweden and United States as part of his academic endeavors. He taught in Department of IR, compulsory course of MA (Final), *Science, Technology and IR*³ and gave seminars in this forum entitled *Communication Skills in IR*⁴, *Role of Information Processing in Conflict Resolution*⁵ as well as *Simulation and Soft Power*⁶.

²<https://www.ngds-ku.org/goals/Univleader.pdf>

⁴<https://www.ngds-ku.org/Professional/IR01.pdf>

⁶<https://www.ngds-ku.org/Presentations/IR03.pdf>