

A Critical Re-evaluation of Geostrategic Coercion: Unpacking the Efficacy of Soft Power in Multi-Polar Configurations

Sam Lee

PhD

Freie Universität Berlin

Kaiserswerther Str. 16-18, 14195 Berlin, Germany

Morgan Hill

Associate Professor

Harvard University

Cambridge, MA 02138, USA

Skyler Young

Professor

University of Toronto

27 King's College Cir, Toronto, ON M5S, Canada

Charlotte Young

Dr. Sc

London School of Economics and Political Science

Houghton St, London WC2A 2AE, United Kingdom

Abstract. This study interrogates the efficacy of soft power as a pivotal instrument in contemporary geostrategic landscapes characterized by multi-polar configurations. Utilizing a mixed-method approach, including quantitative analyses and qualitative case studies, we explore the soft power dynamics employed by mid-tier nations amidst rising global tensions. Findings reveal significant adaptations in diplomatic strategies, underscoring the necessity for nuanced approaches in international diplomacy. Our conclusions advocate for a re-conceptualization of coercive diplomacy, highlighting the shifting paradigms of power in the 21st century.

Keywords: Geostrategic Coercion, Soft Power, Multi-Polar Configurations, Diplomatic Strategies, Coercive Diplomacy, International Alliances, Global Governance, Power Paradigms

Introduction

The contemporary global paradigm is marked by the resurgence of multi-polarity, challenging monolithic power structures and traditional diplomatic paradigms. In this transformational milieu, the utility of soft power as a tool of coercive diplomacy has garnered renewed scrutiny. The strategic deployment of soft power by emerging powers, particularly in the wake of declining hegemonic authority, necessitates a critical examination of its role and efficacy. This paper aims to investigate the strategic versatility

of soft power within the evolving geopolitical tapestry, focusing on its application by mid-tier global actors. Through a mixed-method research design, we dissect the complex interplay between soft power initiatives and traditional hard power influences, thereby elucidating the mechanisms through which nations negotiate their strategic interests in an increasingly interconnected world. The ensuing analysis will provide insights into the potential reconfiguration of international alliances and the implications for global governance structures. This paper is structured as follows: First, we delineate the theoretical underpinnings and historical antecedents of soft power within international relations. Second, we present empirical data derived from recent case studies to illustrate current applications. Third, we offer a critical analysis of these findings, highlighting the emergent patterns and potential trajectories of soft power utilization. Finally, we conclude with policy recommendations that prioritize adaptive strategies in geopolitical negotiations.

This is a preliminary version. To read the full version of the article, please purchase a subscription.

References

1. Алиева-Мамедова, Г. (2021). Основные тренды внешней политики Турции в «Новой Большой игре». Вестник Бакинского Государственного Университета, (1), 105-113.
2. Алиева–Мамедова, Г. (2016). Азербайджан в начале XXI века (Азербайджан напочатку XXI століття). Гілея: науковий вісник, (110), 150-152.
3. Алиева-Мамедова Г. 2016. Азербайджан в начале XXI века. Гілея: Научный вестник, 110 (7): 150—152.
4. Алиева-Мамедова, Г. (2015). Образование и деятельность Минской группы ОБСЕ по решению Нагорно-Карабахской проблемы. Актуальные вопросы общественных наук: социология, политология, философия, история, (8 (48)), 5-10.