

# Strengthens and Challenges for utilizing Indian soft power: a comparative study with the United States of America

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**Abstract-** India has used its own potentials and capabilities in terms of culture, religion, economy and politics since Indu-Nimna civilization as means of its soft power. Even though India has successfully applied its soft power within the region; she has not successfully extent its power beyond the region to encompass other states in the world. On the other hand the United States of America (USA) has succeeded to embrace the world although they have a more brief history and un-unique history compared with India. In fact, it is obvious that soft power of the United States is being used throughout the world since the independence concurrently with comprehensive understanding of the current phenomena. Therefore, the main intention of this research paper is to investigate reasons and challenges of India being unable to become a hegemonic power in the world. Apart from that, this anticipates to analyze the practice of American soft power as a successful bench mark according to Joseph Nye's view as a comparative study together with India.

The main research problem of this paper is *why is India unable to extend its soft power beyond the South Asia even though it has stronger tools than the United States*. In that sense the research objective is to find whether India has a potential to establish hegemony with their soft power tool. This paper is driven by the hypothesis of "*India is very much infirm to apply her existing soft power tools to build hegemony*". The author has depended on secondary resources to investigate on this problem.

Since international arena is altering minute by minute, the significance of this research paper is to interpret the Indian utilization of soft power as an emerging country from the International Relations' point of view as a comparative study with the United States.

**Index Terms-** Soft Power, Hard Power, Hegemonic power

## I. INTRODUCTION

India has used its own potentials and capabilities in terms of culture, religion, economy and politics since Indu-Nimna civilization as means of its soft power. Golden history, Indian film industry (Bollywood), Yoga, Ayurada, Pluralistic diversity, tolerant secularism, Indian diaspora, democracy and etc can be identified as soft power elements. Even though India has successfully applied its soft power within the South Asian region,

she has not successfully extent its power beyond the region to encompass other states in the world. On the other hand the United States of America (USA) has succeeded to embrace the world although they have a briefer and un-unique history compared with India (America means the United States of America hereafter).

In fact, it is obvious that soft power of the United States is being used throughout the world since the independence concurrently with comprehensive understanding of the current phenomena. Therefore, the main intention of this research paper is to investigate reasons and challenges of India being unable to become a hegemonic power in the world or at least to realise the obstacles that India is unable to extent its soft power in this unipolar world. Apart from that, this anticipates to analyze the practice of American soft power as a successful bench mark according to Joseph Nye's view as a comparative study together with India.

## 1.2 PROBLEM STATEMENT AND RESEARCH PROBLEM

It is apparent that though India has potentials to extent its soft power beyond the South Asian region, India is infirm to do so. Therefore, the research statement of this research is *India has not extent its soft power beyond the South Asian region*.

According to the research statement has stated above, the main research problem of this paper is *why is India unable to extend its soft power beyond the South Asia even though it has stronger tools than the United States*.

## 1.3 SIGNIFICANCE OF THE RESEARCH

Since international arena is altering minute by minute, the significance of this research paper is to interpret the Indian utilization of soft power as an emerging country from the International Relations' point of view as a comparative study with the United States.

## 1.4 HYPOTHESIS

This paper is driven by the hypothesis of "*India is very much infirm to apply her existing soft power tools to build hegemony*".

## 1.5 RESEARCH OBJECTIVES

The initial research objective of this research is to find whether India has a potential to establish hegemony with their soft power elements. The secondary research objectives are;

1. To realise the American utilization of soft power throughout the world as a successful benchmark of the world.
2. To understand the challenges and obstacles that India is confronting when extending its soft

<sup>1</sup>Thussu, DayaKrishan(2013). "India Abroad: The DiasporicDevidend." In *Communicating India's Soft Power: Buddha to Bollywood*, 90-93. New York: Palgrave Macmillar.

power elements beyond the South Asian region.

### **1.6 METHODOLOGY**

Type of research which has been used was qualitative. Whole idea of using qualitative research was to gain in depth understanding about the problem interested. When conducting qualitative research several tools were used. Primary data were gathered through discussions with experts and secondary data were gathered using case study research methods using books, journals, magazines and official websites of relevant parties.

## **II. THEORETICAL AND CONCEPTUAL ANALYSIS**

As the discipline of International Relations defines power is the capacity of affecting others to get the outcomes one wants through material sticks and carrots (Coercion and payments), thus power can affect to the preferences of others and can attract them to what it wants.<sup>2</sup> As this definition elaborates, power can be influenced to the behaviour of others in several ways such as coerce with threats, induce with payments or attract and co-opt to obtain outcomes what require to attain.

Moreover, the schools of Realists, Structural Realists and Neo- Realists have explicated the nature of anarchical International System with relate to the concept of Power.

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<sup>2</sup>Nye, Josep S. "The Changing Nature of Power." In *Soft Power: The Means to Success in World Politics*, 2-30. New York: Public Affairs Books, 2004.

	<b>Realist</b>	<b>Structural Realist</b>	<b>Neo Realists</b>
<b>Elements</b>	Power and Statecraft	Power	Power and threats
<b>Objective</b>	States requires ensuring their survival and security.	Maximization the power of states through self help.	States act according to the logic of self-help--states seek their own interest and will not subordinate their interest to another's.
<b>Perspective</b>	In order to attain above mentioned objective as independent entities, states increase power. The realist tradition explicates international politics as a 'state of nature', an importantly anarchic system in which each State is forced to help itself and give priority to its own national interests.	States are basic units of anarchical international system and they pursue power as a central concern for dominating other countries in order to thrive and ensure power. War and conflicts are obvious consequences of this process.	States develop <a href="#">offensive military capabilities</a> , for <a href="#">foreign interventionism</a> and as a means to increase their relative power. Security dilemma is obvious since lack of trust is enhancing on each states. The desire and relative abilities of each state to maximize relative power constrain each other, resulting in a ' <a href="#">balance of power</a> ', which shapes international relations.

Table 2.1.1<sup>3</sup>

<sup>3</sup>Purushothaman, Uma (2010). "Shifting Perceptions of Power: Soft Power and India's Foreign Policy." *Journal of Peace Studies* 17, no. 2&3, 1-3.

As above table denotes, many states in the world exercise the concept of power in different ways. According to the present phenomena states not only intends to utilize and gain hard power but also states utilize and gain soft power from various ways. Since this paper specifically focus on the Indian utilization of soft power, this attempts to identify soft power tools and role of soft power by means of Indian context.

## 2.2 SOFT POWER IN INTERNATIONAL SYSTEM

The concept of soft power has been discussing since the cold war period increasingly. Joseph Nye expressed the term of Soft Power for the first time to the world from his book called "Bound to Lead: The Changing Nature of American Power". According to him Soft Power means the ability to obtain what you want through attraction rather than coercion or payments<sup>4</sup>. In fact soft power can be arisen due to the attractiveness of a country's culture, political ideals, and policies which are 'real but intangible'. Interestingly, soft power elements are thoroughly different from hard power elements.

Moreover the success of utilization of soft power depends on the reputation of the states in the international system as well as the utilization of diplomacy between states. If Further explains, it is not important even though states have effective soft power elements unless states use and publicise its soft power through diplomacy in productive manner.

In fact, soft power is frequently related to the rise of globalization and neoliberal theory. Popular culture and media is identified as sources of soft power since those can extent national language, or a particular set of normative structures. Therefore the nation with a large amount of strength of soft power and determination of winning other states' inspiration will avoid the requirement for expensive hard power expenditures. From other words, even though soft power cannot produce results as soon as hard power it is less expensive than hard power. The difference between hard power and soft power is clearly indicated in table 2.1.2

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<sup>4</sup>Schouten,P (2008), 'Theory Talk#7: Joseph Nye on Teaching America to be more British', *Theory Talks*, <http://www.theory-talks.org/2008/05/theory-talk-7.html>. (Accessed 30.10.2014).

	Hard Power	Soft Power
Spectrum of Behaviours	Command Coercion	Co- opt Agenda Setting Attraction
Most likely Resources	Force Sanctions Payments Bribes	Institution – Values Culture Policies

table 2.1.2<sup>5</sup>

<sup>5</sup> Nye. *Soft Power: The Means to Success in World Politics* . 8.

According to the above table it is evident that hard power elements are utilized through force, sanctions, payments and bribes in order to obtain what a country requires to attain. However, soft power elements is about co-opt and it sets up agendas to attract other countries to feel them to follow the agendas what they have made. Although the intensity of using force is lesser in soft power, it is very much effective and productive of displaying power and encompassing others into it via attraction.

Moreover as Joseph Nye stated soft power is essential of daily democratic politics since the ability to establish preferences tend to be associated with intangible assets such as culture, attractive personalities, political institutions, economic strategies and etc<sup>6</sup>. Persuasion is the inevitable result of these intangible soft power assets. American cultural exports such as Hollywood movies, Coca-Cola, and MacDonald's can be stated as elements of soft power.

### III. THE ELEMENTS AND UTILIZATION OF INDIAN SOFT POWER

This fragmentation is reserved for identifying the elements and understanding the utilization of Indian soft power. For a convenient study this section is being arrayed to following sub headings.

#### 3.2 CULTURE

Indian culture is the one of the oldest, most diverse as well as apopular soft power element which assists to build the image of India positively. The Indian [culture](#) is described as "SaaPrathamaaSanskraatiVishvavaaraa" which means the *first* and the *supreme culture* in the world<sup>7</sup>. Thus, all the behaviours and learning of India have been formatted with based on its culture. Specifically the classical music, Indian dancing, language diversity, yoga, spiritual practices, Bollywood film industry, diaspora, arts and food of India are effective elements that are able to make a difference in this world.

India has had a long history of civilizational and cultural links with countries as far-flung as Iran, Rome and South East Asia<sup>8</sup>. As results of that Countries in Southeast Asia still have remnants of Indian traditions: the Angkor Vat temple in Cambodia, temples and pagodas in Thailand and Myanmar<sup>9</sup>. Not only that but also the presence of several Sanskrit words in languages like Bahasa Indonesia prove the influence of Indian culture on these countries.

Moreover Indian diaspora can be stated as the riches asset of Indian soft power since the diaspora has expanded across countries like Fiji, Guyana, Malaysia, Mauritius, Surinam, South Africa, Sri Lanka and Trinidad<sup>10</sup>. Importantly, Countries like Fiji and Mauritius have large Indian communities with people of Indian Origin holding important political positions. In addition

<sup>6</sup>ibid.

<sup>7</sup>AkhandJyoti, "Foundational Elements of Indian Culture (BharatiyaSanskritiKeAdharabhutaTatva)".

<http://www.akhandjyoti.org/?Literature/Vangmaya/Vol-34.3>. (Accessed November 02, 2014.)

<sup>8</sup>Purushothaman Uma (2010). "Shifting Perceptions of Power: Soft Power and India's Foreign Policy, 4.

<sup>9</sup> ibid.

<sup>10</sup> ibid., 5

Indian population who have settled in the USA is another important factor of Indian soft power since those Indo American community attempts to upturn their identity with lobbying and influencing.

Yoga is another spiritual and physical practice which is a by-product of Indian soft power and it is very famous all over the world, specially- West. People engage in Yoga to release the tension and stress. Apart from that Indian food that are used endemic and delicious spices and herbs also play an important role in utilizing Indian soft power and particularly, these cuisines are very famous in the United Kingdom<sup>11</sup>. Interestingly, most of Indian restaurants can be seen in Asian and western countries.

Another weighty factor of Indian soft power is Indian movies and it is the larger film industry after Hollywood film industry. Indian movies along with Indian music are popular and are watched by South Asian countries as well as Middle Eastern, African and Europe countries. Many Bollywood artists like Amitabh Bachchan, AishwaryaRai and Shah Rukh Khan have become the icons of Indian soft power that are capable to attract others to Indian culture. Remarkably, India has won three Oscar awards 12 after 1982 as a milestone of Indian film industry.

In addition As Uma Purushothaman mentioned when India Indian writers win international awards like the Man-Booker prize, when India becomes the guest of honour at international book fairs like the Frankfurt Book Fair, When Indian movies are screened at International Film Festivals like Cannes and when Indians win awards like the Nobel and Magsasay awards, India's soft power is being built gradually<sup>13</sup>.

In that sense it is undoubtedly to say that Indian cultural aspects play a significant role in order to attract others to Indian soft power elements. However, when concerning about the utilization, it is noticeable that India have encompassed all South Asian countries through its cultural aspects and South Asian countries are practicing them so far continuously as well as these cultural elements have become the part of themselves since most of South Asian cultures have fed from Indian culture. Nevertheless the extension of Indian culture beyond the South Asian region is an unsuccessful land mark of India.

#### 3.3 ECONOMY

Indian economic sector has widely expanded since independence. India's diverse economy encompasses traditional village farming, modern agriculture, handicrafts, a wide range of modern industries, and a multitude of services. With the liberalised economy India has abled to maintain its economic growth around 7% since 1997 and Gross Domestic Product (GDP) rate are composited with 17.4%, 25.8% and 56.9% in agricultural, industrial and service sector respectively<sup>14</sup>. Among them Indian work force is ranked in the second place after China and India has capitalized on its large educated English-speaking

<sup>11</sup>ShashiTharoor (2007). "Making the Most of India's Soft Power". The Times of India. 28<sup>th</sup> January 2007

<sup>12</sup>BhopatkarTejashree. "The Times of India."

<http://timesofindia.indiatimes.com/entertainment/hindi/bollywood/news/Bollywood-and-Oscars-over-100-years-of-Cinema/articleshow/19693992.cms>. (Accessed November 11, 2014).

<sup>13</sup>Purushothaman Uma (2010). "Shifting Perceptions of Power: Soft Power and India's Foreign Policy. 6.

<sup>14</sup>Central Intelligence Agency. "The World Factbook." <https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>. (Accessed November 11, 2014).

population to become a major exporter of information technology services, business outsourcing services, and software workers<sup>15</sup>. Even though the big picture of economic statistics of India is relatively healthy, when observing the depth of the Indian economy it indicates a grey picture. For instances the inflation rate is 9.6% in 2013 and poverty line below population in 29% in 2013<sup>16</sup>.

### 3.4 POLITICS AND GOVERNANCE

The sub section is divided into two segmentations such as internal political policy and foreign policy.

Despite India confront many challenges India is successfully functioning its democracy and it is the biggest asset of India in terms of soft power. On the other hand Indian democracy is the world's largest democracy. Specifically India has proved functioning democracy is a realistic thing even in poor and illiterate countries as well. Since the independence India has held free and fair elections to select public representatives to the Congress though India has marginalised society in terms of multi caste, multi religion, and multi languages. Women participation in politics is also an outstanding feature of Indian soft power. In fact, the nearest countries like Nepal and Bhutan recent transfer to democracy denotes the influence of Indian democracy. Indian representation and assistance on behalf of democracy further enhance Indian soft power.

Most interestingly, freedom to press and freedom to express opinions are spectacular features that are able for thriving Indian soft power. Indian population do not ever hesitate to take their accusations to the court and challenge to the decisions of the government. The independent judiciary plays an active role in India by taking up many sensitive and current issues which directly affect to the public on the open forum. These implications clearly indicate that India is practicing not only democracy but also balance of power (the concept of check and balance) and good governance in some extent. In fact it is noteworthy mention Indian commitment to build and remain its democracy causes to enhance the moral power as well as soft power of India.

When considering about the foreign policy of India, it has been based on moral values from the time of Prime Minister Jawaharlal Nehru<sup>17</sup>. As Joseph Nye expresses that a country's foreign policy can increase its soft power if its foreign policy is perceived by other countries and people to be legitimate and having moral authority<sup>18</sup>. Gandhi begun *Non Violence Movement* to achieve independence peacefully and it is named as a soft power element since non violent methods have influenced to develop the area of peace studies. Aftermath Nehru consolidated this soft power strategy as a foreign policy agenda.

Moreover India attempts to keep its 'big brother' role within the South Asian region by resolving disputes and interfering to regional matters which have a spill over effect. As Uma Purushothaman has quoted Wagner, he argues that India's regional policy after the 1990s has been characterized by greater

emphasis on soft power strategies<sup>19</sup>. For an instance Gujral doctrine introduced the principle of non-reciprocity which is emphasising that India not only had a bigger responsibility, but should give more to the smaller neighbours than she would receive. This doctrine echoed domestic changes in India, especially the economic liberalisation post-1991<sup>20</sup>.

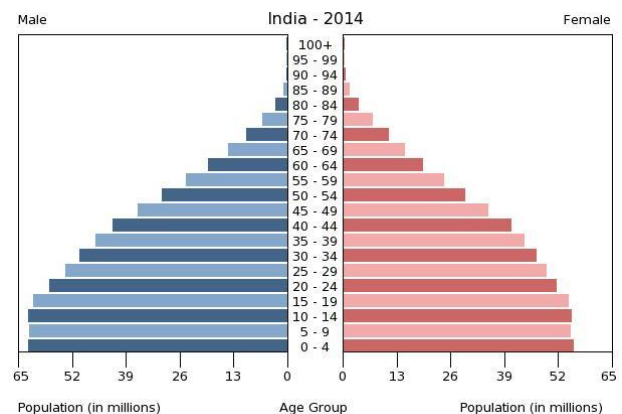
Apart from, at the institutional level India remains and are recognized as a quite a bit of institutional power due to its leadership of the G-77, G-22 and Non Alignment Movement. However, Indian wished to achieve a permanent seat in the UN Security Council displays its soft power significantly.

In precisely, this would say that Indian public diplomacy along with cultural diplomacy and neighbourhood diplomacy are very much effective soft power elements that India is utilizing.

### 3.5 SOCIAL ASPECTS

Not only cultural, economic, political and governance but also aspects of India can be identified as soft power elements. Specifically, education, demography, infrastructure and sports are elaborated.

According to the CIA factbook data by July 2014 Indian population is 1,236,344,631 and India is only second to China. Therefore India has a good workforce in order to obtain economic development since literacy rate of India is 62% in 2013 would become a plus point for India. As below population graph illustrates the young work force of India is above 50% and this proves the capability of utilization of Indian soft power in various manner.



Source: CIA factbook:

<https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>

Moreover, cricket specifically Indian Premier League causes to build strong relations between India and some other Asian nations beyond its immediate neighbourhood. Since players from western countries also participate in this League, cricket fans all around the world have attracted. The October 2010 Commonwealth Games in Delhi in spite of gross organizational

<sup>15</sup>ibid.

<sup>16</sup>ibid

<sup>17</sup>Purushothaman Uma (2010). "Shifting Perceptions of Power: Soft Power and India's Foreign Policy", 6-7.

<sup>18</sup>Nye Jr., Soft Power: *The Means to Success in World Politics*. 11.

<sup>19</sup>Purushothaman Uma (2010). "Shifting Perceptions of Power: Soft Power and India's Foreign Policy", 7.

<sup>20</sup>Aneek Chatterjee (2010). "International Relations Today: Concepts and Applications". Arete Publishing, New Delhi, 220.

<sup>21</sup>Central Intelligence Agency. "The World Factbook." <https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>. (Accessed November 11, 2014.).



shortcomings proved a meaningful selling point with the many Asian and Pacific Commonwealth countries<sup>22</sup>.

India's youth is a crucial asset in Asia. Amazingly, in Singapore, the finance and information technology (IT) sectors welcome young Indians and many companies, banks and financial institutions have started visiting top Indian campuses for recruitment purposes<sup>23</sup>. Electricity generation of India is another crucial factor in term of soft power since India is ranked in sixth place in electricity production.

#### IV. THE UNITED STATES OF AMERICAN CONTEXT OF SOFT POWER

This sub section mainly focuses on the elements and utilization of American soft power as a bench mark.

The United States of America utilizes its cultural and public diplomacy in order to encompass the world as soft power methods. As Milton E. Cumming defines, 'Cultural Diplomacy' is the exchange of ideas, information, art and other aspects of culture among nations and their peoples to foster mutual understanding<sup>24</sup>. And cultural diplomacy is an effective tool in diplomatic relations since it has a potential to attract other nations to them conveniently. Thus, cultural diplomacy is a prime example of 'soft power', or the ability to persuade through culture, values, and ideas as opposed to 'hard power', which conquers or coerces through military might<sup>25</sup>.

American culture it is not a unique one since it has been influenced by the cultures of Native Americans, Latin Americans, Africans and Asians. American culture is described as 'melting pot' which it was fostered from various cultures<sup>26</sup>. Even though American culture was influenced by other cultures before, American culture influences to other countries today. Hollywood, Burgers, Coca-Cola, Google, Apple, Jazz and hip hop music, American English, Rock and Rolls dancing, American clothing and etc can be mentioned as examples.

If elaborates one by one, Ralph Lauren, Calvin Klein, Michael Kors and Victoria Secret are some well-known American clothing brands which have already embraced by the world. Hamburgers, hot dogs, potato chips, macaroni and cheese and meat loaf are enhancing the soft power of America in terms of food. "As American as apple pie" has come to mean something that is authentically American. McDonalds is the super famous hamburger pot for all people all around the world currently.

The United States is broadly popular as a leader in mass media production, including television and movies in the world. The television broadcasting industry took hold in the United States in the early 1950s<sup>27</sup> and American television programs are shown around the world. The United States also has a vivacious

<sup>22</sup>Melon M. David. "Soft Power in Indian Foreign Policy". *Economic and Political Weekly*. Vol.36, 03 September 2001, 36.

<sup>23</sup> ibid

<sup>24</sup>Schneider P. Cynthia (2004). *Culture Communicates: Us Diplomacy That Works*. Netherlands Institute of International Relations 'Clingendael'. 1.

<sup>25</sup>Nye Joseph (2002). *The Paradox of American Power*. Oxford University Press. 8-9.

<sup>26</sup>Ryan Kevin, Coope James (2010). *Those Who Can, Teach*. 12<sup>th</sup> edition. Boston. Wadsworth Cengage Learning. 61.

<sup>27</sup>Kim Ann Zimmermann. "American Culture: Traditions and Customs of the United States". 22 April 2013. <http://www.livescience.com/28945-american-culture.html>. (Accessed 11 November 2014).

movie industry, namely Hollywood which is popular throughout the world. Thus, American music is varying as it is consisted with rhythm and blues, jazz, gospel, country and western, bluegrass, rock 'n' roll and hip hop. People have been attracted by this music around the world. American foot ball and base ball are popular sports that are also famous in the world as well as those two sports are originated from America.

Social aspects of America are also considered as an element of soft power. American society is liberal and open which admires freedom a lot. American population is 318,892,103 (as estimated by 2014) and population growth is 0.77%. Although America is ranked in fourth place from population, its population growth rate is very low. American education is also in a higher place which is providing student exchange programmes and scholarships to foreign students to study in the USA annually. American green card lottery is another important factor that indicates the demand of American branding and it further illustrates the soft power utilization of American in the world.

Economy is another significant factor of American soft power since America still utilizes this element to make other states' attraction towards America. As CIA factbook denotes America has world largest and most technological economy of the world with the composition of GDP rates 1.1%, 19.5% and 79.4% by 2013<sup>28</sup> in agricultural, industrial and service sectors respectively. While service sector contributes a lot to country's growth, 37.3%<sup>29</sup> of labour force is in managerial, professional and technical fields. In addition America exports agricultural products (soybeans, fruit, corn) 9.2%, industrial supplies (organic chemicals) 26.8%, capital goods (transistors, aircraft, motor vehicle parts, computers, telecommunications equipment) 49.0%, consumer goods (automobiles, medicines) 15.0% and America is ranked in third place after China and European Union in exporting goods<sup>30</sup>. Stock of Foreign Direct Investments (FDI) in other countries is very high are America has ranked as number one country<sup>31</sup>.

In this market-oriented economy, private individuals and business firms make most of the decisions, and the federal and state governments buy needed goods and services predominantly in the private marketplace. US business firms enjoy greater flexibility than their counterparts in Western Europe and Japan in decisions to expand capital plant, to lay off surplus workers, and to develop new products.<sup>32</sup>

As above statement indicates with the liberal and open market America has been growing since independence and America is able to expand its products and brands throughout the world with its diplomacy.

In addition mass media and network of America play a major role in order to enhance American soft power. In 2012, four out of the five top entertainment corporations in the world were American based<sup>33</sup>. Specially, since America has technological knowledge from satellite to telecommunication

<sup>28</sup>Central Intelligence Agency. "The World Factbook." <https://www.cia.gov/library/publications/the-world-factbook/geos/in.html>. (Accessed November 11, 2014.).

<sup>29</sup> ibid.

<sup>30</sup> ibid.

<sup>31</sup> ibid.

<sup>32</sup> ibid.

<sup>33</sup>Thussu Daya (2014), *De-Americanizing Soft Power Discourse?*. Figueroa Press. Los Angeles.6.



networks and from cyber space to “total spectrum dominance” to dominate the world’s network and communication under American brand. Hollywood, MTV, Disney, ESPN, CNN, Discovery, Time, Google, YouTube, Facebook, Twitter are the world famous American brands which have already possessed to America.

When concerning American politics and governance as a soft power element, it is undoubtedly to say, politics and governance plays a major role to expand the name and brand of America throughout the world and to obtain the attraction to them.

If further elaborates, America expanded its name through politics and governance since President Washington’s era. Openness, mobility, individualism, pluralism, voluntarism, and freedom are sophisticated elements which are also relating to the American politics and governance. The way America utilizes the democracy by holding fair and free election, securitising sovereignty of people and balancing powers among main three organs of the government namely legislative, executive and jurisdiction provides an idea to the world regarding American internal politics.

As Abraham Lincoln expresses democracy can be stated as a government of the people, for the people and by the people. As [Armstrong Williams](#) has mention in his web article American system of Government truly makes it great<sup>34</sup>. Individualism, Majority rule, popular sovereignty, popular consent, equality, personal liberty, federalism, Separation of powers, popular political culture, pluralism, capitalism and rule of law can be identifies as characteristics of American democracy<sup>35</sup>. These characteristics are not only important to America but also most of the countries in the world have enfolded from these and it is proved that how has America promoted its politics and governance throughout the world as soft power elements.

Some of actions of foreign policy of America increases American soft power and some of strategies decline the attractiveness of American soft power. Therefore this segment is allocated to explain only plus points of American foreign policy as an element of soft power. Government can alter or control foreign policy of a country in order to attain the interest of the state. American Presidents utilize this method by means of attaining and achieving American state interest. For an instance, the Council on Foreign Relations recently suggested the formation of a Corporation for Public Diplomacy modeled on the U.S. Corporation for Public Broadcasting<sup>36</sup>. In addition America utilizes its foreign policy to promote its economy and political philosophy around the world. Specifically, America uses its financial stability to function International organizations like UN, World Bank, IMF, UNESCO and etc. Consequently, America has been able to attract other countries through financial support. In conclusion, it would mention that America has potentials and America is able to maximize its potentials by branding its name

throughout the world successfully though some of times its attractiveness was declined by them through interference the internal politics of countries unnecessarily.

## V. COMPARATIVE ANALYSIS

Elements and utilization of soft power of both countries are explained above with proves and the intension of this sub section is to analyze these two countries comparatively to explore the hypothesis.

If considers the elements of both countries it is needless to say, elements are capable in order to influence or change the world. From other words those elements are very much attractive to expand the soft power of each country. The best example is Hollywood and Bollywood industries. Both of these industries have massive fans. Then Ashypothesis denotes that why is India very much infirm to apply her existing soft power tools to build hegemony like America.

If certainly look at the elements one by one, American popular culture and Indian rich culture are the major elements that both countries have to promote their soft power. In comparison, Indian culture is not hugged by other countries like American culture. The American notion of Disneyland, hamburgers, pop music, ice cream corns are popular among the nations of the than Indian films, cuisines and music.

Specially, Indian bollywood movies have westernized since millennium. Not only movies but also Indian music has become more modernised. Bollywood music currently contains more modern themes and uses the English language. *Race*, *Wanted*, *Body Guard*, and *Student of the year* can be states as examples. Therefore modern Indian films are less relatable to Indian culture and those reflect western culture and attempt to please and win foreign audience as consequences.

Ironically, Indian film industry has been started as a weapon during the nation’s struggle against British colonialism. But this industry now has altered their intension of establishing the industry. This can be defined as “black splash” on Indian film and music industry as well since this trend undermines Indian identity. Finally, India has become a bullet of American soft power weapon instead of being an original soft power weapon to promote country.

When concerning about the economy it is obvious that American economy has already encompassed the world with their giant marketing and media strategies. Specially, since 1776 (after independence) American chose “Isolationism” as their foreign policy and they attempted to enlarge their economy gradually. They did not engage in any World Wars till they were attacked. By producing weapons and technological alliances America reached its economic growth. They actually interfere to the world functions during the cold war period as they have strengthened their economic capacity to do so.

As denoted previously, American GDP is 16.9% (by 2013), the percentage of population below poverty line is 15% (2010) and inflation is 1.5% by 2013. This reflects clearly that American people enjoy the economic status perfectly since inflation and poverty is less. But though India has 7% of GDP, the population below poverty tine is 29.8 by 2013 and inflation rate is 9.6%. These statistics indicate that India has internal economic challenges like poverty and disparity though the GDP is good.

<sup>34</sup>Williams Armstrong. America's Unique Democracy. TownHall.com. 12 July 2011.  
[http://townhall.com/columnists/armstrongwilliams/2011/07/12/americas\\_unique\\_democracy/page/full](http://townhall.com/columnists/armstrongwilliams/2011/07/12/americas_unique_democracy/page/full). (Accessed 08.11.2014)

<sup>35</sup> Jeffrey D. Greene (2005). *Public Administration in the New Century: A Concise Introduction*. Belmont, CA: Wadsworth.

<sup>36</sup> Nye Jr Joseph. *Think again Soft Power*. FP.23 February

2003. [http://www.foreignpolicy.com/articles/2006/02/22/think\\_again\\_soft\\_power](http://www.foreignpolicy.com/articles/2006/02/22/think_again_soft_power). (Accessed 08.11.2014)

Thus India attempts to conquer and attain world economy without concentrating internal economic issues. But America attempts to same thing after they strengthened their economy.

In addition America has clearly identified the difference between marketing and management and they are using marketing tactics to maximize its economic benefits and mass media strategies to publicise and promote American brand names like McDonalds, face book, coca cola, Nike and etc all around the world. From other words American soft power is being enhanced with these strategies and tactics.

Politics and governance of both countries are attractive. Specially, Indian charismatic leaders have potentials to display their soft power to the world. But as the author thinks the Politics and governance of India has failed to expand its soft power due to internal issues that they confront in economics, politics and social. But America has financial capacity to overcome their

internal issues than India because of that American politics and governance more outstanding in terms of soft power strategy.

In social aspects, India is infirm to expand its soft power due to challenges like brain drain, growing population, less facilities in health care and etc. These all are internal issues that India should address carefully in order to strengthen its soft power.

## VI. CONCLUSION

Soft power is all about attraction. In sophisticated phenomena soft power can utilize to obtain relative gains and balance the power. When analyzing soft power utilization of India with a comparative study on America all the research finding can be coincided in a table below.

Element of Soft power (considered according to the research focus)	Capability	India	The United States of America
<b>Culture</b>	India - Yes USA – Yes	Modernised due to Westernization	Powerful as an attractive asset
<b>Economy</b>	India- Relatively No USA- Yes	Disparity is the major challenge	Powerfully exercised internally and externally
<b>Politics and Governance</b>	India- Yes USA- Yes	This doesn't powerful due to internal issues.	Popular and powerful since the financial basis is strong
<b>Social</b>	India- Relatively No USA- Yes	Due to some reasons social aspects are less powerful.	Social aspects are very much popular and influential in both internally and externally.

Source: author

As this above table shows that India has capabilities in terms of culture, politics and governance in order to expand its soft power. But utilization of the elements is really less than American. Interestingly, though American culture is popular, it is not rich as India.

Moreover, though America does not have much attractive assets of soft power, America uses marketing and media strategies to promote, expand and enhance the insufficient elements of soft power to establish hegemony and remain their hegemony for a long time. And also American hard power capacity can be a foundation to build, exercise and publicise American soft power. On the other hand as Joseph Nye explains American soft power/ attractiveness can be declined due to its hard power utilization<sup>37</sup>. Thus, westernization, globalization, brain drain, India is known as a developing state, bilateral and multilateral internal and external issues can be identified as challenges that India confronts. Those challenges prevent India to enhance and expand their soft power.

However, the hypotheses of this research is fully proven with the research findings because from one hand India is confronting many challenges in order to maximize its soft power elements to build a hegemony and the other hand India does not realize their capacities of elements of soft power to make them more attractive.

## VII. RECOMMENDATION

Since the research finding prove that India is very much infirm to apply her existing soft power tools to build hegemony, author intends to provide some recommendations with regard to enhance and expand Indian soft power.

1. Indian Diaspora can perform as a driving force to expand Indian identity as a soft power strategy.
2. If India uses an inward policy instead of outward, it will be effective to address internal issues which influence to enhance soft power of India.
3. India should have a comprehensive understanding on contemporary trends of the world and should set up their strategies (utilizing better marketing and media tactics) in line with trends. But India should not compromise their identity.

<sup>37</sup>Nye Jr Joseph (2004). "Soft Power and American Foreign Policy". The Academy of Political Science. <http://www.jstor.org/stable/20202345>. (Accessed: 12/11/2014).

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