

Soft Power in the Global Race for a new Social Contract

Stein am Rhein, Sept 24, 2017

Michael Schindhelm

Soft power is a concept to describe the ability to attract and co-opt rather than to coerce, using force or giving money as a means of persuasion.

“when one country gets other countries to want what it wants-might be called co-optive or soft power in contrast with the hard or command power of ordering others to do what it wants.”

Bound to Lead: The Changing Nature of American Power,
1990, Joseph Nye



**“The United States are not
a conqueror”**

**John Allen,
Singapore Feb 22**



AMERICA FIRST



capitolhilloutsider.com



Mark Zuckerberg

[+ Add to myFT](#)

Mark Zuckerberg, Donald Trump and the politics of power

The most unnerving scenario is when regressive regimes embrace new technologies

“John Thornhill



Liberal voters may even consider this alternative power centre a good thing as they see President Donald Trump running riot in Washington. The more internationalist-minded tech industry may well act as some kind of a counterweight to the increasingly inward-looking nativism seen in both the US and the UK.

FT, April 4, 2017



Davos

[+ Add to myFT](#)

Xi Jinping delivers robust defence of globalisation at Davos

China's president draws a line between himself and US president-elect Donald Trump

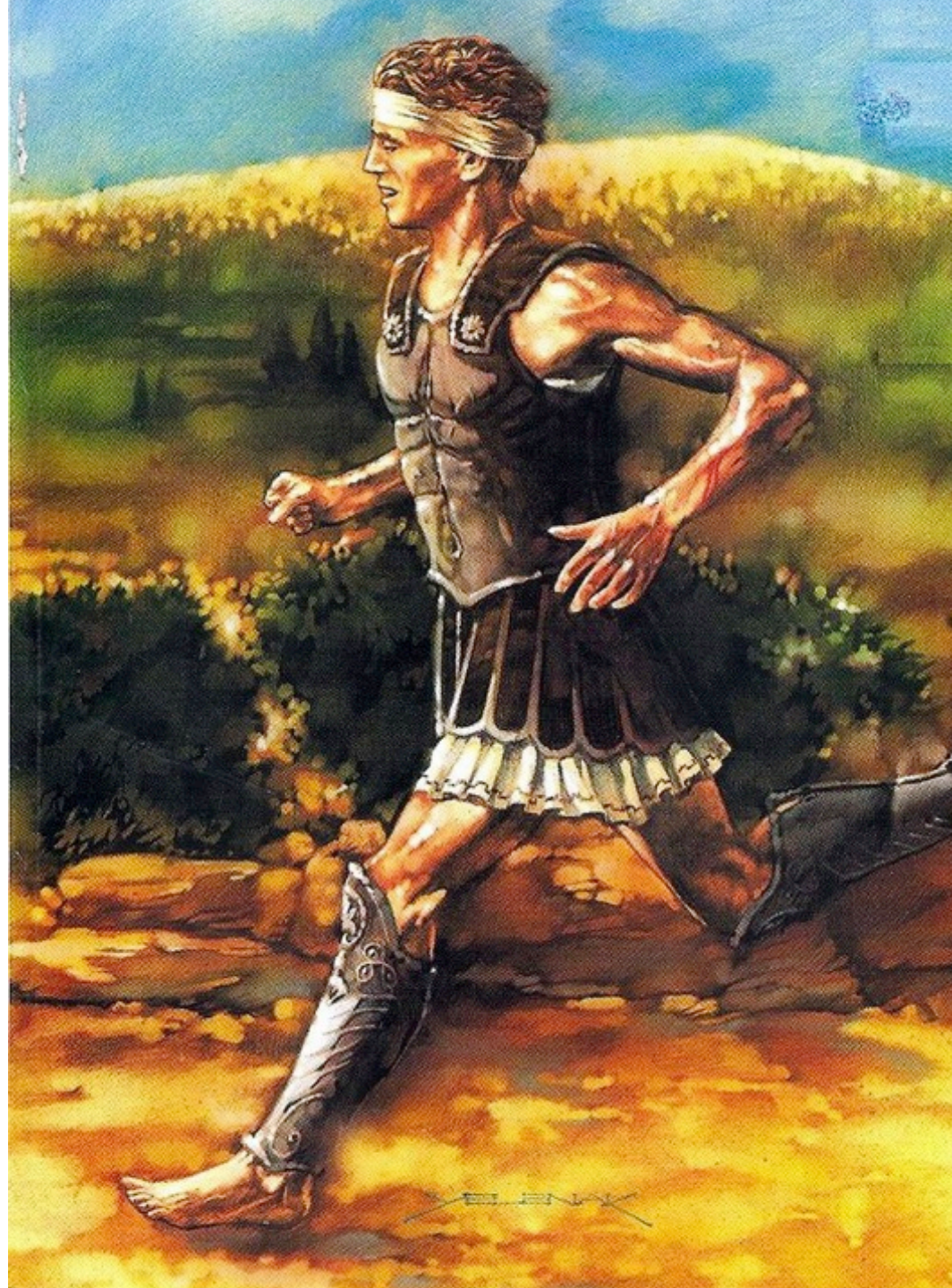


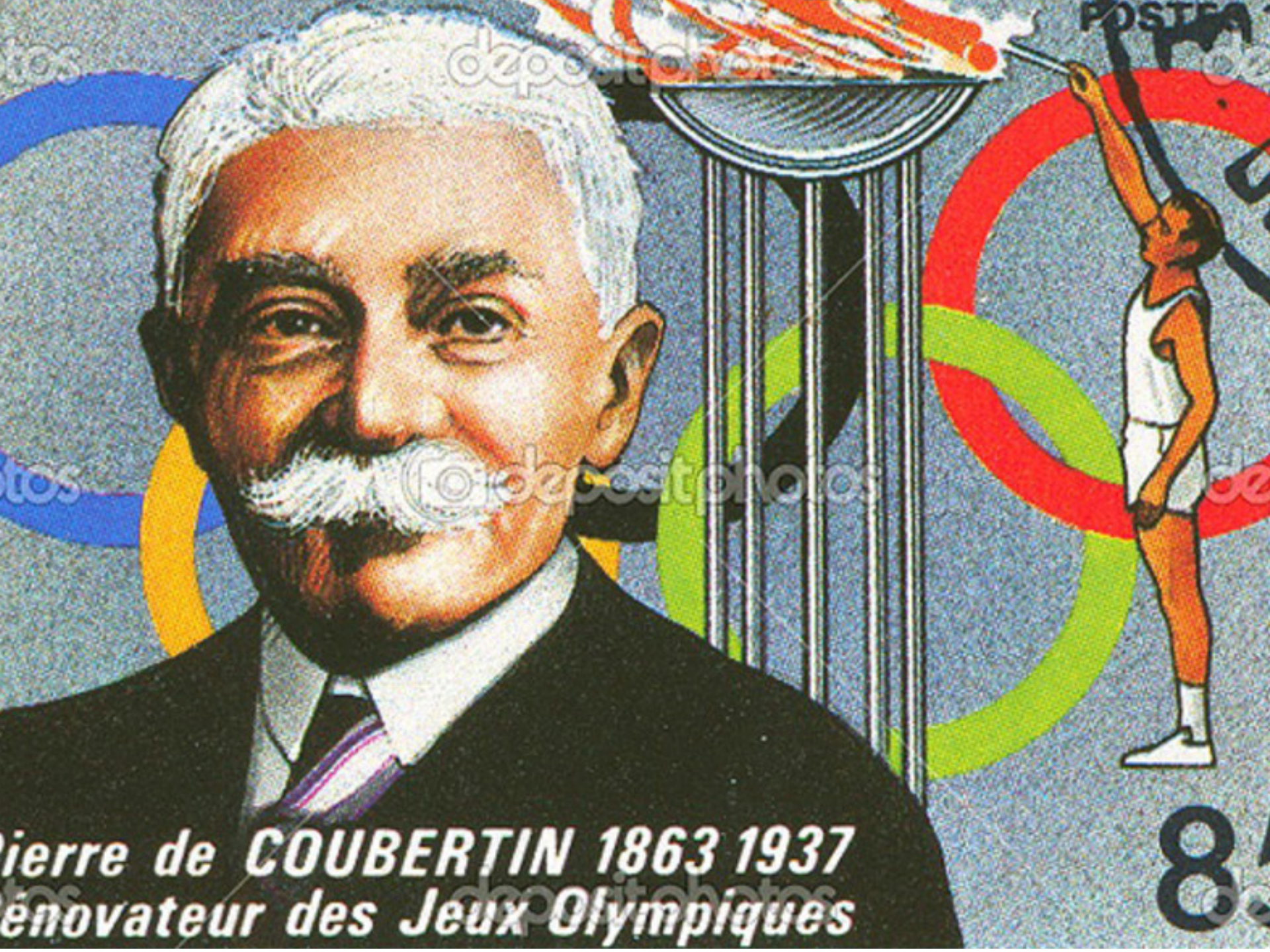
Portland's
The Soft Power 30 2015^[28]

Rank ↕	Country ↕
1	 United Kingdom
2	 Germany
3	 United States
4	 France
5	 Canada
6	 Australia
7	 Switzerland
8	 Japan
9	 Sweden
10	 Netherlands
11	 Denmark
12	 Italy
13	 Austria
14	 Spain
15	 Finland

Monocle's
Soft Power Survey 2014/15^[9]

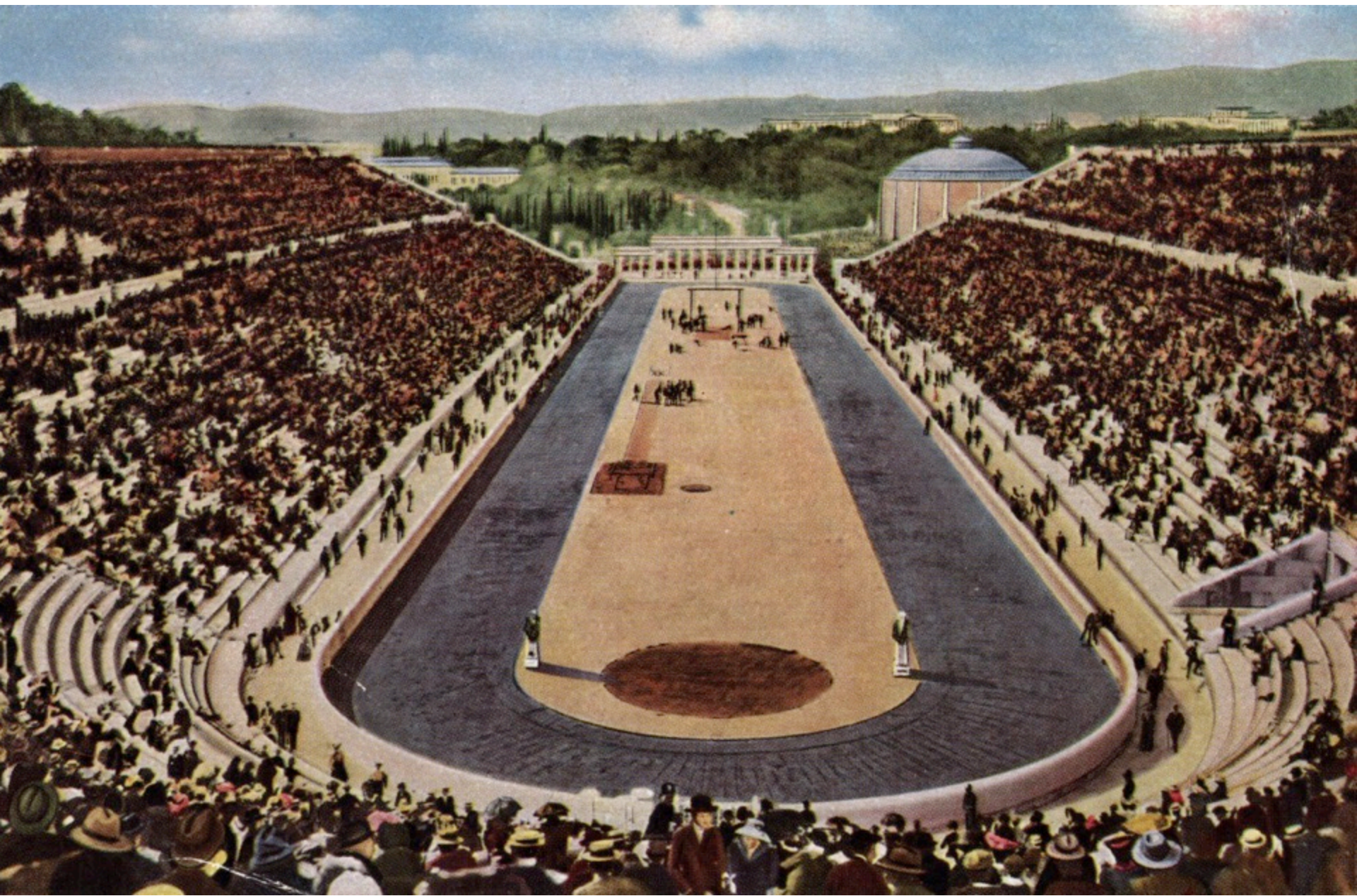
Rank ↕	Country ↕
1	 United States ▲
2	 Germany ▼
3	 United Kingdom ▼
4	 Japan ▲
5	 France ▼
6	 Switzerland ▼
7	 Australia ▼
8	 Sweden ▼
9	 Denmark ▲
10	 Canada ▼
11	 Spain ▲
12	 Italy ▼
13	 Netherlands —
14	 New Zealand ▲
15	 South Korea ▼



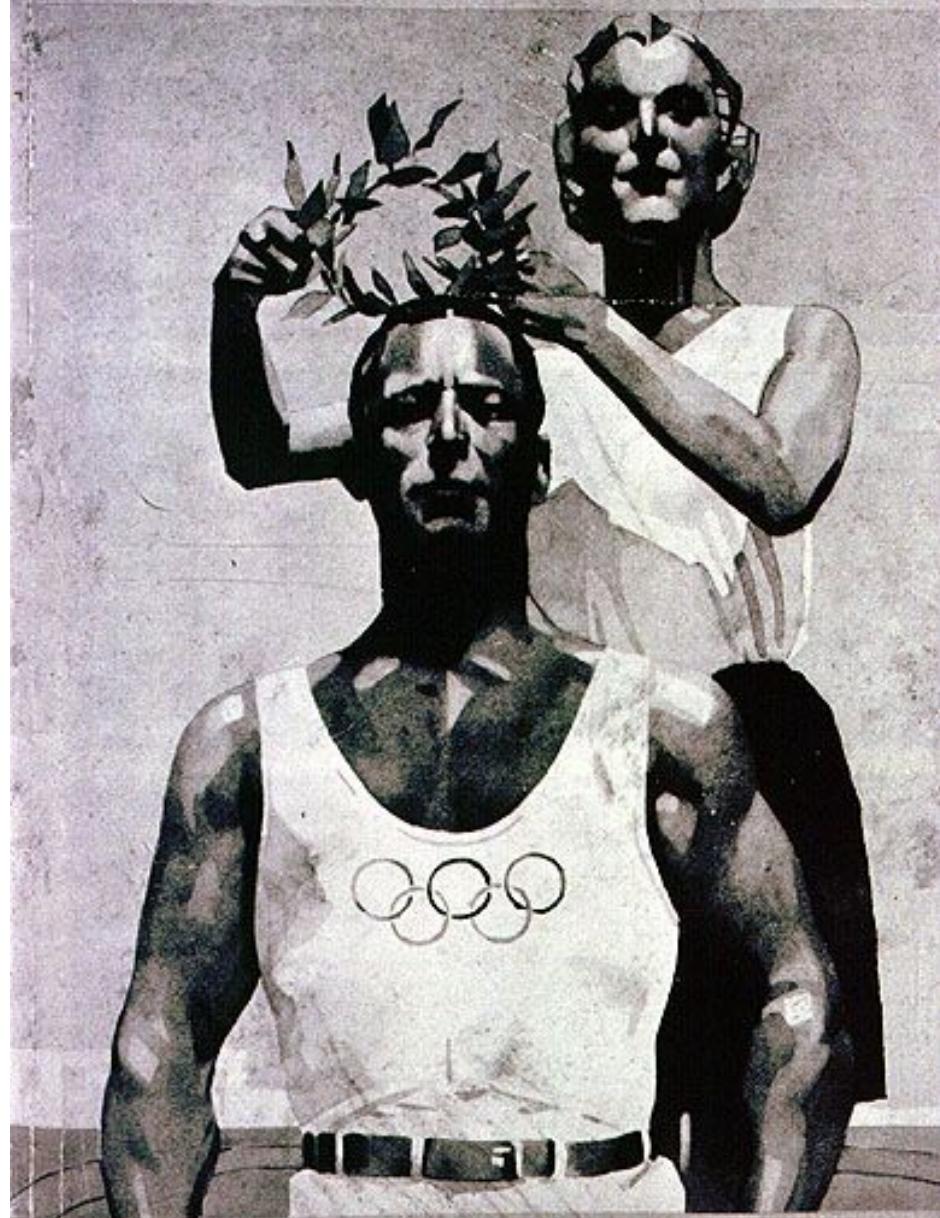


Pierre de COUBERTIN 1863 1937
renovateur des Jeux Olympiques

8



Berliner Illustrierte Zeitung



BERICHT
in Wort und Bild

Die 16 olympischen Tage





These are the top ten nations that won medals at the 1972 Games.

Rank ↕	Nation ↕	Gold ↕	Silver ↕	Bronze ↕	T
1	 Soviet Union	50	27	22	
2	 United States	33	31	30	
3	 East Germany	20	23	23	
4	 West Germany	13	11	16	
5	 Japan	13	8	8	
6	 Australia	8	7	2	
7	 Poland	7	5	9	
8	 Hungary	6	13	16	
9	 Bulgaria	6	10	5	
10	 Italy	5	3	10	



Rank ↕	Nation ↕	Gold ↕	Silver ↕	Bronze ↕	Total
1	 China	48	21	29	98
2	 United States	36	38	36	110
3	 Russia	22	18	26	66
4	 Great Britain	19	13	15	47
5	 Germany	16	10	15	41
6	 Australia	14	15	17	46
7	 South Korea	13	10	8	31
8	 Japan	9	6	10	25
9	 Italy	8	9	10	27
10	 France	7	16	18	41
Total (86 NOCs)		302	303	353	958

* Host nation (China)







**Тов. Ленин ОЧИЩАЕТ
землю от нечисти.**



Да Здравствует
ПЯТАЯ
ГОДОВЩИНА
ВЕЛИКОЙ
ПРОЛЕТАРСКОЙ
РЕВОЛЮЦИИ!

ПРОЛЕТАРИИ ВСЕХ СТРАН,
СОЕДИНЯЙТЕСЬ!

Четвёртый
конгресс
коммунистического
Интернационала

Die Spinne





**MARKS THE
SPOT!**



KEEP'EM FIRING

**ЗАВОЕВАНИИ
ОКТЯБРЯ**



НЕ ОТДАДИМ !



MACU
a film



h'mm

The Family of Man

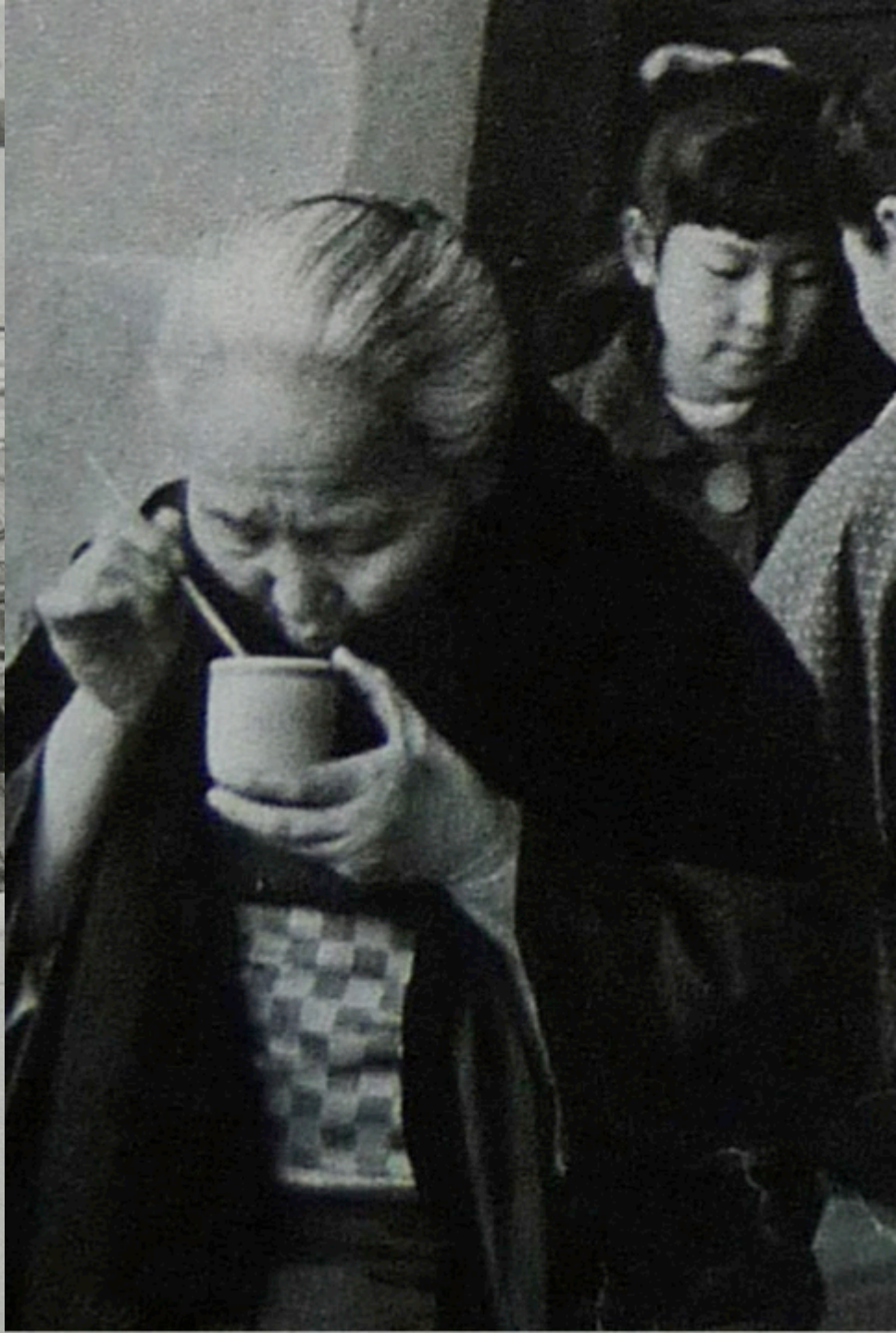
*The greatest photographic exhibition of all time—503 pictures from 68 countries—
created by Edward Steichen for the Museum of Modern Art*

Prologue by Carl Sandburg





HAMBURG









ARBEITER SOLIDARISIERT MIT
STREIK GEGEN NOTSTAND

NOTSTAND
NOTSTAND

STREIKT GEGEN DIE NS-GESETZE

NACHRICHTEN
T. KRATIE
MITTELER, SCHULEN, STUDENTEN

SOLIDARITÄT
UNTER
SCHWACHEN
HÄNDEN

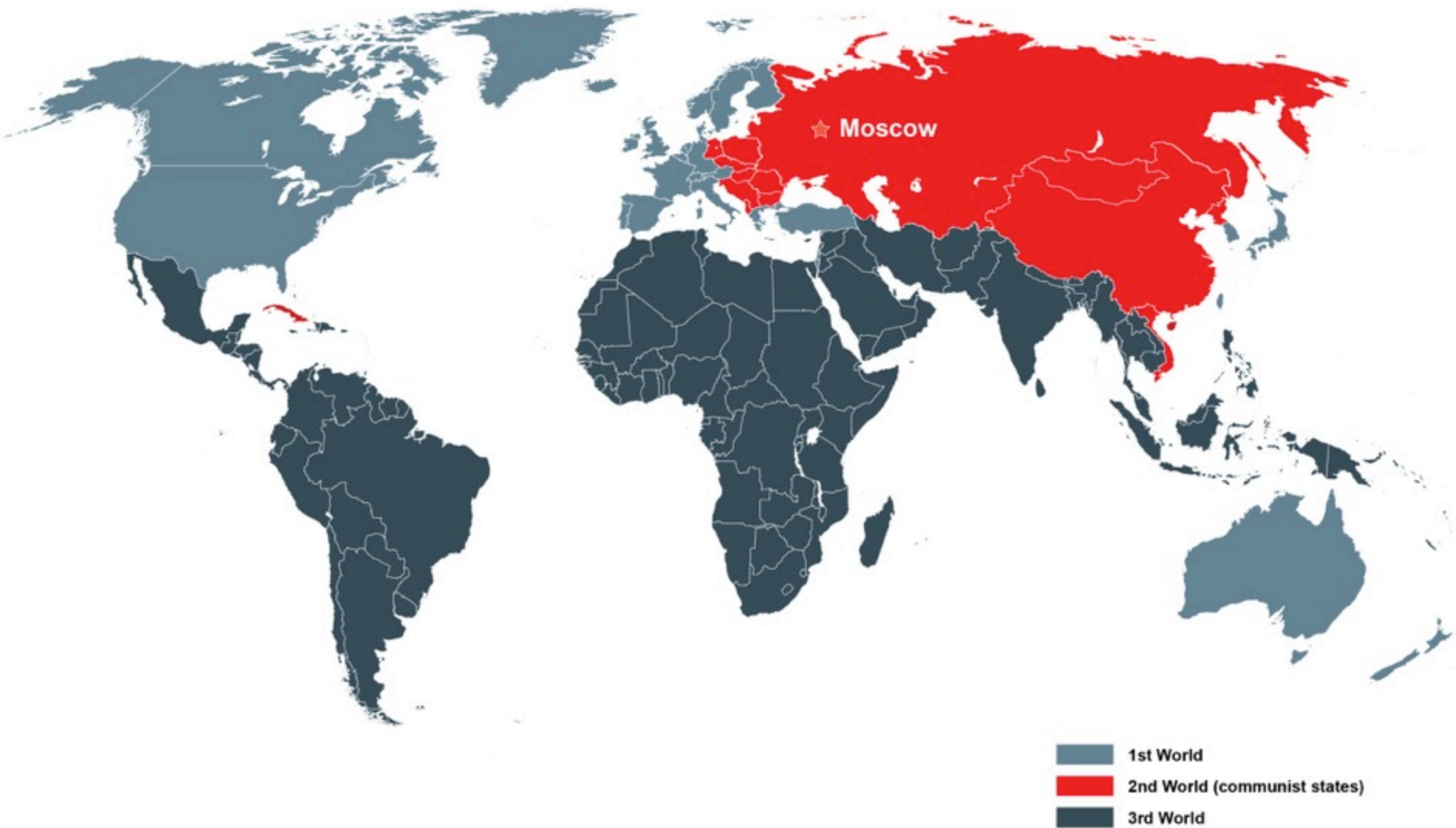








SOVIET ALIGNED COUNTRIES AS ON 1975





BETONDEMONTAGETE

LOVE & PEACE
IN
WEST & EAST

Test West



THE
END OF
HISTORY
AND THE
LAST MAN



FRANCIS
FUKUYAMA
WITH A NEW AFTERWORD

"Awesome . . . a landmark . . .
profoundly realistic and important . . .
supremely timely and cogent . . . the first book
to fully fathom the depth and range of the
changes now sweeping through the world."
—George Gilder, *The Washington Post Book World*

"What we may be witnessing is not just the end of the Cold War, or the passing of a particular period of post-war history, but the end of history as such: that is, the end point of mankind's ideological evolution and the universalization of Western liberal democracy as the final form of human government."



Almost immediately...Amendments 1-10...in 1791

Bill of Rights

1. Freedom of religion, speech, press, assembly, petition
2. Right of people to bear arms
3. Soldiers shall not be quartered in private homes
4. Right to be secure in their persons, houses, papers, etc., and against unreasonable searches
5. Right to notice of charges, protection from double jeopardy, testifying against oneself, and punishment without due process of law
6. Right to speedy trial by jury, to confront witnesses, to counsel
7. Right to trial by jury
8. Protection against excessive bail, and cruel and unusual punishment
9. These stated rights do not mean that people could not have other rights, as well
10. Powers not given to the US in the Constitution are reserved for the States

Coca-Cola



The WALT DISNEY Company



Jim Henson
THE JIM HENSON COMPANY

P I X A R

Disney

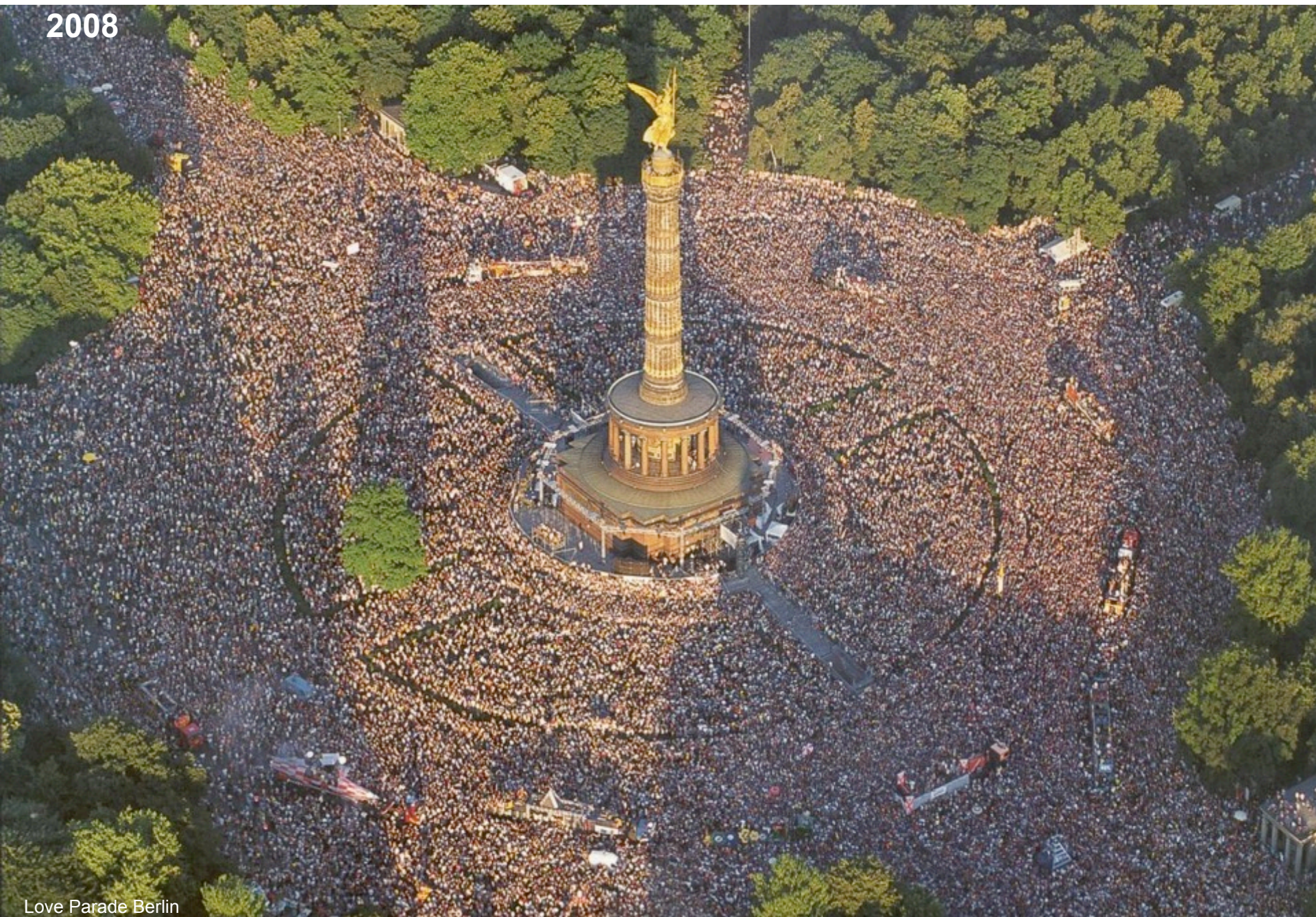
MARVEL

LUCASFILM
Ltd.

ESPN



2008



Love Parade Berlin











I PROTEST
against disrespect of Our
Beloved Prophet
Muhammad



اللہ کے
پیغمبر

o-E-hawar





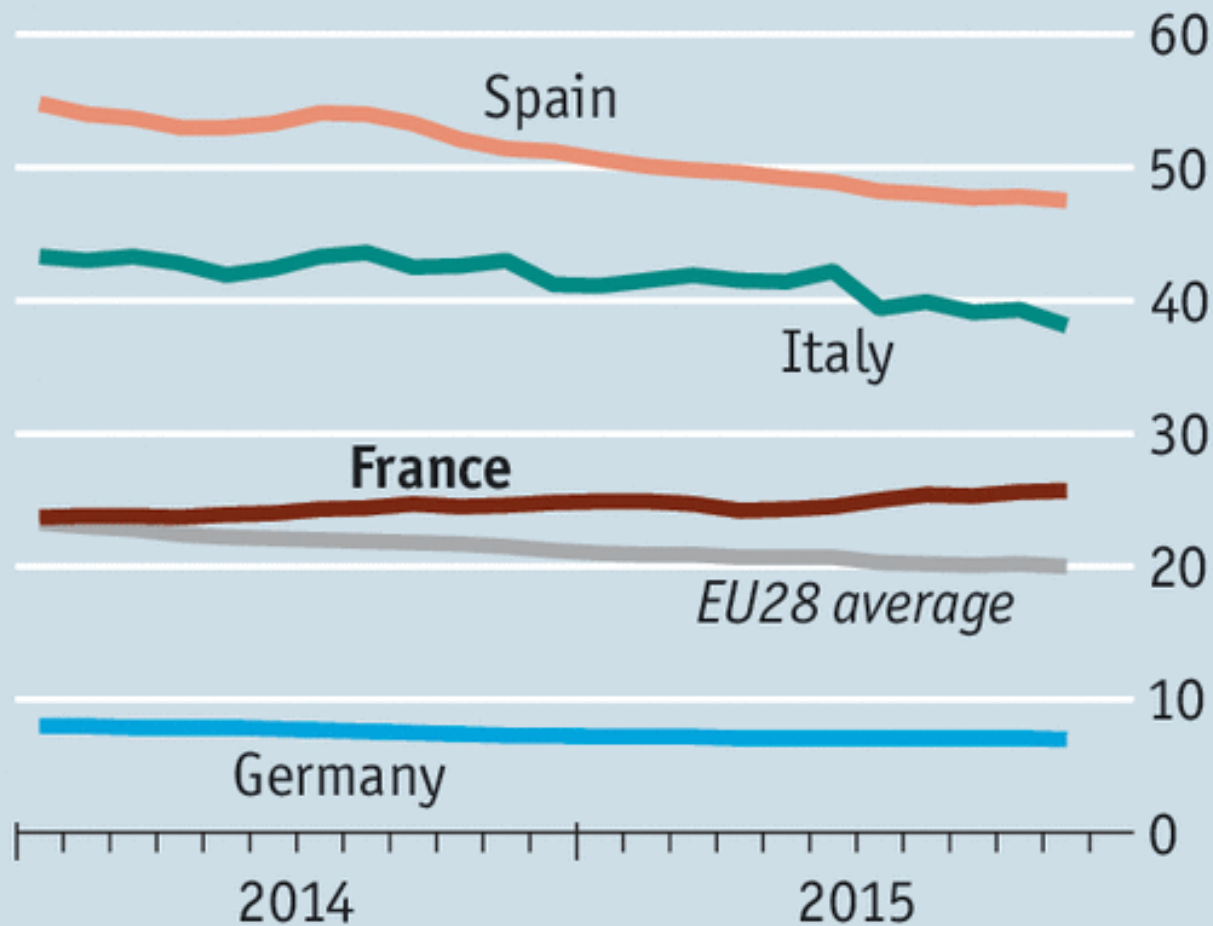
A man with a beard and a black headband is shown from the chest up. He is wearing a camouflage military uniform and a tan tactical vest. He is holding a rifle with a wooden stock. The background is an indoor setting with a doorway and a red and white patterned cloth hanging on the wall.

Jordan Matson

US CITIZEN

Wrong direction

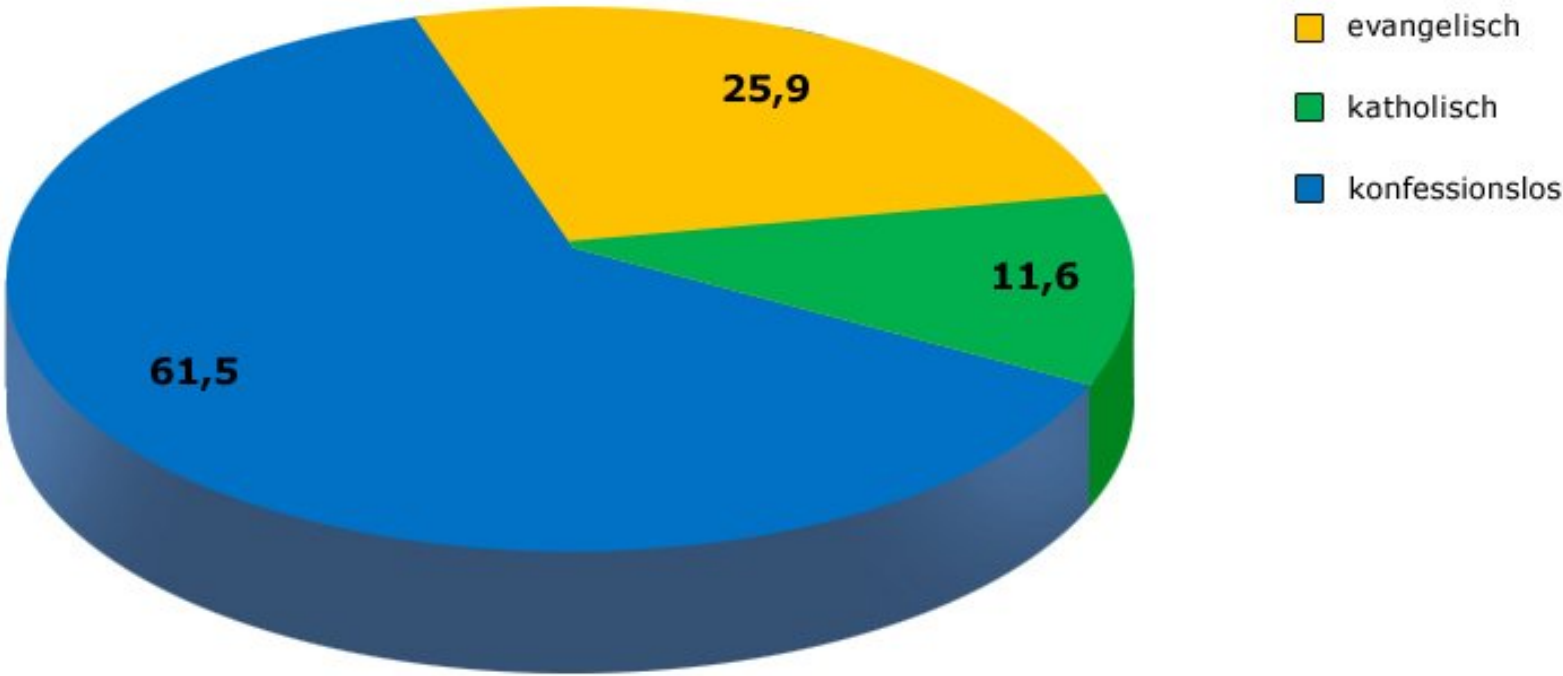
Youth* unemployment rate, %



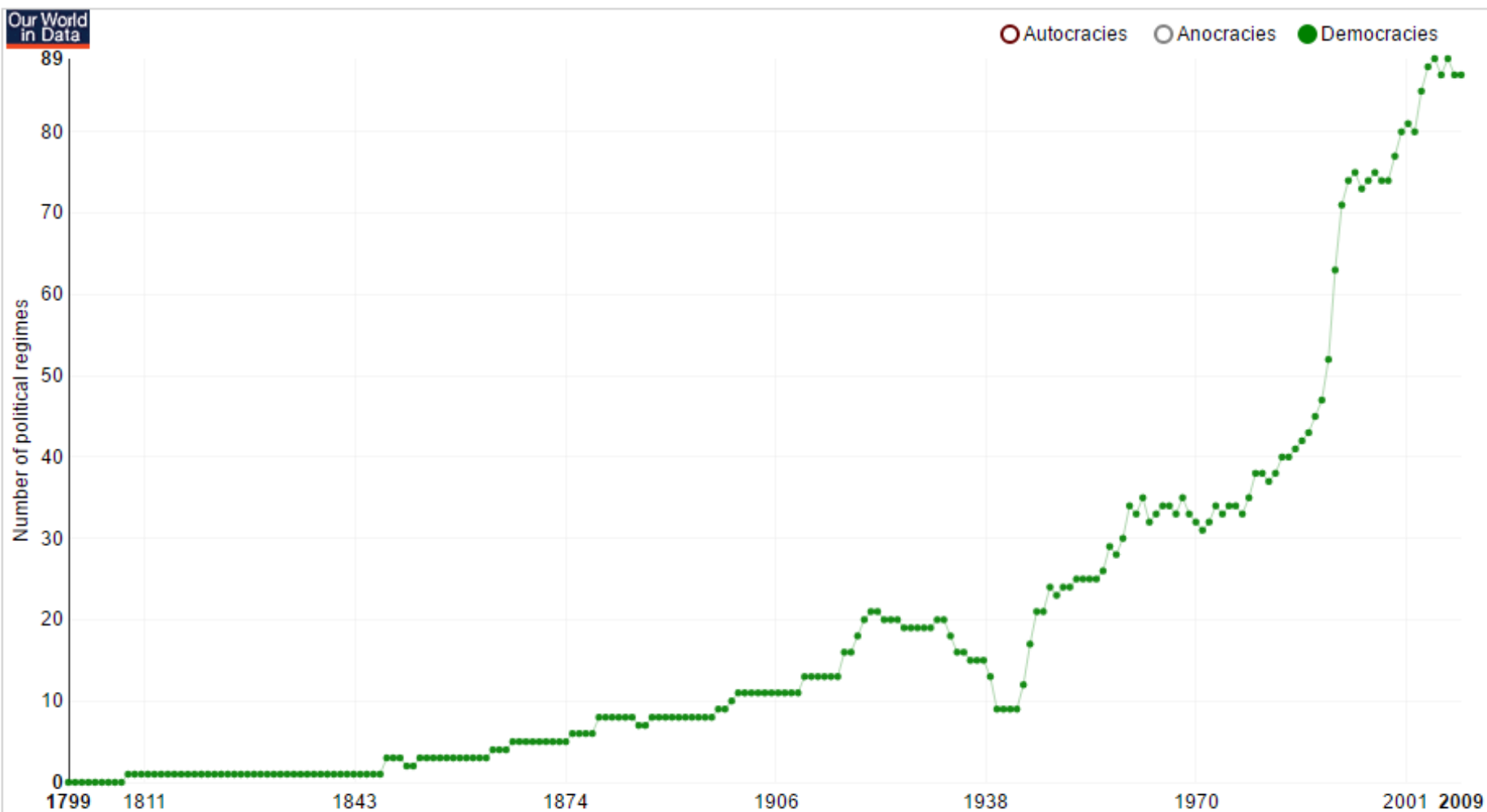
Source: Eurostat

*15- to 24-year-olds

Konfessionszugehörigkeit der Befragten
Angaben in Prozent

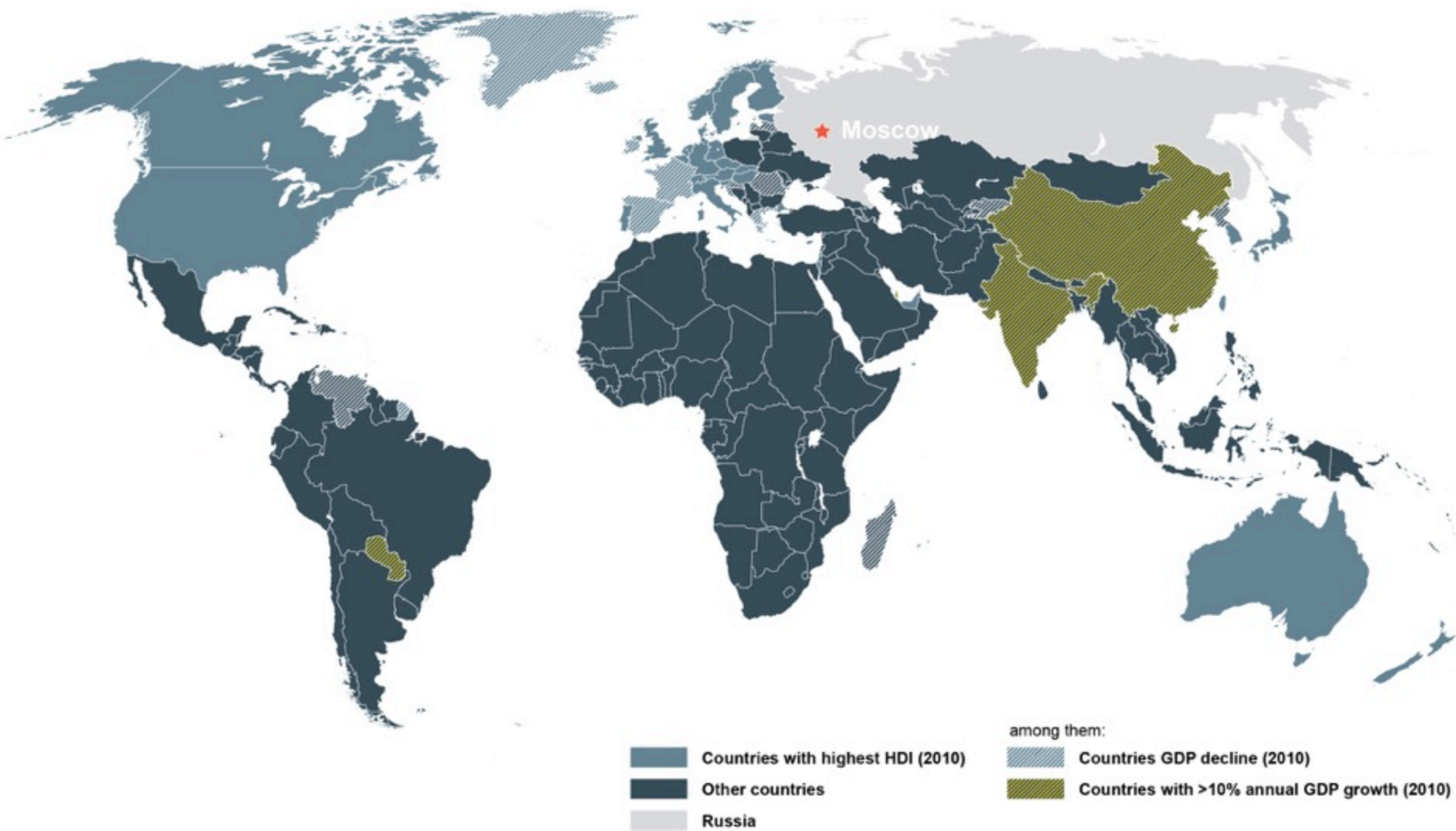


Number of democracies between 1800-2010¹



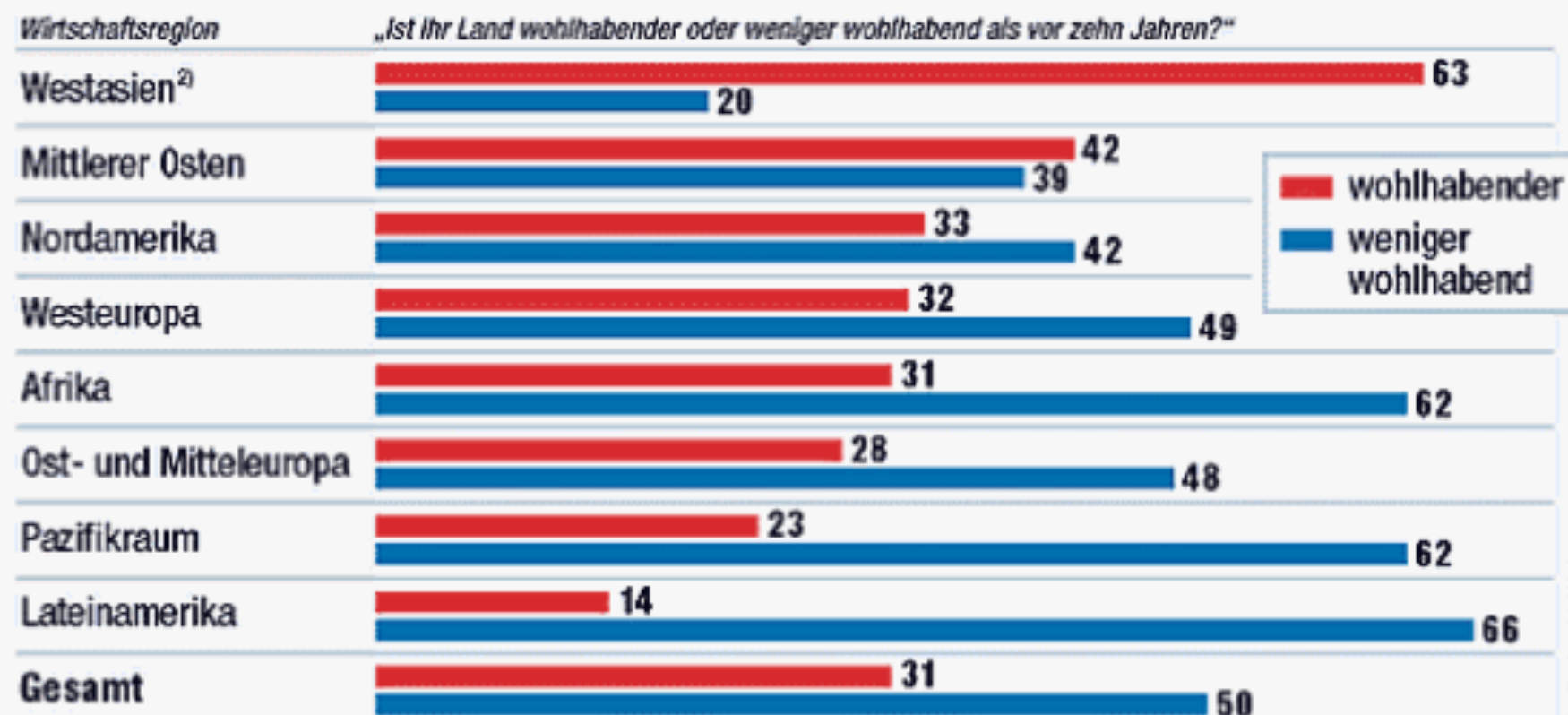
The author Max Roser licensed this visualisation under a [CC BY-SA license](https://creativecommons.org/licenses/by-sa/4.0/). You are welcome to share but please refer to its source where you find more information: www.ourworldindata.org/data/political-regimes/democratisation
Data sources: Polity IV

WORLD DEVELOPMENT AS ON 2010



Ärmer oder reicher als vor zehn Jahren?

Vergleich der Wohlstandssituation (in Prozent)¹⁾



1) Umfrage unter 43 000 Befragten in 51 Ländern. 2) Afghanistan, Indien, Pakistan. Quellen: Gallup International; Weltwirtschaftsforum



NOVEMBER 16, 2020

TIME



time.com

TRUMP

MAKE AMERICA GREAT AGAIN!



Donald J. Trump ✓

@realDonaldTrump

The official Twitter profile for Donald Trump
donaldjtrump.com
youtube.com/DonaldTrump
facebook.com/DonaldTrump

📍 New York, NY

🌐 donaldjtrump.com

🕒 Joined March 2009

 Tweet to Donald J. Trump

TWEETS
27.5K

FOLLOWING
42

FOLLOWERS
3.75M

FAVORITES
56

Tweets

Tweets & replies

Photos & videos



Donald J. Trump @realDonaldTrump · 34m

The polls have been really amazing--we are all tired of incompetent politicians and bad deals! newsmax.com/Newsfront/fox-...



477



1K



Donald J. Trump @realDonaldTrump · 1h

I really enjoyed being at the Iowa State Fair. The crowds, love and enthusiasm is something I will never forget.



614



1.8K



Donald J. Trump @realDonaldTrump · 1h

Who to



Find friend

Oxford Dictionaries

WORD OF THE YEAR

post-truth



First Amendment is not enough

ones

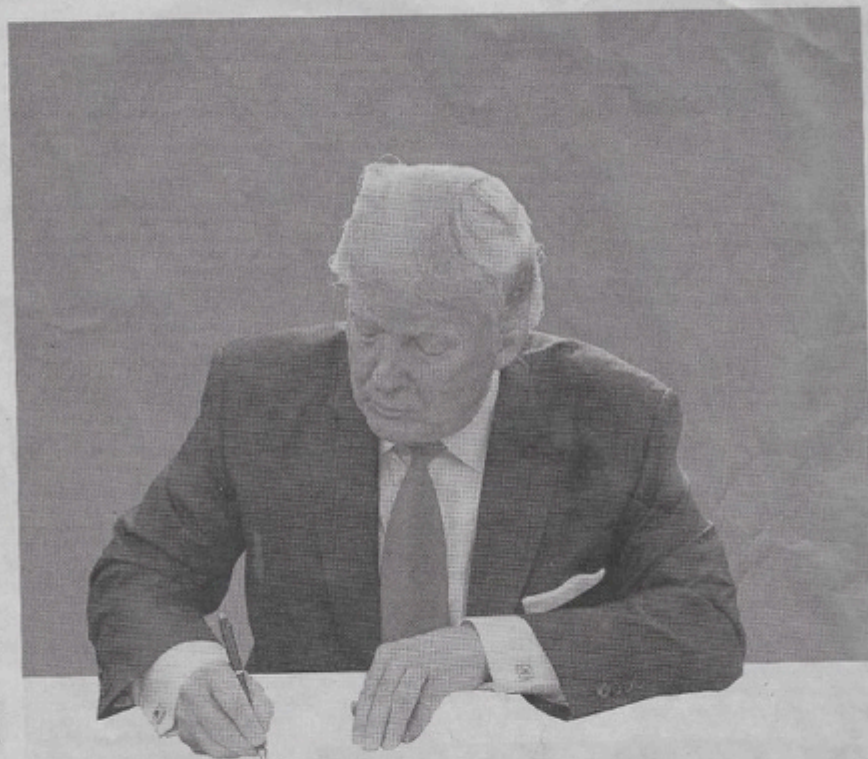
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newspapers



Freedom of the Press

ILLUSTRATION BY FARGO DELCAN; PHOTO BY DAVID MILES/THE NEW YORK TIMES

Gallup polling history.

As for the relationship between the press and government officials, that too has changed. Until recently, the press relied on politicians for access to information while politicians relied on

Something stronger will be necessary to protect

the press for access to the public's ear. This ensured that government officials would

than a decade, in part because it has declined to do so, and in part because media companies, inferring the court's relative lack of interest, have decided not to waste their resources pressing cases. Several justices have spoken negatively of the press in opinions or speeches. Lower courts have likewise become less favorable to the press, showing more willingness than in the past to second-guess the editorial judgment of journalists.

As each of these press-freedom

merely custom.

This is why we should be alarmed when Mr. Trump, defying tradition, vilifies media institutions, attacks reporters by name and refuses to take questions from those whose coverage he dislikes. Or when he decides not to let reporters travel with him on his plane, or fails to inform them when he goes out in public.

Or when he suggests he might evict the White House press corps from the West Wing and have his administra-

S&U



merely custom.

than a decade, in part because it has declined to do so, and in part because media companies, inferring the courts' relative lack of interest, have decided not to waste their resources pressing cases. Several justices have spoken negatively of the press in opinions or speeches. Lower courts have likewise become less favorable to the press, showing more willingness than in the past to second-guess the editorial judgment of journalists.

As for the relationship between the press and government officials, that too has changed. Until recently, the press relied on politicians for access to information while politicians relied on the press for access to the public's ear. This stronger will be necessary if officials would

ed on a morning as it out of time day. Reporting a whistleblower as unreliable is not the way to know that reliable. I know that the truth is, freedom are not. Even if we only see. Over time, I learned that consistently to matters in power from reporting. In and govern-

in other shams, but egis sale- relative I will of the able; the gers; and illars has is the ountic media. Even ad to three to public ntrooms. But newspapers.

“I want to bring
everything crashing
down and destroy all
of today’s
establishment.”

Stephen K. Bannon
(President Trump’s chief strategist)

China and India Rising

Why the Rise of China and India is Inevitable Jagdish N. Sheth

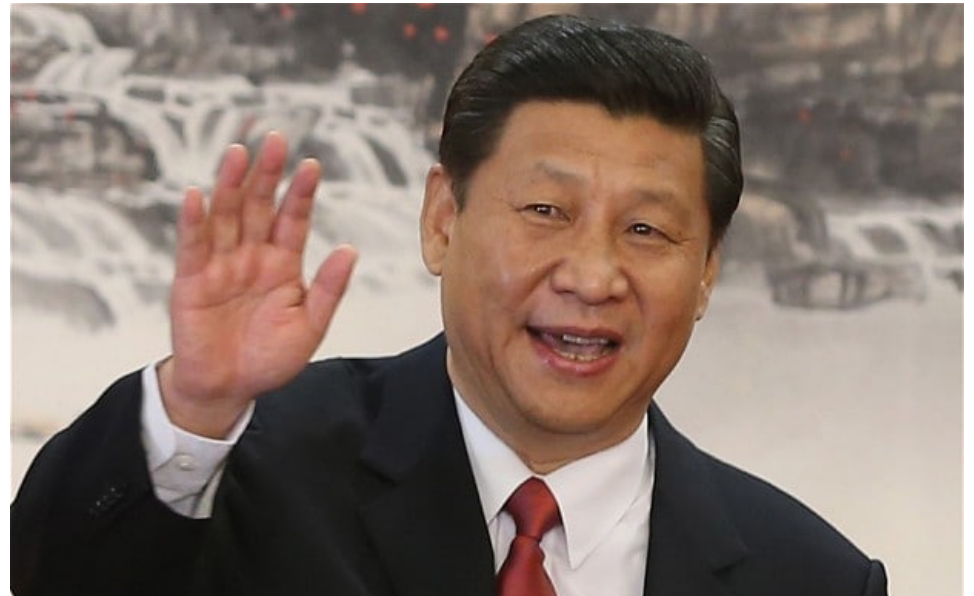


Alibaba.com

CCTV

"We should increase China's soft power, give a good Chinese narrative, and better communicate China's messages to the world."

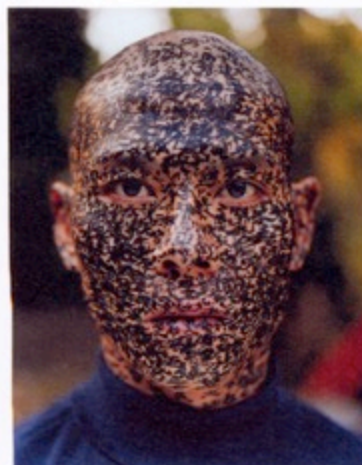
2014

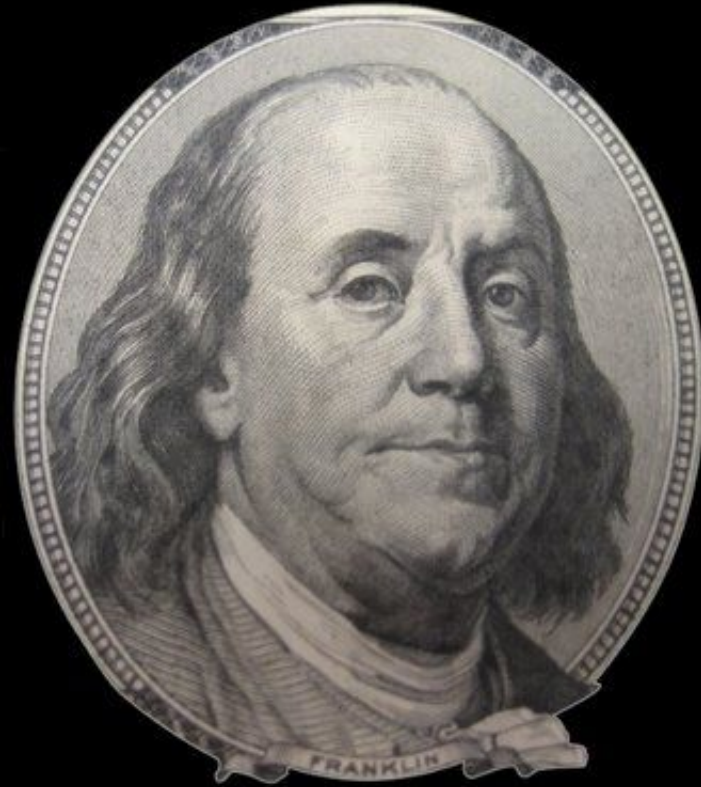












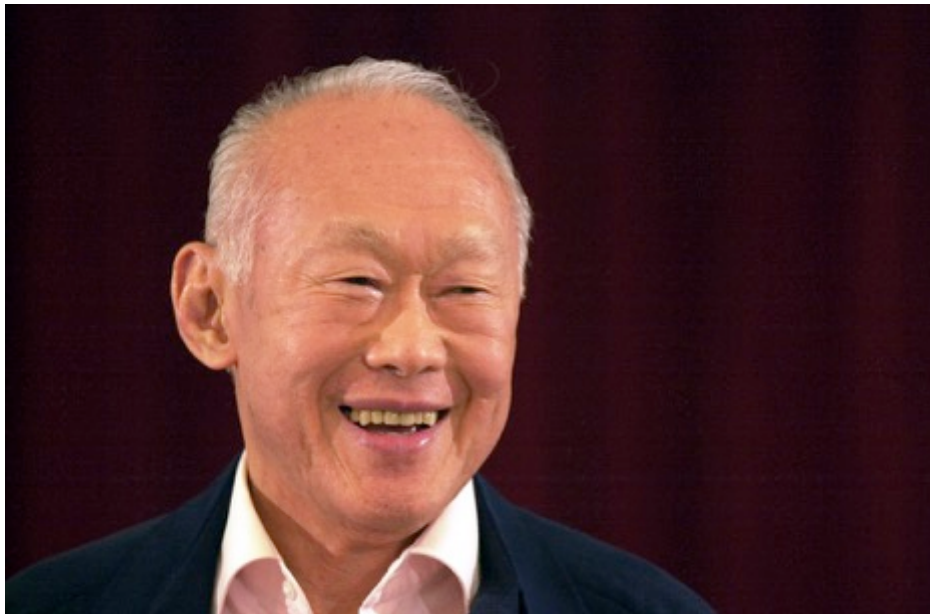
"Those who would give up essential liberty to purchase a little temporary safety, deserve neither liberty nor safety."

GeniusQuotes.net

Benjamin Franklin

“The American view that... out of clash of ideas and ideals you get good government ... that view is not shared in Asia”

Lee Kuan Yew



Kampong Lorong Fatimah, Woodlands 1980s



Picture from <http://picas.nhb.gov.sg/>



No. 1 city with the best investment potential

Singapore now outranks the world as an investment destination, after coming in second for 16 consecutive years.



In its BERI Report 2015-I (April 2015), US-based research institute Business Environment Risk Intelligence (BERI) ranked Singapore first out of 50 major investment destinations in a ranking that assesses operations, politics and foreign exchange. With no restrictions on the repatriation of profits and the import of capital, along with the most favourable operating conditions and strong diplomatic ties, Singapore's stable political and economic climate creates an ideal environment to invest in.

Ranked By +5 Years	100=Perfect Country	Present Combined Score	+5 Years Combined Score
1	Singapore	75	75
2	Switzerland	73	73
3	Taiwan	68	72
4	Norway	69	71
5	Germany	70	69
6	Austria	66	65
7	Netherlands	66	65
8	Canada	62	63
9	United States	59	63
9	Korea (South)	60	62
10	Denmark	57	61
12	Finland	56	61
13	Ireland	56	61
14	Australia	58	60
15	China	57	60

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statistics/264
g-to-the-

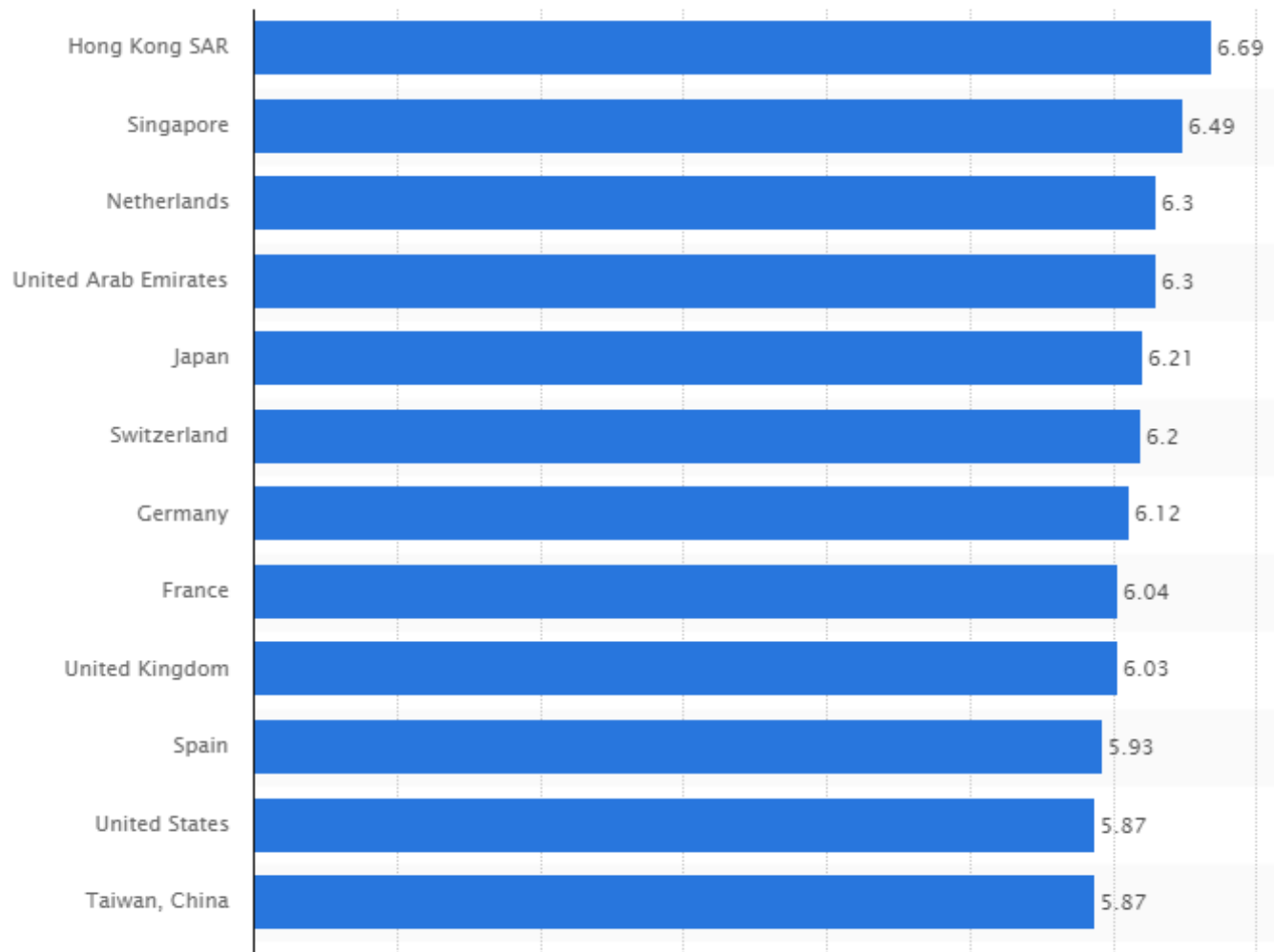
Statistics

The highest quality in air transport
14/15The highest quality of port
14/15

Infrastructure - countries with the highest

Top 100: Ranking of countries according to their quality of infrastructure in 2015

The graph shows a ranking of countries according to the quality of their infrastructure in 2015. Hong Kong is the leader in overall infrastructure with a value of 6.7 on a scale of 1 to 7. The scale ranges from 1 = underdeveloped = extensively by international standards.



Top scorers in Pisa 2015

Average scores for science, reading and mathematics

Science		Reading		Maths	
Singapore	556	Singapore	535	Singapore	564
Japan	538	Hong Kong	527	Hong Kong	548
Estonia	534	Canada	527	Macau	544
Taiwan	532	Finland	526	Taiwan	542
Finland	531	Ireland	521	Japan	532
Macau	529	Estonia	519	China	531
Canada	528	South Korea	517	South Korea	524
Vietnam	525	Japan	516	Switzerland	521
Hong Kong	523	Norway	513	Estonia	520
China	518	New Zealand	509	Canada	516
Britain	509	Britain	498	Britain	492
US	496	US	497	US	470

JANUARY 29 2002 - PRESIDENT BUSH OUTLINES THE 'AXIS OF EVIL'



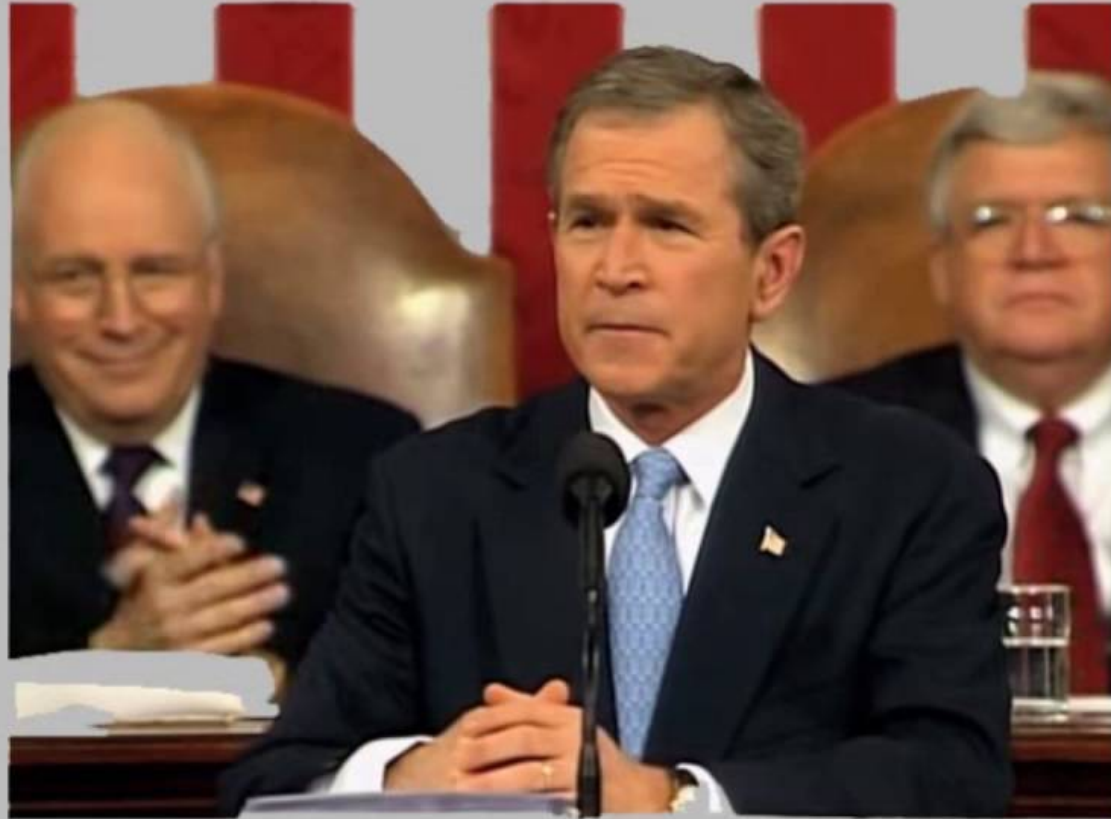
IRAQ



IRAN



**NORTH
KOREA**



THE EVIL HAS LANDED



STORIES
ON
PAGES 4-7
EDITORIAL
PAGE 22

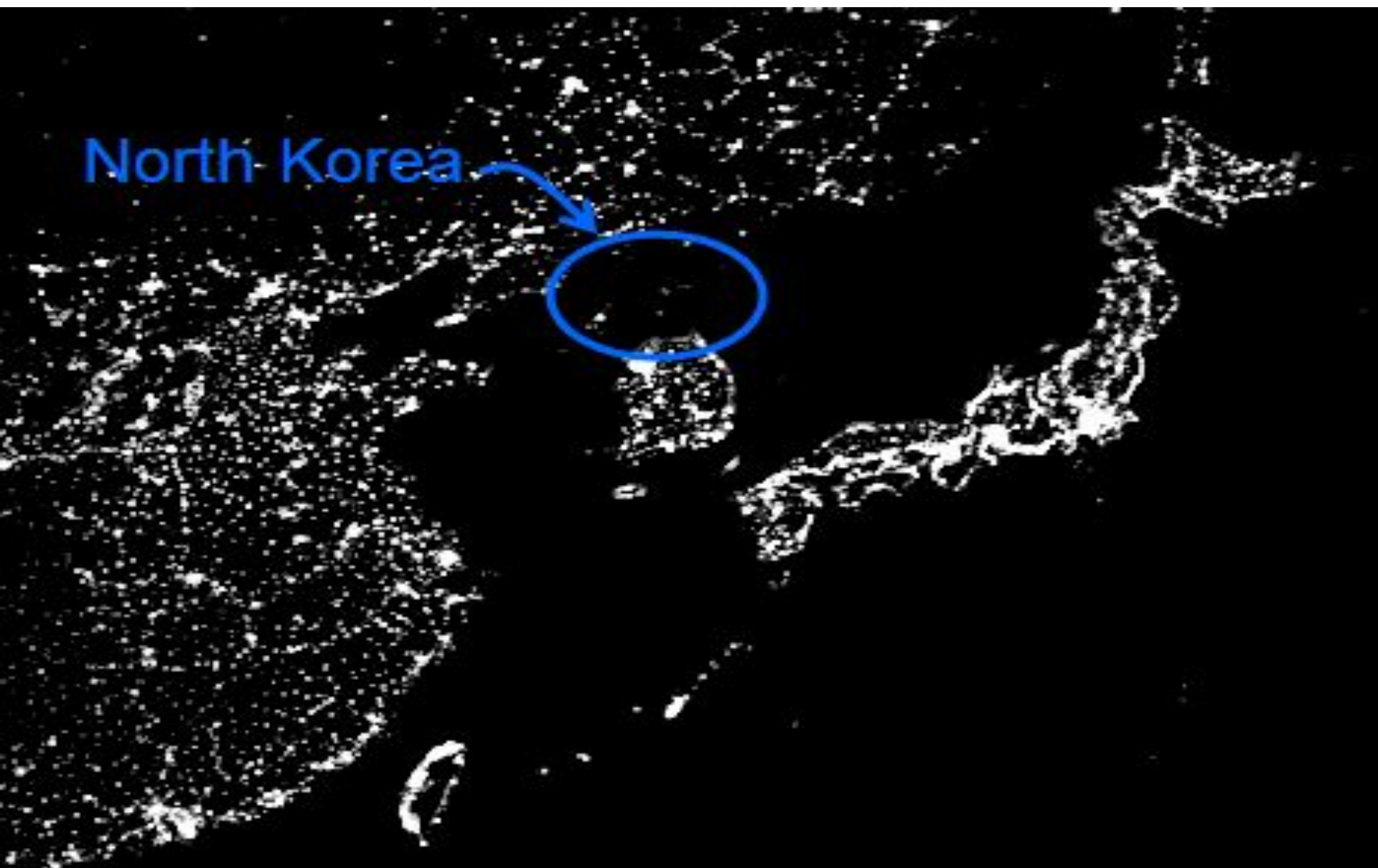
■ Hate-spewing Iran prez speaks today at Columbia
■ Outrage grows as school defends **HITLER** "invitation"

WITH THIS TECHNOLOGY



WE WILL BRING THE UNITED STATES TO ITS KNEES

North Korea
















인민의 마음을 안아오리
 평화를 사랑하는 모든 국민들이
 평등과 자유를 향하여 함께 나아가자

호국헌

공공경의

화합과 단결은 모든 진보의 힘이며
 모든 국민들이 함께 노력하여
 국가의 번영과 민족의 존엄을
 위하여 노력하자

모든 것을

인민생활향상

인민생활향상은 모든 조국통일사업의
 중심축이며 모든 국민들이
 인민생활향상을 위하여
 노력하자

모두다 가을걷이 전투에로!

구분	1월	2월	3월	4월	5월	6월	7월	8월	9월	10월	11월	12월	합계
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모두다 가을걷이 전투에로!

시강로

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수	샘 세기	노래와 춤	어머님 어린시절 우리말
목	우리말	사회주의 도덕	그리기와 만들기
금	우리말	그리기와 만들기	체 육
토	경애하는 수령 김일성대원님 어린시절 이야기	노래와 춤	우리말
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☆ 누가 착하니?

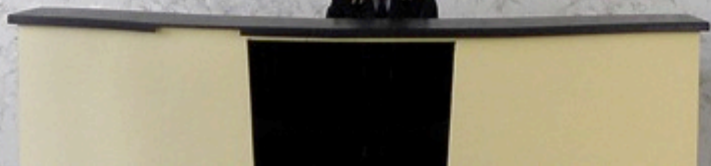
[illegible]



출발		DEPARTURES				
항공	출발	항공	출발	항공	출발	항공
FLIGHT NO	DESTINATION	SCHEDULED	EXPECTED	REMARKS	REMARKS	GATE
15-221	베이징	08:40				
15-321	베이징	08:00				
15-151	베이징	09:00				
15-155	성경	12:00				
15-255	성경	14:50				
15-151	베이징	09:00				
15-155	성경	12:00				
15-255	성경	14:50				

8:38
토요일
2월

도착		ARRIVALS				
항공	도착	항공	도착	항공	도착	항공
FLIGHT NO	ORIGIN	SCHEDULED	EXPECTED	REMARKS	REMARKS	REMARKS
15-222	베이징	14:00				
15-322	베이징	15:00				
15-152	베이징	16:00				
15-156	성경	17:10				
15-256	성경	18:00				
15-152	베이징	16:00				
15-156	성경	17:10				
15-256	성경	18:00				















Choreville

치

예약전화
555-8988

552-75

치이리
중

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양모치

웅진패스원

어학원
유학

참치회 마음껏 드시고
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참치정식 15,000
초밥 10,000
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회덮밥 6,000

미래강

강양
羊肉

갈부

성균관
書堂
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프로
자이로



DONALD TRUMP'S AXIS OF EVIL



de Adeler
hill times

IRAN NUCLEAR DEAL

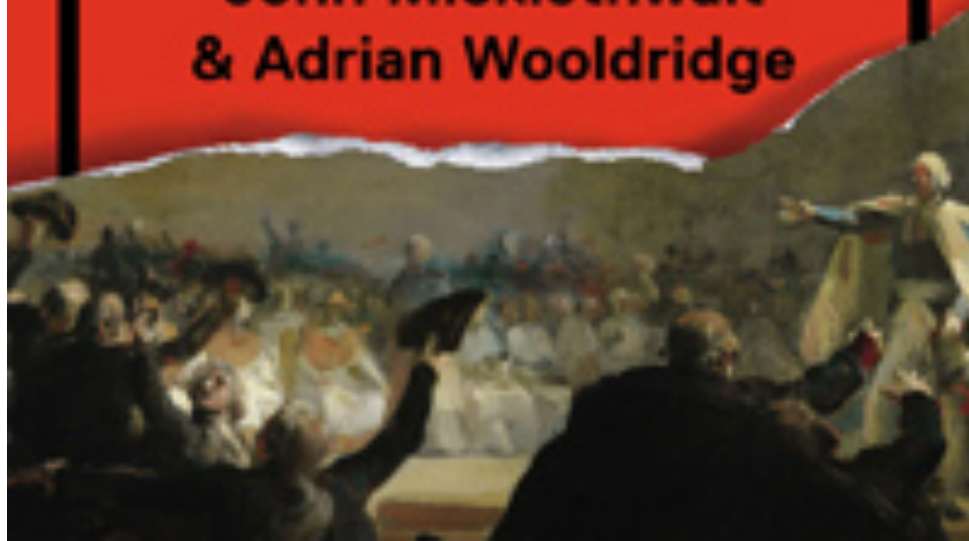




The Fourth Revolution

**The Global
Race to Reinvent
the State**

**John Micklethwait
& Adrian Wooldridge**



What will be the NEXT HUMAN PROJECT?



1648, 1789, 1917, 1945, 1968, 1989...

