

BRICS & SOFT POWER:

Finding Meaningful Application



PRESENTATION:

- 1. Concerns over the soft power concept and why its still important for emerging countries*
- 1. Identifying where soft power could contribute meaningfully to the BRICS agenda*
- 1. Conclusion – further questions*

1. Concerns over the soft power concept & why it is still important for emerging countries



*Beijing National Stadium -
by Yu-Shan Wu*

The Economic Impact Of The Winter Olympics: Not Great For Russia But Sochi Stands To Gain



American fans lacking in number at Sochi Games

Sochi: Worst Olympics Travel Destination Ever?

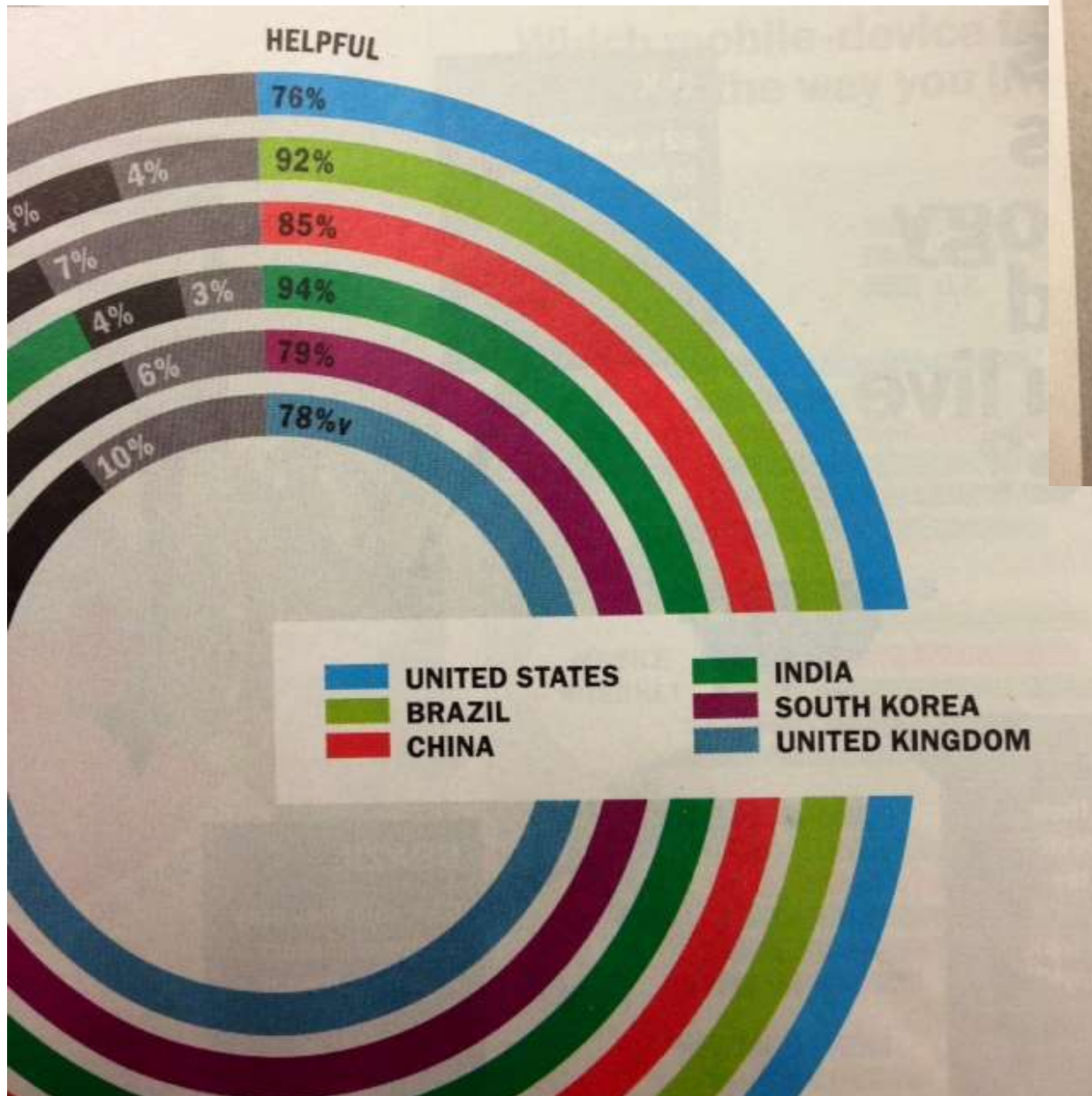
Sochi 2014: The Most Contested and Social Olympics Ever

Sochi Problems: 2014 Winter Olympics Have Plenty Of Ups And Downs

- Mixed Reviews on the Impact of Soft Power:
- Examples:
 - “From Soft Power to Hard Power: In Search of Brazil’s Winning Blend” (*INSEAD*, 2013).
 - “Lesson’s We Can Learn from Bridge building Brazil” (*Canberra Times*, 2013)



RELEVANCE AND INTEREST



**Do you think
being constantly
connected
by technology
is mostly ...**

The TIME
Mobility Poll,
August 2012



CHINADAILY Africa



CCTV NEWS
FACES OF AFRICA

CCTV NEWS
AFRICA
LIVE



CONTINUE...

- **Reasons for public diplomacy / soft power**
 - Provide own narrative
 - Cost-effective in the long-term
 - Enabling environment to compliment tangible engagements

- **A descriptive & evolving concept versus static**



2. Identifying where soft power can contribute meaningfully to BRICS agenda



How can public diplomacy, based on *national interest*, be consolidated amongst the BRICS?



*Chinese New Year, Johannesburg,
2012 –
by Graham De Lacy*



Brazil vs. South Africa, Johannesburg, 5 March 2014.

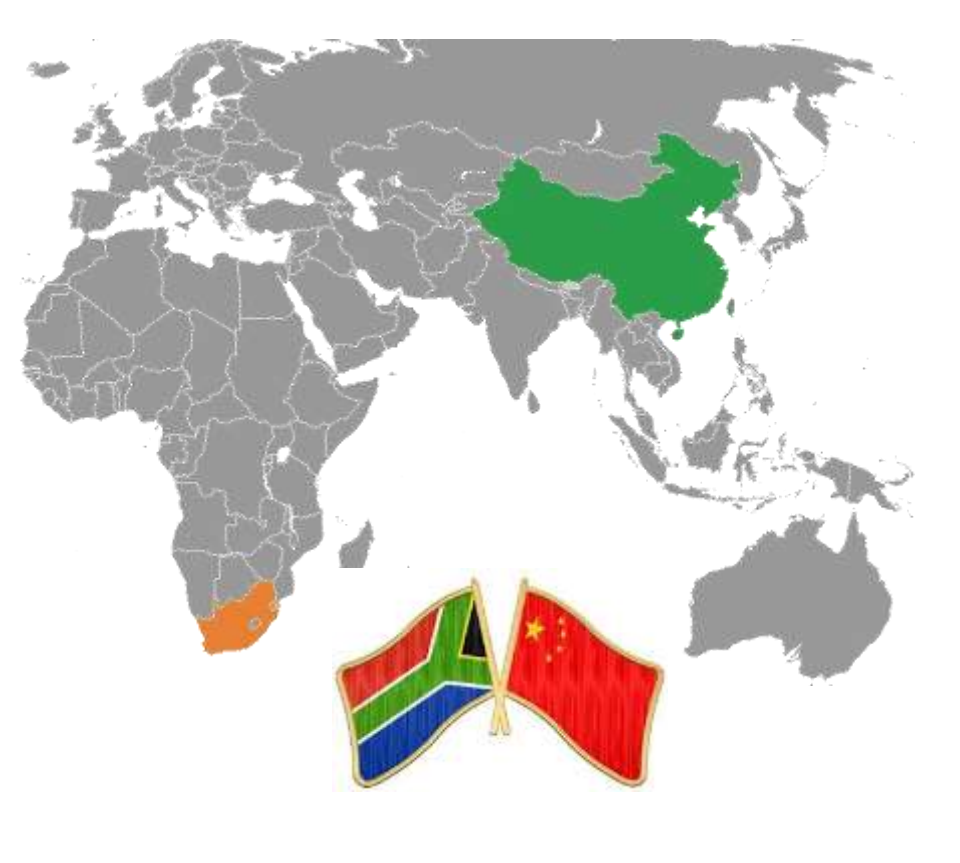


Image:
<http://www.thesierraleonetelegraph.com/archives/364>

STUDIES: ECONOMIC FOCUS IN CHINA-SOUTH AFRICA REPORTING/RELATIONS

- *China in South Africa: Another BRIC in the wall?* (Wasserman H)
- The Foreign Policy Views of Ordinary South Africans: A Public Opinion Survey (Smith, K & Van der Westhuizen, J)
 - 56% strongly agree on China as most important trading partner
 - Most choose to learn from China's economic development (26%)

CONCLUSION

- Inter-BRICS = intersection between national image drive and group image.
- Further exploration and questions:
 1. The relevance of values in BRICS, are values enough?
 2. Finding a balance between soft and hard engagement...

OBRIGADA!





*Chinese New Year, Johannesburg,
2012 –
by Graham De Lacy*