

Секция «Информационное обеспечение внешней политики и публичная дипломатия»

Soft Power of Iran in the XXI Century

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Islamic Republic of Iran, one of the major states of the Middle East, is a country with strong ideological and sectarian affiliations and is the heir of the rooted civilization and culture. Because of these it has significant potential and opportunities in terms of soft power.

Iran's efforts to benefit from the soft power elements to demonstrate the legitimacy of its policies can be seen as another side of the coin of its power. This power is a combination of cultural, political and ideological elements. Iran hosts within itself cultural, ideological, religious and sectarian elements. Its cultural elements are being representative of an ancient civilization and its affect on a relatively large geographical area in the historical process of civilization. Islamic revolution in 1979 represents the ideological side while reform's being Islamic forms the religious element. At the same time this revolution is hosting the sectarian elements because Iran has a particular status for the Shiite sect co-religionists. When all these elements are taken together, it will be understood that the potential possibilities of soft power provide great benefits to Iran. Despite all the differences and conflicts in the region, Iran performs cultural diplomacy in many countries by planning and implementing its soft power elements. Besides, Iran is working to increase its influence in the region by utilizing a variety of vehicles. After the revolution, Iran's relation to the other was based on the Islamic ideology and political spirituality as revealed by Imam Khomeini, the architect of the revolution. But in time the 'Iranian' concerns were increasingly decisive as a result of the new situations of the period. In the presence of a journey from idealism to realism, the Iranian foreign policy has tried to position and renew the soft power elements in different times and different regions. Sometimes the Islamic ideology was highlighted on proper grounds. On the other hand, no harm was seen in the highlighting of the more narrow and subjective elements such as Persian identity or Shiite.

As a result, Iran, in order to increase its regional power and influence, operates a soft power mechanism through partnerships such as culture, religion and history. Such activities do not only serve to the religious - cultural philosophy of the Iranian government but also serve to Iran's strategic interests.

Источники и литература

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Слова благодарности

I want to say thanks to Mehmet Şahin whose works on Iran helped me very much.

Иллюстрации

Рис. 1