

"Soft Power" of Vietnamese traditional country protection culture in the defense of Fatherland

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Abstract

The concept of "soft power" was first introduced in the 1990s by Joseph Nye, an American professor. According to him, "soft power" is the ability to influence through attraction and convincing others to do what we want. For a country, soft power is understood as the attractiveness and convincingness of a country to other countries by non-violent, non-coercive and non-oppressive means. It is built on the basis of three basic elements: culture, value system and national policy. However, the distinction between "soft power" and "hard power" is only relative as they are intimately related, serve as each other's premises and they increase the strength of one another, and they can be mutually transformed under certain conditions. So, in practice, it's necessary to combine harmoniously, dialectically "soft power" with "hard power" to create "synergy", "intelligent power" to bring maximum efficiency.

Keywords: soft power, the spirit of patriotism, the tradition of solidarity.

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