

# Smart Power and Its Implications For Pakistan.

Farkhanda Siddique\*

Assistant Professor  
Lahore Leads University, Lahore (Pakistan).  
[farkhanda.siddique@hotmail.com](mailto:farkhanda.siddique@hotmail.com)

Waqas Siddique

M.Phil Sociology  
Lahore Leads University, Lahore (Pakistan)  
[waqassiddique21@gmail.com](mailto:waqassiddique21@gmail.com)

Muhammad Adnan Khan

M.Phil Sociology  
Lahore Leads University, Lahore (Pakistan)  
[Admalik2011@gmail.com](mailto:Admalik2011@gmail.com)

Shahid Aziz

M.Phil Sociology  
Lahore Leads University, Lahore (Pakistan)  
[shahidazix@gmail.com](mailto:shahidazix@gmail.com)

\* Corresponding Author: [farkhanda.siddique@hotmail.com](mailto:farkhanda.siddique@hotmail.com)

## Summary

Smart Power is a term which is beginning to enter the lexicon of mainstream government, politics and wider public. As armed forces, governments, nations and alliances re-examine the use of the various levers of national and international power, this dissertation has tried to investigate the utility of the spectrum of such levers ranging from the high end of hard military capability through to softer policy options and whether the application of more varied mixes of such power can deliver smarter effect. So, the Smart Power can blend the attributes of both hard

and soft power to offer a more realistic and usable policy tool. The current government thinking tends to focus mostly on soft power options, and appears to assume that the centerpiece of such options is information operations. This research has provided an evaluation of some of the key issues pertaining to the forms of power in international relations. The value of soft power is rising in today's climate; however, numerous issues prevent its appropriate recognition and deployment, including conceptual ambiguity, estimation difficulties, inadequate institutional support, and sustainability issues. The research also outlined the topicality of a smart power frame, which leverages assets in a skillful combination of hard and soft power. The main purpose of this research is to identify gaps, limitations and confusion in current thinking, and has sought to expose and validate or otherwise current assumptions and definitions.

**Index Terms:** Smart Power, Implications, Soft Power, Foreign Policy, International Relations.

---

## 1. Introduction

In international relations, the term smart power refers to the combination of hard power and soft power strategies. It is defined by the Center for Strategic and International Studies as "an approach that underscores the necessity of a strong military, but also invests heavily in alliances, partnerships, and institutions of all levels to expand American influence and establish legitimacy of American action."

Pakistan projects its image as a moderate, progressive and pluralist society. However, derailed democracy and state-sponsored radicalization abruptly drowned its softer image in the 1970s; repeated martial law and external interventions have impeded the progression of a strong political culture; and now soft power development is impeded by extremism, a volatile security environment,

perception management, low literacy rate, poor governance, and decreasing diversity.

The middle class is a country's actual cultural/soft power resource. The overall mismanagement of the country has resulted in poor socio-economic indicators. Resultantly, well-educated Pakistanis belonging to the middle class tend to abandon it for greener pastures and settle abroad. Though these educated expats are a source of SP projection abroad, the continued brain drain may not bode well for the future of the country.

Pakistan is multilingual and multi-cultured society. The people of different regions have their own regional cultures, but off late these cultural values which used to be visible in different social customs and festivities are rarely seen or projected. The occurrence of certain alleged cases of blasphemy has

resulted in violent reaction by particular segments of society. Taking the law into one's own hands impinges on the rights of minorities as enshrined in our religion and the Constitution.

## 2. Smart power and Foreign Policy

A first important concept of to discuss when if it study to foreign policy is the construction of state power, and how the projection of that power is an important tool to achieve an influence and relevance in the international space. Thus, power will be directly related to the concept of hegemony. According to political scientist Norberto Bobbio, the classical concept of hegemony can be understood as The hegemonic power it exerts on the other one not only military, but also often economic and cultural preeminence, inspiring them and conditioning them options, both (inspiring and conditioning) by virtue of its prestige as because of their high potential for intimidation and coercion.

In the towards of the construction of the international State's power through cooperation and interdependence with other States in the international space, what is denominated smart power will emerge as an alternative that will merge two types of powers, the recognized as hard power with the soft power. These two powers will sustain the State power's resources into three categories a) structural, b) institutional and c) situational.

These categories of power resource will form what we call smart power, as shown by the table below:

Classification of State power's resource			
	Hard Power	Soft Power	Soft Power
Structural	X		X
Institutional		X	X
Situational		X	X

## 3. Power in International Relations: Hard, Soft and Smart

In the 21st century, the world is undergoing a critical transformation, with nation- states facing serious political and socio-economic issues. The challenges are global in their nature and affect the policies of many countries. A prevalent trend in today's global context is the individual nation-states' concern over their power and influence. This is especially significant in light of the growing geopolitical tensions, as well as the diffusion of power among global actors.

One can differentiate between hard and soft power tools in international relations. Traditionally, the states opted for hard power tools in the framework of real politic thinking. Meanwhile, the scholars and practitioners start to recognize that the world is in need of a shift from old assumptions and rigid distinctions about 'hard' and 'soft' power since the economic and political challenges can no longer be simply resolved by military power or policy innovation. However, the concept of soft power, initially

introduced by Joseph Samuel Nye (1990), is still in its theorization process and requires further studies. Hence, the aim of this paper is to evaluate the concept of power, with specific reference to Joseph Samuel Nye's frames: hard, soft, and smart. The research objectives are three-fold; first, to provide a brief overview of the concept of power in international relations, second, to evaluate some of the key issues pertaining to the concept of soft power and, third, to assess education as a tool of power.

### **I. Soft Power Resource**

Education is an effective resource of soft power. For instance, the attractiveness of the American higher education system contributes to the country's soft power. Furthermore, the exchange programs such as Fulbright and Humphrey allow the potential enrichment of both host and home countries in various areas. The exchange programs have extremely useful in creating favorable impressions (Finn, 2003). Educational programs shape opinion and create goodwill among its participants. The exchanges also trigger beneficial 'ripple effects' on indirect participants, meaning that the influence is wider than anticipated.

### **II. Hard Power Resource**

However, apart from contributing to soft power, education has also the ability to affect hard power, specifically, the state's economic strength through the development human capital. Human capital is defined as a

productive wealth embodied in labour, skills and knowledge or alternatively as 'the knowledge, skills, competencies and attributes embodied in individuals that are relevant to economic activity (OECD, 1998:9). As it generally refers to acquisition of skills and know-how through education; hence, the majority of studies use education-related proxies to determine the quality of human capital.

### **4. Implementation of power in Pakistan**

Pakistan is blessed with a vast pool of ingredients that constitute an ideal platform to project its soft power. Although mired with challenges to overcome violence, mismanagement and corruption, Pakistan still has a lot to offer to this world. Home to one of the oldest known civilizations, the Indus Valley Civilization, Pakistan has always had an opportunity to promote its rich heritage and culture before the world. Pakistan's society is very vibrant and diverse which aptly shows in its arts and culture. It is believed that when nations fail in politics, their geography works.

Strategically, Pakistan is located in a unique part of the world where civilizations have met. In fact, the remaining of past civilizations – Mahinjo Daro, Harappa, and Taxila still manifests the glorious past and enriched present preserved in the rich culture of the region.

Tourism can become the foremost tool for Pakistan in its endeavor to achieve greater soft power. Pakistan already possesses the raw material, natural beauty, but the refined product is lacking. Pakistan's unique geographical location means it can attract tourists throughout the year. Deserts, mountainous valleys, coastal areas, thriving cities with their traditional markets, and general feeling of hospitality towards guests makes Pakistan an ideal tourist resort.

Pakistan has successfully demonstrated its ability to ensure the safety and security of its nuclear assets by having a robust command and control with dedicated security and intelligence support. Despite these measures, the Western media continues to create doubts through propaganda campaigns with regard to Pakistan's competence in safeguarding its nuclear assets.

Pakistani missions all around the world must be proactive with regard to engaging on societal level. Efforts should be made to hold small scale functions to inform the masses about the culture of Pakistan. Lectures should also be delivered about what Islam says about terrorism to negate the erroneous belief that the havoc caused by militants in Pakistan has anything to do with the religion. The embassies should also make more of an effort to celebrate the religious/cultural days of the respective countries in which they are based. If need be, just like other nations, Pakistan must consider hiring a lobbying firm that could

assist in projecting the country's soft power globally.

## 5. Conclusion

This research has provided an evaluation of some of the key issues pertaining to the forms of power in international relations. The value of soft power is rising in today's climate; however, numerous issues prevent its appropriate recognition and deployment, including conceptual ambiguity, estimation difficulties, inadequate institutional support, and sustainability issues.

The research also outlined the topicality of a smart power frame, which leverages assets in a skillful combination of hard and soft power. Finally, a key question today is no longer whether soft and smart powers matter, but how and when. Hence, education was presented as a form of 'smart' power.

In this respect, the greatest possible influence a nation can achieve would be obtained through some optimal diversification among soft and hard power resources. While this diversification has always proved a superior strategy, it is all the more important in the world of the present and future. Indeed the changes in international politics highlighted above suggest that it is becoming a more complex and sophisticated world order in which the brut forces of hard power have diminished in their importance relative to soft power.

## References

1. Joseph Samuel Nye, *Bound to Lead: The Changing Nature of American Power* (New York: Basic Books, 1990).
2. Joseph Samuel Nye *Soft Power: The Means to Success in World Politics* (New York: Public Affairs, 2004)
3. Joseph Samuel Nye "Get Smart: Combining Hard and Soft Power," *Foreign Affairs* 88, no.4 (2009): 160. *S IPRI Journal XVI, No.2 (Summer 2016): 119-139* Hassan Jalil Shah, QaiseAjmal Khattak and Saman Attiq 120
4. Khalid Chandio, "„Pakistan“s Latest Crisis“ – A Rebuttal," Islamabad Policy Research Institute, October 5, 2014, <http://www.ipripak.org/pakistans-latest-crisis-a-rebuttal/>.
5. Daniel Markey, "A False Choice in Pakistan," *Foreign Affairs* 86, no.4 (2007): 85-102.
6. ARMITAGE, Richard L.; Joseph Samuel Nye. (2007) *A smarter, more secure America*. CSIS Commission on Smart Power. Washington: Center for Strategic and International Studies.
7. AYRES PINTO, Danielle Jacon Ayres. (2009) *Mediação de conflitos internacionais e a inserção mundial do Brasil*. Coimbra, Dissertação de Mestrado.
8. BALDWIN, David A (1990). *Neorealism and Neoliberalism: the Contemporary Debate*. New York: Columbia University Press.
9. BEDERMAN, David (2010) *Custom as a Source of Law*. New York: Cambridge University Press.
10. BOBBIO, Norberto et al. (1998) *Dicionário de Política*. Brasília: UnB Editora.
11. Arendt, H., 1970. *On Violence*. Harvest Books. New York: Harcourt, Brace and World.
12. Bachrach, P. and Baratz, M.S., 1962. *Two Faces of Power*. *American Political Science Review*, 56: 947-52.
13. Baldwin, D. A. 2012. *Power and International Relations*, in *Handbook of International Relations*.
14. Banks, R., 2011. *A resource guide to Public Diplomacy Evaluation*. Los Angeles: Figueora Press.
15. Barnett, M. and Duvall, R., 2005. *Power in International Politics*. *International Organization*, 59(1)
16. *Sunawar, Lubwa; Cuotto, Tatiana (2015). "U.S. Pakistan Relations During the Cold War". The Journal of International Relations, Peace Studies, and Development. 1 – via arcadia.*
17. *Perkovich, George (1993). "A Nuclear Third Way in South Asia". Foreign Policy. 91: 92 – via JSTOR.*
18. *Choen, Stephen (2013). Shooting for a Century. Brookings Institution Press. p. 179.*
19. *Kelly, Charles B.; Beasley, Francis V. (2009). Pakistan and U.S. Relations. Nova Science Publishers, Inc. p. 1.*