
Soft power in the international discipline and the convergent influences in sport

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Abstract:

Allurement (the power of semi-hard) pays to gravity (soft power) that is the imposition of the will of the Government in the present international discipline. In this respect its dimensions can be study in the three cultural, economic and political dimensions. Sport is also one of the main sources of culture. Today, in the new global environment and displacement of powers, especially the ever-increasing importance of soft power in the direct of national interests, its application is an undeniable necessity in the context of the global political economy transformations . Therefore, this research with the research purpose about the nature, dimensions and application of soft power in the present international system is looking for its analysis in sport and its impact on the countries convergence. Hence the present research is looking for the answer to this question, in the current state of the international system, does the use of soft power towards hard power have the most influence on the relations between countries? Why the use of the soft power on the economic development of some countries put positive impact? And do the exercise as one of the components of creating of soft power will affect on the convergence countries? Based on this purpose, by using of a descriptive and analytic method – and the principles of political science and international relations of library studies method pays to classification and related hypothesis analysis. Therefore, the result of research shows that in the area of power, recognition and the superiority of a country toward s other countries, from the way of sport races ,its a superiority sign and influencing exercise in creating of soft power. On the other hand, the Government's investment in sport in addition to economic development will have a positive impact on the creation of the Alliance integrity, and a country's national pride.

Key words: hard power, soft power, culture, sports, international system, development

Introduction

Nowadays the equation of power and security was came out of its traditional framework in international policies, and has provided a new platform of interactions among countries. The transformation in the power platform was caused to change of the power place from its original space time means hard power. Today's societies, is account powerful not merely in the material interests but in the ability to change of the other governments behaviour . Therefore, this dimension of power called second face of power or soft power which its result is indirect influencing and coupled with the consent on the others. From this respect , the evolution in the nature of power, was caused to use soft power to deal with threats in countries.

But the essential thing, is understanding of the importance of its recognition and an attempt to localization of it according to the characteristics and national characteristics. because the appropriate and timely recognition of threats and opportunities arising from the new international conditions is caused to proper exploitation of the opportunities and repulse of the threats.

In this regard, the use of economic, political, and cultural tools will be more effective in creating soft power. Sport is one of the secondary variables and depends on it in the cultural sector. In thinker's opinion of this area today, the impact of sport in the global society, on creating national convergence – countries towards the other main variables of soft power will have more positive influence. "

Today, the discussion of exercise is propounded much in sociology science and analysis of sport in the global society, teaches us that the global economy neoliberal, diplomacy, cultural globalization, national identity, and the media in present international relations what situation do they have?

With regard to the role of sport in the contemporary world and its use in the cultural debate, which as an effective means of is propound in creation of soft power (1), analysis and study of sport in international relations is caused to identifies and better analyze towards the global economy neoliberal, diplomacy, war, cultural globalization, the formation of national identity and the media.

Methodology of research

The present research in order to analyze the subject and its objectives, from the beginning of the 21st century, pays to the concept of soft power in the current international system and the role of sport in creating convergence special in the areas of The Middle East and especially Iran. In compiling this research, by using analytical and descriptive method and political sciences principles and international relations and other related sciences has paid to the main topic. As well as in writing this research of library studies method, a list of books and articles, documents, statistics and related software, along with its full specification was classified and then analyzed and finally compiled.

The findings and the results of research

Today, any country that can not exploit of soft power resources in advancing the goals and its resources, it must be bear a heavy cost in using the hard power, along with their complete failure to achieve his goals. Hence the lack of attention to the created transformations in the new global environment and in displacing of powers especially the ever-increasing importance of soft power in conduct of national interests, is caused to inefficiency and increasing the costs for the Government in the field of foreign policy. (2). In this case, understanding the sources of soft power and its application in foreign policy of countries, seems to be essential.

Countries of the world, including Iran, with promoting community health level and social vitality with cultural approach, are trying to consolidate the position of their country in the international arena. On this basis, in the discussion of the cultural values of sport it is believed that exercise, is the tranquility and training factor of mental and physical for all of society. As well as in conjunction with its convergence it is said that all human beings from the perspective of values are possess of respect and credibility and all should be enjoy of social rights. So, in the range of sports services must be avoided of discrimination, prejudice and short-sightedness and all must be enjoy of sport services perception (3). On the other hand at Governments look, today sport is one of the matters that was been propounded to different titles in the world and a lot of groups in various forms deal with it. Hence for its importance the Governments embark upon an undertaking to establishing the Ministry of sports and sport offices with a lot of cost to build stadiums, complexes and gymkhanas, and also providing the equipment and sports clothing. In order to advance of goals of their power in society, they arrive to original purposes with playing sports programs on TV and radio using, magazines and other media band. Also, States should search explanations to supporting of exercise. Such as the effect of economic, public health, international fame and national "feel-good factor» (4), all of them in modern studies of power are components of factors of creating soft power of Governments.

Apart from its positive and negative aspects, sport is as a means for creating social changes, have an incredible power (soft power). Hence, an exercise has an essential role in formation, replacement and everlasting many of the social value (soft power). This kind of attitude, while creating a sense of personal identity, is cause of social identity, and provides a sense of membership in group and people. In addition exercise, pulls over the obstacle of social groups, gender, descent barriers and age and strengthens the relationship and the link between the masses of people and Eliminates of tension and conflict. (5). Thinkers of this area believe that most of the cultural changes of communities (which is effective itself in creating soft power), form according to objection sports lobbies. Hence often sport is the main Organizer of protests, and social changes, and this, in turn appears the economic and political changes in society as a whole (5). Based on this, exercise is a tool for social transformations that in following it can cause an economic and political changes as well.

In economic impact dimension of sport in creating sport soft power at the level of competitive with coming out of unprofessional state, manifests as an amusing profession which is under the influence and supremacy of politic and economic and money and the credibility are the main funds of sport for athletes, coaches, dominate structures , the owners of the sport institutions and host countries of sport events.

In this regard, the economic aim of sport, is invest and prosper to economic life in zones and cities. As well as the economic impact of sport for the Government including tax revenues, direct costs of teams and their owners, create new jobs, improve and develop infrastructure, attract sport tourists and replacing heavy industries with sports places (6). Accordingly, in studies conducted in this research some ultra nationality companies, global transfers, sports clubs, sport tourists and sports places are in the center of its most original and influential. Therefore, each of them with respect to their economic role can be influential in creating of soft power in economic section.

The political dimension of sport in creating a soft power

The super mass development and extent of application of communications appliances, particularly visual and aural communication appliances, has changed sports arena to a global representation scene. Therefore, from the years 1960 onwards, some countries could exploit of the currents and political movements for presence of widespread mass communications appliances in the field of sports in the interests of themselves and to express their thoughts and desires.. For example, the 1968 Olympic Games in Mexico and the Mexican people protest against the ruling Government of Mexico that world public opinion was been mobilized against Mexico. In this regard, on the world's sports history, there are the athletes revenges instead of politicians. Win the Argentina versus England in World Cup 1982 retaliated on British all the years of the occupation of the Falkland Islands, Algerians lovely endurance versus France and... in the world of football are examples of the operation of the exercise replacement. Therefore, thinkers of this area believe, political exercise or in more eloquent expression political use of exercise is dangerous and undesirable. For example, successive failures of Iran in different fields of the Olympic and World Cup wrestle or preliminary competitions of World Cup soccer in the previous years, wounded the Iranians pride. This was the result of lack of policy existence and sports proper strategy in Iran and its being political. So exercise is associated with the policy. In this regard can be said that in the second half of the twentieth century, exercise beside its political discussion role played , as a strong factor social and also an educative excellent tool. But now (in the 21st century) sport, is a great entertainment for the general public and in addition it forms also an important part of the economic activities. Despite this shift, the sport plays still an important political role in strengthen national identity and social and educational values (in mind soft power). (7) .But it seems that the dream of sport that had formed under the Olympic ideal little by little is in fading for being professional and the business.

Exercise can affect on the political culture of a country. In countries there is no public political participation, most for the cultural reasons, , sports is a weak step toward partnership political culture. On the other hand, fore handing of sport elites is different in different social role playing and their role in being pattern for different classes for cultural, economic and political conditions. For example, in the African continent, athletes were changed to national heroes of the hungry African. Also, arrival the sports team members to the politic arena can naturally open the supporters of that team entrance way into the policy arena. That's why today, and in the contemporary world, usually in elections time political parties try to put famous athletes in their electoral list and the least that they try to obtain supportive view of a party or a person(8). So the clear role of sport in policy arena can settle in direction of one of the goals of soft power means the people's political participation.

In relation with sport role in direction of public opinions of soft power of countries now, clearly it can observed that Governments to maintain the stability and sustainability of Government at the certain times that there's a crisis, they use all tools including exercises to orient and guide public opinion, (8)

The role of convergence exercise in Governments soft power

Joseph Nye in "the power " book to explain the soft power stresses to this point that soft power is the ability to desired acquisition through the attraction and not coercion or enticement. He recommends to the countries that in order to earn this kind of power should be have correct and proper use of cultural grace which is one of its basic components (along with the economy and politics) (9). In this regard, one of the effective tools of governments in the world today is the using of sport to attract individuals and their people. With financial assistance to sport and using of advertising media in order to national unity firmness and continuity of their governmental discipline, they enjoy of sport as an efficient means. Hence, in the present study and in line with the analysis of the hypothesis and goals of the research topic, some of the main index and influencing the role of exercise convergence states in this base, has to be brought:

The role of ethics convergence in sport

The idea that exercise is caused to make the ethical character has propounded from ancient times. Plato in his Republic book States: there are two arts that I believe were offered to human on behalf of God, one is music and the other is athletic movements. Not because of the contemporaneous presence of body and soul in them, but because of their being rhythmical. Centuries later an existentialism philosopher called Camo stated a category where can actually taught the ethics in it was sport. On the whole, this belief that sport is an important figure of ethics instruction, there exist widely in different cultures. Therefore, publicity and promotion of sports in society level from government, due to its inherent nature can be promotion cause of ethical spirit and people manner of community. In this

case, respect for social relationships, respect and commitment to laws and responsible spread in a country's level (which is the soft power thinkers wanted). This unwritten and ethical agreement in sport is sign of sport nature. For example, an athlete must restrains of winning without competition, for example in situations where the practitioner has damaged or delay. (10).

1-existentialism

Therefore, governments in the current international system , were ensured of this issue that effort to exercise will be performance cause of their main decisions in one country according to exercise moral instructions. Because the obligation to exercise , respect to laws and responsibilities and social relationships which is the part of basic needs in the implementation of soft power , there is in sport ethic and manner.

The convergence role of places and the sport space in the different classes of societies

Sport complexes in the world today are centers where hold the most compression meetings and human conferences. Due to the accumulation of a lot of interested people to sporting activities and the excitement and rhapsodic presence of young and old , male and female athletes and spectators in the places and sport spaces , the majority of visitors and users of this places and sport space have considered of governments in order to implement the objectives of soft power (11).

The convergence role of sport in national pride

Today, success in sport and at the international level is known as a great national value and can make proud the people of a country. While the defeat in sport fields gives vice versa result. If their athletes or teams were successful, this issue improves the face of those countries in the world arenas . In this case, the sport achievements meantime the short period economic impact (by selling flags, special t-shirts and various forms of reminiscents and memories), will be cause of help and orienting the governments strategy through the national pride of nations.. Hence the success of a sport team, calls this thought that nation of that country are assured and confident and there are the democracy, stability and human rights in that country (12). So to high national pride of a nation thought sport, is made the governments pursuing their objectives at the level of a community, use of it in order to soft power performance.

The convergence role of exercise in people's alliance

Since exercise because being popular, put asides social groups obstacles, including gender, race and age, with regard to this the us, can one of the tool reasons using the exercise in soft power with creating alliance between people with strengthen communications and links among masses of people and Eliminating the tensions and strife.

The convergence role of school exercise at national level

So the current Government of the world in order to develop and strengthen the various dimensions of development of students are looking for expansion of school sport in their States, until can reach the next people of their community from teenage time to desired and pleasure intellectual and physical growth . Since in the discussion of soft power, attention to the teen and young crust of society and their education is one of the fundamental components of social culture of soft power, therefore, the school sport and physical education while its convergence role at the level of the community, helps them in order to implement of governments soft power.

The convergence role of the Islamic Federation of women sport at international level

Because of the common patterns contradiction with the world Muslim women's beliefs in the world international squares, and consequently their pale presence, with the goal of advancing women's participation in sport activities by proposition of the Iranian national Olympic Committee Vice-President time in 1369,formation of women's sports solidarity Council of Islamic countries with the removal aim of this vacuum was propounded and approved in that year and thereby the Islamic countries women sports was established (13).

Examples of positive outcomes of exercise using on countries soft power

What was brought so far in this research indicates this topic that the ever-increasing need of governments to exercise and its development in the direction of the implementation of its policies and demands on the ground of soft power employing for attraction and convincing of society people, was been the part of necessities and requirements of the countries management. On the other hand, the exercise development from the governments, a good opportunity brought into existence for men and women and all the different crusts of society until in addition to the progress of exercise ,they have been positive experiences in the partnership, social prestige, service to others, meet other people of communities and relationship with them. So the consequence of employing exercise tool of the Governments, is not merely done in order to convincing and absorb all the society people but the society people also will use of available opportunity, which this article also emphasizes on the positive effects of exercise. Therefore, considering to the consequences of using exercise in soft power of the countries , in this section will be mentioned to some of them:

Olympic sport organizations (OSO) and soft power

In most countries of the world due to the environment, the specific characteristics of and most social significance , the Olympic sports organizations (OSO) are propounded. It is for this reason that sport is constantly under detailed review the general public, the media, political parties and the Government.

In the chart (1) we observe some of the original Olympic sports organizations beneficiaries. In this diagram a lot of bands from the classes of society are the beneficiary. In this regard it can be said that the outcome of reinforcement and development of Olympic sports organizations are positive and even double-up. Because in addition to being beneficiary a very large classes of the community, Governments with penetration to exercise can use it, in order to progress of soft power goals.

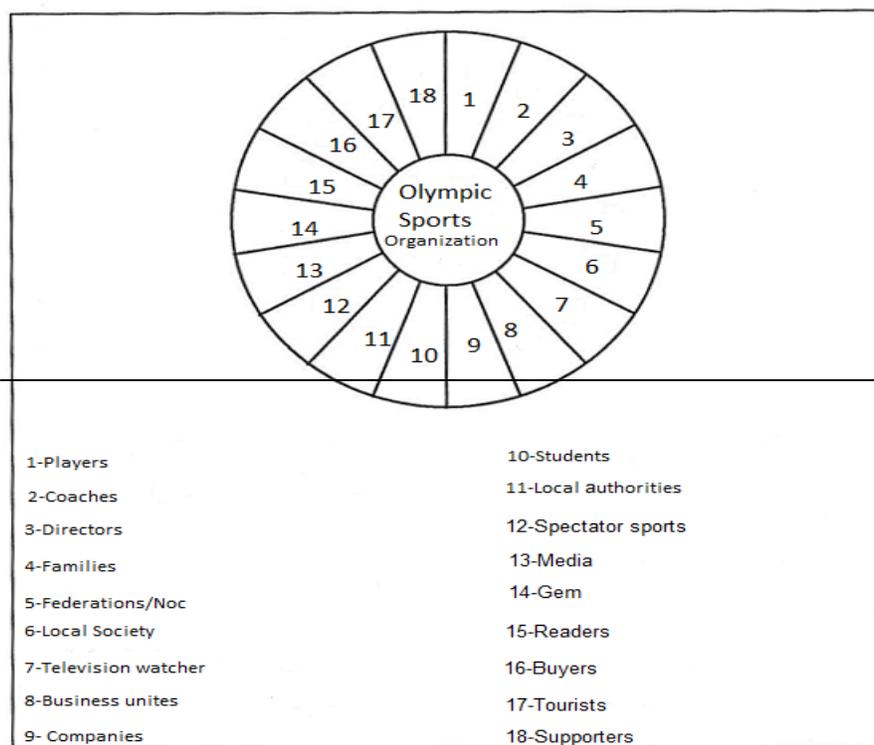


Chart 1: The beneficiaries of Olympic sports organizations (OSO) source: (14)

The economic result and soft power

One of the main factors that keep alive the sport in the world, is the economic result and effect of it. The role of sport in terms of the economy in the community is undeniable. Its economic result in families, institutions and various community organizations is caused to briskness and develop the business. But today hold various competitions on the internal or international level due to its importance, in addition to the entertainment, the more cost-effective of it has importance with the Governments. Of the important resources Government's income through the development and expansion of exercise can be the right

to broadcast the games, buy the ticket. Of other resources of sport security, are sponsors and volunteers, such as the Mercedes company (transportation) or Lufthansa (air transportation). As well as the production of licensing Olympic marks and logo commercially can bring a lot of revenues for Governments (15). So the Government financial and service helps to sport, such as team travel expenses, the Federation meetings ,affairs conduct , coaches and staff in the development of sports, training expenses and exercises athletes, sports camps, tournaments and medical services (15), while creating employment and income for those involved in the sport in the community, it can caused to create income for governments too. In this case, the result of the sport's economic which is one of fundamental components of soft power (along with culture and politic), is the bi-directional positive consequences of people and the Government which will be useful for the Governments and the various strata of society.

The relationship between the Government and the exercise in soft power: in most countries, the kind of attitude of the Government towards the sport, play a major role in the development of the sport. The Government in the implementation of their power (soft) and the need for athlete people because of financial need are associated together. It Seems this mutual process between the State and the exercise is positive implications of using sport in the field of power (soft) .

The sport relationship with the media and information technology in soft power: The transformation in associated of media with the sport represents power and change penetration and technology development so can their relationships with sport in the Western developed world and countries are coordinated with them and even poor countries or developing was been caused to prosper of market and trade development. On the other hand it is also possible that the sports media of the world developed countries affect on developing countries culture (16).

So the media and information technology factor in sport also is good for national integrity and also is a tool in the hands of political soft power in the realm of international relations. The result is that the investment in the sport, although for health, commitment, integrity and national unity of a country has a positive impact, but the Governments by tool using of it as a soft power factor for satisfaction and attract people at the national level and the international level benefits of it. They all represent this subject that sport, in addition to being the perfect tool for developing countries, can have positive effect on the convergence of countries from the internal and the international dimensions.

Discussion and resulting

Generally there are three major ways to achieve national goals and interests of a country: The first, it is the use of the threat of power and force, the second it is the allurements and the third it is to attract and collaborate in a way that's what you want to do. The third solution that speaks soft power shape is always more low-cost to two other solution. Thus,

in recent years the theory of "soft power" in many political, economic and military fields has been propounded. According to this theory, the use of hard power is not the only means available to achieve the goals. The basic concept of soft power, is more than a mere ability to influence on the others, but the ability to attract others in a way that what you want to achieve without the necessity of application of hard power. Soft power of ability of an actor that is not necessarily always a country is of course for using penetration on the others through convincing them and in this way was not necessarily used of the threat or force. Soft power can be consisting of cultures, values and opinions as well. But in the hard power, direct coercive tools was used that in a generic manner is associated with coercion and threats.

Therefore, the "soft power" is a word that in the theory of international relations was used in order to describe the ability of a political collection such as Government for influence (mostly indirect), on behavior or interests of other political collections through cultural or ideological tools (mainly). The soft power theorist is an American scholar "Joseph Nye". Nye meets the soft power as an important part of the united state national power resources and insists on necessity of taking advantage of it in American foreign policy. He propounded his theory in this field in 1990 in a book titled the variable nature of American power and in the next numerous works he paid to more details about it. In Nye opinion, strategy adverting to hard power, in terms of the ideal in order to advance of national interests have focused on "military intervention", "forcible diplomacy" and "the economic prohibitions" that were leaded to adopt oppositeness policies with other countries. In contrast, the strategy adverting to soft power in order to achieve common solutions are stressing on common political values, peaceful tools to manage conflicts and economic cooperation. From this perspective, soft power is not necessarily equal with the ability to influence. The influence can be based on hard power, threatening or remuneration and soft power has the ability to absorb more over than encourage or the ability to animate people through discussion and reasoning, that often is leaded to satisfaction. Therefore, on the basis of behavioral standards, soft power is the power to absorb and its resources are categories that create such gravities. However, absorb power cannot comes true and be possible without ability to penetrate. Soft power is caused to shape others behavior without the direct application of hard power. Joseph Nye in defining soft power writes: Soft power is the ability to achieve what you want through attraction and persuasion to threat and coercion or awarding points. The soft power is arised from attractiveness of cultural values, political and ideological beliefs of a nation.

In the meantime, one of the new and impressive tools in recent decades, is the use of exercise in guideline of the countries cultural power. In thinkers opinion of this area, to participate in the exercise, is a sign of civilization, health and happiness of a country. Therefore, it can be said that the politicians and Governments objectives for interference and arrival to sport in order to justify its power (soft) is for these reasons: public order protection, justice establishment and human rights protection, health and fitness protection, promotion of the prestige and power of a society or a nation, promotion of the identity and unity, reproducing values accommodate with ideology of the dominant policy,

increasing support and patronage from political leaders and the Government, facilitating economic and social development (Goudarzi & colleague; 1391 k-107).

So the governments Sport affairs which apparently is nonpolitical know as an area and a field for competition for the sake of power. In other words, exercise and Government have impact on each other's. However, the influence and the impact of governments on exercise is more. Because the governments at the national and international levels determine the exercise goals. But in was done reviews, there is this fact that the reasons of the Governments interference is not the same for all countries. Because they are different about how exerting soft power and their economic, political and cultural status in sport. But on the whole, Governments in the implementation of soft power ,take maximum use of sport in order to secure their goals that are the same attractiveness and persuasion.

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