



Public Diplomacy and Soft Power in East Asia pp 191-222

palgrave macmillan

[Home](#) > [Public Diplomacy and Soft Power in East Asia](#) > Chapter

Asian Perceptions of American Soft Power

[Marshall M. Bouton](#) & [Gregory G. Holyk](#)

Chapter

1218 Accesses | **1** Citations

Part of the [Palgrave Macmillan Series in Global Public Diplomacy](#) book series (GPD)

Abstract

Despite numerous challenges to its supremacy and a financial crisis that has significantly weakened its economy, the United States remains unmatched in terms of its economic and military hard power. The financial crisis that began in 2008 has increased China's already considerable regional economic clout and expectations that it will take a greater leadership role in Asia.

However, although the United States has suffered setbacks in terms of perceptions of its economic capabilities and competence, the attractiveness of

the US.-led economic model is still strong, not to mention that China continues to lag far behind the United States in its political and diplomatic attractiveness.¹ Still, concerns about U.S. leadership capabilities and competence cannot be ignored.

Keywords

[Power Index](#)

[Popular Culture](#)

[Soft Power](#)

[Humanitarian Assistance](#)

[Feeling Thermometer](#)

These keywords were added by machine and not by the authors. This process is experimental and the keywords may be updated as the learning algorithm improves.

This is a preview of subscription content, [log in via an institution](#).

▼ Chapter

EUR 29.95

Price includes VAT (Poland)

- Available as PDF
- Read on any device
- Instant download
- Own it forever

Buy Chapter

▼ eBook

EUR 85.59

Price includes VAT (Poland)

- Available as EPUB and PDF
- Read on any device
- Instant download
- Own it forever

Buy eBook

▼ Softcover Book

EUR 106.99

Price includes VAT (Poland)

- Compact, lightweight edition
- Dispatched in 3 to 5 business days
- Free shipping worldwide - [see info](#)

Buy Softcover Book

▼ Hardcover Book

EUR 106.99

Price includes VAT (Poland)

- Durable hardcover edition
- Dispatched in 3 to 5 business days
- Free shipping worldwide - [see info](#)

Buy Hardcover Book

Tax calculation will be finalised at checkout

Purchases are for personal use only

[Learn about institutional subscriptions](#)

Preview

Unable to display preview. [Download preview PDF.](#)

Notes

1. Chicago Council on Global Affairs, *Implications of the Financial Crisis for Soft Power in East Asia*, report of a workshop hosted by the Chicago Council on Global Affairs and the East Asia Institute (Chicago IL: Chicago Council on Global Affairs, November 2009).

2. Joseph S. Nye Jr, *Soft Power: The Means to Success in World Politics* (New York:

3. Joseph S. Nye Jr, "Soft Power," *Foreign Policy* 80 (1990): 166.

4. Gary W. Jenkins, "Soft Power, Strategic Security and International Philanthropy," in Amos N. Guiora (ed.), *Top Ten Global Justice Review Articles* (Oxford and New York: Oxford University Press, 2008), pp. 391-453.

5. Takeshi Matsuda, *Soft Power and its Perils: US Cultural Policy in Early Postwar Japan and Permanent Dependency* (Stanford CA: Stanford University Press, 2007), p. 2.

6. Joshua Kurlantzick, *Charm Offensive: How China's Soft Power is Transforming the World* (New Haven, CT: Yale University Press, 2007), p. 33.

8. Christopher B. Whitney and David Shambaugh, *Soft Power in Asia: Results of a 2008 Multinational Survey of Public Opinion* (Chicago IL: Chicago Council on Global Affairs, in partnership with the East Asia Institute, 2009).

Copyright information

© 2011 Sook Jong Lee and Jan Melissen

About this chapter

Cite this chapter

Bouton, M.M., Holyk, G.G. (2011). Asian Perceptions of American Soft Power. In: Lee, S.J., Melissen, J. (eds) Public Diplomacy and Soft Power in East Asia. Palgrave Macmillan Series in Global Public Diplomacy. Palgrave Macmillan, New York.

https://doi.org/10.1057/9780230118447_10

[.RIS↓](#) [.ENW↓](#) [.BIB↓](#)

DOI	Publisher Name	Print ISBN
https://doi.org/10.1057/9780230118447_10	Palgrave Macmillan, New York	978-1-349-29359-9

Online ISBN	eBook Packages
978-0-230-11844-7	Palgrave Political & Intern. Studies Collection Political Science and International Studies (R0)

Publish with us

[Policies and ethics](#)

Search by keyword or author



Navigation

Find a journal

Publish with us

Track your research

