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## Russia's new engineering policy in global politics

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### Abstract

In this study, the authors give a definition, basis and description of a new conceptual metaphor “solid power”. The main hypothesis of the authors is based on the fact that the American concepts of soft and smart power allow to build doctrines, strategies and scenarios that support for ideological formation of policy “hard power” veiled under the idea of promoting the “model” of American democracy and the justification of military intervention and economic pressure on other countries, with the voluntary consent / participation of citizens. The United States are rapidly losing their political credibility in the international arena. De facto: the impetus for this was the events in Ukraine, which exposed the weak points in the American law enforcement scenarios. The authors believe that Russia is pursuing a new script, based on “solid power” as a new form of political power, the basis of which is the: dialogue, trust, unity. The authors came to the conclusion that Russia by using such resource as “solid power” is able to withstand “hard power”, that is the power that actually became a legitimate tool of American foreign policy.

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### 1. Introduction

Political modernization of the world's state in the arena of a struggle for Ukraine creates a point of no return to the old model of existence. In the face of increasing global geopolitical fight of the leaders for their interests the dominant role played by information and psychological influence. The most important resource of government, which allows to realize the function of controlling such influence is power.

The word power itself is polysemantic as a concept and polyspect as a phenomenon it denotes. From the point of view of physics, mechanical power is the product of an action (force) on an object and the resulting velocity of

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the object. In English, the word “power” has many definitions, such as an impact, force and strength. In political discourse, the concept of force is used as a conceptual metaphor, which includes a specific set of attributes. These are the transformation occurred with the concept of force as a result of use in political discourse such phrases as “hard power”, “soft power”, “smart power”. During the evolution of meaning of power as a political form the expressions gained the meaning of conceptual metaphors (Lakoff G., Johnson M., 2003 ). Conceptual metaphor can be properly understood when its interpretation is simple and obvious. That is, in these phrases the emphasis is not on power literary, because, in the physical sense, the power can be neither hard nor soft, nor clever, but on expressions of power as political term, which can be described using the notation of metaphorical attributes. To fully understand the meaning of hard, soft and smart power one must take into account the specifics of the political discourse at a time, which can not be seen in isolation from the economic, political and cultural life of the country and society as a whole.

Events in Ukraine revealed the weak points in the American law enforcement scenarios. A situation in which the old scripts to justify political actions of the American administration have become unusable, and the new has not been written yet. The collision occurred as a result of inconsistent, counter-productive decisions of the Obama’s administration, which were not backed by real political actions at the time of the rapid developments of the situation in Ukraine. But since in any scenario, the collision should be resolved, a new powerful and transformative power was required.

The purpose of this paper is to provide justification of the new Russian political engineering, which may be manifested by means of the conceptual metaphor “solid power” proposed by authors.

## **2. Three forces of the American bluff**

Conceptual metaphor hard power based on military pressure and economic coercion was introduced into the political vocabulary as opposed to soft power. The predecessor of this concept was the conceptual metaphor of “suppressing power”, better known as the “Powell Doctrine”. Colin Powell began his career in 1987 as a National Security Advisor in the Reagan administration, continued in the George H.W. Bush administration, Clinton’s administration and finished in 2005 in the position of Secretary of State under George W. Bush.

Powell predicted that the warming in the international relations between the United States and the Soviet Union began with the Strategic Offensive Reductions Treaty will inevitably lead to a reduction of the United States army, reduction of the military budget and the reformation of the “war machine”. Hence he and his team developed a project, part of which was the doctrine of “suppressing power”. The idea was to use the “large-scale military intervention in the resolution of regional conflicts” (Powell , 1990) in order to expand and strengthen the influence of the United States in various regions of the world. To the great satisfaction of the Republican administration George W.H. Bush success of military reform was clearly confirmed in the war in the Persian Gulf (1991), but has been criticized for the huge expenses for military purposes by the Democrats during the administration of Bill Clinton. One of the most ardent opponents of Powell, Defense Minister L. Espin proposed his project of fundamental changes in the military and foreign policy, part of which was the concept of “limited purpose” (1992). He suggested making the emphasis on the ideological component of foreign policy by democratic values. We can say that this idea was the impetus to the design of the new concept of “soft power”.

Undoubtedly, a huge role in the formulation of a new scenario has played a major foreign geostrategist of the United States Zbigniew Brzezinski and his idea of a rigid unipolarity dressed in “democratic clothing”. The doctrine of “world leadership” created by Brzezinski in 1990s was used to mask tough actions of the United States and was ideologically framed by the spread of democratic values. As a support he highlighted the dominant factors which will ensure the promotion of American world domination: military, economic, technological, cultural. Since political power based on the “hard power” needed an “update” therefore a new attractive power based on moral authority was required. Proof of this is the words of Brzezinski: “The superpower is a country that is in a position to influence or control events anywhere in the world, that is, on a

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