

The Use of “Soft Power” Tools by Asia-Pacific Region Countries, as the Expansion of Influence Way

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Abstract. The present paper investigates the use of «soft power» tools by China, Japan and the Republic of Korea relating to the Russian Far East. The author identified the relationship between cultural expansion with business interests of countries described above. The active expansion threat of Northeast Asia towards the Russian Far East is noted, considering national culture authority loss in the Far Eastern territory and therefore the loss of national unity which in the future can lead to serious negative consequences including the loss of these territories. Emphasis is placed on the importance of public authorities reinforcement directly in the region and also on developing and applying our own «soft power» in order to minimize the negative impact of external players «soft power» which focused on Russian national security protection basic scheme and its Far Eastern region in particular.

1. Introduction

Over the last years there has been an increasing integration of the NEA countries into the Far Eastern region of Russia. This is due to their use of «soft power» tools. Today it can be noted that the cultural expansion reinforcement of the NEA countries under the Russian Far East passive integration into the NEA countries and the APR in general, there's low influence level on integration processes from Russian authorities' side on their own state territory. Present problem is relevant to the research. That is primarily connected with today's strategic importance attached to the development of the Far East by the Russian government. «Soft power» tools, especially in their cultural orientation are nowadays is a powerful weapon for solving political and socio-economic tasks. The problem of «soft power» use is the topical issue of a great variety of scientific publications, in the following articles particularly: Granshin V.G. «Reliability of Chinese «soft power» [2]; Solovyova E.V. «Soft power – the tool of China's integration into global processes» [6]; Shakirov E.R. «The soft power of Japan» [7]; Lachina E.V. «Korean wave as manifestation of soft power» [5]; Yul Sohn «Attracting neighbors: Soft power competition in East Asia» [8] and also in many other articles.

The present article aims to analyze the goals, tools, results and consequences of the Russian Far East integration by Japan, China and Republic of Korea, and to suggest ways of changing this situation.

2. Theoretical part

The basis of «soft power» according to the author of the term J. Nye is the ability of one country to influence another one by developing attractive terms based on common values having the purpose of

expanding cooperation. Bocharnikov I.V. in his article «Soft power as modern world politics phenomenon» [13] studies the present term in great details.

It should be said that the most active countries that use «soft power» policy relating to the Russian Far East are Japan, China and Republic of Korea. Among «soft power» institutions which Japan uses the most in the Russian Far East territory we may point out Japanese foundations activities dynamically progressing educational exchanges between our border areas, the new Japanese project «Cool Japan» is also should be noted. China is the most advanced in using education and culture as «soft power» resources, they running exchange programs and open Confucius Institutions and classes. Work on the Far Eastern Chinese expatriate community is more intense now and inbound tourism is in progress. «Korean wave» promoting methods used in the Far East are: the activities of Korean cultural centers, intense work with expatriate community, developing the tourism on the Far East of Russia by Korean side, government campaign to push forward «Khan (Korean) Style».

3. Practical part

The Far East Japanese Foundation branches do their intensive work on Japanese culture promotion and organize humanitarian exchanges in Khabarovsk, Vladivostok and in Sakhalin cities. Under the sponsorship of their Foundation a great number of programs are taking place and there is also a variety of different activities.

In Yuzhno-Sakhalinsk, Khabarovsk and Vladivostok there are active branches of autonomous non-profit organization «The Japan Center». These Japan centers hold business courses on Japanese management skills training for business owners, young public employees and students who are willing to make a contribution to the development of their own country; they give opportunities of learning Japanese for purposes of deeper insight into Japan and relations with it; there's also the further empowerment for employment and opportunities to study in Japan; they provide programs focused on assistance in mutual understanding between host countries and Japan through various activities [4].

In 2017 at the initiative of the Far Eastern Federal University and Japanese company – Mitsubishi Corporation, in terms of East Institute structural unit – School of Regional and International Studies in Vladivostok there was made the Russia-Japan Research Center. The main purpose of this Center is to study possible ways to enhance cooperation of two countries at the Russian Far East and also assistance in formation young generation of specialists on Japan [19].

Japanese educational programs are focused on training students as point-men on Japan interests in their country. In the Far East the most productive cooperation in educational exchanges field with Japanese universities is carried out by the Far Eastern University, Sakhalin and Pacific Universities. The Russian first Tokai University office was open in FEFU during the IV Eastern Economic Forum. According to the agreement between Sakhalin University and Japanese Sodeco company - the participant of «Sakhalin-1» project, students who study Oil and Gas Engineering intern with Japanese Universities and Centers. Also in Yuzhno-Sakhalinsk they conduct the program «Professors invited from Japan» [17].

«Cool Japan» project aims to develop so-called creative sectors that support the image of successful Japan, such as art, fashion, games, music, entertainment business, radio and television, Japanese cuisine, travel services and others. As an example of «Cool Japan» project's impact on the Far East people might be the 52nd Japanese Film Festival in Vladivostok from February to March, 2019, guided by Consulate General of Japan in cooperation with «Cool Connections» art association and supported by Mitsubishi Electric in Russia [16].

China is the undeniable leader in educational and cultural sphere according to «soft power» index calculations among the NEA countries and in APR in general. China rolls out programs of academic, language and culture, grants exchange, various educational scholarships and political training for foreign officials and foreign reporters, the people of the Far East in particular. Confucius Institutes which play ambassadors role of Chinese Culture are based on the Far Eastern Federal University, Blagoveshchensk University and Amur University [10].

Recently it's been noticed that China has major changes towards its Far Eastern expatriate community [3]. The reflection of this fact is establishing organizations aiming to protect their Far Eastern Chinese people's interests, first of all in business sector, such as Primorye Chinese business owners Association, Chinese fellow-countrymen associations and communities. It became normal to have consistent and well-ordered Chinese migration to border areas of Russia, designated not only their private goals but also Chinese business and government interests [15]. Chinese expatriate community plays the key role in the economic development of China's border areas. There's a great success in their program which involves extremely talented foreign Chinese people (scientists, businessmen and managers) and aimed to solve strategic missions of country's development till 2030 [12]. China's government strongly believe that «No matter where the Chinese individual is sooner or later he'll serve country's prosperity» [11].

Inbound tourism in China gives serious results in spreading positive attitude to China in the Far East. China's tourist centers fight really hard for client from the Far East, placing their advertisement, improving service menu while keeping comparatively low prices and affordability of transport communication [9].

Korean cultural centers do vigorous activity promoting their culture to the Far Easterners. These centers are open in Khabarovsk, Ussuriysk and in some other Far East cities. The centers do a large number of activities: Korean language courses, seminars, lectures, Korean culture days, Korean cinema days and others. 2019 was announced to be the year of Korean cinema in Russia within the context of the 100th anniversary of creation the Republic of Korea Interim Government in Primorsky region [18].

The most important Korean «soft power» course is the strong support of Far Eastern Korean expatriate community, on the development and strengthening of which the activities of the Association of Far East and Siberia Korean Organizations in Khabarovsk are focused on. The Koryo Center is the youth wing for Association. This Center activities is, first of all, stand for keeping the ethnic identity of foreign countrymen and for national cultural revival of Russian Koreans. The Association is holding Korean song festivals, Korean language festivals and other activities on a regular basis. 2014 became the year of celebration the 150th anniversary of resettlement of Koreans to Russia. There are government programs aimed to giving the opportunities for Korean language studying, hosting academic education for ethnic Korean students in Republic of Korea, providing scientific countrymen participation in research programs of Korean Research Institutes and others [21].

These years South Korea has managed to be in advance of Asian neighbors in number of tourists visiting the Far East of Russia. Primorye is South Korea's special interest because here the trade and tourism are developing rapidly. The number of Far East people visiting Korea is also growing, most because of the fact that Seoul and some of the Far East cities have regular flight connection from Korean side [14]. Since April, 2005, Korean Tourism Organization representative office has started its work in Vladivostok. As a part of short-term programs on tourism with language learning developed by the company (Vacation programs) Korean side advances educational services for residents of the Russian Far East. Also medical services are pushing forward more dynamically. Korean medical companies branches are opening in the Far East cities [20].

As the result of Korean government's campaign on pushing forward «Khan (Korean) Style» Korean entertainment is becoming more popular among young inhabitant of the Far East especially online games, movies and TV series, popularity of Korean singers is growing fast, boys bands and girls bands, they create «Made in Korea» brand of respect [1].

4. Conclusions and suggestions

As can be seen from the above, the NEA countries institutionally make «soft power» applicable and make long-term strategic plans of their cultural expansion, those plans are closely connected with their political and economic interests in the Russian Far East. It's dangerous for the Russian side because it may lose its own national culture authority in the Far Eastern territory and therefore the loss of

national unity which in the future can lead to serious negative consequences including the loss of these territories.

Russia has something to oppose to the NEA countries. It's our education, science, rich Russian language, multifaceted culture with its folklore and regional variation, unique national Russian sports, cookery, spiritual (Orthodox) values of the Russian nation. At the same time, almost all of the things mentioned above either are not represented or they are not developed the way it should because of the absence of serious attention from the government's side, the absence of well planned and right-made system of work for organizations in different spheres, whose efforts towards its actualization, but there's always a funding gap.

In present-day developments with limited centrally-controlled funding and because of the region's impossibility to supply itself with goods Russia cannot refuse to cooperate with neighbor countries. This being said it's fundamentally important to keep our national unity and national culture in the region. This requires the direct control from the Far East but not from Moscow. It makes sense for Russia to develop and push forward its own «soft power» tools, adopting the experience of its closest neighbors who successfully use their own tools.

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