

1. Record Nr.	UNINA9910807759603321
Titolo	Soft power superpowers : cultural and national assets of Japan and the United States // Watanabe Yasushi and David L. McConnell, editors ; with a foreword by Joseph S. Nye, Jr
Pubbl/distr/stampa	Armonk, N.Y., : M.E. Sharpe, c2008
ISBN	1-317-45964-4 1-315-70070-0 1-317-45965-2 1-282-11965-6 9786612119651 0-7656-2282-3
Edizione	[1st ed.]
Descrizione fisica	1 online resource (328 p.)
Altri autori (Persone)	WatanabeYasushi <1967-> McConnellDavid L. <1959->
Disciplina	327.73052
Soggetti	Cultural relations Intercultural communication Arts, American - Foreign countries Arts, Japanese - Foreign countries Popular culture - United States Popular culture - Japan United States Relations Japan Japan Relations United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"An East Gate book."
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Anti-Americanism in Japan / Watanabe Yasushi -- Japan's image problems and the soft power solution : the JET program as cultural diplomacy / David L. McConnell -- Higher education as a project of America's soft power / Philip G. Altbach and Patti McGill Peterson -- Facing crisis : soft power and Japanese education in a global context / Yonezawa Akiyoshi -- Nurturing soft power : the impact of Japanese-U. S. university exchanges / Ellen Mashiko and Horie Miki -- The attractions of the j-wave for American youth / Anne Allison -- Shared

memories : Japanese pop culture in China / Nakano Yoshiko -- Japan's creative industries : culture as a source of soft power in the industrial sector / Sugiura Tsutomu -- Baseball in U.S.-Japanese relations : a vehicle of soft power in historical perspective / Sayuri Guthrie-Shimizu -- American pop culture as soft power : movies and broadcasting / Matthew Fraser -- Wielding soft power : the key stages of transmission and reception / Kondo Seiichi -- Official soft power in practice : U.S. public diplomacy in Japan / William G. Crowell -- Japan does soft power : strategy and effectiveness of its public diplomacy in the United States / Agawa Naoyuki -- Mr. Madison in the twenty-first century : global diffusion of the people's "right to know" / Lawrence Repeta -- Soft power of NGOs : growing influence beyond national boundaries / Imata Katsuji and Kuroda Kaori.

Sommario/riassunto

The term soft power describes a country's ability to get what it wants by attracting rather than coercing others--by engaging hearts and minds through cultural and political values and foreign policies that other countries see as legitimate and conducive to their own interests. This book analyzes the soft power assets of the United States and Japan, and how they contributed to one of the most successful, if unlikely, bilateral relationships of the twentieth century.
