

Use of Hollywood as a Soft Power Tool in Foreign Policy Strategy of the United States of America

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Abstract: *Hollywood, producing ideology as a psychological means in the foreign policy of the United States ever since, communicates with its target audience non-stop. Hollywood, which globally engages to inject America's image into the minds of people, is an entertainment vehicle facilitating the transmission of social and political messages of the United States. Hollywood tells the culture of Americans, justifies that democratic values are needed in the world, and attempts to put the lifestyles of foreign public in the social and politics fields into a form that is proper to American values. The United States starts to apply opinions and philosophical arguments making up its soft power through Hollywood in foreign policy. In this study, Hollywood will be examined as a soft power tool in the foreign policy of the United States based on concrete examples, and its significance in terms of American foreign policy will be evaluated.*

Keywords: *United States, Soft Power, Hollywood, Foreign Policy*

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I. Introduction

Soft power, benefited to protect and sustain national interests, focuses on attraction. Soft power, which directs administration of other countries with the support of public, based on their own desires, and strengthens the position of a country, strengthens the bonds with other country citizens by cultural studies, and enables winning of hearts, can enable the countries to reach outstanding results in foreign policy targets. Increased use and value of soft power in foreign policy is very important for countries to reach concrete results in international relationships. The United States of America attempts to characterize the world according to its own foreign policy with this consciousness. The United States uses its soft power resources as an ability to achieve its desires based on its targets in foreign policy. Mass communication tools used by the United States are a significant method for reaching the target population directly or indirectly and rapidly and effectively. As changes are experienced in modern world politics every day, the United States follows up this process actively and applies its soft power with mass communication tools and focuses on reaching results in foreign policy. Cinema, which is among mass communication tools, is a utilization to reveal suggestions to encourage the target population as a statement of the United States and at the end to create relative change in the target population. In this context Hollywood's international role of America's soft power tool has been a matter of exquisite debate.

In spite of debates, Hollywood, which helps the administration of the United States, has an illegal control structure that is formed on target audience. In this structure, it is provided that people easily accept the American views and it is accomplished through the acceptance of these opinions suggested (Halbert, 2014:218). Thus the presentation of matters for highlighted arguments like human rights, culture and democracy that are suggested by soft power not only to ensure cogency but also to empower the foreign policy of a country. However, the mechanism of using that soft power changes according to the conditions of occasion and the date that occasion takes place. This change forms the intensity as well as degree of being powerful and soft.

Soft Power

Soft power cooperates with people instead of forcing them. Thus, one country can get the result they want because of the fact that other countries follow it, admire it, envy the model constituted, and reach the level of its welfare and poverty. In this sense, soft power is described having its wishes realized through the others admiring them and depends on the ability in which the political agenda of other countries determine the priority of people by forming (Nye, 2003:10-11).

Soft power is the ability to appeal that forms the most part of it without persuading and persuasion of other side. Soft Power which is attractive comprise of values that forms charm. Soft power depends on the existence of voluntary commenter's and receivers. While soft power has a direct effect on certain aims, it has overall aims which many countries try to reach (Nye, 2005:15-25).

Soft Power of the United States

Soft power is an impressive tool that mostly legalizes the security and sovereignty of the USA. Soft power points out the concern that it should be cooperated many-sided for the USA. This occasion become true through the democratic ideals of America and attractive power of political institutions and international institutions (Layne, 2010:58).

Soft power of America is hegemonically the center of global culture (Allison, 2008:107). Popular image of America is uniquely power in the world (Kurlantzick, 2007). The United States not only cultivates its stories that build up thanks to its popular image with a study of image systematically but also builds up its soft power on its own culture and values. Soft power that is built up is used to mold public opinion in order for America adopts its aims of different policy and to form perception.

The USA tries to stick its soft power on people's mind as a country that promises hope, supports democracy, justifies the ideals of freedom. In this direction, The United States uses its soft power to get result in its foreign policy so far in the history.

Hollywood as a Source of Soft Power of the United States

The Hollywood cinema which is a source of soft power of America (Hayden, 2012:111) displays different characteristics in terms of discussing a subject as well as technologically and technically compared to other cinemas. Hollywood reflects the modern life and the development that they represent between the countries in the world cinema. Hollywood, which involves creativity on its own in terms of visual appearance and commerce, act like a protector of the USA government's politics. In particularly in the movies that are about the military and historical events that took place, the topics of the movies carry the characteristics aim of the USA's foreign policy. In addition, it is a significant implementation of public diplomacy in which the culture of America is introduced, America is admired and which has open, mobile, against the individual institution pluralist populist and free American values (Erzen, 2012:137; Nye, 2005:32).

Global Hollywood movies are well known by many people in foreign countries. Most of people respect Hollywood movies as a witness of mobile and creative culture and admire Hollywood's success. According to many people, The United States of America means power. Hollywood movies that reach every corner of the world not only are popular because of many reasons involved but also the quality of the products mesmerize people (Rugh:2009:7). Merging Hollywood movies together with the target audience in many TV channels ease the telling of America and it is seen as a foreign policy activity that represents country's benefits.

Hollywood Movies' Discourses in the Historical Process

Hollywood, which is a propagation of American culture in foreign countries, is largely powerful protector of internationalism and America's intervention in World War II (Hart, 2013:84-85). After the next year that complaints which were done by report office of government about Hollywood movies negative effect on aims of the USA's foreign policies in 1950s after World War II, The United States Information Agency has made a black list in which the image of The United States of America is portrayed falsely. Nonetheless, Hollywood, which is stated as an illegal side of informatics programs of America, support the roaming of American opinions as an instrument of American soft power. At the end of the 1950s, American foreign policy is depended on soft power of movies against the indelicate propagation of Soviet Union and Hollywood is seen as a way that develops impartial countries support for their foreign political aims (Nilsen, 2011:6-7).

In the historical process, the discourse in American cinema has permanently changed. In this respect, the discourses of Hollywood movies are those that gaining national self-confidence after Vietnam War, proving that there is no racial segregation in America in the period of Cold War, symbolizing the politics that America follow against Soviet Union from the Cold War period until now, creating new opponents after Soviet Unions' threat and consubstantiating East with terrorism after 11 September Attacks.

Hollywood as an Expression of Mental Process and a Propagation Tool in Foreign Policy

Hollywood movies serve to the United States who supports social scale, empowers women, esteems liberal ideals, and tells what success, technology and etc. mean, combines social institutions and politics, carries the basis values like freedom, human rights and democracy and thus exalts the foreign policy imposing a form of metaphorical understanding.

Hollywood, which completely tells the culture of America, cooperate with Ministry of Foreign Affairs of The United States of America, CIA and other public institutions in order to form a proper propagation of foreign policy. This cooperation effects the shaping of Hollywood movies yet the movies are reacted by Iran, China, Cuba and Soviet Union for the reasons of propagating the United States' foreign policy, changing the society and converting them.

Reactions cause either prohibition or sensor. However, they cannot be stopped in spite of sensor. The Soviet Union, Iran and China could be example of this occasion. The Soviet Union cannot tackle the destroying effects of movies in spite of prohibition and sensor. They were sometimes transferred without planning. The movies "On the Beach" and "Dr. Strangelove" were prohibited in the Soviet Union in spite of criticizing the nuclear politics of America. However, these movies that are not planned to be political effect are indirectly transferred to the Soviet Union what they will come across in a nuclear war. At the same time, the Soviet audience has learned that they do not have wait in long lines to get food with non-political movies, they do not live in a common apartment and people have their own cars. The sense of target audience is managed to be changed transferring the economic and cultural attractiveness of America into the audience. Another country China apply sensor yet American reports leaked into Chinese distinguishing class through communication tools and exchanging programs in education in spite of sensor. Protesting students made a copy of statue of liberty in Tiananmen Square in 1989. People who are affected by Hollywood music and movies react different behaviors. When one of the opponents was imposed to listen to the leader of Communist Party, American singer Bob Dylan sang his melody in a low voice and he stated this was his silent revolution. Another correspondent stated that illegal DVDs and Hollywood movies lead ordinary Chinese people to increase their wish to change (Nye, 2005:54-57). As one can see, Hollywood is a soft power tool that gives messages to large masses that freedom is a symbol of democracy and spread the American ideology and thought and moves people adopting these features.

Hollywood is the expression of mental process for the political aims of America. In this respect, movies are formed, expressed according to aims of foreign policy and values are evoked, desires and wishes are revealed and many-sided behaviors are located to target audience in a way the one thing is the result of another thing. For instance; Hollywood movies make people feel what psychology of war dictatorship and living under a communist system are and later point out the vital reality and then gives people messages related with exaltation of American values, military images and humanism with the basic tools of soft power of The United States of America and make them feel American heroism and lead people to question the political system and be aware of where they are. Therefore; Hollywood movies have cause to bring criticism against totalizer and fascist government as a source of inspiration of people's political feelings, forming a basis for social demands and meaning attribution to American values and most significantly they cover every walks of life with Americanism demolishing ethnocentrism.

It is aimed that codes are uncovered forming dominant cultural tendency of America according to kind of movies and the topics of American culture involving values and ideals are transferred to target audience. For this aim, Titanic (1997), one of the best of box office of all times, and The Patriot (2000) could be good examples. The most significant reason why these movies are forefront is that they show how American culture is displayed. Titanic which is stated in our first example, tells people American dream and priority. The movie indicates that class separation is not proper key for happiness and behaving well is at the center of public culture. Titanic movie all by itself reflects the source of attractiveness with its values in soft power of America.

Another example is The Patriot that is about the American Independence War that addresses to subconscious and feelings. The movie points out the people who give inspiration to those who share the citizenship culture and the values, concerns and belief. In Patriot like the plots of other movies, make foreign parameters of American public culture popular. The Patriot is very significant in order for the relation of American public culture with the popular culture is to be understood (Crothers, 2010:76-79). The Patriot presents the culture which carries the common meanings and characterizes American society. The audiences are felt in the Patriot that American society considerate freedom and individuality as a value and struggle for that and what direct their behaviors actually is that their values and cultures which plays a decisive role. The movie which involves struggle for independence gives information about the foreign policy of America with the message combination that effect feelings and behaviors of people not only American citizens but also people around the world. Actually, the movie tells the struggle of America out of country for independence and that values which form culture oblige this and these social values become behaviors.

Many American movies like *The Patriot* in foreign policy, *Saving Sergeant Ryann* with the theme of World War II, *Operation Rogue*, *True Lies*, *Body of Lies*, *Green Zone*, *Tears of The Sun*, involve propagation strategies like American who saves the world, American who catches bad men, American who struggles against terrorism, American who makes people free, American who protects local people, American who support no division of countries, American who struggles against Communism, American who save refugees from dictators. These propagation strategies describe the soft power of foreign policy of America in transferring desired information to the audience and convincing them and thus starting a public diplomacy implementation in the use of cinema with many-sided propagation of people. Thanks to this, the United States use this propagation as a powerful weapon and carry the aim of forming a negative American image and act like a representative of everything related with humanism. In addition to this, it is put into practice as a psychological war that every strategy that American movies apply and it is aimed that both their own people and other people believe these politics managing the strategies of foreign policy to be seen legitimate.

The Relationship Between Washington and Hollywood

As stated below, Hollywood cooperates with Ministry of Foreign Affairs of The United States of America, CIA and other public institutions. Hollywood and Washington are like a couple who discuss at home from old times but, they are deeply together in front of everybody. The United States entertainment export serves to the foreign politics of the United States developing a consensus which both a good work and diplomacy not only for the benefit of commerce but also for foreign demand to be powerful and meeting these demands American cinema is an application of carrot and beating that is applied to foreign countries by Hollywood's celebrities in Washington (Bayles, 2014:123). The United States attracts its audience using this application as a price and penalty method with the values inserted into its cinemas and extend its zone of influence and make a threat stating its military and economic growth. In another saying, movies are a foreign policy tool that is applied to other countries as price and penalty.

American army is an significant source of Hollywood movies. In the propagation war, Hollywood and American army always continue their relations and relations are placed into secured basis. The relations has been empowered more with Global War with Terrorism, Pentagon and Disney/ABC in a year and in this process a series of 13 episodes was made on the lives of soldiers who fight against terrorism. The production of the series is taken over by Jerry Bruckheimer (*Pirates of the Caribbean*, *Black Hawk Down*, *Pearl Harbor* and the *CSI* series) and Bertram and Munster (*Amazing Race* and *Cops*). Bruckheimer and Van Munster are in daily contact with the soldiers in Afghanistan and Bruckheimer used these films that have millions of audiences a propagation tool (Winseck, 2008:426).

In the historical process, Hollywood serve professionally in offices and committees for the foreign policy of the United States. In this respect, Office of War Information/OWI is known for its efficient role to reach foreign audiences by Hollywood movies (Dizard, 2004:27). Another aspect of the matter is about CIA. CIA claims that they commenced to form a cooperation with Hollywood in 1990s, in order to improve the agency's image on movie and TV sector. Because, it is stated that Hollywood is the only way that people may acquire knowledge about CIA (Jenkins, 2012:32).

II. Conclusion

Hollywood gives rise to forming a mental concept combining perceptual parts into one on audience with the terms, images, characters and stories that movies involve. In another saying, the soft power of the United States forms mental pictures on target audience with the basis of objective perception and feelings and target audience justify the picture to the extent what they perceive and therefore, global values that constitute soft power of the United States gain symbolic attractiveness.

Hollywood is a powerful propagation war that the United States use in order to hold the world into its own side (Evera, 2006:11-12). Hollywood is a strategy of foreign policy of the United States that form belief and dominant opinions on society, that rises America and exalts its image, that tell the foreign policy without looking the level of education, culture, that carries national benefits and American values into international place, that propagates depending on the benefits of America, that forms public opinion, that from time to time cooperate with the aims Army Forces and CIA, that focusing on their aims and consequently having the policy that America follow gained legitimacy

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