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<center>Soft Power and Social Cohesion Acquisition in the Republic of Korea</center>

Countries interact in various forms, which can be either friendly or vice versa. Countries that are good neighbors become friends and result in a good relationship and interaction in different ways. Soft power is a country's image and what other countries may say about a special economic relationship with their neighbors. For instance, history indicates that Korea's cultural, social and economic activities lead to coexistence of soft power as a product. Notably, countries can also use complex resources to interact with their neighbors to achieve hard power in the end. Some countries are known for using hard power in dictating their course to inhabitants and neighboring countries and investors who want to be associated with such a system. This paper will address South Korea's potential to use soft power to get the importance of using soft power over hard power, which involves military interventions. In this regard, the Republic of Korea should opt to use cultural and social together with economic influence in achieving soft power together with social cohesion in convincing other countries instead of using a military intervention leading to social as well as economic distortion, hence pushing away social together with economic reforms in entire Korea as a country.

Soft power and social cohesion have common ingredients and can be used in a friendly way to indicate roll out the same production. For instance, the currency of soft power is social, cultural, economic, and political influences to rule and persuade surrounding countries to conquer them and work together. On the other hand, hard power is indicated by military

interventions that are not friendly and may be avoided by many countries. However, Korea is one of the countries looking for strategies to persuade other countries to onboard their social, economic reforms Zhuravel (102), for that reason, propagating a new definition of soft power through comparing hard resources together with soft ones in Korea counts.

Soft power would be the best strategy to win social cohesion among South Korea countries since it is a middle power country. Also, the hard resources would be hard to obtain in Korea depending on its economic status. Some of the goals associated with cultural, social, economic, and political influences to achieve cohesion include improving the Republic of Korea's external security, thus creating peaceful and attractive country images.

Another perspective that will be a product of soft power in Korea is the mobilization of other countries to support foreign and security policies when there is a need to have them attended. Soft power would also manipulate other countries' ways of thinking and preferring them in economic matters that would shed cohesion and revenue in their country. Also, soft power would help Korea increase the approval rating of the leaders and the country, thus attracting investors and external bodies that would like to accord the country support to co-exist as a trusted nation (Kim 2058). A country with no peace rarely attracts investors and support since the image is not trusted to yield peace that can sustain business or investments. Soft power in a country makes the members think in a goal-oriented manner than one way; thus, progress is assured at the end of the day.

Cultural Influence as A Tool for Social Cohesion and Soft Power

Korea has a unique culture known worldwide and should be used as an advantage by the countries that want to work with them for development. Dramas, TV shows and strong acting capabilities, superb storyline, and a quality product are among the cultures that have made Korea

recognized in the whole world as a country that bears strong skills in that sector. On the other hand, beautiful cinematography, amazing sceneries, and non-plagiarized soundtracks have been a product of Korea's culture all along.

Japan and China have identified the Korean culture and trying to incorporate the same in their system. The country's image is pinned on their quality and unprecedented progress to ensure their content is incomparable. Some of the aspects that make Korean cultures have the aspect of love from other countries are their art of embracing what they know most about their culture and putting it in the limelight for the while would to comment and taste it (Lee 207). However, it may seem easy to maintain such a trend globally since they apply love, friendship, and emotional being to perfect their culture.

Korean culture starts from the grassroots, thus becoming identifiable by other countries at the country level. They have embraced their culture from the nuclear family level, thus magnifying it to become a bigger picture that is likable and good-looking. Also, the same families have gone to the extent of letting their modern and ancient values, thus applying them in acting and drama skills hence their popular lifestyle. Leaving alone the dramas and acting that the Korean people have made a brand in their country, being the sweetest pop music source is another insight that suites their culture very well (Lee 209). Not only focusing on the pop music but the teens and that have extraordinary choreography and unique combination of dance screws that are attractive and good looking. Pop music is another piece of culture that is very prominent in the world from Korea. The good thing is that such culture calls for good cohesion of the people and the parties employed in making the culture employable in the country. YouTube and Instagram tie of the K-pop has been approved and opened for a single country, showing that their

culture is recognized. Any individual from any country can be asked about pop music or good acting and think of Korea as a country.

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