

” Nedenstående stil er gennemrettet, men der er en oversigt over de oprindelig sproglige fejl nederst i dokumentet. Stilen fik et klart 12-tal.

#### Assignment 4

## Why nations should pursue soft power

In today's world, the focus seems to be on a nation's amount of hard power. While hard power defines a nation's use of military and economic means to influence the behavior of another political nation, soft power is defined as being a nation's ability to influence the behavior of another nation, without the use of coercion. But which is better? Shashi Tharoor, a Member of the Indian Parliament, argues in his TED talk "Why nations should pursue soft power", from 2009, that a nation should strive after soft power rather than hard power as this ultimately gives them more influence. Through his use of literary elements such as storytelling, Tharoor elucidates the message of the talk that nations should pursue soft power, in a way that makes it possible for the audience to identify with the topic.

The use of personal and informal language in lines 65-76 helps depict the development that India has gone through. In this passage Tharoor phrases the empowerment of the underclass with a humorous tone: "And right on top of the nearest coconut tree, with a hatchet in one hand and a cell phone in the other, was a local toddy tapper, who proceeded to bring down the coconuts for us to drink" (l.69-70). This helps the speaker build his ethos while proving his point. Besides this, imagery is created through the frequent use of adjectives, which makes for a far more interesting and personal read. The descriptive imagery such as, "and it's the best thing and the most nutritious and refreshing thing you can drink on a hot day in the tropics" (l. 67-68), helps Tharoor connect with the audience, which is essential in conveying his message. Furthermore, the passage is an example of storytelling. He's telling the story of the local toddy tapper, and the story of the fishermen who now, due to the spreading of cell phones, are "saving half a day's labor with a two

minute phone call”. Hereby Tharoor succeeds to portray the positive development of the Indian society by using storytelling.

Shashi Tharoor uses storytelling to convey his message and persuade his audience. Tharoor’s talk is built around a series of related stories from his personal life, that all portray the development of India and the strength of their soft power. Firstly, he portrays the development of India and their image as a proof of India containing soft power: “I had a friend, a history major like me, who was accosted at Schiphol Airport in Amsterdam, by an anxiously perspiring European saying, ‘You’re Indian, you’re Indian! Can you help me fix my laptop?’” (l.116-118). This story proves that the image of India has gone from “the image of India as land of fakirs lying on beds of nail” to “the image of India as a land of mathematical geniuses, computer wizards, software gurus”. He goes on to tell stories that demonstrate the presence of their soft power, such as of the story of an “illiterate mother in a village in Senegal [who] takes a bus once a month to the capital city of Dakar, just to watch a Bollywood movie” (l. 85-90). While this demonstrates the presence of Indian soft power in the world, it also establishes the effect of it. Instead of stating the fact that India contains soft power, Tharoor wraps it in a story, which makes it easier for the audience to both understand, remember and relate to his statement. The stories are relatable because we all know that Indian restaurants are present in every major city, and that Bollywood movies portrays the bright sides of India and their culture. Furthermore, he points out how the story of America, in which American culture have had way more global influence than their economy or military have. Hereby he succeeds to imprint the importance of pursuing soft power in the mind of the audience.

The question now seems to be: Is it possible for India to become a superpower by pursuing soft power? When discussing the future of India, it seems relevant to consider their current state of power. Tharoor states that America thinks of India as the next 21<sup>st</sup>-century power, which he disagrees with. He takes into question what constitutes a world leader:

If it's population, we're on course to top the charts. [...] Is it military strength? Well, we have the world's fourth largest army. Is it nuclear capacity? We know we have that. [...] Is it the economy? Well, we have now the fifth-largest economy in the world in purchasing power parity terms (l. 7-10).

This points out, that if we measure a nation based on its containment of hard power, India seems to be on top. Tharoor goes on to argue that a country should pursue soft power when aiming to

contribute to the world, as this gives them more influence. Hereby he argues that in the long run it's not the size of the army that matters. The thing that matters is a country's ability to influence the world's hearts and minds: "In today's world it's not the side of the bigger army that wins, it's the country that tells a better story that prevails. And India is, and must remain, the land of the better story." Tharoor suggests that India should pursue soft power instead of pursuing the economic and military superiority of past world superpowers. Here we might argue, that Tharoor argues this as India's economic and military strength both are inferior to other superpowers such as China or the US.

Furthermore, it's arguable whether a country that still suffers from social and economic inequality should be recognized as a world leader. Tharoor too takes this into question when he points out some of problems that India still has to overcome: "Somebody said we are super poor, and we are also super power. We can't really be both of those" (1.167-168). Given all the above, India still has a long way to go, but their ability to become a soft power superpower in the foreseeable future seems viable.

Ultimately, Tharoor succeeds to elucidate the message of the talk through his use of storytelling and person language. He manages to persuade the audience and establish why nations should pursue soft power. Whether India in the future will be considered a soft power superpower depends on their ability to solve their still existing problems.

## Sproglige fejl

Kategori	⚠ Fejlsætning	Rettelser 🍷
, fejlplaceret	Through his use of literary elements such as storytelling, Tharoor elucidates the message of the talk, that nations should pursue soft power, in a way that makes it possible for the audience to identify with the topic.	
, fejlplaceret	This points out, <u>that</u> ↓ if we measure a nation based on its containment of hard power, India seems to be on top.	
, fejlplaceret	Here we might argue, that Tharoor argues this as India's economic and military strength both are inferior to other superpowers such as China or the USA.	
, foranstillingskomma	In this passage Tharoor phrases the empowerment of the underclass with a humorous tone ...	
, foranstillingskomma	Hereby he argues that in the long run it's not the size of the army that matters.	
, foranstillingskomma	<b><u>Whether India in the future will be considered a soft power superpower</u></b> depends on their ability to solve their still existing problems.	

Kategori	⚠ Fejlsætning	Rettelser 🍷
, indskuds-komma	<p>Shashi Tharoor, a Member of the Indian Parliament, argues in his TED talk "<u>Why nations should pursue soft power</u>" from 2009 that a nation should strive after soft power rather than hard power, as this ultimately gives them more influence.</p>	
, indskuds-komma	<p>Hereby he argues that <u>in the long run</u> it's not the size of the army that matters.</p>	
Artikler	<p>Hereby Tharoor succeeds to portray the positive development of <u>the</u> Indian society by using storytelling.</p>	
Formulering	<p>Hereby Tharoor succeeds <u>to portray</u> the positive development of the Indian society by using storytelling.</p>	
Formulering	<p>Ultimately, Tharoor succeeds <u>to elucidate</u> the message of the talk through his use of storytelling and person language.</p>	
Genitiv	<p>In today's world, the focus seems to be on a <u>nations</u> amount of hard power.</p>	
Genitiv	<p>While hard power defines a <u>nations</u> use of military and economic means to influence the behavior of another political nation, soft power is defined as being a <u>nations</u> ability to</p>	

Kategori	⚠ Fejlsætning	Rettelser 🍷
	influence the behavior of another nation, without the use of coercion.	
Kongruensfejl	The stories are relatable because we all know that Indian restaurants are present in every major city, and that Bollywood movies <b>portrays</b> the bright sides of India and their culture.	
Kongruensfejl	Furthermore, he points out how the story of America, in which American culture <b>have</b> had way more global influence than their economy or military have.	
Lidt klodset formulering	Here we might argue, that Tharoor <b>argues this as</b> India's economic and military strength both are inferior to other superpowers such as China or the USA.	
Ordklasse	... soft power is defined as being a nation's ability to influence the behavior of another nation, without the use of <b>coerce</b> .	
Ordklasse	Ultimately, Tharoor succeeds to elucidate the message of the talk through his use of storytelling and <b>person</b> language.	
Ordvalg	<b>Though</b> , Tharoor goes on to argue that a country should pursue soft power when aiming to contribute to the world, as this gives them more influence.	

Kategori	⚠ Fejlsætning	Rettelser 🍷
Ordvalg	Tharoor <b>too</b> takes this into question when he points out some of problems that India still has to overcome: "Somebody said we are super poor, and we are also super power.	
Substantivers flertal	The stories are relatable because we all know that Indian restaurants are present in every major city, and that Bollywood movies portrays the bright <b>sides</b> of India and their culture.	
Substantivers flertal	Hereby he succeeds to imprint the importance of pursuing soft power in the <b>mind</b> of the audience.	