

FILM INDUSTRY AS A SEGMENT OF SOFT POWER OF STATES ON THE EXAMPLE OF SOUTH KOREA, CHINA AND USA

ABSTRACT

The soft power of states has become an increasingly important segment of their global influence in recent decades. Before, the size of the territory or the number of inhabitants, i.e. economic and military power, defined the international importance of a country. However, in the time of globalisation, even smaller countries become internationally influential players, specifically, when showing a particular power of charisma and charm or creating globally relevant and attractive messages, content, products or moves. This influence is more and more based on culture especially popular, which knows no boundaries and affects a wide circle of people. Therefore, an increasing number of countries are investing serious resources in strengthening global visibility through popular culture, especially film. The film has been used as a promotional and ideological tool since its beginnings. Nevertheless, it has become an important commercial product lately since it brings high revenues to producers and shows an extremely important segment of the soft power of the state. It shows the values of a country or culture, significant topics, great people, historical events, way of life, and similar in a creative and popular way. In this context, the popular Hollywood industry no longer has a global primacy, even though it is still quite creating trends. With a strong film production in India, South Korea is becoming an increasingly important global player. China is increasingly investing in its film production and strengthening soft power through culture. Turkey has become the second global player in the production of television series. Therefore, in this paper, we will define the role of film as an important segment of soft power, analyse the efforts of the United States, South Korea and China, and point out trends and opportunities for use.

Keywords: soft power; film industry; popular culture; USA; China; South Korea.