

Role of Soft Power Means in Ensuring State Security

Mohammed Huseyn Akbarov^{1*}

1. Baku Serious Crimes Court, 30 Samed Vurgun Street, Azerbaijan, AZ-1000, Baku.

*Corresponding Author. Email: akbarov.mohammed@mail.ru

ABSTRACT: In the 21st century, the role of soft power means in ensuring more effective national security is steadily increasing. The USA and Russia strive to realize their geopolitical interests with the help of information, economics, law, ideology, culture and education, and this is a “softer” element than military force. The achievements of the USA, Russia and China in this direction are indisputable. Due to soft power, one can achieve their goals with less expense and loss of manpower. Each country seeks to use a combination of state and social institutions (organizations), as well as political, legal, economic norms and information, to influence internal and external relations and strengthen its national (internal political, including military) security. From the first years of independence, Azerbaijan skillfully used the oil factor, creating a favorable investment climate for foreign oil companies. Thus, the country expanded the possibilities of comprehensive integration of the state into the international community and formed an atmosphere of trust and cooperation in the region. From year to year, the possibilities of using soft power are increasing, which is confirmed by the practice of world development. This should be considered by Azerbaijan in its regional policy, as well as interaction with the world community.

Keywords: Azerbaijan; state security; soft power; national security; foreign policy; soft power means.

INTRODUCTION

Historically, military power has always played a decisive role in ensuring security. At the same time, factors of soft power were considered. Serious changes in the international system of the 21st century are characterized by an increase in the role of nonmilitary security components (environmental, economic, information). From this point of view, nonmilitary forces today play a more flexible and significant role in ensuring national security, including in Azerbaijan. We will try to clarify the role and place of nonmilitary force in the national power system of the country, using the methodology of comparative analysis of the possibilities of military and nonmilitary tactics in modern politics.

The international index of soft power has already been created, which combines several categories, such as government, culture, education, global involvement, entrepreneurship and digital broadcasting (Soft Power, n.d.). This methodology is to some extent based on classical models for determining the power of a state, for example, H. Morgenthau's (Zhang, 2017). In turn, the advancement of such models is determined by the real conditions of political existence.

As practice shows, nonmilitary means create new opportunities for the peaceful development of countries, including at the legal level. These funds, through the conclusion of treaties, weaken or prevent military danger and threats, helping opponents to take neutral positions. The use of nonmilitary means limits the ability of the aggressor and creates the basis for its isolation and the formation of a negative image. Due to nonmilitary means, aggressor plans that are undesirable for the opposite side may be revealed. Azerbaijan, as a country of the post-Soviet space, in its foreign policy adheres to a balance of capabilities of each of these means.

At the end of the 20th century, nonmilitary means of strengthening military security in the military doctrines of NATO (North Atlantic Treaty Organization) in Russia, China and other countries became a priority. This was a natural consequence of the postwar development of Europe and other continents. Today, the creation of a safe world and the protection of each state are the most important legal and political tasks that can be solved without the use of military (hard) force. Therefore, now, the concept of soft power is being seriously discussed as a set of nonmilitary power tools for ensuring national and international security (Lebow, 2016; Neimark, 2016).

From the point of view of geopolitical terminology, there has been a transition from hard power to soft power. At the same time, the strategic goals of the superpowers have not changed – the position of force should be a priority. At the end of the 20th century, Z. Brzezinski wrote: “The ultimate objective of American policy should be benign and visionary: to shape a truly cooperative global community... But in the meantime, it is imperative that no Eurasian challenger emerges, capable of dominating Eurasia” (Brzezinski, 2014: 2). As for the regional policy of Azerbaijan, Z. Brzezinski considers it successful (Brzezinski, 2014). Azerbaijan, as a developing country, considering the factors of economic growth and democratization of society, today is estimated as a dynamic and attractive model of government (Mehdiyev, 2016).

Since the world itself is an open system full of multidimensional nonlinear relations, international relations for modern Western geopolitical theories are “the ability of the West to play on several chessboards at the same time” (Brzezinski, 2014: 13). Here, it is supposed to use the capabilities of both “soft” and “hard” forces. In general, the transition to soft power in geopolitics should be considered as a positive historical event. The concept of soft power also includes processes such as preparation for dialogue at the legal level, the development of intercultural relations and humanitarian cooperation. The significance of these funds in the modern system of international relations is expected to increase.

The term soft power was introduced into scientific use by J. S. Nye. The author indicates that the soft power method is used when one country has been exposed to another country, and pressure is not exerted by using economic and military power, but the desired result is achieved (Nye, 2008). J. S. Nye distributes the material and spiritual resources necessary for the country for soft power to: country’s culture that is attractive to other countries; political values that are followed both within the country and abroad and attractive to other countries; foreign policy, that is, the legitimacy of this policy and its moral superiority.

Among cultural values, J. S. Nye distinguishes mass culture – entertainment – and high culture – art, fiction, education. According to J. S. Nye, a country can become successful if it can spread its cultural values and interests among other regions of the world and make them attractive to other countries. Communities that successfully

follow the values of modern spiritual culture can influence other communities and get the desired results (Nye, 2008).

Naturally, culture contains more civic and humanistic values than economic and military power. The great powers of the world, for example, the USA and Russia, use their culture to influence other countries, including interfering in the cultural space of countries within their geopolitical interests and achieving their political, military and geopolitical goals. In previous historical periods, the world changed under the influence of military or economic power, and now it is “captured” by culture (technology, art, ideology, etc.). One of the main priorities of US policy “Pax Americana” in the context of modern globalization is the spread of its cultural values throughout the world, and there is a tendency to introduce these values at the level of the international legal order (Glebov, 2018; Alikin, 2018). Ultimately, the goals of global influence on the world are achieved.

According to D. A. Zviagina, soft power as an instrument of world politics consists of economic, political and cultural influence (Zvyagina, 2012). Free-market democracy, human rights, the formation of liberal values and advanced electoral technologies, the institution of public opinion – all this is the leitmotif of globalization and is seen as an incentive for the reorganization of any closed, authoritarian societies so that they become more stable, competitive and open to the world community. From the first years of independence, Azerbaijan began to work precisely in this direction.

If a country is democratic and seeks to work with international organizations, as well as to affirm human rights in foreign policy, it is more likely to be attractive to others as a model of the political system. Unlike authoritarian political regimes, in states with such a regime, it will be easier to achieve long-term goals for stable and sustainable development. In Azerbaijan during the years of independence, in addition to determining strategic priority economic ties and directions, many humanitarian directions of the soft power policy were identified and implemented. In such areas as education, science, sports, tourism and art, the process of integration of the world community is most active in terms of developing a common humanitarian development platform, and all of them get their justification in the legal sphere.

The purpose of the study is to determine the main content of the concept of soft power in modern science and to identify the main directions of its use to ensure state security. In this study, we used a method of analyzing the facts and the process of political development of the South Caucasus region and the world legal order based on modern ideas about the role of soft power in political relations. The essence of this conceptual approach is to comprehensively consider the balance of forces and balances in the world order to ensure the security of Azerbaijan. The analysis involved the approaches and conceptual methods of a number of leading researchers of political processes. In addition, several conclusions were made based on a consideration of the real facts of using soft power in the political practice of the South Caucasus region.

Soft power means and national security

First of all, we consider the essence of the concepts of soft power means and national security. To determine the relationship between soft power means and ensuring state security, it is necessary to consider the features of the modern foreign policy of the states of the world and the legal foundations of the world order. The

development of the political system of the world in the 21st century makes new adjustments to the use of soft power (Samoilova, 2014).

Foreign policy in international relations is considered a common cause, which all states are engaged in. This ensures the realization of their national interests through diplomacy. The quality of a country's diplomatic activity depends on a combination of several important factors: compliance with international law, a democratic regime, the availability of economic resources, an advantageous geographical location, etc. (Glebov, 2018; Zvyagina, 2012). Historically, state diplomacy was largely based on military power, and today nonmilitary means of ensuring national security, related to the fields of law, economy, culture and information, play a significant role in society. In particular, the Arab Spring, which began in 2011, once again proved that nowadays states implement their foreign policy based on the information factor, since for a state, manipulating information is a commercially more profitable way to achieve goals.

With the help of information and communication technologies, it is possible to exert a positive influence on the population of rival countries, exert a psychological influence on the armed forces and other groups of society, manipulate the consciousness of the population and set it against the central government. Similar events could be observed during the color revolutions in 2003 in Georgia and later in Ukraine (Zvyagina, 2012). In these cases, the relationship between foreign policy and soft power is clearly visible.

The potential of soft power means depends on the integrated use of the capabilities and means of the country's economic, scientific and technological development, the quality and effectiveness of politics, military potential and experience. This potential is associated with political, diplomatic, legal, economic, ideological, informational and other factors that determine the strength of the state. We determine the relationship between soft power and ensuring state security by considering these factors. There are many definitions of soft power. We believe that the concept soft power includes the concepts "factors of the legal plan", "factors of the political plan", "factors of the economic plan" and "factors of the information plan". The article considers the policy of Azerbaijan as a young, developing state, implemented using the potential of soft power.

Further, we define some soft power means that affect the level of national security (Samoilova, 2014; Zaryanov, 2015).

Political instruments

Political means of ensuring national security is a set of political and diplomatic measures and techniques, a set of national institutions and public organizations, which fully, comprehensively present international legal norms and information. These political instruments have advantages since they provide the political power of the state. Under certain circumstances, the activity of political means of ensuring national security can strengthen the internal stability of the state, isolate states from the immediate threat of aggressive international circles, stabilize the foreign policy situation, and increase the number of allies in the region. Azerbaijan's regional activities in this regard are negatively affected by a long-term conflict with neighboring Armenia, which is used by other influential political parties in their interests. In the case of the Nagorno-Karabakh conflict, the government used several political measures, which are mentioned by researchers, including:

- formal and informal meetings of heads of state and government, political representatives;
- negotiations and consultations on the intensification of interstate relations;
- holding conferences and consultations of the leaders of the military and political alliance on threat assessment, developing recommendations for joint activities;
- declaration of ultimatum requirements to the aggressor;
- the use of international institutions for the adoption of sanctions against states that are unstable in international conditions (Lanshina, 2014; Tarasov, 2007).

The importance of diplomatic measures is valued by the fact that by using nonviolent means to solve some or all of the conflicting issues, one can come close to a compromise. Modern Azerbaijan, as a political actor, is developing in the context of a growing number of non-governmental and international organizations. Therefore, one of the conditions for implementing the position of soft power in Azerbaijan is the formation of a new legal field for these organizations and the complexity of their functions. The government of the country strongly supports the activities of numerous non-governmental organizations, since these activities affect many relevant areas of social life. We are talking about nonmilitary means. It is by nonmilitary means that the concept of soft power is meant today, which the mentioned has set of political instruments for implementing the country's policy.

In addition, in the context of globalization, the mutual influence of the countries of the world community is manifested primarily in the cross-border areas of the economy, technology, communications, science and transport. Almost all countries, societies, organizations, subjects and individuals with a complex system of interdependence, with varying degrees of depth of this integration, participate in this process of mutual influence and integration. From the point of view of the peculiarities of the development of Western and Eastern civilization, it should also be noted that the very content of power, both "hard" and "soft", is changing. In general, the international political system in international relations is characterized by parallelism in the matter of centralization, fragmentation and democratization, rapprochement and alienation, independence and interdependence of local communities (Semochkin, 2011).

Azerbaijan successfully applies multilateral diplomacy, including when resolving the ongoing Nagorno-Karabakh conflict. It includes several measures, such as the adoption by the highest legislative and executive authorities of a political decision to resolve the conflict and publication and distribution of the President's appeal regarding the ongoing conflict. As well as visit of the head of state to crisis regions, the organization of numerous meetings with the population, visits to deployed military units in the region, meeting of the president with various political and public figures, including leaders of ethnic and religious parties and movements that have a great influence on the conflict in the region. In addition, organization of meetings, negotiations and conferences with the participation of counterparties, providing the opposite side with the opportunity to express their position and find common grounds for compromise solutions.

The modern system of legal and political communications is built in such a way that political positions, tendencies and ideas are formed and change with great speed. From this point of view, the principles of a unified national ideology are of great importance. As in any country, in Azerbaijan one of the important components of political life is the formation and manifestation of a legal and political culture. Technologies of political activity are progressing from year to year, political life is

becoming more complicated, which affects the perception of political culture by every person or political election group. The nature and level of development of the legal and political culture of the population as a whole is an important component of soft power in the political culture.

Despite the ongoing Nagorno-Karabakh conflict, the formation of a democratic state in independent Azerbaijan, the strengthening of political and legal relations and internal stability and the economic foundations of the state determined the main lines of political identification of people. The important elements of the mechanism of political identification are political priorities, the political platform of the state, the authority of the political elite representing it, the standard of living and social capital. The developmental characteristics of each of these factors affect the indicators of political identity. All this also affects the ratio of the use of power and “soft” elements in the country’s foreign policy.

Economic means

Of great importance in the politics of soft power are economic means. The senselessness on a global scale of geographical boundaries against the background of globalization in a “shrinking” world has further complicated the strategies for protecting the existence of national economic systems. In such a situation, ensuring national security depends more on resolving economic issues. Due to the threat of war in the modern world, the issue of ensuring the economic security of the state has become one of the most important problems facing the state (Mehdiyev, 2015).

Economic security is the degree of protection against internal and external threats of the national economy and the ability of society to maintain its economic and sociopolitical stability under the influence of adverse internal and external factors. Elements constituting the economic security of the state are industrial potential, level of agricultural production, reserves of natural resources, geographical location of the country and level of sociodemographic development (Mehdiyev, 2015).

The USA, Russia, Japan, China and the European Union, as well as Canada, the developed countries of the Near and Far East, Australia and Oceania, are world leaders in terms of industrial potential, agricultural production and natural resources, which contributes to their economic security.

During the years of independence, Azerbaijan identified the main priorities in conducting foreign policy related to soft power. First, it is mutually beneficial economic and sociocultural, political and legal relations and other civilizational interstate relations. The possibility of building such relations between the countries is connected with oil policy, the foundation of which was laid by the national leader Heydar Aliyev. The famous “Contract of the Century” and other agreements related to the use of natural resources were concluded. All of them are being actively implemented.

Regarding economic activity, it should be noted that economic relations, finances and various forms of economic activity are most exposed to the process of globalization. Azerbaijan, having studied the economic system of Western countries, has created a favorable model of the country’s economic development. The principle of “open doors” allows foreign investors to invest in the country. At the same time, fundamental changes are taking place in the economic system of Azerbaijan. The country’s leadership has taken steps to promote the legal regulation of a market economy and carefully studied

international experience. Now a solid legal base has been created for the activities of foreign companies in Azerbaijan.

Article 17 of the Law of the Republic of Azerbaijan “On National Security” states that the national security of the Republic of Azerbaijan is protection in the economic sphere from internal and external factors threatening the development of the national economy and economic relations of the Republic of Azerbaijan. All this is considered when determining priorities in the development of economic ties and relations of the country.

The success of the oil policy lies in the fact that the State Oil Company of Azerbaijan Republic (SOCAR) concluded contracts with 13 well-known oil companies within the framework of the “Contract of the Century” (Amoko, BP, McDermott, Unocal, SOCAR, Lukoil, Statoil, Exxon, Turkish Petroleum, Penzoil, Itochu, Remko, Delta), which have become the cornerstone of Azerbaijan’s economic development. It assumes regional economic development on mutually beneficial conditions. A country’s strong economy is also the legal framework, education, science, housing, capital production, the development of new technologies, etc. All this can affect the development of many sectors of the economy and social life in general (Lebedeva, 2017).

There are internal and external sources of threats to economic security. Some countries are competitors of the Republic of Azerbaijan in foreign markets. They hinder the creation of a developed economy due to the struggle for natural resources in foreign markets and strengthen Azerbaijan’s technological dependence on developed countries. Foreign countries seek to disrupt the effective activities of the country’s economic system aimed at exploiting and conserving resources and their export to the world market. In addition, there is an urgent need to curb the negative impact of international terrorist organizations, as well as certain foreign organizations on the economic, political, military, intelligence and other areas of the country. All this is directed against the political and economic interests of the Republic of Azerbaijan.

L. K. Samoilova notes that without ensuring economic security, it is impossible to solve both national and international tasks facing the state (Samoilova, 2014). According to M. M. Lebedeva, economic security is the state of the economy when long-term life and harmonious development of the individual are ensured, decent conditions for the socioeconomic, political, moral and psychological stability of society and the state, optimal costs for all types of resources through controlled use, ability to withstand the impact internal and external dangers (Lebedeva, 2017).

Researchers, explaining economic security, focus on the economic interests of the country and their provision. Given this, we can say that economic security is one of the qualitative characteristics of the economic system, which determines the normal living conditions of the population, the development of the national economy and, ultimately, the realization of the interests of the national state (Romanovskii, 2015).

Structural processes provide economic recovery in Azerbaijan. Success in the socioeconomic sphere, confidently implemented global projects enable Azerbaijan to make major progress in foreign policy and diplomacy, turning it into a center of international cooperation. The main directions of socioeconomic development are associated with the formation of a social state and civil society, the strengthening and growth of social capital, the formation of a society of high welfare.

Information factor

It is difficult to imagine the management of sociopolitical processes taking place in the modern globalizing world without information. This is due to the increasing role of information in the human world. Due to the modern level of communication technologies, a common information environment is being formed that unites the whole world. Therefore, the ability of information to influence the regulation of individual and social life is increasing. The study of changes in the environment, changes in society, as well as the adaptation of everyday and promising activities to these changes, are one of the natural needs of people and society.

One of the main conditions for choosing the right direction in every social and political process is the availability of a sufficient amount of information about this process. One of the main conditions for studying public relations to a particular issue is the use of public information on this issue. The role of information in the study of social, political, economic, cultural and domestic interests of people, communities and society is increasing, which ultimately creates an opportunity to use information factor as a soft power in the country's politics.

Among the factors determining the increasing role of soft power in the country's foreign policy, one should also note the policy of "cultural introduction" of sports and music into the world. For example, Euro 2015, Islamic Solidarity Games, Formula 1, other international competitions, music events – Azerbaijan's participation in the Eurovision music contest, Gabala International Music Festival, numerous music events organized by UNESCO, etc.

In addition, the country has long been the initiator of international meetings to discuss issues of regional, cultural and social development of peoples, the rapprochement of the countries of the region through finding common ground. Thus, in 2019, the 43rd session of the UNESCO World Heritage Committee was held in Baku, where the state of material cultural objects that are in danger of extinction was discussed. Prior to this, on May 2, the 5th World Forum on Intercultural Dialogue started in the Baku Convention Center. The forum, under the motto "Building dialogue into action against discrimination, inequality and violent conflict" brought together representatives from more than 100 countries and more than 30 international organizations. The forum hosted a meeting of international organizations at the highest level. Problems that require the active participation of all these organizations were discussed. In this format, work has been going on for several years. All this makes it possible to establish contact between the peoples of the world in the general humanitarian plan and, possibly, come to a compromise.

The intercultural dialogue today is considered as one of the important directions of state policy in expanding cooperation between countries in the cultural sphere. Azerbaijan is the only country in the region that conducts cultural and interreligious dialogue at the state level, and where tolerance is a feature of the national mentality. Today, tolerance and multiculturalism are the basis of the social policy of Azerbaijan.

These international events, in which representatives of different cultures from around the world take part, are concrete evidence of the existence of cultural and religious tolerance in the state system of Azerbaijan. Azerbaijan is already known as a country that effectively synthesizes Islamization and modernization. In 2009, Baku was declared the capital of the Islamic world (Abiev, 2011).

The legal factor is the country's active participation in the implementation of all leading international conventions and treaties related to the implementation of the concept of soft power. In this regard, the country's leadership is making a lot of effort to increase the country's international authority. Azerbaijan is an active member of the Non-Aligned Movement (Non-Aligned Movement is the second largest international organization after the UN in terms of the number of participants), representatives of many countries systematically gather in Azerbaijan to discuss important issues of a joint cultural dialogue, including the formation of its legal base.

We tried to determine the directions of activity of the Azerbaijani state within the framework of the three main components of soft power in the country's politics – economic, informational and cultural. We tried to show that the importance of political and legal measures is undeniable in terms of national security and sociopolitical stability, the rule of law and social interconnection in society, the prevention and elimination of anticonstitutional initiatives, as well as the increasing role of public organizations in the implementation of these measures.

To summarize, it should be noted that domestic economic (macroeconomic) security is a set of measures aimed at protecting macroeconomic stability within the political and geographical boundaries of any national economy, protecting against threats to national interests, in particular economic, which are a priority for others countries.

We believe that the role of information in the formation and development of social processes in society is also great. In a certain way, the submitted information can affect the public consciousness and, ultimately, control it. Well-presented information, especially relating to the cultural and spiritual sphere, is of great importance in the management of spiritual processes. It is no coincidence that in the US military doctrine, information is characterized as one of the four sources of state power. Diplomacy, economics and the military can be seen as other means of state power.

The logic of global processes in the 21st century gives reason to believe that security is complex. Traditional perceptions of ways to ensure security are gradually losing their leading role. In modern conditions, security issues, along with military and technical ones, also cover such areas of social life as law, economics, ecology, energy, migration, nutrition, etc. Therefore, a country's security should be ensured by the unity of political approaches from the standpoint of hard and soft power. The strengthening in the process of ensuring national security of the interdependence of the country's domestic and foreign policies in the context of globalization, where national borders are transparent, will create opportunities for a wider application of both hard power and soft power methods, and to achieve the desired result.

We believe that the analysis of the role of a political leader, whose personality plays an important role in the sociopolitical development of the independent Republic of Azerbaijan (Hasanov, 2011) and accelerating political processes, is also important here. The personality of the political leader, the policy they pursue, is reflected in the nature of using the capabilities of soft power in the country's foreign policy. Azerbaijan seeks to consider the interests of the leading countries of the region and the world, using the soft power opportunities indicated above.

CONCLUSION

The general development strategy of Azerbaijan is balanced in terms of the current state of the country, the existing system of international relations, the basic principles of sociopolitical, social and moral development. Azerbaijan's national development strategy and government reforms have ensured the successful coordination of the prospects of national realism with the criteria of globalization and formed a modern development model for the country. It is within the framework of this approach that the responsibility of the state and government bodies for the implementation of state policy in relation to society and citizens has increased, tolerant and democratic rules in society are being strengthened, international relations are developing from the position of soft power. Confirmation of this is the country's international relations, its actions in the field of economy, politics and cultural life, as mentioned in the previous sections of the article.

At the same time, the concept of the use of soft power, due to the lack of a unified assessment of the content of this concept and its conceptual foundations, cannot take shape into an integral model for the development of the world, region or individual country. Although it is clear that in the direction of considering all spheres of human activity an international political system should develop to achieve a stable existence with clear prospects for the future.

REFERENCES

1. Abiev, A. (2011). Razvitie sports v Azerbaidzhane sviazano s imenem nashego obshchenatsionalnogo lidera Geidara Alieva. Lider XXI veka Ilham Aliev-50 [The Development of Sports in Azerbaijan is Connected with the Name of Our National Leader Heydar Aliyev. 21st Century Leader Ilham Aliyev-50]. Nezavisimyi lider – obshchestvenno-politicheskii, mezhdunarodnyi publitsisticheskii zhurnal, 4, 29-30.
2. Alikin, A.A. (2017). Miagkaia sila i normativnaia sila Evropy: genealogicheskiie istoki dvukh kontseptsii miagkogovliianiia v mezhdunarodnykh otnosheniakh [Soft Power and Normative Power of Europe: the Genealogical Sources of Two Concepts of Soft Influence in International Relations]. Vestnik Permskogo universiteta. Serii: politologiya, 4, 152-164.
3. Brzezinski, Z. (2014). Velikaia shakhmatnaia doska [The Grand Chessboard]. Moscow: ACT.
4. Glebov, M.S. (2018). Elementy i mekhanismy novoi publichnoi diplomatii vo vneshnei politike gosudarstva [Elements and Mechanisms of the New Public Diplomacy in State Foreign Policy]. Gosudarstvennoe upravleniie. Elektronnyi vestnik, 68, 275-293.
5. Hasanov, A.M. (2011). Natsionalnaia politika razvitiia I bezopastnosti Azerbaidzhanskoi respubliki [Azerbaijan's National Development and Security Policy]. Baku: Let-terpress.
6. Lanshina, T. (2014) Germany's Soft Power: Culture, Education, Science. International Organisations Research Journal, 9(2), 28-58.
7. Lebedeva, M.M. (2017). Soft Power: The Concept and Approaches. Mgimo Review of International Relations, 3(54), 212-223.

8. Lebow, R.N. (2016). Hans Morgenthau and the Purpose of American Politics. *Ethics & International Affairs*, 30(1), 55-62.
9. Mehdiyev, R. (2016). Silnoe Azerbaidzhanskoe gosudarstvo kak otrazhenie natsionalnoi idei v usloviakh globalizatsii [Strong Azerbaijan State as a Reflection of the National Idea in the Context of Globalization]. *Bakinskii rabochii*, 1, 9-14.
10. Mehdiyev, R.A. (2015). Mirovoi poriadok binartnukh standartov i sovremennyi Azerbaidzhan [The Global Order of Binary Standards and Modern Azerbaijan]. Baku: Vostok-Zapad.
11. Neimark, M.A. (2016). Some aspects of soft power concept in world politics (Part 1). *Nauchno-analiticheskii zhurnal journal "Observer"*, 1, 31-42.
12. Nye, J.S. (2008). Recovering American Leadership. *Survival*, 50(1), 55-68.
13. Romanovskii, G.B. (2015). Osobennosti pravovogo zakrepleniia poniatiia natsionalnoi besopastnosti v Rossii i stranakh blizhnego zarubezhia [Features of Legal Consolidation of the Concept of National Security in Russia and Neighboring Countries]. *Informatsionnaia bezopastnost regionov*, 2, 11-16.
14. Samoilova, L.K. (2014). Strukturnye element sistemy obespecheniia ekonomicheskoi bezopastnosti gosudarstva [Structural Elements of the System of Ensuring the State Economic Security]. *Izvestiia Orenburgskogo gosudarstvennogo agrarnogo universiteta*, 1, 211-214.
15. Semochkin, V.A., Ivanova, A.A. (2011). Sistema ekonomicheskoi besopastnosti gosudarstva [The System of Economic Security of the State]. *Modeli, sistemy, seti v ekonomike, tekhnike, prirode i obshestve*, 1, 136-141.
16. Soft Power Logo MENU. The Soft Power 30. Retrieved from: <https://softpower30.com/>.
17. Tarasov, I. (2007). Perspektivy vneshnepoliticheskogo edinstva ES [Will the EU Be a Single Actor in Foreign Policy?]. *Mezhdunarodnye prorsessy*, 5(3), 76-82.
18. Zaryanov, E.P. (2015). Miagkaia sila kak kharakternyi priznak politicheskogo vliianiia velikoi derzhavy v usloviakh mnogopoliarnogo mira [Soft Power as Specific Feature of Influence of the Superpowers upon the International Political Processes Ongoing in the Modern Multipolar World]. *Mirovaia politika*, 1, 89-122.
19. Zhang, B. (2017). Hans Morgenthau, Realist Theory of International Leadership, and the Future of Global Order. *Chinese Political Science Review*, 2(4), 512-530.
20. Zvyagina, D.A. (2012). Kulturnoe vliianie kak component "miagkoi sily" [Cultural Influence as a Component of soft power]. *Istoricheskie, filosofskie, politicheskie i iuridicheskie nauki, kulturologiia i iskusstvovedeniie. Voprosy teorii i praktiki*, 11-2, 94-98.