


# Chapter 14

## Balancing Power and Diplomacy: Unravelling the Iran Nuclear Deal and Chile's Soft Power Strategy

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### ABSTRACT

*The chapter emphasizes the importance of international cooperation in the modern era, focusing on the Iran nuclear deal and the evolving relationship between Iran and the USA. It focuses on the Joint Comprehensive Plan of Action (JCPOA), commonly known as the Iran nuclear deal, to explore the complex and evolving relationship between Iran and the USA. It examines Iran's history, the Iran-Iraq war, and Israel's nuclear capabilities to understand power dynamics in the Middle East. The chapter contrasts this with Chile, examining the impact of American soft power and foreign policy during the military regime.*

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## INTRODUCTION

The term ‘soft power’ has gained global exposure and is commonly used in political and academic literature and elite journalism. The ability of a nation to be attractive in the modern globalized market of ideas has become an important aspect of modern international relations, just as dominance in communication is advantageous for countries in the digital global era, including state and non-state actors and networks (Thussu, 2014). When I explain the topic of my master’s thesis to my colleagues, the most frequent questions are why I decided to write about soft power and what soft power even means. One of the main reasons why I chose soft power is its key role in the modern world and international politics. I believe a better familiarity with soft power will help us better understand international relations and politics in the modern world. For people who are not familiar with soft power, it can be explained with simple examples of the influence of large corporations such as Coca-Cola, McDonald’s, popular fashion brands, etc. These large corporations are not just another production of drink, food, or clothing, but promoters of capitalism and success. However, soft power is a great debate topic for people who are somewhat familiar with the subject.

International relations and politics are constantly changing, and therefore, it is very difficult for us to follow everything that is happening or to say that we are familiar with everything. Precisely because soft power is a non-constant mechanism, its study is also a challenge for politicians, researchers and experts in this field.

Every country strives to improve its position and prestige in the international arena and to make a pathway for its long-term socio-economic development. The state and its apparatus make sense only in the function of state power. The state apparatus can remain as it is regardless of political events and regardless of who is in power (Perthes, 2010). Countries use various means of hard and soft power to achieve these goals. With the disintegration of the bipolar order of the world, many countries have adopted soft power to achieve their goals. The main reason for this decision is the growing interdependence between countries and the high price countries pay for achieving foreign policy goals through hard power (Guzzini, 2017).

Despite the information revolution, which we have witnessed in recent years and which greatly shakes up the relations between the actors and enables the flow of people, information, goods and services more and more easily, the state is still a key actor on the international stage, which can protect and protect people in a certain territory from some global threats. It is precisely because of globalization that it is difficult to talk about the challenges of individual countries, but rather, they are common to all. These are primarily organized crime, terrorism, mass migration, global warming, etc. Globalization has also given countries new ways to assert their influence through soft power. The foreign policy of countries has never been simple,

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