

FROM CULTURAL SOFT RESOURCES TO CULTURAL SOFT POWER OF VIETNAM

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Abstract: *For a long time, both academia and policymakers have mainly used the terms soft power and cultural soft power based on the connotation of Joseph Nye's concept which was developed through his analyses of actual conditions either in America or in other world's leading powers. Moreover, much of the existing discussion has primarily dealt with macro aspects without taking into account any concrete policy implications that aim at the promotion of cultural soft power belonging to various actors of international relations, especially developing countries with rich cultural resources but lacking economic potential like Vietnam. In this context, this article which embraces the approach of resource conversion will focus on the three main following issues: 1) Approaching cultural soft power in different dimensions of power interaction; 2) Proposing a fundamental framework for analyzing the mechanism of transforming cultural soft resources into cultural soft power; 3) Suggesting several possibilities of transforming soft cultural resources into cultural soft power of Vietnam in both a national strategic vision and a local pilot's implementation.*

Keywords: *Cultural soft resources, soft power, cultural soft power, transformation mechanism.*