

the Analyzing of soft power in shi'ia Geopolitics

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subject: with the change of times and developments of new technologies new methods have emerged to replace the old ones. the current condition of international system has given rise to new concepts and all countries are vying to pursue their goals with the help of new concepts such as soft power. in recent decades due to the decrease in legitimacy high costs and functional failure in applying hard power, we witness a decline in its use. this perspective governments are able to present a rosy picture to the world while pursuing their own agenda at the same time. having said this with the advent of the Islamic Republic of Iran, one can assume that the concept of Shiism, if applied and spread through new and suitable media, can sell its pure and humanitarian beliefs to the world and at the same time, consolidating the concept of Shi'ia identity so the this research aims to answer the following question what are the effective variables of soft power in Shi'ite geopolitics. in response, we can mention. a) the ideas of resistance and seeking martyrdom and. b) the very nature of Shiism in itself. this study, by answering the above mentioned question and proving these hypotheses is pursuing the following: 1) the analysis of effective variables in Shi'ite concept of soft power 2) the recognition of the importance of soft power in Shi'ite geopolitics 3) in introducing new ways of increasing the effect of Shi'ite soft power in improving the geopolitics of I.R.I the method used in this study is library - questionnaire based method and its data sample can be divided in the following form. based on the data the Spearman table it is clear that the level of meaning - is less than 0/05 as a result with the certainty of 95% the relationship between resistance, seeking martyrdom and the nature of Shiism is proved to be meaningful. the intensity of correlation between two variables is 0/779 that shows a direct relationship between two variables.

Keywords : keywords: shi'ism, geopolitics, soft power, seeking martyrdom

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