
The position of social capital in reproducing the soft power of the Islamic Republic of Iran in the face of the soft war of America

Alireza Mozaffari Bonakdeh*,

Abstract One of the most important issues of recent decades, which has created a dramatic change in the field of power and components and elements of power and the application of power, is soft power. Although modern literature has been used by Joseph Nye, it is easy to see the connection between this power and the socio-cultural components of society at a glance of the roots of this subject. One of these components is social capital that can play a valuable role in creating soft power in opposition to the soft weapon of the enemy, and especially the United States. The purpose of this research is to measure the position of social capital in reproducing the soft power of the Islamic Republic of Iran in the face of the American soft war. In this regard, the main question of the research is that the potential of social capital (participation, social trust and knowledge and Awareness) play a role in the reproduction of soft power in the face of the American soft war. The research method is descriptive-analytic and the tool for collecting information is studying in the literature and texts on the topic and analyzing the content of the collected materials. The findings of this research showed that the three elements of participation, social trust, knowledge and Awareness, in addition to having a significant role in the production of soft power as elements of social capital, are closely related to each other, so that in the absence of each Of the triple elements above, reaching other elements in society is far reality.

Keywords : Keywords: social capital, soft power, soft war, American soft war

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