

PRESS RELEASE

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Contact: Ashland Branch Library, 541-774-6996

Elastic Mind Book Discussion

The Elastic Mind Book Discussion Group will discuss "Soft Power vs. Hard Power in the 21st Century" on Thursday, January 5, from 1:00 – 2:30 p.m., at the Ashland Branch Library, 410 Siskiyou Boulevard.

Participants are asked to read *Soft Power: The Means to Success in World Politics* by Joseph S. Nye or another book on the same topic. What is soft power? The term soft power was coined by the author in the late 1980s. It lies in the ability to attract and persuade. Hard power—the ability to coerce—grows out of a country's military or economic might, whereas soft power arises from the attractiveness of a country's culture, political ideals, and policies. It is the author's thesis that soft power will help prevent terrorists from recruiting supporters from among the moderate majority and help deal with critical global issues that require multilateral cooperation among states. All are welcome to take part in this lively discussion group led by Joanna Fenn.

Sponsored by the Friends of the Ashland Public Library. For more information, please call the Ashland Branch Library at 541-774-6996.



JACKSON COUNTY
Library Services

LIBRARY DIRECTOR: DENISE GALARRAGA

Telephone: 541-774-8679
205 South Central Avenue
Medford, Oregon 97501