

The Aesthetics of Utilizing Culture and Arts in Confronting Cultural Invasion and Soft Power.

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Introduction.

The concept of communication and interaction has been one of the most significant issues in art since its inception to this day. The effectiveness of art is centered on its intrinsic connection to the people, their interests, and creations. Because culture represents the memory and creativity of a people, it inevitably must have a clear presence in artistic experience. Generally, the arts are more closely linked, present, continuous, and successful by adopting and considering this logic, as they are more keen to connect with local culture, drawing inspiration from its meanings and evolving material in its formal appearance, according to the nature of the place and time in which they are formed. Their movement is driven by the dynamics of openness and release within a simultaneous movement from within towards the outside.

The Digital World and the Formation of a New Human.

With the presence of digital technology, visual language has become more influential on humans and has a stronger control over their memory, where images are no longer just lines, dimensions, and colors, but carriers of imported values that manipulate human culture and encapsulate their world and ideas. Thus, the world has become merely a series of images transmitting from one to another, and these images have become comprehensive of all operations and images, with a connection and references to a specific origin associated with a distant fictional reality, away from the receiver's worlds and concerns. This means that we are living in a subconscious world, a virtual technological world that relies on imagination to produce images and artistic paintings in which virtual characters move. These worlds often turn into cinematic and dramatic works, which confirms the influence of the image in conveying impactful discourses, as they are alien worlds that erase human memory and control their inner consciousness, being stronger than the tangible weapons produced by states to control the capabilities of targeted countries.

Culture, Arts, and Social Interaction.

Culture and the arts are continually reshaped in accordance with their interaction with the outside world through social interaction and a thorough and deep understanding of popular culture as a record of human history and achievements. Moreover, the selection of elements or parts capable of survival and continuity is crucial, as not all aspects of local culture and its components are worthy of artistic employment. Rather, there are elements and details in culture that are more susceptible to embodying symbolism and carrying significance capable of intersecting with incoming cultures and their new means of communication. This aims to foster renewed and evolving interaction with the rich and authentic local past, which possesses depth and authenticity, fostering creative and innovative interaction within the framework of artistic endeavor.

Soft Power in Modern Art.

Soft power is considered one of the most dangerously influential means on the thinking of young people, due to the various and diverse educational and directional methods it carries, which the recipient may not be consciously aware of. This can directly or indirectly affect the existence of the recipient, including Iraqi families. Therefore, addressing this soft power requires the intervention of all social and religious institutions in adopting scientific programs and educational visions to confront this soft power, which is the fastest subtle means that does not raise noise but directly influences the intellectual construction of young minds through destruction, corruption, and deviation in ethical and intellectual aspects, as well as methods of obtaining drugs and psychoactive substances. Thus, it is imperative for us to decisively stand to protect the Iraqi youth and families from these Western soft forces that come to destroy social and religious bonds. Moreover, these youth, at this stage, rely on self and personal thinking,

viewing the world according to their personal perspectives and experiences. Therefore, they are selective in gathering information and focus on specific aspects, away from understanding the complete details and delving into the specifics of each artistic product. Consequently, they develop skills of imagination and avoidance of personal confrontation, and they play on taking unclear and incomprehensible roles because they are unable to confront the Western artistic output issued by Western countries. Thus, artistic and cultural centers have become incapable of instilling these principles and values in souls due to the internal and external challenges facing our contemporary societies, in the absence of cultural and religious awareness or its fragility.

Through what has been presented, we can consider soft power in artworks as the invisible, intangible aspects that control the emotions and values conveyed within the artwork. These aspects aim to deepen understanding with the intention of motivating recipients to produce emotions and thoughts that enhance their understanding of the artwork and strengthen the connection between them and the recipient. Therefore, soft power is considered one of the most dangerous means for Iraqi children and teenagers due to the goals and programs it carries, which can influence their thinking. This thinking reflects on Iraqi families, which have preserved their identity and existence over decades. However, even religious institutions may struggle to maintain their strength and impact, despite their scientific programs, educational visions, and achievements.

Diagnostic Trends for Soft Power.

Soft power has become like a nuclear weapon in influencing human societies remotely, as it is a means that has integrated into human personality to the extent that it cannot be dispensed with; rather, it complements personality. It has become pervasive in all minds, directing them in the desired manner contrary to social, religious, and cultural norms with the aim of achieving

the goals of the new colonizer. Therefore, it is necessary to identify and neutralize the danger of these means on youth and society in general, and to establish proper cognitive usage guidelines for them. Moreover, they must also be confronted with media, cultural, and religious stances using the same means and languages that they intended to use to dismantle the bonds of societies by creating modern techniques and globalizing societies to make them small villages controlled by the Internet, which has become an essential part of citizens' daily communication under the pretext of entertainment and necessity. However, there are other negative intentions that must be recognized and dealt with cautiously. Excessive use of these means leads to isolation and psychological alienation among citizens and their peers and communities under the pretext of bringing distant citizens closer and shortening distances to make them feel closer to their families and friends who live abroad. These are positive attributes carried by most of their directed cinematic films, employing methods that touch people's needs, but ultimately leading to moral, religious, and ethical deviation and attraction towards these major countries to undermine the sense of patriotism and belonging among citizens, spreading drugs, breaking family ties, and distancing from religious values and love of country.

Strategies for Confronting Soft Power.

The strategic utilization to confront this invasion as a soft power will not succeed without reinforcing values and principles, and enacting local laws to regulate the use of these means from within and how to influence and distance oneself from them to be parallel to external actions that carry values and efforts that have been lavishly funded to attract these youth. There must be a competitive soft power that relies on culture and the arts as influential means, using distinctive scientific methods that attempt to rectify internal weaknesses and strengthen them to become a solid force.

Dealing with them through internal laws and raising cultural awareness among young people and maximizing religious and social values through religious sermons, schools, education, and the establishment of cultural media platforms dedicated to educating youth about the dangers of negative use of social media and benefiting from its positives.