The Soft Power: Psychological Perspectives and Solutions

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Soft power refers to a state having spiritual and moral strength through embodying its ideas, principles, and ethics, as well as through support in areas such as human rights, infrastructure, culture, and art. This leads others to respect and admire this approach, subsequently following its sources and being influenced by it to the extent that what it desires becomes what they desire. Soft power relies on three cultural sources: its attractiveness to others, its political values when it ascends domestically and internationally, and its foreign policy when perceived by others as legitimate and ethical. It has been defined as the ability to influence desired objectives and change the behavior of others when necessary. The coupling of power with the attribute of "soft" implies the ability to obtain what one wants through persuasion and attraction rather than coercion.Top of Form

Cultural invasion

"Cultural invasion" refers to the adoption by one nation of the beliefs, ideas, and visions of another nation that are distant from it culturally and religiously. This entails the distortion of its educational curricula, the creation of a barrier between it and its history and language, and the manipulation and destruction of minds. Its aim is to keep peoples weak and subservient to hostile forces. Among its effects, through the use of media, are the undermining of morals and values by spreading a spirit of mixing and social disintegration, the promotion of superficiality and indifference among members of the other society, and the dissemination of a consumerist spirit by promoting commercial advertising of the latest commercial innovations in the world of clothing, fashion, cars, and others.

Anime and Electronic Games

"Anime" refers to animated films that simulate reality, a form of art for which the Japanese are renowned, typically encompassing series and movies of animated drawings. Anime artwork is based on the manga style, distinguished by character features resembling those of ordinary humans.

On the other hand, the concept of "electronic games," also known as "computer games" or "video games," refers to interactive games operated by computer circuits. The devices or platforms on which electronic games are played include both general-purpose personal computers and dedicated gaming consoles.

Anime genres

There are many types of anime, including:

·   (Kodomom): This type of anime and manga targets children, with stories often being highly moralistic and teaching children how to behave properly. The stories are usually episodic rather than serialized to capture children's attention.

·   (Shounen): The Japanese word "shounen" means boy, indicating that this category represents anime aimed at young male audiences. The protagonist is typically male or part of a mixed-gender group.

·   (Shoujo): Similar to shounen but aimed at young female audiences in their teenage years. The story of this category revolves around a young female protagonist or a number of key female characters.

·   (Seinen): Literally meaning "youth," seinen anime and manga target young adult males aged 18-30 and older. It does not contain sexual scenes but rather focuses on a variety of artistic and more mature themes.

·   (Josei): This type of anime and manga targets women aged 18-30 and older. It is one of the rarest types of anime and manga, with stories often revolving around the daily experiences of women and the lives of girls in high school, being more reserved and realistic.

· (Mecha): Short for "mechanical" in English pronunciation, this category of anime relies on technologically advanced machines, often surpassing earthly capabilities, as the focus of its story.

· (Progressive Anime): This category of anime can be defined by its lack of adherence to gender classification in terms of audience, whether male or female.

The positive and negative impacts of anime films

There are various effects on viewers, whether positive or negative. It is essential not to be deceived or underestimate the seemingly innocent appearance. Parents should restrain their enthusiasm in encouraging their children to watch anime because it carries within it potentially serious negative aspects despite its apparent innocence.

Here are some of the main effects summarized:

·Manifestations of violence and aggression, whether physical or verbal. According to some studies, the percentage of verbal violence in series like "Ninja Turtles" reached about 613 instances of swearing, while physical violence reached around 38.7 instances.

· Children and teenagers imitating many characters in anime who engage in fights, pranks, and threats. This imitation reached a percentage of about 42.9 in characters like "Grandizer" and "Ninja Turtles," among others.

· Creation of moral, emotional, and social contradictions, as it fosters conflicting psychological motivations compared to what is learned from family, school, and society.

· Exposure to values, customs, and ideas that are alien to Arab and Islamic culture.

· Encouragement and development of certain patterns of sexual behavior and pornography that are incompatible with Arab-Islamic identity, social norms, laws, and customs, such as sexuality and homosexuality.

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· Impairment of natural cognitive development in children and teenagers, as television makes them mere receivers distant from participation, leading them to merely watch events.

· Reduction of family interaction and weakening of social relationships.

Despite the mentioned drawbacks, anime conveys deep and impactful messages to a wide range of audiences, from young children to adults, creating various appeals and significantly shaping personalities in the following ways:

· **Cognitive appeals:** Anime addresses the mind by elucidating material facts, making it closer to a documentary and logical style. It utilizes real information, presents numbers and statistics, and builds conclusions on premises that refute opposing viewpoints.

· **Emotional appeals:** This is expressed through emotional expression, relying on addressing the emotions and feelings of the targeted audience and influencing the recipient's conscience. It utilizes symbols, slogans, and linguistic techniques to exploit psychological needs and preferences.

· **Threatening and intimidating appeals:** This type of appeal is conveyed through undesirable outcomes that may result from the recipient's lack of conviction or acceptance of communication directives. This leads to a certain degree of emotional tension, with recipients responding either by the intensity of emotional excitement as a stimulus for response or by anticipating the possibility of avoiding dangers and reducing emotional tension.

Recommendations

·Coordinating to hold sessions at the expert level involving relevant state ministries such as the Ministries of Education, Interior, Justice, Labor, Social Affairs, Culture, and Media, to study the impacts and risks of these films and develop strategies to address them.

·Intensifying awareness programs under the supervision of committees comprising education experts, psychologists, counselors, as well as religious, media, and legal figures.

·Instructing educational institutions to adopt a project for training and qualifying teachers on safeguarding and protecting children and teenagers from the negative effects of television content.

·Adopting behavior modification techniques (such as modifying deviant behavior, conditional contracts, role-playing, religious guidance, etc.) in sessions with children and teenagers affected by this content, integrating rehabilitation and collective counseling programs.

·Civil society organizations must play their genuine social role and bear their responsibility as the link between the public (children, teenagers, and youth) and decision-makers and experts, by highlighting the risks and impacts of these films.

·Activating the role of medical consultation centers in therapy, psychological counseling, and providing governmental support, qualification of their staff, and enhancing their capabilities to engage in psychological and social efforts to safeguard and protect the new generation.