

Role of the “Soft Power” of a Museum

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Joseph Nye introduced the concept of "soft power" in late 1980s. According to Nye, this is the ability to shape the preferences of others through appeal and attraction. Further he explained the currency of “Soft Power” is culture, political values and foreign policies. All the said currencies are applied to Museums. Therefore, the “Soft Power” is a hidden power of a country which can represent from Museums. Museums are repositories of “Hard Power” too. Those representing the spoils of war and human conquest of nature. But according to Nye the soft power is more effective when the source is independent from Government and large Corporations. More or less, most of the Museums in the world are liaise with the Code of Ethics of ICOM. Accordingly, the Museums are seems to be independent sources from Government and large Corporations.

How could we explore and demonstrate museums’ soft power? Museums are more prominent places as soft power platforms, where a sample of material and visual culture of a subject is presented to the society in historical and developments perspective. Each and every object in a museum has its own story that can make as into the clarions flashbacked and can oviduct as about history, culture, nature, values, scientific and technological achievements. Further Museum are considered to have a high level of social significance as a country’s cultural intelligence among great diversity of city dwellers, visitors, policymakers and leaders.

Museum Buildings are more than landmarks, where those are identified as cornerstones in successful place-making. Those are places that the interactions happen between people and place in the creation of Social Capital. Generally, Museums are having beautiful and meaningful spaces where professional, individuals or communities can meet to exchange their ideas and solve any problems. This is also a platform for Soft Power.

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