

CONCURSO PÚBLICO
MINISTÉRIO DAS RELAÇÕES EXTERIORES
CARGO: TERCEIRO SECRETÁRIO DA CARREIRA DE DIPLOMATA
PROVA DISCURSIVA – SEGUNDA FASE
INGLÊS – SUMMARY

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PADRÃO DE RESPOSTA

Soft power is becoming more important due to two related trends: the growing relevance of networks for global affairs, and the so-called digital revolution.

Global networking is explained by three factors. Firstly, there is the diffusion of power between states, which leads to the distribution of economic and political power among a larger number of countries.

Secondly, traditionally accepted hierarchies of power have been challenged, as power is shifting from West to East and non-state actors have started playing more active roles in world affairs.

The third factor leading to a greater relevance of networks is the process of urbanisation around the world, a phenomenon which means more information, technology and political ideas being shared in new ways. As a result, cities are also becoming a more relevant force in international relations.

By its turn, the digital trend is explained by the fact that more people and institutions go online for an increasing number of reasons. This is also true for governments, non-governmental organisations and multilateral organisations. Besides, the democratisation of access to information has created a more informed and powerful public. This has made it more difficult for governments to behave internally in a way that differs from what is conveyed by the messages they send to the international community.

In most Western countries, these changes have arrived when budgets cuts have been imposed on sources to finance soft power.