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# Call for contributions

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Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

# CALL FOR CONTRIBUTIONS

(le français suit l'anglais)

Submissions are invited for the seventh volume of *TransCanadiana: Polish Journal of Canadian Studies* – a peer-reviewed journal published by the Polish Association of Canadian Studies. Every issue comprises articles on a subject specified by the editors, as well as short reviews of recent publications in the field of Canadian studies, and a newsletter presenting information and updates on the activities of the PACS and Canadian Studies Centers in Poland.

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Edited by Marcin Gabryś and Tomasz Soroka

## **Canadian Soft Power: Dimensions of Canada's Influence on the Outside World**

Canada's place in the world, its international status and influence have long been the topics of political and academic discourse and served as research themes for scholars representing various academic disciplines (history, political science, sociology, philosophy, linguistics, literature and culture studies). Until the end of the Cold War, however, the prevailing approach to evaluating the roles countries could play internationally focused mostly on the so called hard power criteria (i.e. military and economic factors). Given its rather limited military potential and overwhelming dependence on trading with the United States, Canada tended to be treated either as a mere satellite of much stronger partners or at best was assigned the status of a middle power. Few Canadian analysts, let alone non-Canadian observers, believed Canada could ever become a major actor on the world stage.

Nevertheless, in the increasingly globalized, economically integrated and interconnected post-Cold War world, focusing merely on military and material determinants can provide a very limited insight into the complexity of the roles countries can play in the modern global system. Obviously, economic stability,



energy security, military expenditures or technological advancement still remain important indicators of a country's international status. Equally (if not more) relevant, however, are factors of an immaterial nature, which are collectively referred to as 'soft power'. Joseph Samuel Nye, an American political scientist who coined the term 'soft power' in 1990, defines it as a country's "cultural and ideological attraction." This attraction may arise from (*inter alia*): "the openness of the culture to various ethnic minorities" and its popularity worldwide, "the values of democracy and human rights exert international influence", "the openness to immigrants", political values, moral authority, the power of persuasion, diplomacy, an international reputation, intellectual achievements, or involvement in the creation of international institutions. Nye's other words, soft power is exercised when "a country may obtain the outcomes it wants... because other countries – admiring its values, emulating its example, aspiring to its level of prosperity and openness – want to follow it." 'Soft power' is thus achieving goals by being attractive to others or exhibiting exemplary behaviour worth imitating.

Canada – "a Peaceable Kingdom" – has had a long history of using "soft power" elements in its foreign policy. Its positive image and fine international reputation in the world has been built by sticking to the rules of international law, membership in international organizations, and commitment to international development agendas. Ottawa has a strong record of peacekeeping, promotion of Human Security, multilateralism, global climate change awareness, and dispute resolution. Playing a "global citizen" role Ottawa has sought constructive global solutions to increasingly global problems. A Canadian initiative – the Montreal Protocol of 1987, an agreement to phase out gases that damage the Earth's ozone layer - has been named by the United Nations Secretary General Kofi Annan "perhaps the single most successful international agreement to date".

Canada has also been a foremost promoter of minority rights and gender equality. It was the first NATO country to include women in its peacekeeping forces and still has one of the world's highest rates of women serving in the army. As the fourth country in the world, Canada legalized same-sex marriage and since then Canadian governments, be it Liberal or Conservative ones, have remained one of the staunchest defenders of LGBTQ rights worldwide.

Numerous Canadian prose writers, poets, artists, and scientists have gained worldwide recognition. French-Canadian and English-Canadian film directors (e.g. Denys Arcand, Denis Villeneuve, David Cronenberg, Atom Egoyan) have regularly received international movie awards. As for a country of merely 35



million people, the list of Canadian Nobel Prize laureates is long and impressive. It includes over twenty names of people whose outstanding achievements in literature (Saul Bellow, Alice Munro), medicine (Frederick Banting), peacekeeping (Lester B. Pearson), economics, chemistry, or physics have been appreciated and respected by international community.

Canadian cities year after year rank in the top ten of all “quality of life” rankings making Canada one of the most desirable places to live in. Its sound economy and successes in countering the current economic crisis have led to the appointment of Bank of Canada’s Governor Mark Carney as the Governor of the Bank of England and the Chairman of the G20’s Financial Stability Board.

Last but not least, Canada was the first country in the world to proclaim multiculturalism as the state’s official policy. Still leading in multiculturalism policy indexes, Canada attracts a large number of immigrants every year.

There is, however, a darker side of Canada’s international image. Canada has recently been often criticized for squandering the reputation it has earned for decades as a promoter of climate change awareness and a global actor. Repeated criticism of Canada by the United Nations (for Quebec’s language laws, Canadian labor law, repeated extraditions of alleged war criminals to countries where the deported cannot count on fair trials, poverty and malnutrition among Aboriginal children) has poisoned Canadian international image. Also, the most recent cuts in Canadian foreign aid budget, more restrictive immigration policies and limitations imposed by Ottawa on the number of Canadian military personnel forces have been met with fierce scathing in Canada and abroad. At the same time Canada’s position as an environmentally sustainable country is being questioned due to Canada’s withdrawal from the Kyoto Protocol (Canada was the first country to do so), large-scale and controversial seal hunting, as well as massive extraction of oil and gas from Alberta’s tar sands.

How is Canada perceived abroad? Has it retained its capabilities to influence and inspire? What is the position of the Canadian culture, its legal and political systems, its politics and policies, philosophy, literature, education, cinematography or art in the increasingly complex global system? Finally, how does Canada construct the modern world and what constructs Canada’s international image? These are the relevant questions we want to address in the 7th volume of *Transcanadiana*.

We hope to draw contributions from scholars representing a variety of disciplines within the Canadian Studies and beyond who want to reflect on the contemporary dimension of the Canadian soft power and its influence on outside world. Suggested topics might include, but are by no means limited to:



- the positive / negative perception and assessment of contemporary Canada worldwide;
- political, legal and cultural change;
- the transformation of identities;
- Canada's responses to globalization;
- discourse on Canada in the world;
- the idea of branding Canada;
- Canada's ideological, political and legal heritage;
- the recent rise of neo-conservatism in Canada;
- culture as a soft power tool;
- the attractiveness of nations;
- immigrants' assessments of Canada;
- the literary images of Canada and Canadianess;
- Canada's multiculturalism as a role model;
- the role of and for Canada's diplomacy;
- "pro-oil" vs. "pro-environment" debate;
- values-based power;
- urbanization - why Canada's largest cities are the most livable in the world?
- soft power as a literary and aesthetic category;
- Canadian linguistic norms / laws / policies (bilingualism, minority languages, translation strategies);
- Canada's economy – its attractiveness and impact.

Brief article abstracts of c. 350-400 words as well as review proposals of c. 150 words with complete bibliographical details should be e-mailed to the editors by **November 15, 2014**. After the selection process is completed, and not later than **the end of November 2014**, the editors will invite authors to submit completed articles (max. 20 pages, double spaced) or reviews and summaries (max 4 pages, double spaced) by **December 31, 2014**. Abstracts, articles and reviews should be written in English or in French.

Submissions should be emailed to:

Tomasz Soroka (PhD) at: [tomasz.soroka@uj.edu.pl](mailto:tomasz.soroka@uj.edu.pl) or Marcin Gabrys (PhD) at: [marcin.gabrys@uj.edu.pl](mailto:marcin.gabrys@uj.edu.pl)