This is a comparative study of exploring the feasibility of soft-power and its’ resources in the U.S. and Japan. For example, I will focus on popular culture originated from Japan and the U.S. such as anime-tourism and Hollywood movie strategies. I will also suggest new interaction programs that introduce both characteristics of anime pilgrimage and Hollywood movie strategy and opinions given by Japanese university students to inspire cross-cultural communications between the U.S. and Japan.

The reason why I decided this topic is to improve American soft-power as President Donald Trump proclaims, “American First” and this could be perceived as a unilateral argument by other nations. Taken this fact as consideration, the purpose of this study is to reveal how the Japanese government and the U.S. should collaborate and understand the invisible effect provided by soft-power rather than just focusing on hard-power under multilateralism. This research is unique in analyzing soft-power from the insight of cross-cultural interaction program which combines the strategy of anime-tourism and youth education program. And this would be efficient for President Donald Trump to get a new insight to enforce relationships between the U.S. and Japan regardless of recent instability by implementing an unprecedented interaction program to influence public opinion especially the younger generations. My policy recommendations link to leaders in legislative branches to promote transnational and profound communications among citizens without bias, myth, and stereotype with sustaining Japan-US alliance with negotiating the reasonable agreement.

I will explore my research question by taking three steps based on qualitative research. First, until the end of September, I will survey several statistics and ranking such as "Visitors to Japan" retrieved from Japan National Tourism Organization and “The Soft Power 30 A Global Ranking of Soft Power 2018” retrieved from Portland to ravel current Soft Power effect and resource of Japan. Concurrently with this survey, I will also interview ten Japanese university students about soft-power and diplomacy. For instance, I will be asking the following three questions: “Do you think human interaction could be effective to sustain or develop diplomatic relationships with other countries?” “Considering the tendency that foreigner visitors to Japan have been increasing, do you think there are various kinds of tourism programs that allow foreigners to interact with Japanese instead of merely getting familiar with Japanese culture? If not, what kind of programs do you suggest?” “Do you think foreigners, people who do not have Japanese nationality or who are not grown up in Japan, understand not only typical national stereotypes including Japanese national characteristics but also our common communication styles and the reason for either our unconscious behavior and habit accurately?”
The intention of asking the first question is to identify how Japanese university students take human interactions seriously as a key to build up diplomatic relationships with other countries. The second question would reveal the current situation of whether the Japanese tour program is recognized as a social occasion to interact with foreign visitors by youth. Besides, as for the third question, this question could explore Japanese students personal experience when interreating with others who the definition of “the Japanese national characteristics” means not only stereotypical image or myth toward Japanese but also Japanese people’s communication styles and behavioral tendencies caused by historical and cultural background.

Additionally, I would like to reach out to comments given by each three-people who work as government officials, policy experts, and leaders in the legislative process from their aspects at the Fall Conference. I will be asking the following three questions. “Do you believe that the focus on the success of soft-power in the aspect of human and cross-cultural interaction has prominent credibility to outperform the hard-power resourced from such as force in diplomacy?” “Do you think spreading nations’ attraction around the world could lead to alleviation of tense relationships in the aspect of defense under multinationalism?” “What kind of soft-power resources and countries’ attraction should be further enforced both in Japan and the U.S. when considering their relationships with other countries?” The purpose of asking these three questions is to get professionals’ viewpoints on the correlations between soft-power and hard-power, and the feasibility of soft power when it is difficult for two nations to handle mutual political concerns.

My research paper will be divided into three sections which are the introduction, body paragraph, and conclusion. The introduction would be fit in 2 pages. Next, the body paragraph would be classified into three sections. The first body paragraph illustrates the comparison between American and Japanese soft-power caused by each country’s pop culture. The second paragraph would show the outcome of the interview relating to soft-power and cross-cultural interaction programs toward university students. The final body paragraph notes comments or feedback given by government officials and others attending leadership conferences. This body paragraph should be fit in 11 pages. The conclusion would be 2 pages, to summarize the outcome of research and analysis.

The background of this research is my major, which is “tourism and cultural anthropology” The cornerstone of this study is to explore how verbal and non-verbal communications are diverse and contingent on cultural differences. Another reason why I choose the possibility of soft-power in diplomacy as a theme is my future career to be a specialist at the Ministry of Defense in Japan. I am willing to seek the feasibility that soft-power acquires and how it should be enforced by utilizing tourism and popular culture to facilitate global citizen’s communications to understand one another.