

American Soft Power in Armenia: Objectives, Implementation, Results

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Soft Power

Persuasive approach to international relations including the use of economic and cultural influence

Main tools – educational and cultural programs

Research Methods

- Face-to-Face Interviews

- Survey Questionaree

U.S Soft Power in Armenia

- U.S Embassy in Armenia
- Peace Corps
- NDI (Civic Consent)
- American University of Armenia

U.S Embassy in Armenia

Key achievements:

- Girls Empowerment
- Social Inclusion
- Civil Society

NDI (Civic Consent)

Key achievements:

- New Electoral Culture
- Youth Involvement in Politics
- Strengthening of Woman Role in Politics

Peace Corps

Key achievements:

- Development Programs in Rural Areas
- Making The World Familiar With Armenia (Through volunteers)
- Making People of Rural Areas Familiar With The World (Free English classes)

AUA (Survey)

Question 1

In your opinion, the education that you are receiving in this university has negative or positive impact on you as personality?

Respondent 1 Positive

Respondent 2 Positive

Respondent 3 Positive

Respondent 4 Positive

Respondent 5 Positive

Respondent 6 Positive

Respondent 7 Positive

Respondent 8 Positive

Respondent 9 Positive and Negative

Respondent 10 Positive

Respondent 11 Positive

Respondent 12 Positive

Respondent 13 Positive

Respondent 14 Positive

Respondent 15 Positive

Question 2

Which are the main changes that had taken place in your value system during your studies at this university?

Respondent 1 Value of liberties

Respondent 2 Value of liberties

Respondent 3 Value of liberties

Respondent 4 No Changes

Respondent 5 Value of liberties

Respondent 6 Value of liberties

Respondent 7 No Changes

Respondent 8 Value of liberties

Respondent 9 Value of liberties

Respondent 10 No Changes

Respondent 11 Value of liberties

Respondent 12 Value of liberties

Respondent 13 No Changes

AUA (Survey)

Question 3
What important thing has American University of Armenia given to you?
Respondent 1 Knowledge
Respondent 2 Knowledge
Respondent 3 Knowledge
Respondent 4 Knowledge
Respondent 5 Knowledge
Respondent 6 Knowledge
Respondent 7 Knowledge
Respondent 8 Knowledge
Respondent 9 Knowledge
Respondent 10 Liberty and Courage
Respondent 11 Knowledge
Respondent 12 Knowledge
Respondent 13 Knowledge
Respondent 14 Knowledge
Respondent 15 Knowledge

Question 4
Would you like to take part in other programs organized by U.S institution?
Respondent 1 Yes
Respondent 2 Yes
Respondent 3 Yes
Respondent 4 Yes
Respondent 5 Yes
Respondent 6 Yes
Respondent 7 Yes
Respondent 8 Yes
Respondent 9 Yes
Respondent 10 Yes
Respondent 11 Yes
Respondent 12 Yes
Respondent 13 Yes
Respondent 14 Yes
Respondent 15 Yes

Question 5
How your opinion about U.S has changed during studies at this university?
Respondent 1 No Change
Respondent 2 No Change
Respondent 3 No Change
Respondent 4 Change to Positive
Respondent 5 Change to Positive
Respondent 6 No Change
Respondent 7 Change to Positive
Respondent 8 Change to Positive
Respondent 9 Change to Positive
Respondent 10 Change to Positive
Respondent 11 No Change
Respondent 12 No Change
Respondent 13 Change to Positive

Research Findings

- Effective Implementation of Soft Power by U.S
- Improved Image of U.S in Armenia
- U.S Value System Implementation in Armenia