

Секция «Глобальная дестабилизация и внешняя политика России, стран Азии, Африки и Латинской Америки»

Soft power of Brazil in promoting integration in Latin America

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In recent years, an analysis of regional integration in Latin America has ranged from open optimism to deep pessimism. These considerations were influenced by the ongoing political and economic crisis in Latin America. But still, even in this case, Brazil remains the main player. Along with Brazil's international growth, its leadership in South America has also become a priority. Indeed, steps to increase its global and regional soft power are taking place simultaneously and were perceived by Brazil as mutually beneficial. The use of their soft power, policy changes, cooperation with its regional neighbours was perceived as the best way for Brazil to realize its potential, support economic development and form a bloc with stronger international influence [1].

The concept of soft power needs to be redirected to the region. Brazil should promote the development of other organizations, for this it is necessary that other countries support the partnership of countries [2]. Brazil should be a center that will bring together all organizations and countries for future integration. Brazil now has good relations with many international actors, and Brazil could attract them to the integration of Latin America. Brazil's soft power in South America makes it quite different from other players. It has contributed to regionalization in the continent and to the development of a regional governance structure that includes all countries. Brazilian soft power may vary in intensity and focus in response to changing economic circumstances or the domestic political climate, but it will remain a vital force [3].

Prioritize the concept of soft power, which Brazil should redirect to the region. Brazil should promote the development of other organizations, for this it is necessary that other countries support the partnership of countries. Brazil should become a centre that will unite all organizations and countries for future integration, it is in this direction that President Jair Bolsonaro is now working. Brazil now has good relations with Cuba, and in this aspect can attract them to the integration of Latin America. Now, Brazil has strong soft power, but with the help of this power, Brazil must resolve the problems in the region, and only then contribute to a common regional organization.

References

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