

## **Abstract**

This thesis deals with soft power in international relations. The main purpose of this work is to analyse the shift of Japanese postwar foreign policy from hard to soft power, and define what the sources of Japanese soft power are, how they are being used and what their limits are. The theoretical part of the thesis serves to define the concept of soft power and the way it works in international relations. In the empirical part I then attempt to apply these theories to analyse the role of soft power in Japanese context.

## **Key words:**

Japan, soft power, diplomacy, international relations, cultural diplomacy