

The Formation and Influence of American Hegemony in Cold War

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Abstract: After the collapse of the Soviet Union, the world has developed into a world situation in which the United States is the only super-Power and there are many powerful States. The United States had begun to successfully develop its hegemony in various areas of the world. However, the hegemony of the United States began to be challenged along with the re-emergence of forces in Asia and Europe. The opportunity of the Cold War was an important point in the formation of American hegemony. Because of this, the study of how American hegemony was formed during the Cold War and its impact on the world situation is crucial to how the United States faces the challenges that are now before it as well as the further development of the world situation. The main objective of this paper is to analyse how American hegemony was formed during the Cold War in terms of politics, economy, science and technology, and the impact of American hegemony on the world. The formation of American hegemony had a great impact on the US-Soviet relations, European integration and the development of the third world countries during the Cold War.

Keywords: American hegemony, formation, influence, world order

1. Introduction

With the collapse of the Soviet Union, It marked the end of the Cold War. The United States became the only superpower in the world, because of its special structural advantages and national strength, gradually established its dominant position in the international order, creating Pax Americana. Pax Americana is the international order or US world order in which the US gives rules in the free world order, a hierarchical structure of international relations in which the US assumes the single responsibility for maintaining the order [1]. However, with the renaissance and rise of various countries and organisations in Asia and Europe, such as Russia, China, and the European Union, threatening the hegemonic position of the United States in its immediate sphere. In the process of maintaining and securing US international hegemony, international relations have once again become strained. During Obama's presidency, in order to secure global energy supply capabilities, the US hoped to gain energy dominance while sanctioning and controlling Russia's development in the energy sector. Washington saw Gazprom as a threat to European economic security and dissuaded EU member states from joining Russia's integration programme [2]. At the same time, since 2021, there have been many conflicts between the US and China over the Taiwan issue, US-China trade, and the struggle for the dominant role of the US and China in the Asia-Pacific region [3]. Tensions

on 15 February 2022, the Russia-Ukraine conflict that erupted, so that between Russia and NATO were again heightened, and US-Russia relations deteriorated further. At the same time, it raises concerns about whether a new round of the Cold War might have begun in the challenge to US hegemony in the world. The origins of US hegemony during the Cold War and how the formation of US hegemony affected the world order during the Cold War. This has important implications for how the United States should maintain its international hegemony at this stage, how it should deal with the world order and relations between the great powers today, and the security and stability of individual countries. The US hegemonic position in the world is inextricably linked to the development of the Cold War. The research method of this paper is literature analysis. Therefore, this paper will examine how the US gradually developed its hegemony and control over the world and the manifestations of its hegemonic position during the Cold War. Firstly, on the economic front, the author will write an analysis of how the US achieved unparalleled economic dominance in the world from the perspectives of both the neo-Gramscian and neoliberalism, and the formation of the hegemonic position of the US dollar. Politically, the US intervened and spread its ideology and form of liberal democracy to the world during the Cold War through its anti-communist and containment policies, as well as its strong military and nuclear weapons power. Thirdly, the US achieved a global monopoly and leadership in science and information through its development in space technology, the internet, and medical and higher education. Finally, it will analyse the impact of the formation of US hegemony on US-Soviet relations, the process of European integration, and the independence and development of Third World countries. Thirdly, the US achieved a global monopoly and leadership in science and information through its development in space technology, the internet, and medical and higher education. It will also analyze the impact of the formation of US hegemony on US-Soviet relations, the process of European integration, and the independence and development of Third World countries.

2. Economic Hegemony and Dollar

Firstly, the process of the formation of the US economic hegemony during the Cold War is synchronous and correlated with the formation of the US dollar hegemony. Therefore, in this part, two perspectives, the Gramscian school and the neo-liberal school, are used to analyse the process of the formation of the dollar hegemony and then to explain the process of the establishment of the US economic hegemony in the Cold War period. First, according to the Gramscian school of thought, hegemony is equal to the sum of the power of domination plus consensus. Because of the strong military power during the Cold War, the US got a strong dominant power, and in a hegemonic society and international order, coercive power needs to be complemented by ideas and institutions in order to generate consensus [4]. The Gramscian school came to achieve consensus among the capitalist countries of the world at three levels. Firstly, the productivity level, where Fordism increased the division of tasks and automation through the introduction of assembly line technology. The methods of increased productivity and mass production used at the factory level translated higher productivity into higher wages. Fordism separated the economic demand for higher wages from the demand for political autonomy, democracy and peace, and achieved the depoliticization of relations of production without the use of radical redistribution of economic power. It creates a common ideology among citizens that “we are all in the same boat”. Second, the consumption dimension, Keynesianism, stimulates demand synthesis and economic speculation through government construction of public infrastructure that guarantees jobs and wages, aiming to promote large-scale consumption to match large-scale production through public policies that achieve full employment and price stability. The United States also realized in the period between the two world wars that Fordism and Keynesianism could transcend class conflict, customer service the threat of socialism, and bring more and more segments of society into the electoral democratic process without redistributing economic power or

giving rise to fascism. This led to domestic stability at the national level. At the same time, at the international level, the internationalization of Fordism and Keynesianism and the establishment of the Bretton Woods system made it possible to legitimize capitalism at the international level once again, and also provided the conditions for the economic recovery of the European countries. At the Bretton Woods Conference in 1944, countries decided to make the US dollar the main reserve currency of the international financial system and to peg it to gold. This gave the dollar stability and credibility on a global scale and made it the main settlement currency for international trade and investment. At the same time, the United States has expanded its global influence through economic assistance, trade activities and military co-operation. The United States has signed a series of trade agreements with its allies, promoting free trade and the development of a market economy. In addition, the United States has shaped the rules of global finance through the dominance of international financial institutions, such as the International Monetary Fund (IMF) and the World Bank. According to the neoliberal perspective, the United States has called for a worldwide shift from demand-side reform to supply-side reform, emphasizing the reduction of tariffs and barriers in the process of globalization, privatization and free trade [5]. In a free market environment, the United States was able to attract domestic and foreign investment, take advantage of favorable conditions and actively participate in international trade. A stable and transparent business environment for investors and enterprises promotes the flow of capital and increased investment. The open market and trade policies of the United States have enabled it to establish extensive trade relations with other countries, further expanding its economic influence and market share.

3. Political Hegemony

The United States established its political hegemony in three ways: through its victory in the struggle for supremacy with Soviet socialism, its great achievements in military power and nuclear weapons, and its policy of intervention in countries around the world, as well as the infiltration and spread of democratic ideology. Cold War can be regarded as the United States confronted the Soviet Union from the end of the Second World War to the collapse of the Soviet Union in 1991. Scholars have studied the Cold War from three main points of departure: the nature of ideology, the technology and arms race, and the overall confrontation between the two blocs [6]. First, the United States was firmly anti-communist through its policy of containment. For example: Established in the Truman Doctrine of 1947. Under this policy, the US took various measures such as providing economic aid, military assistance, diplomatic pressure and espionage to contain the expansion of communism around the world. The U.S. also established a series of Cold War alliances such as the North Atlantic Treaty Organization (NATO) and U.S. security cooperation with Asian allies. These alliances were designed to counter the Soviet Union and its allies through collective security co-operation. Secondly, the military and nuclear weapons strength of the United States grew progressively stronger, with the United States possessing one of the largest arsenals of nuclear weapons during the Cold War. The U.S. nuclear weapons force included intercontinental ballistic missiles (ICBMs), submarine-launched ballistic missiles (SLBMs), strategic bombers, and tactical nuclear weapons [7]. These nuclear weapons constituted the nuclear deterrent of the United States, and in order to contain communism, the United States conducted a series of military interventions and proxy wars during the Cold War. For example, the United States intervened in the Korean War in 1950-1953 and the Vietnam War in 1955-1975 to stop the expansion of communist forces in these regions. Thirdly, the US believed that liberal democracy was the best way to resist communism. Therefore, the US actively promoted the expansion of its democratic ideology during the Cold War in an attempt to spread its liberal democratic values to other countries in order to curb the expansion of communism. As the words of the President of the United States suggest, the United States can serve not only as an arsenal of democracy, supplying its allies with weapons, but also as a major source of troops. The United States

has not hesitated to intervene by force in spreading the ideas of freedom and democracy abroad [7]. The United States undertook military interventions and interventions during the Cold War to support or restore regimes that were seen as democratic. For example, the U.S. supported South Vietnam's resistance to the communist forces of North Vietnam and the Vietcong and attempted to establish a democratic government in Vietnam. The United States also actively supported elections and democratic institution-building in other countries. As recounted above, the internationalization of Fordism and Keynesianism has enabled an increasing number of capitalist countries to achieve the expansion of democratic and electoral processes and ensure domestic stability without having to trigger economic redistribution of power and fascism. At the same time, the United States has played an active role in the electoral processes of other countries by providing election observers, training election personnel, and supporting election-monitoring bodies to ensure fair, transparent and democratic elections.

4. Science Hegemony

The confrontation of the United States against the Soviet Union was manifested not only in the political and ideological sphere, but also encompassed other areas such as the economic and cultural spheres. In other words, the two blocs were engaged in contradictions and conflicts in almost every aspect and field. Both sides imposed an almost total blockade and sanctions against each other. During this period, the United States gradually developed a hegemonic position in science and technology by investing and innovating in the field of science and technology. The space race became part of the ideological struggle between the United States and the Soviet Union. Space exploration was seen as a symbol representing the scientific, technological, military and economic power between the two superpowers. In this race, the United States tried to demonstrate the superiority of liberal democracy by achieving victory in space. In order to lead and win the space race, the Apollo moon landing programme was launched by the United State in 1961. The goal of this programme was to put a man on the moon and return him safely to the earth, which was successfully achieved by the Apollo 11 mission in 1969, when Neil Armstrong became the first man on the moon. In the 1960 decade of the 20th century, the United States accomplished several space feats, completing the beginning of the world in the space programme, and also eventually assuming hegemony in the space race with the Soviet Union [8]. The technological hegemony of the United States during the cold war period was also reflected in its innovative and entrepreneurial culture. The encouragement of innovation and entrepreneurship in the United States has contributed to the rise and development of many technology companies, such as Microsoft, Apple and Intel. These companies have achieved great commercial success in the fields of computers, communications and electronics, and have had a profound impact on the global technology industry. In response to the arms race between the United States and the Soviet Union and the competition between ideologies, the United States also invested more in areas such as scientific research and medical technology and achieved tremendous growth. Becoming one of the reasons for the US hegemony in science and technology, during the Cold War, the US government also set up a series of scientific research agencies and funds, such as the National Science Foundation (NSF) and the National Institutes of Health (NIH), to promote scientific research and medical innovation. These agencies provided funding and support to encourage scientists to conduct cutting-edge research. Not only that, but the United States even promoted scientific and technological co-operation between countries during the Cold War, even signing an intergovernmental agreement with the Soviet Union between 1972-1974 to promote scientific and academic exchanges between the two sides [9]. The United States innovated in genetic research, drug development, vaccine research and medical technology. Medical research during the Cold War laid the groundwork for future cancer treatments, heart disease treatments, and other major diseases. The U.S. government also recognised the importance of higher education to national security. The National Security

Education Act (NSEA), passed in 1958, provided funding to develop student expertise in areas such as foreign languages, regional studies, and international relations. The United States Government's investment in research, the higher education system, the spirit of innovation, the protection of intellectual property rights, and the rise of technology companies have all supported and fuelled technological innovation and economic prosperity.

5. Influence

The all-encompassing hegemonic position of the United States in the world had a significant impact on the world order of the cold war period, European integration and the order of third world countries. The gradual establishment of American hegemony was accompanied by a gradual weakening of the Soviet Union's influence and control. On February 25, 1991, the Agreement on the Cessation of the military Provisions of the Warsaw Pact was promulgated, marking the failure of the socialism bloc led by the Soviet Union. More seriously, this act dealt a heavy blow to the socialist country. Faced with another major crisis of socialism, other socialist countries began to consider reform. After the collapse of the Soviet Union, the international socialist movement fell into a vicious circle of stagnation. With the exit of the socialist bloc and the Soviet Union from the global stage, the immense global trauma caused by the rise of communism finally ceased and began to recover. The fierce confrontation between capitalism and communism disappeared completely. Since then, Eastern Europe has embraced NATO expansion. For example, Poland, the Czech Republic, and Hungary, which became members of NATO in 1993, have also gradually embraced Western liberal democratic ideas [10]. The Eastern European countries that were formerly part of the Warsaw Pact also gradually entered the path of capitalist democracy and joined the NATO countries. Due to the elimination of ideological differences between countries. The institutional barriers to economic interaction caused by ideological contradictions were also removed, and the single market economy returned to its dominant position in the world economy, disintegrating the bipolar pattern formed after World War II and the established international political pattern and order established by the Yalta system. For European countries, the United States help establish NATO (North Atlantic Treaty Organization) during the Cold War, providing security for European countries. The military presence and commitment of the United States helped maintain the security and stability of European countries, which provided a relatively secure environment for European integration. At the same time, the United States played an important role in the development of its reconstruction and rehabilitation during the Cold War. For example, the Marshall Plan provided substantial economic assistance and reconstruction funds to help the post-war crumbling European countries rebuild their economies, infrastructures and social systems. United States aid has fueled the economic recovery and reconstruction of European countries. At the same time, for joining the World Bank and international trade and economic organizations member states also in the political economy as well as ideological requirements, which also shaped the cultural identity and value identity between the countries within Europe, promoting the process of European integration. In order to protect its own interests and geopolitical advantages, the United States can not only act as a party to intervene. For example, the US actively supported anti-communist regimes during the Cold War, especially those countries that had established close relations with the Soviet Union and China. For example, during the Vietnam War, the US supported the South Vietnamese government in its fight against North Vietnam and the Viet Cong. However, such interventions often led to conflict and instability within Third World countries. As Marciano argues, the U.S. team at the time of the Vietnam War was built on the maintenance and expansion of capitalism, a social and economic control that was imposed and permeated Vietnam [10]. The Vietnam War was geared towards the entire Vietnamese people when they turned Vietnam into a sea of fire. Coups d'état, wars and subversive activities destabilized the political and social stability of these countries, leading to a prolonged situation of internal conflict

and instability. At the same time, in order to gain the support of the Third World countries, the United States provided a great deal of economic assistance and trade opportunities. Such assistance and trade are often related to the interests of the United States and are aimed at expanding its market share and influence. However, while these aids and trade brought about a certain degree of economic development, they also led to dependence on foreign capital and technology and increased poverty and inequality.

6. Conclusion

In this paper the formation and impact of American hegemony during the Cold War is analysed. Through the perspectives of the New Gramscian and Neoliberal schools, the United States is analysed as seeking domestic political and economic stability by regulating supply and demand to achieve price stability. In turn, it promotes the healthy development of the domestic economy, and through the internationalisation of Keynesianism and Fordism, as well as the Bretton Woods system, the hegemonic status of the US dollar has been established at the international level, gradually realizing the economic hegemony of the United States in the world. During the Cold War, the US maintained an anti-communist ideology and a policy of containment against the socialist bloc. It spread the idea of freedom and democracy to mould other capitalist countries to conform to the US in the ideological field. This in turn led to the realisation of US hegemony at the political level. In the struggle with the Soviet Union, the United States, in order to gain strong military power and leadership in scientific research and medicine, increased encouragement and investment in scientific and technological innovation, and achieved a world-leading level of science and technology. Finally, in the process of the formation of American hegemony, the bipolar pattern formed in the Yalta Conference completely collapsed and the United States is the only superpower and occupies the hegemonic position. The US intervention in European countries and the promotion of building international institutions have contributed to the process of European integration. The third world countries, in the face of US intervention and control, received assistance and development while their sovereignty was violated, exacerbating the gap between the rich and the poor. The significance of the study of American hegemony during the Cold War period is to gain insights into the role of the United States in the global arena, the development of theories of international relations, and the impact on the global political, economic, and cultural landscape. These studies provide important insights and guidance for understanding the complexity of today's international relations and addressing global challenges. In the context of the current complex international situation, It should not only consider the role of history to solve the current international problems, but also put the problems in the context of rapid modernization and globalization and consider and solve the problems with realistic factors to promote the peace and development of the international community and countries.

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