Transnational GAFAM corporations as a soft power tool of the United States of America in relations with the European Union

This work analyzes the role of the American technology corporations GAFAM (Google, Apple, Facebook, Amazon, Microsoft) and Twitter (X) as tools of US soft power in relations with the European Union. It begins with a review of theoretical concepts explaining the mechanisms of influence, including Joseph S. Nye's theory of soft power, Herbert Schiller's cultural imperialism, Herbert Marcuse's concept of the "one-dimensional man," and agenda-setting theory. These approaches are complemented by Shoshana Zuboff's concept of surveillance capitalism and an analysis of influencing as a tool for influencing public opinion.

The work characterizes the political potential of the GAFAM corporations, emphasizing their transnational nature, dominant market position, and control over the flow of information and user data. It also presents the relationship between the US government and these technology corporations and their significance in the context of transatlantic relations.

The research section, based on literature and document analysis, demonstrates the influence of American technology giants on users in EU member states primarily in the political sphere. Particular attention was paid to sociotechnical tools such as algorithms and bots. The findings indicate that GAFAM corporations constitute a significant tool of US soft power, exerting significant influence on the European Union and its political and economic system.

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