



China & Soft Power、中国与软实力: altering a nation's image to attenuate the impacts of economic power

'Hard Power'

- "Power is the ability to affect others to get the outcome ones want" (Nye, 2011, 2010).
- Refers to military and economic powers.
- Implies a form of domination or hegemony.

'Soft Power'

- American Foreign Policy concept coined by Joseph Nye Jr (2011, 2010): "the ability to affect others to obtain preferred outcomes by co-option and attraction rather than coercion or payment".
- Attractiveness to culture, values, policies, but also to technology, and the economy.
- Ideas and norms in politics: constructivist approach.
- Image relies on incentives, credibility, reputation.
- No control over the receiving end.

'Relational power'

- **Hard power: power over others** in traditional International Relations (IR) theories.
- **Soft power: power with others**, through international and regional cooperation and interactions.

Context & why it matters

- **Post-Cold War world:** multi-polar in the economic realm, creating a **balance of powers**. **China** is a regional leader and a prominent actor in global affairs.
- **Post-9/11 era:** **international cooperation** in terms of security, aid, development, peacekeeping, and environmental issues.
- **China and image:** perceived as the '*manufacture of the world*'; undermined by its political regime.
- **Aim:** expanding China's diplomatic and cultural influence worldwide, through foreign policy, business ties and culture, to alter the impacts of globalisation and economic power and shape a nation's image in the world.

Research Questions

- How is China wielding soft power as an essential tool of international cooperation supporting a good environment for government policies through cultural exchanges, business ties, and political cooperation?
- How does soft power promote a 'peaceful rise' fostering long-term relationships?

Methodology

- Combination of qualitative and quantitative approaches.
- Examine the process; see beyond mainstream popular culture, analysis revolving around power, ideas, perceptions.
- Potential case studies: poll analysis, dissemination of culture in the EU through museums, elite interviewing.

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