

Soft Power in China: Public Diplomacy through Communication | Palgrave Macmillan US, 2010 | 2010 | J. Wang | 219 pages | 9780230108622

Why is soft power diplomacy a buzz word these days? How is it more relevant today than ever before? Traditionally, the test of a great power was 'strength for war'. With the world evolving on multiple fronts, economic strength of a nation also started heralding a country's hard power in addition to the military strength. Today, most of the powerful states no longer want to fight or to conquer. Though China is involved in frequent territorial disputes (be in South China Sea, or with India or Bhutan or with any other country it shares border with), it is very less likely that China would put its military to use and wage a full scale war to resolve those issues or to annex those areas. The reason being, China wanting to become a superpower in the world stage. Public diplomacy and soft power. The Annals of the American Academy of Political and Social Science March, 94 109. CrossRef Google Scholar. Nye, Joseph S. 2011. The soft power and international communication strategies of China and Taiwan. Journal of International Communication 18(2), 121 135. CrossRef Google Scholar. Rawnsley, Gary D., and Ma, Yiben. 2017. New media and democratisation in East Asia. Nebraska: Potomac Books. CrossRef Google Scholar. Tourism Bureau, MOTC, Republic of China (Taiwan). 2016. Visitor Arrivals by Residence, 2014. Soft Power in China describes and explains the scope of the country's pursuit of soft power through public diplomacy and international communication. What kinds of images does China want to refashion and project? What is the role of the government vis-à-vis that of other institutional and social actors in these efforts? International Public Relations and Public Diplomacy Communication and Engagement 1st Edition 2015 {PRG}.pdf. Joseph S. Nye, Soft Power. 258907421-Nye-J-S-Public-Diplomacy-and-Soft-Power.pdf. is the to affect others to obtain Soft power the ability one wants outcomes attraction rather than through or coercion rests on its payment. A country's soft power resources. of. Public the path to success. diplo an in smart power, is tool arsenal of the macy important an but smart public diplomacy requires understanding of the roles of and civil society self-criticism, credibihty, in. is not. alone. More generally, was a division between those who favored the as the cold war developed, there had a "trickle slow media of cultural diplomacy?art, books, exchanges