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HANDBOOKS



Routledge Handbook of Public Diplomacy

Second Edition

Edited by Nancy Snow and Nicholas J. Cull

Routledge Handbook Of Public Diplomacy Jan Melissen

Scott C. Dulebohn



Routledge Handbook Of Public Diplomacy Jan Melissen:

Routledge Handbook of Public Diplomacy Nancy Snow, Philip M. Taylor, 2008-11 The Routledge Handbook of Public Diplomacy provides a comprehensive overview of public diplomacy and national image and perception management from the efforts to foster pro West sentiment during the Cold War to the post 9 11 campaign to win the hearts and minds of the Muslim world Editors Nancy Snow and Philip Taylor present materials on public diplomacy trends in public opinion and cultural diplomacy as well as topical policy issues The latest research in public relations credibility soft power advertising and marketing is included and institutional processes and players are identified and analyzed While the field is dominated by American and British research and developments the book also includes international research and comparative perspectives from other countries Published in association with the USC Center on Public Diplomacy at the Annenberg School based at the University of Southern California The Rhetoric of Soft Power Craig Hayden, 2012-01-01 The Rhetoric of Soft Power Public Diplomacy in Global Contexts provides new insight into the global growth of the soft power concept through a comprehensive comparative analysis of public diplomacy and strategic communication initiatives The book addresses the interdisciplinary implications of soft power that draws together insights from international communication and international relations research in order to understand how soft power has been interpreted as increasingly necessary by a range of international actors **Soft Power** Hendrik W. Ohnesorge, 2019-11-22 This book explores the phenomenon of soft power in international relations In the context of current discourses on power and global power shifts it puts forward a comprehensive taxonomy of soft power and outlines a methodological roadmap for its empirical study To that end the book classifies soft power into distinct components resources instruments reception and outcomes and identifies relevant indicators for each of these categories Moreover the book integrates previously neglected aspects into the concept of soft power including the significance of political personalities A broad range of historical examples is drawn upon to illustrate the effects of soft power in international relations in an innovative and analytically differentiated way A central methodological contribution of this book consists in highlighting the value of comparative historical analysis CHA as a promising approach for empirical analyses of the soft power of different actors on the international stage By introducing a comprehensive taxonomy of soft power the book offers an innovative and substantiated perspective on a pivotal phenomenon in today's international relations As the forces of attraction in world politics continue to gain in importance it provides a valuable asset for a broad readership This book was the winner of the 2021 ifa German Institute for Foreign Cultural Relations Research Award on Foreign Cultural Policy In this important and thoughtful book Hendrik Ohnesorge explains and advances our knowledge of the ways that soft power public diplomacy and charismatic personal diplomacy are shaping the international relations of our global information age Joseph S Nye Jr Harvard University and author of The Future of Power *The Practice of Public Diplomacy* W. Rugh, 2011-04-11 The conduct of public diplomacy is carried out as much abroad by Foreign

Service Officers FSOs stationed at U S embassies as it is in Washington This book focuses on what FSOs do in actual practice in field operations *The Routledge Handbook of Russian International Relations Studies* Maria Lagutina,Natalia

Tsvetkova,Alexander Sergunin,2023-02-27 This handbook examines the study of international relations IR in Russia giving a comprehensive analysis of historical theoretic conceptual geographical and institutional aspects It identifies the place and role of Russia in global IR and discusses the factors that facilitate or impede the development of Russian IR studies The contributors represent diverse Russian regions and IR schools and offer an overview of different intellectual traditions and key IR paradigms in the post Soviet era Filling the vacuum in international understanding of the Russian perspective on pivotal international issues they demonstrate the continuity and change in Russia s international policy course over the past three decades and explain how different foreign policy schools and concepts have affected Russian foreign policy making and the decision making process Providing a unique contribution to the discussion on non Western IR theory this handbook will appeal to scholars and students of international relations Russian studies world politics and international studies **Sports**

Diplomacy Michal Marcin Kobierecki,2020-05-19 This book analyzes the place and role of sport within public diplomacy including theoretical conceptualizations of the category of sports diplomacy as a sub category of public diplomacy and empirical research of selected examples of the use of sport within public diplomacy The empirical part of the book refers to three approaches to sports diplomacy and concerns the utilization of sport by states in order to shape relations with other states the role of sport in building the international image of a state and the diplomatic subjectivity of international sports organizations In reference to the first two approaches the book uses comparative case study was in order to make observations and generalizations concerning sports diplomacy Apart from that the book includes a detailed study of the diplomatic subjectivity of the International Olympic Committee *The Routledge Handbook of Soft Power* Naren

Chitty,Lilian Ji,Gary D Rawnsley,2023-07-07 The Routledge Handbook of Soft Power 2nd Edition offers a comprehensive detailed and ground breaking examination of soft power a key factor in cultural diplomacy cultural relations and public diplomacy Interrogating soft power as influence the handbook examines manifestations in media public mind policy and theory in a fraught geopolitical climate one demanding reconceptualization of soft power s role in state and civic society behaviour Part I provides important new conceptualization and critical analysis of soft power from international relations philosophical and other social theoretical perspectives analyses multiple methods of soft power measurement and makes proposals and connects soft power innovatively with other concepts Part II addresses soft power and contemporary issues by examining new technology and soft power intentions soft power and states performance during the global pandemic and soft power and values Part III investigates cases from China France Greece Israel Japan Kazhakstan Poland Russia South Korea Spain T rkiye and the United States some in combination This innovative handbook is a definitive resource for inquirers into soft power desiring to familiarize themselves with cutting edge debates and research It will be of interest and value to

students researchers and policy makers working in cultural relations international communication international relations public diplomacy and contiguous fields Beyond Cairo Darrell Ezell,2012-12-28 The US s once enthusiastic commitment to restore trustworthy relations with the Muslim world has dwindled considerably since Obama s 2009 Cairo speech This book tackles Washington s lagging engagement with the Muslim world and provides a roadmap for how the US can use public diplomacy to re engage it **Trials of Engagement** Ali Fisher,Scott Lucas,2010-12-17 Public Diplomacy is now one of the most important concepts in the development and implementation of foreign policy Trials of Engagement The Future of US Diplomacy analyses the trials of contemporary practice and identifies factors which will shape a more collaborative future of public diplomacy Social Power in International Politics Peter van Ham,2010-04-05 This text introduces and defines the concept of social power and examines how it works in international politics Including perspectives from the EU the US Middle East and China it features a range of case studies on culture and pop culture media public diplomacy and branding

Machineries of Persuasion Óscar J. Martín García,Rósa Magnúsdóttir,2019-04-01 Over the last two decades public diplomacy has become a central area of research within Cold War studies Yet this field has been dominated by studies of the United States soft power practices However the so called cultural dimension of the Cold war was a much more multifaceted phenomenon Little attention has been paid to European actors efforts to safeguard a wide range of strategic and political interests by seducing foreign publics This book includes a series of works which examine the soft power techniques used by various European players to create a climate of public opinion overseas which favored their interests in the Cold war context This is a relevant book for three reasons First it contains a wide variety of case studies including Western and Eastern democratic and authoritarian and core and peripheral European countries Second it pays attention to little studied instruments of public diplomacy such as song contests sport events tourism and international solidarity campaigns Third it not only concentrates on public diplomacy programs deployed by governments but also on the role played by some non official actors in the cultural Cold War in Europe **Routledge Handbook of Media, Conflict and Security** Piers Robinson,Philip Seib,Romy Frohlich,2016-11-10 This Handbook links the growing body of media and conflict research with the field of security studies The academic sub field of media and conflict has developed and expanded greatly over the past two decades Operating across a diverse range of academic disciplines academics are studying the impact the media has on governments pursuing war responses to humanitarian crises and violent political struggles and the role of the media as a facilitator of and a threat to both peace building and conflict prevention This handbook seeks to consolidate existing knowledge by linking the body of conflict and media studies with work in security studies The handbook is arranged into five parts Theory and Principles Media the State and War Media and Human Security Media and Policymaking within the Security State New Issues in Security and Conflict and Future Directions For scholars of security studies this handbook will provide a key point of reference for state of the art scholarship concerning the media security nexus for scholars of

communication and media studies the handbook will provide a comprehensive mapping of the media conflict field *Insight Turkey / Fall 2024 - Türkiye's New Realms* AHMET SUAYB GUNDOGDU, ALANOUD AL-SHAREKH, ALİ ASKER, ALİ ÇİÇEK, BARIŞ ÇAĞLAR, BURHANETTİN DURAN, CHARMAIN LEVY, COURTNEY FREER, Dilruba Zeynep Kalın AlAbab, ELDAR HAMZALI, Fatma Rana Korgan, FERHAT PİRİNÇÇİ, Fevzi Kırbaşoğlu, GARGI BHATTACHARYYA, GLORIA SHKURTI ÖZDEMİR, HAKKI UYGUR, HALİME KÖKCE, Hasan Durmuş, IMMANUEL NESS, İBRAHİM KARATAŞ, JEFFREY A. FRIEDMAN, JOSEPH S. NYE, Kemal Gökçay, KILIÇ BUĞRA KANAT, LAUREEN ELGERT, M. Anas Mahfudhi, MAHMOUD AL-RANTISI, Mazlum Özkan, Mehmet Tarık Copur, MELİH KAZDAL, MERVE SUNA ÖZEL ÖZCAN, Mesut Yıldız, Miyanda Shamba, MOHAMAD HASSAN SOUEIDAN, MUSTAFA CANER, NATIG ABDULLAYEV, OĞUZ GÜNER, RAMAZAN AKKIR, RECEP ŞEHİTOĞLU, SELÇUK EFE KÜÇÜKKAMBAK, SHAHİD AHMED AFRIDI, SHAMKHAL ABILOV, SRIRUPA ROY, VALÉRIE L'HEUREUX, YOUSOF QORASHI, As 2024 concludes it stands as a culmination of the seismic shifts and tensions that have tested the very foundations of the international system Amid unprecedented developments Türkiye reaffirmed its role as an established and prominent player embodying a foreign policy that is multilayered multiaxial and multidimensional even as the international system was constantly tested At its core Türkiye's foreign policy approach is humanitarian earning it the reputation of being the guardian of the vulnerable and the protector of the voiceless Beyond the ongoing genocide in Gaza the international system witnessed defining moments such as the abrupt death of Iran's top officials in a helicopter crash and the fall of Bashar al Assad's regime in Syria The re-election of Donald Trump as President of the United States further underscored the year's unpredictability Additionally elections in approximately 70 countries encompassing half the world's population saw incumbent parties faltering under public dissatisfaction with economic disruptions and the lingering effects of the pandemic paving the way for far right populist movements The return of Trump signaled a marked shift in U.S. foreign policy His expected America First 2.0 protectionist stance and tax cuts raised concerns about the future of multilateralism and global trade leaving European countries bracing for potential economic ramifications Meanwhile the ousting of Assad after decades of autocratic rule marked by atrocities committed against civilians signaled the end of an era and the beginning of a new dawn for Syria one fraught with both challenges and opportunities for the nation's future Nonetheless on a broader scale global instability defined the year 2024 In Europe domestic crises resulted in governmental collapses in Germany and France while South Korea experienced significant political turmoil following a failed attempt to impose martial law The ongoing war in Ukraine and the genocide in Gaza further strained the international system exposing the fragility of democratic institutions and the continued erosion of multilateral norms These profound challenges underscore the pressing need for a reimagined and resilient global governance framework capable of addressing the complexities of an increasingly volatile World As it has always been a pivotal actor in promoting regional stability and peace Türkiye continued to assume a leading role in efforts to stabilize the region With Assad's regime toppled Ankara positioned itself as a key player in Syria's

reconstruction including plans to provide electricity and collaborate on hydrocarbon projects signaling T rkiye s intent to integrate Syrian energy infrastructure into its sphere Concurrently T rkiye brought to the table initiatives for a maritime demarcation agreement with Syria reinforcing Ankara s leadership in regional stability Relations with Israel reached a critical point amidst T rkiye s unequivocal condemnation of the genocide in Gaza Since the Operation al Aqsa Flood Israeli aggression has resulted in over 44 000 civilian casualties including more than 16 000 children 105 000 injured and with many others facing famine sickness and a lack of essential resources under relentless bombardment T rkiye under the leadership of President Recep Tayyip Erdo an has consistently advocated for a two state solution to ensure dignity and freedom for the Palestinian people while persistently calling for an end to the ongoing genocide However the global community including many of the world s so called democracies failed to support T rkiye s peace proposals and calls for halting the genocide Despite this T rkiye s principled stance resonated at the United Nations Headquarters the Security Council and across the globe In November T rkiye severed all its diplomatic ties with Israel a decisive move that underscored its strong alignment with international law humanitarian principles and moral values prompted by Israel s unwillingness to end the genocide in Gaza In 2024 T rkiye s humanitarian diplomacy continued its longstanding expansion beyond its immediate neighborhood In Africa Ankara further reinforced its influence through ongoing mediation efforts infrastructure investments and cultural diplomacy By exporting cutting edge drone technology T rkiye has bolstered its strategic foothold Simultaneously educational scholarships and media outreach have bolstered T rkiye s position as an equal partner emphasizing cooperation in contrast to the traditional asymmetric approaches of ex colonial Western powers toward the region As a result of T rkiye s multiaxial foreign policy Ankara adeptly balanced its NATO commitments with independent initiatives reflecting its ability to navigate the complexities of an evolving global order T rkiye s multiaxial approach engaging with both the West and East as well as the North and South demonstrated a nuanced and adaptive strategy that reinforced its position as a central actor in international relations This approach allowed Ankara to foster robust relations with key global players across diverse political and economic blocks while maintaining a steadfast commitment to regional and global stability and cooperation By strategically aligning its defense diplomatic and economic policies T rkiye advanced its influence and credibility on the global stage showcasing its ability to contribute to resolving international challenges and ensuring a balanced and inclusive approach to global governance For T rkiye 2024 was a year of assertiveness and proactive diplomacy Leveraging geopolitical shifts T rkiye amplified its influence on regional and global stages Its strategic vision seamlessly blended humanitarianism with calculated diplomacy offering a beacon of hope amid global turbulence As the world transitions to 2025 T rkiye s foreign policy underscores the responsibility for redefining her role standing as a symbol of resilience and inspiration As the guardian of the vulnerable and the protector of the voiceless T rkiye remains as a beacon of hope not only for the neighboring region but for the entire world Within this framework this issue of Insight Turkey seeks to

address many of these topics offering in depth analyses to enhance our understanding not only of Turkish foreign policy but also of the regional and global dynamics in which Türkiye plays a pivotal role In recent years public diplomacy has become a central pillar of Türkiye's foreign policy particularly since the establishment of the Directorate of Communications in 2018 Therefore understanding Türkiye's approach to public diplomacy is crucial In his research article Özgür provides a comprehensive analysis of Türkiye's public diplomacy ecosystem He delves into its practices explores the transformative impact of institutionalization and examines the concept of nation branding as a key component of this evolution In the same vein Ali İpek and Ali Asker argue that while Türkiye has achieved significant success in its public diplomacy efforts the time has come for Türkiye and Azerbaijan united by the deeply rooted concept of one nation two states reflected in public opinion and their cooperative endeavors to expand their strategic partnership into the sphere of public diplomacy İpek and Asker explore how Türkiye can share its public diplomacy expertise with Azerbaijan and examine the potential for collaborative public diplomacy initiatives between the two nations As mentioned earlier defense continues to be a critical domain in Turkish foreign policy due to its strategic significance In this context Recep Tayyip Erdoğan and Ibrahim Karata offer a fresh perspective in their article arguing that the rise of Türkiye's defense sector has contributed to establishing a form of Pax Turca in certain conflicts They suggest that as the Turkish defense industry develops more advanced weaponry the influence of Pax Turca could become increasingly pronounced particularly in parts of the region Their study further predicts that the scope of Pax Turca may expand significantly by the 2030s The Kurdish Question has long been a pivotal element in Türkiye's domestic affairs with significant implications for its foreign policy While this issue is analyzed in detail regarding the current government's policies there is a noticeable gap in the discussion concerning the stance of opposition parties particularly the CHP Addressing this gap Halime Kılıç and Ramazan Akkaya's article examines and compares the policies of two CHP leaders namely Deniz Baykal and Kemal Kılıçdaroğlu They argue that during Baykal's tenure the CHP's approach to the Kurdish Question was largely shaped by concerns about protecting the regime In contrast under Kılıçdaroğlu the party's stance shifted to focus more on the socio economic challenges faced by Kurds marking a partial departure from nationalist policies The growing importance of Türkiye in regional and global affairs has become particularly evident in the context of the Russia Ukraine war where it has emerged as a key actor striving to end the conflict through various initiatives This issue of Insight Turkey focuses on this topic with both a commentary and a research article Specifically Barlas's commentary emphasizes that the true adversary in the Russia Ukraine conflict is not any specific nation or faction but the looming threat of nuclear war arguing that preventing nuclear escalation must be the foremost priority The author also highlights how Türkiye by promoting dialogue and facilitating peace negotiations exemplifies a strategic and alternative approach to conflict resolution one that seeks not only to prevent further escalation but also to lay the groundwork for lasting peace On the other hand Merve Suna Zelzeçan in her qualitative study examines the mediating role of militarist and internationalist sentiments in

shaping the relationship between the personal values of Turkish society and their attitudes toward the war in Ukraine This issue of Insight Turkey also places significant emphasis on developments in the Middle East particularly the events in Palestine and Iran s policies Within this framework the commentaries by Mahmoud al Rantisi and Mustafa Caner provide detailed analyses of these topics Specifically al Rantisi explores the impact of Yahya Sinwar s martyrdom on the Palestinian resistance and the Hamas movement offering also an analysis of how Israel consistently misunderstands the mindset of the Palestinian resistance a dynamic that is expected to persist in the future Furthermore Mustafa Caner s commentary focuses on Iran Israel relations examining Iran s policy toward Israel through historical strategic and contemporary lenses The analysis delves into Iran s strategic calculations and the balancing actions and mechanisms it has employed in the post October 7 period to avert a full scale war in the region Two additional research articles focusing on Iran are also included in this issue The first by Hakk Uygur offers a detailed and significant analysis of the evolution and institutionalization of Iran s intelligence apparatus including the internal dynamics and developments among its intelligence agencies The second article by Yousof Qorashi examines the efforts of Iran and India to expand their influence in Central Asia highlighting how the U S has not only obstructed these ambitions but also hindered cooperation between the two states This issue also addresses developments in Iraq Azerbaijan and Afghanistan First Mohamad Hassan Soueidan s article highlights two major projects in Iraq the Grand Faw Port and the Dry Canal According to the author these initiatives which aim to connect Iraq with Europe through T rkiye and Syria have the potential to transform Iraq s role in global trade and reshape its economic landscape Second Shamkhal Abilov Nat g Abdullayev and Eldar Hamzal shed light on the Sumgait events of 1988 and the Khojaly massacre of 1992 focusing on Russia s involvement in both cases Furthermore their analysis also examines whether Azerbaijan and Armenia demonstrate tendencies of denialism when comparing these events Third Shahid Ahmed Afridi uses Afghanistan as a case study employing post structuralism to deconstruct the theoretical foundations of the liberal peace order He critically examines the U S peacebuilding framework in Afghanistan offering fresh insights into its limitations and implications Last but not least this issue of Insight Turkey features a commentary that examines the implications of the forthcoming Trump Administration for the global order Written by K l Bu ra Kanat the commentary provides a detailed analysis of the potential policies of the new administration toward key global actors including Russia China and the Middle East As we bid farewell to another year Insight Turkey proudly concludes its 26th year of publication marked by impactful and comprehensive analyses of Turkish foreign policy and regional developments As we prepare to embark on a new year we are excited to bring fresh topics innovative perspectives and in depth insights to our readers We extend our heartfelt gratitude to all our readers for their continued support and engagement We look forward to your continued readership and invite you to join us on this journey as we explore the evolving dynamics of our world in the year ahead Public Diplomacy in Vietnam Vu Lam,2022-08-12 This book explores how Vietnam s leadership conceptualises and conducts public diplomacy

PD and offers a comparative analysis with regional powers Drawing on social constructivism as its theoretical framework it investigates the rationale behind an authoritarian regime s implementation of public diplomacy to contribute to a better understanding of the broader framework of foreign domestic policy This theoretical and practical exploration of Vietnam s PD in cases of cultural diplomacy South China Sea diplomacy and online activism situates it in the general academic and theoretical discussion on soft power Key variables to the conceptualisation and conduct of Vietnam s PD namely national interest national identity and changing information technologies especially the Internet and social media are also thoroughly investigated With crosscutting themes ranging from politics and international relations to communication studies it will appeal to students and scholars of identity politics populism and nationalism **Front Line Public Diplomacy W.**

Rugh,2014-08-20 This book presents the first ever close and up to date look at how American diplomats working at our embassies abroad communicate with foreign audiences to explain US foreign policy and American culture and society Projecting an American voice abroad has become more difficult in the twenty first century as terrorists and others hostile to America use modern communication means to criticize us and as new communication tools have greatly expanded the worldwide discussion of issues important to us so that terrorists and others hostile to us have added negative voices to the global dialogue It analyzes the communication tools our public diplomacy professionals use and how they employ interpersonal and language skills to engage our critics It shows how they overcome obstacles erected by unfriendly governments and explains that diplomats do not simply to reiterate set policy formulations but engage a variety of people from different cultures in a creative ways to increase their understanding of America Routledge Handbook of Postcolonial Politics Olivia U. Rutazibwa,Robbie Shilliam,2018-02-21 Engagements with the postcolonial world by International Relations scholars have grown significantly in recent years The Routledge Handbook of Postcolonial Politics provides a solid reference point for understanding and analyzing global politics from a perspective sensitive to the multiple legacies of colonial and imperial rule The Handbook introduces and develops cutting edge analytical frameworks that draw on Black decolonial feminist indigenous Marxist and postcolonial thought as well as a multitude of intellectual traditions from across the globe Alongside empirical issue areas that remain crucial to assessing the impact of European and Western colonialism on global politics the book introduces new issue areas that have arisen due to the mutating structures of colonial and imperial rule This vital resource is split into five thematic sections each featuring a brief orienting introduction Points of departure Popular postcolonial imaginaries Struggles over the postcolonial state Struggles over land Alternative global imaginaries Providing both a consolidated understanding of the field as it is and setting an expansive and dynamic research agenda for the future this handbook is essential reading for students and scholars of International Relations alike *Public Diplomacy at Home* Ellen Huijgh,2019-06-03 This book is about the domestic dimension of public diplomacy which must be understood within the context of public diplomacy s evolution over time In the virtually connected world of today newcomers such as supranational

organizations sub states and Asian countries have had less difficulty than Western nation states including a domestic dimension in public diplomacy Doing so does not separate the domestic and international components rather it highlights that there is a holistic integrative approach to public involvement at home and abroad In Huijgh s comprehensive analysis including case studies from North America Europa and the Asia Pacific public diplomacy s international and domestic dimensions can be seen as stepping stones on a continuum of public participation that is central to international policymaking and conduct

Engaging Pakistan Ian Talbot,2025-11-04 *Engaging Pakistan* examines the role of British and American public diplomacy in Pakistan It focuses on case studies located in two periods 1955 1964 and 2008 2012 during which there was both intense public diplomacy activity and increasing public hostility particularly towards the United States Putting forth this juxtaposition of the two periods the study provides an opportunity for a fine grain analysis to contribute to wider theoretical and comparative studies of public diplomacy as well as provide valuable empirical material The author argues that limitations in the effectiveness of public diplomacy arise whenever foreign audiences perceive that a state s foreign policy actions are illegitimate and inconsistent with its publicly proclaimed values US unreliability in the 1960s and unilateralism four decades later undermined its soft power despite the successes of individual public diplomacy initiatives Anti Americanism in Pakistan is usually linked with the aftermath of 9 11 but this volume will reveal that public mistrust stretched as far back as the 1960s The Pakistani public trusted Britain far more so that even when unpopular policies were adopted there was not such a steep decline in its standing Despite less funding UK public diplomacy initiatives operated in a more favourable environment than that of the United States The book focuses on five main areas of public diplomacy activities that generate soft power namely communication information activities educational exchanges and assistance volunteering cultural performances and exhibitions and high profile visitors public engagement These activities are examined in case studies from either a single time frame or covering both periods A pioneering study of British and American public diplomacy in Pakistan in the early Cold War and later post 9 11 eras this book will be of interest to researchers on Modern South Asia international relations public diplomacy and diplomatic history as well as those interested in wider subjects ranging from Cold War studies to sports history

Sustainable Diplomacies C. Constantinou,J. Der Derian,James Der Derian,2010-08-11 *Sustainable Diplomacies* looks at how to create conditions for the reconciliation of rival ways of living the formation of durable relationships and the promotion of global peace and security The authors draw inspiration from the history of diplomatic thought as well as from environmental anthropological religious and postcolonial studies

Chinese Public Diplomacy Falk Hartig,2015-08-27 This book presents the first comprehensive analysis of Confucius Institutes CIs situating them as a tool of public diplomacy in the broader context of China s foreign affairs The study establishes the concept of public diplomacy as the theoretical framework for analysing CIs By applying this frame to in depth case studies of CIs in Europe and Oceania it provides in depth knowledge of the structure and organisation of CIs their activities and

audiences as well as problems challenges and potentials In addition to examining CIs as the most prominent and most controversial tool of China s charm offensive this book also explains what the structural configuration of these institutes can tell us about China s understanding of and approaches towards public diplomacy The study demonstrates that in contrast to their international counterparts CIs are normally organised as joint ventures between international and Chinese partners in the field of education or cultural exchange From this unique setting a more fundamental observation can be made namely China s willingness to engage and cooperate with foreigners in the context of public diplomacy Overall the author argues that by utilizing the current global fascination with Chinese language and culture the Chinese government has found interested and willing international partners to co finance the CIs and thus partially fund China s international charm offensive This book will be of much interest to students of public diplomacy Chinese politics foreign policy and international relations in general

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