

# CONTENTS

List of tables and figures	ix
List of contributors	xi
Preface	xvii
Foreword	xix
Joseph Nye	
Introduction	1
Kingsley Edney, Stanley Rosen and Ying Zhu	
<b>PART 1</b>	
<b>Debating China's soft power strategy</b>	<b>23</b>
1 Projection of China's soft power in the new century: reconstruction of the traditional Chinese world order	25
Suisheng Zhao	
2 The end of China's rise: consequences for PRC debates on soft power	45
Daniel C. Lynch	
3 Ironies of soft power projection: the United States and China in the age of Donald Trump and Xi Jinping	63
Stanley Rosen	

4	Vessels of soft power going out to sea: Chinese diasporic media and the politics of allegiance <i>Wanning Sun</i>	81
5	The battle of images: cultural diplomacy and Sino-Hollywood negotiation <i>Ying Zhu</i>	100
6	Branding as soft power: brand culture, nation branding and the 2008 Beijing Olympics <i>Janet Borgerson, Jonathan Schroeder and Zhiyan Wu</i>	117
7	A decade of wielding soft power through Confucius Institutes: some interim results <i>Falk Hartig</i>	133
 <b>PART 2</b>		
	<b>China's global soft power under Xi Jinping</b>	<b>149</b>
8	The dilemma of China's soft power in Europe <i>Zhan Zhang</i>	151
9	The evolution of Chinese soft power in the Americas <i>R. Evan Ellis</i>	171
10	The Sino-African relationship: an intense and long embrace <i>Antonio Fiori and Stanley Rosen</i>	188
11	Chinese soft power in Japan and South Korea <i>Gilbert Rozman</i>	207
12	China's soft power over Taiwan <i>Dalton Lin and Yun-han Chu</i>	223
13	Familiarity breeds contempt: China's growing "soft power deficit" in Hong Kong <i>David Zweig</i>	241
14	How East Asians view a rising China <i>Yun-han Chu, Min-hua Huang and Jie Lu</i>	262