



**The Oriental Institute of the Czech Academy of Sciences**  
cordially invites you to a lecture on

# **China's New Cultural Diplomacy: A Critical Assessment**

by **Jens Damm**

The rise of China, including the country's increasing soft power, is one of the most ardently discussed topics worldwide. Politicians, think tanks and academics in China itself have emphasized the strategic use of 'cultural diplomacy', which offers new opportunities in addition to public diplomacy and the former 'people-to-people diplomacy'. Various state and, increasingly, 'non-state' initiatives to promote China's image abroad have been launched. Building on Chinese language literature and sources as well as on an analysis of global developments, this lecture offers fresh perspectives for a critical assessment of China's 'New Cultural Diplomacy' and potential future developments.

**Jens Damm** (PhD in Sinology from the Freie Universität Berlin) is an Associate Professor at Chang Jung University, Taiwan, and a researcher at the Oriental Institute of the Czech Academy of Sciences, where he is leading a new three-year research project on China's cultural diplomacy, supported by the Czech Science Foundation (GAČR).

**When: Thursday, April 2, from 16:00**

**Where: FF UK, Celetná 20, room no. 118**



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