

# **Research Project: ÷China÷ Cultural Diplomacy: Regional Variations and the Role of Non-State Actorsö, 2015-2018 (GACR The Czech Science Foundation)**

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The aim of this 3-year project is to conduct a comparative study of Chinese cultural diplomacy (CD) in Europe, Central Asia, the Middle East and Southeast Asia, in order to contribute to the broader theoretical debate on China's increasing soft power in International Relations. Specific attention is paid to China's new forms of CD, focusing on the regional variations and involvement of non-state actors, building on the hypothesis that CD is more effective if the state is not directly involved. The regions were selected after due consideration of expected differences: in Europe, culture and the arts play an important role in China's soft power strategies. In Southeast Asia, Chinese CD encounters a Chinese diaspora and has to adapt to the specific circumstances. The increasing Chinese economic interests on the Middle East create a specific relationship between these regions. Finally, Central Asia is a region where China is competing with both Russia and the West, and strategic considerations have the highest priority

Within the framework of this project, the task is to go beyond the current understanding of China's cultural diplomacy as a solely state-driven and propagandistic tool for coercing soft power, and to examine Chinese cultural diplomacy in its various new forms, paying particular attention to two crucial issues:

1. The regional variations in China's cultural diplomacy, including descriptions of these variations and analyses of the underlying reasons for the differences, for example, cultural and strategic factors.
2. The new forms of Chinese cultural diplomacy, including civil society actors (non-state actors), ethnic minorities, and trans-migrants.

The research results obtained during the course of the project will contribute to the broader theoretical debates on China's increasing soft power in international Relations.

Chinese and area specialists will be working together in research teams and the results of their combined research will lead to new and important contributions to existing scholarship.

1. In the first phase of the research, the teams will focus on textual analysis of available documents (Chinese official statements, programs, materials, academic discourse on China's cultural diplomacy) and materials related to non-state actors that are written in Chinese and regional languages. The teams will seek to highlight and compare the similarities and differences in values, tools, and strategies that China employs in its cultural diplomacy efforts in the four regions.

2. In the second phase of the research, the area specialists will carry out field research on the practices of China's cultural diplomacy in the specific regions. On the basis of the results, the research teams will present a comparative perspective on the new forms of China's cultural diplomacy (including, in particular, non-state actors, ethnic minorities, and trans-migrants) and the regional variations.

## 研究計劃：「中国的文化外交：地区差异性及其对非国家行动体的角色」

2015至2018年荣获捷克国家科学基金会资助

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本项为期3年的研究计划目标是对中国在欧洲、中亚、中东及东南亚地区的文化外交的进行比较，对中国在国际关系上日益强大的软实力，开展广泛的理论性辩论。

研究特重于分析中国文化外交的新形式，聚焦于其地区差异性和非国家行动体的参与性，检视国家如果不直接参与则文化外交将更有效能的假设理论。至于地区的选择，则是顾虑到该些地区的明显差异：在欧洲，中国软实力战略侧重于文化和艺术。在东南亚，中国文化外交因面对许多华人而必须视情况调整。在中东，中国大陆越来越重视与中东地区的经济关系，造就了两地之间的特殊关系。另外除了经济活动，也可见两地的各种文化和教育合作活动。。在中亚，中国与俄国和西方竞争角力，战略成为最优先的考虑。

在此项计划框架内，研究将超越对中国文化外交的目前认知，亦即认为文化外交是政府单独策动的国家宣传工具，用以增强软实力，此外也将研究中国文化外交的各种新形式，重要的两项关键问题如下：

1.

中国文化外交的地区差异性，包括叙述这些差异性，并分析其根本因素，例如：文化和战略因素。

2.

中国文化外交的新形式，包括：公民社会行动体(非国家行动体)、少数民族及跨国移民。

计划进行期间所获得的研究成果，将有助于对中国在国际关系上日益强大的软实力，开展广泛的理论性辩论。

研究中国和其它地区的专家，将在研究团队中共同努力，联合研究的成果将对现有学术知识作出新的重要贡献。

1.

在第一个研究阶段，团队将重点放在文本分析：包含与非国家行动体相关的现有文件(

中国官方声明、计划、资料、对中国文化外交的研究学术论述)和以中文和其他语文所写成的数据。研究团队将致力于凸显和比较中国在四个地区所进行的文化外交的价值、工具和战略异同性。

2.在第二个研究阶段，将对中国文化外交在特定地区的不同做法作实地调研：研究团队将基于调研成果完成一份关于中国文化外交新形式(包括：非国家行为体、少数民族及跨国移民)和地区差异性的比较报告。

## Team

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