



The New Motivation and Dilemma of China's Soft Power in the Age of Noopolitik

By Zheng Li

Pub Date: 17 May 2022

Binding: Hardback

Price: £80.00 / \$125.00

ISBN: 9781785279577

Extent: 224 pages

Size: 153 x 229 mm /

6 x 9 inches

Series: Anthem Studies in Soft Power and Public Diplomacy

BISAC CATEGORY: POLITICAL SCIENCE / World /

AsianSOCIAL SCIENCE / Media Studies, POLITICAL

SCIENCE / International Relations / Diplomacy

BISAC CODE: POL054000

BIC CODE: GTC

RIGHTS

Exclusive: WORLD

Investigates whether China is mindful of exporting its political ideas and whether it considers its governance model to be the pillar of its soft power portfolio.

The monograph investigates whether China is mindful of exporting its political ideas and whether it considers its governance model to be the pillar of its soft power portfolio. Through framing analysis of media coverage and in-depth interviews with Australian public diplomacy experts, the monograph presents how Australia, a western country with close economic ties with China, interprets China's intended narrative regarding its governance model and development.

Readership

Academics, students and practitioners in China studies, international/political communication, International relations and soft power and public diplomacy.

Contents

1. Introduction: The Anti-Corruption Campaign and “The Chinese Dream”; 2. Debating Governance and the Rule of Law: China’s Narrative and Images in Western Countries; 3. Soft Power and Sharp Power in the Age of Noopolitik; 4. The Framing of Domestic Governance: The China Model and the Chinese Dream; 5. The Framing of The Anti-corruption: When “House of Cards” Meets “In the Name of People”: China’s Anti-Corruption Campaign; 6. Discussion and Conclusion.

About the Author(s) / Editor(s)

Zheng Li completed his PhD in international communication at Macquarie University. His research interests include political values in the context of international communication.

Ordering in North America, Latin America and Caribbean

Ingram Publishers Services (US)
1 Ingram Blvd. Mail stop
#512 Lavergne, TN 37086, United States
Tel: +1 866 400 5351
ips@ingramcontent.com

Ordering in the UK/Rest of the World

Ingram Publishers Services (UK)
1 Deltic Avenue, Rooksley
Milton Keynes, MK13 8LD
United Kingdom
Tel: +44 (0) 1752 202300 | Fax: 01752 202330
IPSUK.Orders@ingramcontent.com

Ordering in Australia

NewSouth Books
C/O Alliance Distribution Services (ADS)
9 Pioneer Avenue
Tuggerah 2259 NSW, Australia
Tel: +61 (02) 4390 1300 | Fax: +1800-66-44-77
adscs@alliancedist.com.au