

CPD Spotlight: CHINA



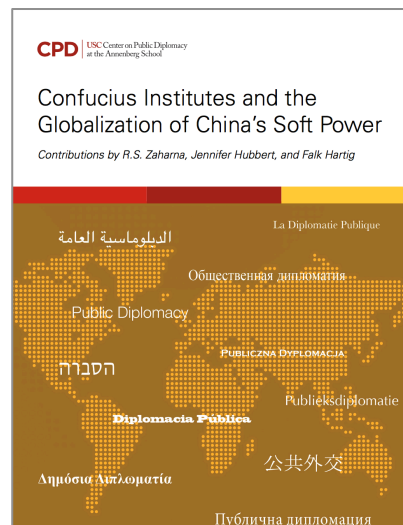
Over the past several years, China has become more and more prominent on the world stage. The USC Center on Public Diplomacy (CPD) has responded by facilitating informed debate on China's global role and its public diplomacy. CPD's engagement with Chinese PD has resulted in several publications, research projects, and public events. In this newsletter, we present some highlights of this work.

Sharing Scholarship through Publications

From e-books to multimedia projects on Expo Shanghai

In the summer of 2015, CPD released *Rising Soft Powers: China*, the second title in our e-book series. As part of our "Rising Soft Power in Emerging Markets" Initiative, this e-book offers a deeper

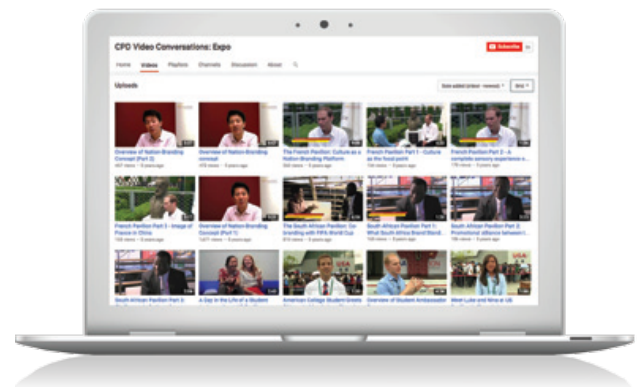
understanding of Chinese public diplomacy trends and soft power practices. Highlights include CPD director Jay Wang's commentaries on **China's recent PD initiatives**, an **analysis of U.S.-China military-to-military exchanges** by scholars Thomas Hollihan and Zhan Zhang; an **exclusive interview with Zhao Qizheng**, former director of China's State Council Information Office; reflections on **China's soft power assets** including "Panda diplomacy" and the internationally renowned Beijing Film Festival; and a photo gallery from the **2010 Shanghai World Expo**.



Founded in 1851, the World Expo is now a mega global event where countries showcase their culture and innovation. With a record 192 official participant countries and 50 international organizations, Expo Shanghai 2010 attracted 73 million visitors. For **CPD's Expo Shanghai project**, we used the construct of "brand experience" to explore and examine how countries pursue nation branding.

In addition to a special issue of *CPD Perspectives* outlining the findings of this project, a rich database of videos produced by our team at Expo Shanghai is available on YouTube and features exclusive interviews and footage of ten different country pavilions.

Since its inception in 2004, the Confucius Institute program, funded by the Chinese government and with the mission of promoting Chinese language and culture globally, has grown rapidly around the world. A recent issue of *CPD Perspectives on Public Diplomacy* titled **Confucius Institutes and the Globalization of Soft Power**, provides analyses of this timely and important topic from R.S. Zaharna, Jennifer Hubbert, and Falk Hartig.





In April 2014, the **U.S.-China Bi-National Commission on Enhanced Relations and Trust Building (BNC)** released its report: *Building U.S.-China Trust Through Next Generation People, Platforms and Programs*. The BNC is comprised of senior experts from both countries, and provided recommendations on enhancing the capacity of the two nations to cooperate more fully and manage differences more effectively. CPD contributed to the research and writing of the report.

Supporting and Recognizing Research on China

From graduate student work to contributing research fellows



Two of our contributing scholars, **Falk Hartig** (pictured left) from Frankfurt University in Germany and **Juyan Zhang** (pictured right) a graduate of Renmin and Beijing Universities in China and currently a professor at the University of Texas at San Antonio, conducted research on Chinese public diplomacy during their time with CPD. Hartig's work considered the presence of **China's Confucius Institutes in Africa**, and Zhang's looked at **faith diplomacy between the Vatican and China**.



In 2014, CPD's best student paper prize was awarded to MPD student JeeYun (Sophia) Baik for her work entitled "**Peng Liyuan: China's First Lady in Diplomacy.**"

Beginning with the historic meeting between First Ladies Peng Liyuan and Michelle Obama, Baik's paper outlined the roles of First Ladies in China and the United States, noting the differences in how socialist and democratic nations view the spouses of heads of state. It also details Ms. Peng's diplomatic initiatives and state-sponsored visits to foreign nations.



Chinese First Lady Peng Liyuan visiting Changdeokgung Palace in Seoul, 2014. Photo Courtesy of Republic of Korea via Creative Commons

Exploring Ideas about China Through Events

Bringing scholars and practitioners together at public gatherings

Chinese public diplomacy and soft power have featured prominently in many of CPD's events, including a forum co-sponsored with the BBC titled "**Does Soft Power Really Matter?**" a conversation with Richard Wike of **Global Attitudes Research at the Pew Research Center**, a dedicated panel on **Confucius Institutes** at our conference on rising soft power in emerging markets, and our symposium on the **2008 Olympic Games in Beijing**.



Panelists at CPD-BBC Forum: P.J. Crowley, George Washington University; CPD Director Jay Wang; BBC presenter Ritula Shah; Robert G. Kaufman, Pepperdine University; Olga Oliker, the International Security and Defense Policy Center, RAND



Panelists at CPD Symposium on 2008 Beijing Olympic Games: Dan Lynch, USC School of International Relations; Shen Dingli, Center for American Studies, Fudan University; Jeffrey Wasserstrom, UC Irvine; Xu Xin, China & Asia-Pacific Studies, Cornell University

In the Gallery: Wang Wenlan

Sharing the work of one of China's premier photographers



Wang Wenlan is one of contemporary China's most accomplished photographers. First as an army photographer and later as a photojournalist for the national English-language newspaper *China Daily*, Wang has documented Chinese life and culture over the past 40 years. Through his vast and remarkable body of work, Wang provides a visual record of changing China and offers foreign publics rare insight into Chinese society. This fall, CPD and the USC U.S.-China Institute jointly presents a special exhibition **Depicting China: The Photographic Journey of Wang Wenlan** at the USC Annenberg School for Communication and Journalism. The exhibition runs from September 23 to December 18, 2015.

USC Center on Public Diplomacy

Established in 2003 as a partnership between the Annenberg School for Communication and Journalism and the School of International Relations at the University of Southern California, the USC Center on Public Diplomacy (CPD) is a research, analysis and professional education organization dedicated to furthering the study and practice of global public engagement and cultural relations.

For more information, visit www.uscpublicdiplomacy.org or email us at cpd@usc.edu.

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