

China's non-state soft power actors

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Auteur(s) : Zhang, Xiaoling

Autre(s) auteur(s) : Hong, Tony (19..-....)

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Résumé ou extrait : "This book enriches the evolving concept of soft power, and China's approach to soft power, by considering how aspects of Chinese culture, notably the traditional martial art and health promoting exercise Tai Chi Quan, are being successfully promoted around the world by non-state actors, and how this fits alongside China's state-sponsored soft power promotion. The book contrasts growing soft power promotion by China with the corresponding decline in such activities by Western states, outlines the growth of Tai Chi Quan societies worldwide and explores in detail why Tai Chi Quan appeals so strongly outside China. It shows how Tai Chi Quan introduces many people around the world to

Chinese culture and builds links between people inside China and elsewhere in the world. It concludes that Tai Chi Quan achieves what soft power aims to achieve: a good image and long-term friendship"

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Relations internationales et culture -- Chine

Relations extérieures -- Chine -- 1997-....