

Culture as a Soft Power: A Case Study of China

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Next to politics and economics, culture has increasingly become the third pillar in China's diplomacy. China uses its cultural platforms to enhance imaged and soft power with its neighbours, Europe, Oceania, and the third world. The intention of China appears to be the promotion of a Chinese identity parallel to an American identity. China has used her culture as a substantial instrument to reach this goal. Accordingly, the study aims to identify the cultural initiatives as a soft power to enhance the image of China. Other objectives of the study include an attempt to elaborate "culture" as a soft power and to identify the approaches that have been used to promote culture. The study is based on secondary data and employs a descriptive analysis method. As per the study, findings related to the cultural initiatives that have been taken by China to promote their identity include the signing of agreements on cultural cooperation, sponsoring international cultural forums and dialogues, the establishment of Confucius Institutes around the world, and through sports, arts and movies. Through these initiatives, China has used its culture as an effective soft power to spread their identity. It can be concluded that China has used the approach of cultural diplomacy to establish their own identity to become universal through concept of soft power.

Key words: Culture, Soft power, China, Cultural diplomacy, Confucius Institute