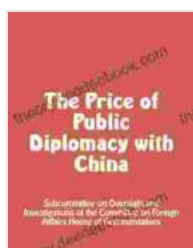


# The Price of Public Diplomacy with China: A Case Study of Cultural Institutes

Public diplomacy is a form of international communication that seeks to build relationships and understanding between countries. It can be used to achieve a variety of goals, such as promoting peace and stability, fostering economic development, and protecting human rights.



## The Price of Public Diplomacy with China

by Andres R. Edwards

★★★★☆ 4.4 out of 5

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Screen Reader : Supported

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China is a major target of public diplomacy efforts. The Chinese government has been increasing its spending on public diplomacy in recent years, and it is now one of the world's largest spenders on this type of activity.

There are a number of reasons why China has become a target of public diplomacy efforts. First, China is a rapidly growing economic power. As its economy grows, China is becoming more influential in the world, and it is

important to build relationships with China in order to promote peace and stability in the region.

Second, China is a country with a rich culture and history. Public diplomacy efforts can help to promote Chinese culture and history to the world, and this can help to build understanding and respect between China and other countries.

Third, China is a country with a large population. Public diplomacy efforts can help to reach out to the Chinese people and build relationships with them. This can help to promote understanding and cooperation between China and other countries.

However, there are also a number of costs associated with public diplomacy efforts with China. These costs can be financial, opportunity, and reputational.

### **Financial costs**

Public diplomacy efforts can be expensive. This is especially true for efforts that involve large-scale programs, such as cultural exchanges or educational exchanges. For example, the Chinese government has spent billions of dollars on its Confucius Institutes, which are located in universities around the world.

### **Opportunity costs**

Public diplomacy efforts can also have opportunity costs. This is because the resources that are used to fund public diplomacy efforts could be used

for other purposes, such as economic development or social welfare programs.

For example, the Chinese government has been criticized for spending billions of dollars on its Confucius Institutes while neglecting other areas, such as education and healthcare.

## **Reputational costs**

Public diplomacy efforts can also have reputational costs. This is because public diplomacy efforts can be seen as a form of propaganda or soft power. This can lead to skepticism or distrust among the target audience.

For example, the Chinese government has been criticized for using its Confucius Institutes to promote Chinese propaganda and to censor discussion of sensitive topics.

Given the costs associated with public diplomacy efforts with China, it is important to carefully consider the benefits and risks before launching such efforts.

## **Recommendations**

There are a number of steps that can be taken to mitigate the costs of public diplomacy efforts with China. These steps include:

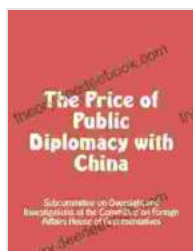
- Ensuring that public diplomacy efforts are aligned with the country's overall foreign policy goals.
- Focusing on building relationships with key stakeholders, such as government officials, business leaders, and civil society groups.

- Using a variety of channels to reach the target audience, such as traditional media, social media, and cultural exchanges.
- Evaluating the effectiveness of public diplomacy efforts on a regular basis and making adjustments as needed.

By following these steps, countries can ensure that their public diplomacy efforts with China are effective and sustainable.

Public diplomacy is a complex and challenging undertaking. However, it is an essential tool for building relationships and understanding between countries. By carefully considering the costs and benefits of public diplomacy efforts, countries can ensure that their efforts are effective and sustainable.

The case study of cultural institutes in China provides a valuable example of the challenges and opportunities of public diplomacy. By following the recommendations outlined in this article, countries can mitigate the costs and maximize the benefits of their public diplomacy efforts with China.



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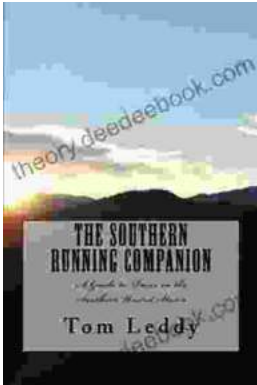
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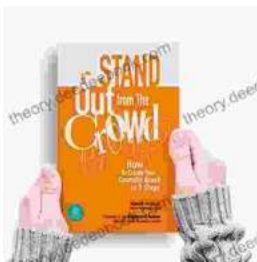
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