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Nota di contenuto	Introduction -- A world of shared influence / Xiaoling Zhang -- Theoretical, historical, and global. Reflections of a soft power agnostic / Gary D. Rawnsley -- The scramble for Asian soft power in Africa / Daya Kishan Thussu -- Evolving media interactions between China and Africa / Ran Jijun -- China's promotion. How much "soft power" does China have in Africa? / Helge Rønning -- Why are Chinese media in Africa? evidence from three decades of Xinhua's news coverage of Africa / Dani Madrid-Morales -- Constructive journalism: a new journalistic paradigm of Chinese media in Africa / Zhang Yanqiu and Simon Matingwina -- Chinese perception of soft power: the role of the

media in shaping Chinese views and discourses of foreign aid to Africa / May Tan-Mullins -- Perceptions in Africa. Journalists and public perceptions of the politics of China's soft power in Kenya under the "look East" foreign policy / Jacinta Mwendu Maweu -- Building blocks and themes in Chinese soft power towards Africa / Bob Wekesa -- Positive portrayal of Sino-African relations in the Ethiopian press / Terje Skjerdal and Fufa Gusu -- Engaging with China's soft power in Zimbabwe: Harare citizens' perception of China-Zimbabwe relations / Winston Mano -- China's soft power in Sudan: increasing activity but how effective? / Daniel Johanson -- Conclusion. Chinese soft power in Africa: findings, perspectives, and more questions / Herman Wasserman.

Sommario/riassunto

Scholars from different disciplines and nations examine and assess the effectiveness of China's soft power initiatives in Africa. Some make contributions to the theorization of the slippery concept of soft power, while others are more empirically based, providing valuable case studies in both China and Africa. This collection considers the concept of soft power and questions its relevance to understanding China's international relations and international communications. It analyzes China's soft power in Africa through its international communication channels, addressing important questions such as: Why are Chinese media in Africa? How much soft power does China have in Africa? And what is the appropriate framework to analyze Chinese media's performance in Africa? In answering these questions, this volume also examines how China's engagement is represented in African countries' media.
