1. Record Nr. UNINA9910751390703321

Autore Adoui Aicha

Titolo International Higher Education and the Rise of Soft Power As Cultural

Diplomacy: A Comparative Study of Morocco and South Korea

Pubbl/distr/stampa Cham:,: Palgrave Macmillan,, 2023

©2023

**ISBN** 9783031441806

Edizione [1st ed.]

Descrizione fisica 1 online resource (156 pages)

Disciplina 370.116

Soggetti Educació internacional

Educació superior

Diplomàcia

Llibres electrònics

Marroc

Corea del Sud

Lingua di pubblicazione Inglese

**Formato** Materiale a stampa

Livello bibliografico Monografia

Intro -- Contents -- List of Figures -- List of Tables -- Chapter 1: Nota di contenuto

> Introduction -- 1 Hard Power Versus Soft Power -- 2 International Higher Education -- 3 Methodological Approach to Investigating

the Role of Education as a Soft Power Tool -- References -- Chapter 2:

The Intersection of International Relations, Soft Power,

and International Higher Education -- 1 International Relations -- 2 Soft Power -- 3 International Higher Education -- 4 International Higher Education and International Relations -- 5 International Higher Education, International Relations, and Soft Power -- References --

Chapter 3: International Higher Education as a Soft Power Tool: Promoting Intercultural Understanding and Diplomacy in Foreign Policy -- 1 International Higher Education as Soft Power -- 1.1 Education in Soft Power Theory -- 1.2 Intercultural Education as a Soft Power -- 2 Education as a Soft Power Tool in Foreign Policy -- 3 Mechanisms

of Soft Power Influence: The Rule of Attraction -- 4 Nation Branding: South Korea as an Example -- References -- Chapter 4: Understanding the Role of International Higher Education in Nation Branding and Soft

Power -- 1 Exploring the Role of International Higher Education in Nation Branding: A Survey -- 2 Internationalization of Higher Education: Comparative Look at South Korea and Morocco -- 2.1 Internationalization of Higher Education in South Korea: Korea University -- 2.2 Internationalization of Higher Education in Morocco: Sidi Mohammed Ben Abdellah University -- 3 Traces of Soft Power and Public Diplomacy in Morocco in Light of the International Higher Education -- 4 Web as Attraction and Reflection of the University's Brand Identity -- 4.1 A Look at Different Stages in USMBA's Website Front Webpage -- 4.2 Data Updates: Web Scraping -- 4.3 USMBA Students-University's Website User Satisfaction (Survey) -- References. Chapter 5: Soft Power and International Higher Education: The Role of Higher Education in Promoting Cultural Understanding and National Identity -- 1 International Higher Education as Soft Power and a Means of Nation Branding -- 2 Internationalization of Higher Education -- 3 Internationalization of Higher Education, Soft Power, and Cultural Diplomacy in Morocco -- 4 Web as Attraction and Reflection of a University's Brand Identity -- References -- Conclusion -- Index.