

1. Record Nr.	UNINA9910810727003321
Autore	Ding Sheng <1975 January 3->
Titolo	The dragon's hidden wings : how China rises with its soft power // Sheng Ding
Pubbl/distr/stampa	Lanham : , : Lexington Books, , [2008] ©2008
ISBN	0-7391-2393-9 0-7391-2997-X
Descrizione fisica	1 online resource (209 p.)
Collana	Challenges facing Chinese political development
Disciplina	303.48/251
Soggetti	Nation-building - China China Relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 173-182) and index.
Nota di contenuto	Part I. The concept of soft power and the rise of China -- Rising power, soft power, and the rise of China: a conceptual framework -- The Chinese idea of soft power and China's rising strategy -- Soft power reconsidered: multidimensionality of power resources and power conversion model -- Part II. The structure of China's soft power -- The Middle Kingdom's cultural attractiveness: China's reliable soft power resource -- The Chinese Communist Party's governance performance: China's questionable soft power resource -- Beijing's diplomatic finesse and weakness: China's limited soft power resources -- Part III. The dragon spreading its hidden wings: China's soft power wielding -- To build a "strong" language: opportunities and challenges in globalizing Mandarin Chinese -- "Old bottle, new wine": Beijing's soft power campaigns in the global south -- "Soft-looking" dragon in work: China's national image building with soft power.
Sommario/riassunto	The Dragon's Hidden Wings is the first comprehensive study on China's use of soft power. Sheng Ding provides the reader with an insightful empirical study that details China's economic and political rise on the global scene over the course of the last three decades. This book not only endeavors to examine the connections between the ongoing rise of China and what Joseph Nye defines as soft power, but also attempts

to give readers a more complete understanding of China's national power and modernization process. The main questions addressed are: What are the theoretical and empirical connection

---