Soft Power Status in Context:
Explaining Cross-National Variations in Chinese Soft Power in Latin America

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GREAT

You're invited
Soft Power in Newspapers

Soft Power in Academic Works
What is Soft Power?

Soft power is the ability to “affect others through the co-optive means of framing the agenda, persuading, and eliciting positive attraction in order to obtain preferred outcomes.” –Joseph Nye

Hard Power VS. Soft Power

<table>
<thead>
<tr>
<th>Hard Power</th>
<th>Soft Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coercion and Payment</td>
<td>Attraction and Persuasion</td>
</tr>
<tr>
<td>Tangible Sources: Military and Economic means</td>
<td>Intangible Sources: Culture, Political Values, Foreign Policy</td>
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</tbody>
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...And So What?
Research Questions

• What explains the variation in soft power status over time and space?

• Specifically, what local factors contribute to the variation in soft power status of China over time and across different countries in Latin America?
My Relationship Framework Combining Soft Power Literature and Media Theory

- Soft Power Sources
- Conversion
- Soft Power Status
- Culture
- Political Values
- Foreign Policy
- Public Diplomacy Program
- Local Media
- Foreign Public Opinion
Research Design
Longitudinal and Cross-National Comparison

• Dependent variable
  – Net positive public opinion on China
  – Latinobarómetro

• Independent variable
  – Representation of China in local media
  – Latin America Newsstand

• Cases
  – Argentina, Chile, Peru

• Time Frame
  – 2005-2013 (except 2012)

• Method
  – Content analysis (Nvivo) on 1,566 news articles with keyword “China” in the headline
  – Correlations
Finding 1
Economics as Important Soft Power Source

Argentina

Chile

Peru
Finding 2
Local Media as Filter

Economics
- Crucial sectors and economic achievement
- Not economic model
- Attitude based on trade relations

Culture
- Mega events and Social practices for business
- Limited on language, history or pop culture
- Informative

Political Values
- Censorship and ethnic conflicts
- Limited on political system
- Informative than judgmental

Foreign policy
- Direct relations with their own countries
- Limited on other countries
- Informative than judgmental
Finding 3
Correlations b/t Local Media Representation and Public Opinion

Argentina
Chile
Peru
Conclusions & Practical Implications

Context Matters in Soft Power

• Local media as a filter that transmit selectively
  – Selective transmission regarding issue areas
  – Selective aspects of the same source of soft power
  – Different attitudes

• Economics is the most important source of soft power
  – Economic achievement and benefits from economic cooperation
  – Better trade deals and cooperation

• Chinese government rethink its soft power strategy
  – Culture promotion dilemma
  – Cooperation with local media
# Theoretical Implication

## Rethinking Soft Power in Context

<table>
<thead>
<tr>
<th>Existing Scholarship</th>
<th>My Framework</th>
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</thead>
<tbody>
<tr>
<td>• Static &amp; Universalist</td>
<td>• Dynamic &amp; Relational</td>
</tr>
<tr>
<td>• Power holder: Sources &amp; Conversion Strategy</td>
<td>• Target: Local Factor</td>
</tr>
</tbody>
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THANK YOU