

CONCEPTUAL BASIS OF CHINA'S "SOFT POWER" POLICY

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Annotation: This scientific work is dedicated to the conceptual study of the soft power policy of the People's Republic of China. The research analyzes the concept of soft power, its components, and its role in China's foreign policy. Strategies for enhancing China's influence in the international arena through cultural, economic, and diplomatic means are discussed. Additionally, China's soft power potential in the global arena and its impact on the international community are evaluated from a scientific perspective. The results of this research serve to provide a comprehensive understanding of China's position in international relations and the effectiveness of its soft power policy.

Key words: "Soft power", BRICS, SCO, "One Belt and One Road", foreign policy, international relations, cultural diplomacy, global influence, economic cooperation, public diplomacy.

Аннотация: Данная научная работа посвящена изучению политики мягкой силы Китайской Народной Республики на концептуальной основе. В исследовании анализируются понятие мягкой силы, её составные элементы и роль во внешней политике Китая. Рассматриваются стратегии повышения международного влияния Китая посредством использования культурных, экономических и дипломатических инструментов. Кроме того, оценивается потенциал мягкой силы Китая на глобальной арене и её воздействие на международное сообщество с научной точки зрения. Результаты данного исследования способствуют формированию всестороннего понимания роли Китая в международных отношениях и эффективности его политики мягкой силы.

Ключевые слова: «Мягкая сила», БРИКС, ШОС, «Один пояс, один путь», внешняя политика, международные отношения, культурная дипломатия, глобальное влияние, экономическое сотрудничество, народная дипломатия.

INTRODUCTION

In today's globalized world, a state's position in the international arena is determined not only by its military and economic capabilities but also by its cultural, diplomatic, and informational influence. From this perspective, the concept of "soft power" has gained significant importance in contemporary international relations. Soft power is primarily regarded as a means by which a state strategically utilizes its economic, cultural, and informational resources to exert direct influence on the internal and external policies of other states. This concept was introduced by American scholar Joseph Nye and has since become a key priority in the foreign policies of many countries.

This article provides an in-depth analysis of the conceptual foundations of China's soft power strategy, its key components, and its impact on the international stage. Within the scope of this research, the structural elements of China's soft power, their effectiveness, and their role in the global arena will be examined. Studying this topic offers valuable insights into the modern trends of China's foreign policy and provides a comprehensive understanding of the role of soft power in the international relations system.

DISCUSSION AND RESULTS

In recent years, the concept of "soft power" has become one of the fundamental principles in international politics, economics, and cultural relations. This concept defines the ability of states to exert influence over other countries not through military or economic power but rather through their cultural appeal, values, and foreign policy strategies. The main idea of this theory is that states implement their influence not by coercion but by attracting other countries to align with their interests and goals.

The concept of "soft power" introduced into academic discourse by American political scientist Joseph Nye in the 1990s, was initially used to analyze the geopolitical position of the United States after the Cold War¹. According to Nye, the soft power potential of a state relies on three main sources:

- ✓ The attractiveness of its culture;
- ✓ The credibility of its domestic political values;
- ✓ The legitimacy of its foreign policy.

Today, this theory is relevant not only to the United States but also to many other countries worldwide, particularly the People's Republic of China (PRC). China's "soft power"

¹ Zhao Suisheng. "The Confucius Institutes and China's Soft Power". The Chinese Journal of International Politics, 4 (3), 2011. – P. 295-320.

strategy in the international arena plays a crucial role in strengthening its position within the global community and promoting its values.

The People's Republic of China has successfully employed its soft power strategy as a strategic tool in the process of its economic development and increasing international political influence. The conceptual foundations of this policy are based on China's ancient cultural heritage, its modern economic model, its peaceful foreign policy, and the use of digital diplomacy. Through this approach, China not only strengthens its international position in economic and political terms but also strives to create a positive image within the global community².

Theoretical Foundations of the Concept of Soft Power. Although the term "soft power" was coined by Joseph Nye, its roots can be traced back to ancient philosophical traditions. For example, in China, this concept is reflected in Confucian philosophy, which is based on principles such as peace, harmony, and mutual respect. These principles hold significant relevance in China's contemporary foreign policy. From this perspective, the concept of soft power is not only a modern international relations theory but is also deeply rooted in historical and cultural values³.

According to Nye, the key element of soft power is attractiveness. If a state's culture, values, and political system are acceptable and inspiring to other states, that state can advance its interests through soft power. In this regard, China's rich cultural heritage, including Confucianism, Buddhism, and Taoism, has generated considerable international interest. By promoting this vast cultural heritage, China has successfully enhanced the effectiveness of its soft power strategy⁴.

Joseph Nye's Theory of Soft Power. Joseph Nye's theory of soft power suggests that a country's international influence is not solely based on economic or military power but can also be strengthened through culture, values, and politics. According to Nye, soft power consists of three key elements:

² Nye Joseph S. "Soft Power: The Means to Success in World Politics". Public Affairs, 2004. — P. 5-9.

³ Cai Peter. "The Belt and Road Initiative: China's Role in Global Infrastructure Development". Asia-Pacific Journal of Political Science, 18 (2), 2017. — P. 110-126.

⁴ Huang Y. "Digital Diplomacy and China's Soft Power". Journal of Global Media and Communication, 14 (1), 2018. — P. 44-58.

Culture: The cultural influence of a country makes it attractive to others and increases interest in its global role. China's Confucius Institutes and cultural centers play a significant role in enhancing its soft power.

Politics and Values: China's political model, which emphasizes stability, economic development, and state governance, presents an alternative to other global models.

Diplomatic and Economic Relations: China strengthens its soft power through the development of diplomatic and economic partnerships worldwide.

China's soft power primarily relies on culture, education, diplomacy, and economic approaches, and their combined implementation helps strengthen its position on the global stage.

Modernization Theory. Modernization theory explains China's economic success and its increasing global influence. China's rapid economic growth and modernization have solidified its global standing. According to modernization theory, China offers its economic model to other developing countries, which includes balancing market economy principles with state governance. Through its economic achievements and its unique "Chinese path" China expands its global influence.

China's soft power is primarily exercised through economic relations. The country provides financial assistance to developing nations, implements infrastructure projects, and fosters economic cooperation. As a result, China enhances its global influence and strengthens collaboration with other states.

Postcolonial Theories. Postcolonial theories focus on China's influence on developing countries through its soft power. Drawing from its historical experience, China provides economic and cultural assistance to developing nations. This assistance, in turn, enhances China's global influence. By implementing its postcolonial policies, China strengthens its position on the international stage.

China's soft power is reinforced by economic and cultural cooperation with developing countries. By promoting its economic model, education system, and cultural wealth, China increases its global impact.

Media and Information Theory. China's soft power is also advanced through information and media. The country has developed global media networks, including Xinhua News Agency, CCTV, and other information agencies. Through these media channels, China disseminates its narrative and expands its global influence.

The implementation of media and digital diplomacy plays a vital role in China's soft power strategy. By utilizing modern communication tools, China promotes its global image and strengthens its influence in the international arena.

CONCLUSION

In conclusion, China's "soft power" serves as a crucial tool for strengthening its position on the international stage and enhancing its global influence. By effectively utilizing its cultural, economic, political, and diplomatic strategies, China creates a positive image worldwide and reinforces its relations with other states. China's soft power not only contributes to its international diplomatic success but also helps solidify its political and economic standing. This, in turn, highlights the necessity of a long-term strategic approach to bolster China's role on the global stage.

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