

# CONTENTS

<i>List of figures</i>	x
<i>List of tables</i>	xi
<i>Notes on contributors</i>	xii
<i>Acknowledgements</i>	xx
Introduction	1
<b>PART I</b>	
<b>Theoretical perspectives</b>	7
<b>SECTION I</b>	
<b>Theoretical considerations</b>	7
1 Soft power, civic virtue and world politics (section overview) <i>Naren Chitty</i>	9
2 Alternatives to soft power: Influence in French and German external cultural action <i>Robin Brown</i>	37
3 A critical discourse analysis of soft power <i>Fei Jiang</i>	48
4 Understanding soft power through public diplomacy in contrasting polities <i>Efe Sevin</i>	62

## Contents

<b>SECTION II</b>	
<b>Methodological problems</b>	<b>73</b>
5 Measuring soft power (section overview) <i>Li Ji</i>	75
6 A methodological approach to nation branding: Measurement and issues <i>Elif Kahraman</i>	93
7 Challenges of a big data approach in mapping soft power <i>Richard Davis and Li Ji</i>	104
8 Social media and e-diplomacy: Scanning embassies on Weibo <i>Ying Jiang</i>	122
<b>SECTION III</b>	
<b>The cultural imperative</b>	<b>135</b>
9 Cultural approaches to soft power (section overview) <i>Jacob Udo-Udo Jacob</i>	137
10 Soft power and cultural industries: Cultural policy and inter-Asian regional flows in Hong Kong and Singapore <i>Peichi Chung</i>	144
11 The cultural imperative: News production and soft power <i>Saba Bebawi</i>	157
12 Legal diplomacy and the possible approach of China <i>Zhipeng He</i>	166
13 The soft power of elephants <i>John Simons</i>	177
<b>SECTION IV</b>	
<b>The technological turn</b>	<b>185</b>
14 Technologies of influence: The materiality of soft power in public diplomacy (section overview) <i>Craig Hayden</i>	187

## Contents

15	Digital networks and transformations in the international news ecology: A critique of agent-centred approaches to soft power <i>Marie Gillespie and Eva Nieto McAvoy</i>	203
16	Social media and soft power politics in Africa: Lessons from Nigeria's #BringBackOurGirls and Kenya's #SomeoneTellCNN <i>Matthew O. Adeiza and Philip N. Howard</i>	219
<b>PART II</b>		
	<b>Case studies</b>	<b>233</b>
<b>SECTION V</b>		
	<b>Europe and the Americas</b>	<b>233</b>
17	Americas and Europe (section overview) <i>Katarzyna Pisarska</i>	235
18	Popular culture, banal cosmopolitanisms and hospitality: Notes for a Brazilian soft power <i>Yuji Gushiken, Quise Gonçalves Brito and Taís Marie Ueta</i>	239
19	International challenges of Catalonia: Defining its public diplomacy through parliamentary debates <i>Xavier Ginesta, Mireia Canals and Jordi de San Eugenio</i>	249
20	German public diplomacy: The importance of culture and education <i>Falk Hartig</i>	260
21	Good health is above wealth: Eurozone as a patient in eurocrisis discourse <i>Magdalena Bielenia-Grajewska</i>	272
22	Of extended hands and velvet gloves: US–Iran metaphorical wars <i>Esmaeil Esfandiary</i>	284
<b>SECTION VI</b>		
	<b>Africa and the Middle East</b>	<b>295</b>
23	Soft power mobilization in the Middle East and Africa (section overview) <i>Aziz Douai</i>	297

## Contents

24	When soft power success and 'attractiveness' cannot be sustained: Zimbabwe and South Africa as case studies of the limits of soft power <i>P. Eric Louw</i>	305
25	Nigeria, public diplomacy and soft power <i>Tokunbo Ojo</i>	315
26	Public diplomacy and soft power in Algeria's foreign policy <i>Laeed Zaghlami</i>	326
SECTION VII <b>Central and South Asia</b>		<b>339</b>
27	Central and south Asia: An overview of soft power prospective (section overview) <i>Dalbir Ahlawat</i>	341
28	Indigenizing soft power in Russia <i>Yelena Osipova</i>	346
29	Bollywood enabling India as a soft power? A critical overview of pros and cons of post-critical assumptions <i>C. S. H. N. Murthy</i>	358
30	Seduced by Bhutan's philosophy of happiness <i>Bunty Avieson and Kinley Tshering</i>	369
31	India and China: Soft power in an Asian context <i>Kishan S. Rana</i>	381
SECTION VIII <b>North and South-East Asia</b>		<b>393</b>
32	Soft power in east and south-east Asia (section overview) <i>Damien Spry</i>	395
33	The pivot shift of Japan's public diplomacy <i>Yasushi Watanabe</i>	400
34	The Korean Wave as soft power public diplomacy <i>Hun Shik Kim</i>	414



## Contents

35	Vietnamese cultural diplomacy: An emerging strategy <i>Gary D. Rawnsley and Chi Ngac</i>	425
36	Beyond the boats: Constraints on Indonesian and Australian soft power <i>Murray Green</i>	441
	Conclusion <i>Naren Chitty</i>	453
	Index	464