

**Cultural diplomacy and public diplomacy as supporting concepts of China's soft power:
an analysis of the Confucius Institutes in Brazil**

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ABSTRACT:

The purpose of this investigation is to analyze how aspects of China's cultural diplomacy and public diplomacy through the Confucius Institutes in Brazil can support China's soft power. Cultural diplomacy and public diplomacy are strongly present in China's strategic foreign policy agenda. The term soft power was coined by Harvard Professor Joseph Nye; however, several scholars adopted the term with different perspectives. The Middle Kingdom aims to establish and deepen relations with other countries through people-to-people exchanges and cooperation with the major objective of having a peaceful development. While China's cultural diplomacy aims to disseminate the Chinese culture and traditional values worldwide, its public diplomacy aims to reshape a positive image of China. Both cultural diplomacy and public diplomacy adopt non-coercive maneuvers and a great branch of their activities involve the promotion of China's culture and language, what characterizes elements of China's soft power through the Confucius Institutes. There are currently 11 Confucius Institutes and 3 Confucius Classrooms throughout the Brazilian territory, according to the website of Hanban. The growing Sino-Brazilians relations require a greater knowledge about one another, and, for the past decade, the Confucius Institutes have been acting as a soft power mechanism by providing a reasonable learning process of China's culture and language to part of the Brazilian population.

KEY WORDS:

Soft power, Cultural diplomacy, Public diplomacy, Confucius Institutes, Sino-Brazilian relations.