Soft Power and Chinese Higher Education

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Outline

- What is soft power?
- What is the connection between soft power and higher education?
- What are the soft power strengths and weaknesses in China’s higher education sector?

Soft Power: Nurture Not Nature

- Power: many sources
- Hard Power: threat, sanction, coercion,
- Soft Power: persuasion, attraction, emulation
- What produces attraction?
- No power source intrinsically soft
- Culture kills
- Military attracts
- It all depends on how you use your power resources in given social context (success model, legitimate, beneficial)

Soft Power and Higher Education

- Higher Education as soft power:
  - (if successful) good for national image
  - Source for being emulated
  - Int'l cooperation: promoting values
  - Scholarship/assistance: goodwill
  - Brain drain
- Higher education not always source of soft power (too much brain drain, espionage, cultural hegemonism, differences in political values)

Higher Education in China's Soft Power

- Domestic development and problems (not a very successful story yet)
- International students in China
- International assistance (research; training programs for foreign professionals)
- Confucius Institutes
- Results are mixed.

Development of China's Higher Education Sector

- Rapid expansion since late 1990s
  - State sponsored
  - Quantitative growth
- Major problems
  - Management
  - quality
  - Imbalance
  - Innovation
- Not a success story yet

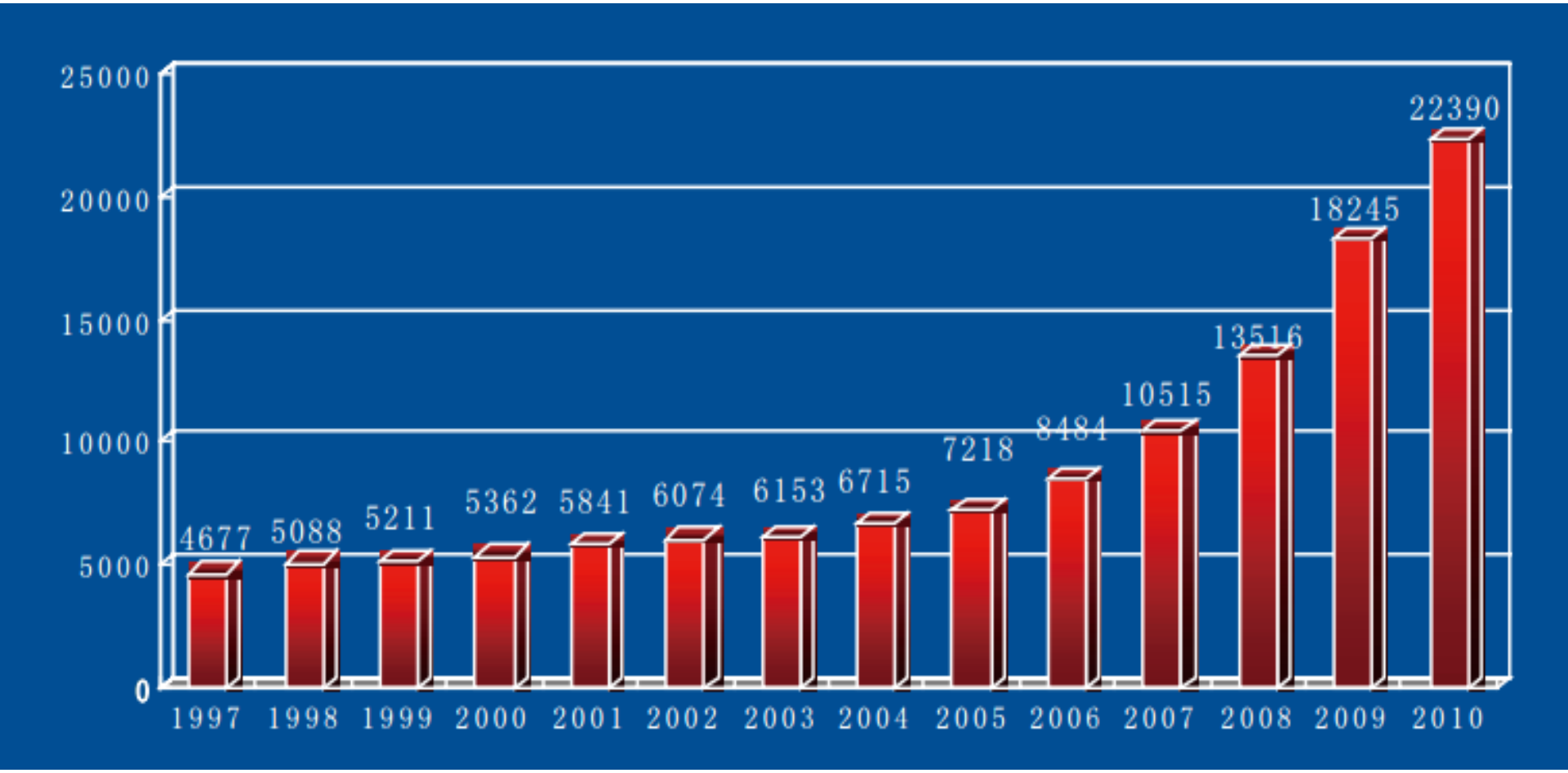
Confucius Institutes and Classrooms Worldwide (by 2011)

	Asia	Africa	America	Europe	Oceania	Total
CI	81	21	103	105	12	322
Classroom	31	5	240	82	11	369
Total	112	26	343	187	23	691

International students in China

Year	No. of students	Countries and regions	Scholarship	Institutes in China
1950-1978	12000 (total)	-	-	-
1982	4,500	-	-	-
1987	4,593	-	-	-
1990	7,000	-	-	-
1992	14,000	-	-	-
1996	41,000	-	-	-
1998	41,000	-	-	-
1999	44,700	-	-	-
2000	52,150	166	5,362	346
2001	61,869	169	5,841	363
2002	85,829	175	6,074	395
2003	77,715	175	6,153	353
2004	110,844	178	6,715	420
2005	141,087	179	7,218	464
2006	162,695	184	8,484	519
2007	195,503	188	10,151	544
2010	265,090	194	22,390	620
2011	292,611	194	25,687	660

International students under Chinese Government Scholarship Programme (CGSP)



Do These International Programs Contribute to China's Soft Power?

- No comprehensive study
- Identity change? (value)
- Better understand China? (progress, problems, complexity, potential)
- Confucius Institutes: the dilemma (Chinese expectations and international skepticism; what culture?)
- Hypothesis: no significant contribution to China's soft power, but may be helpful in the long run