

CHINA'S "SOFT POWER" STRATEGY: GLOBAL NETWORK, GEOPOLITICAL BALANCE, AND ALTERNATIVE APPROACHES TO THE WEST

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Abstract: *This article analyzes China's "soft power" policy and its strategies to enhance its global influence. The article explores China's "Belt and Road Initiative" (BRI), cultural diplomacy, and efforts to expand its influence through education and media. It also examines China's alternative approach to the West and its role in global networks. Theoretical and practical strategies for maintaining geopolitical balance, improving national image, and strengthening China's position in the international arena are also discussed.*

Key words: *Cultural diplomacy, international image, foreign policy, geopolitical influence, global strategy, educational diplomacy.*

INTRODUCTION

China's "soft power" policy has become an essential strategic tool in modern international relations. This approach serves to enhance China's global influence, improve its national image, and maintain geopolitical balance. Through initiatives such as the "Belt and Road Initiative," cultural diplomacy, education, and media, China seeks to promote its values and strengthen its position on the international stage. This article examines the main aspects, theoretical foundations, and practical strategies of China's soft power policy.

DISCUSSION AND RESULTS

China's "soft power" policy focuses on increasing its global influence through culture, education, mass media, and people-to-people diplomacy. Research findings show that this strategy plays a significant role in both regional and international contexts, helping to improve China's international image. Especially, the "Belt and Road Initiative," Confucius Institutes, and media platforms have been used to promote China's values. However, criticisms from Western countries and some regional competitors affect the effectiveness of this strategy. Therefore, China needs to develop a more inclusive approach in the future.

Global Networks and China's Alternative Approach to the West. China's "soft power" strengthens through global networks. Initiatives such as the "Belt and Road Initiative" (BRI) help expand China's economic and political influence. Through the BRI, China carries out infrastructure projects, provides financial assistance, and develops trade relations with other countries, all of which contribute to enhancing its global influence.

MODERN EDUCATIONAL SYSTEM AND INNOVATIVE TEACHING SOLUTIONS

China's alternative approach to the West also boosts its "soft power." By presenting its economic model and political values to other countries, China increases their interest in cooperating with it. Furthermore, China aims to strengthen relations with other developing countries²³.

Reasons for China's Shift to "Soft Power" Policy. China's shift to "soft power" is driven by several fundamental factors.

Firstly, as China's economic development and global standing grow, its military power and economic potential may cause concerns in the international community. Therefore, China applies a "soft power" approach to demonstrate its peaceful nature and promote cooperation with other countries²⁴.

Secondly, the need to maintain internal political stability and national unity also makes "soft power" an essential tool. Through cultural events, education, and media, China reinforces national unity and pride among its population.

Thirdly, improving China's international image is one of the key goals of this policy. China actively participates in international organizations, such as the UN, Shanghai Cooperation Organization, and BRICS, to show its responsible position in solving global problems. Additionally, the "Belt and Road Initiative" expands China's economic and cultural influence²⁵.

Geopolitical Balance and China's Global Position. China's soft power policy is also related to geopolitical considerations. The pressure exerted by Western countries, particularly the United States, has prompted China to resort to unconventional methods to restore strategic balance. China uses "soft power" to strengthen cooperation with other countries and counterbalance the global influence of the U.S.²⁶.

Theoretical and Practical Strategies for Enhancing Soft Power. Several theoretical frameworks and concepts are involved in China's soft power strategies. These include Joseph Nye's soft power theory, modernization theory, post-colonial theories, media and communication theories, as well as China's alternative approaches to global networks and the West.

CONCLUSION

In conclusion, China's "soft power" strategy plays a crucial role in shaping its international image. Through culture, education, and media, China has been able to expand its global influence. This strategy not only advances China's national interests but

²³ Zhang X. "The Influence of Chinese Cultural Diplomacy in the Digital Age". Asian Perspective, 44(2), 2020. – P. 267-289.

²⁴ Wang H. "China's Image Projection and Cultural Diplomacy". China: An International Journal, 10 (1), 2012. – P. 54-72.

²⁵ Huang Y. "Digital Diplomacy and China's Soft Power". Journal of Global Media and Communication, 14 (1), 2018. – P. 44-58.

²⁶ Muhammad Shoaib. "Harnessing Soft Power: China in Global Climate Governance". February 16, 2024. Url: [Harnessing Soft Power: China in Global Climate Governance - Modern Diplomacy](#).

also fosters cooperation with other countries. However, the effectiveness of this approach is still subject to ongoing challenges and criticisms.

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