

INTERNATIONAL CONFERENCE: SOFT POWER, ETHICS, INTEREST



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For an African engagement ?

China's global communication on Beijing Summit of the Forum of China-Africa Cooperation

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Soft power & Public diplomacy

Soft power – The core concept of China’s foreign policy

Vision	The concept of the soft power
American vision	<p>“Power is seen as the ability to get others to do what they otherwise would not do” (Nye, 1991, pp. 25–26)</p> <p>The ability to “influence others through agenda setting, attraction or co-option” (Nye, 2004, p. 8)</p>
French vision	<p>Through the use of various intercultural communications and practices, a variety of cultures, history, lifestyles, values and even ideologies could be disseminated in order to bring about a mutual understanding between different principal parts in the intercultural context (Huyghe, 2011; Martel, 2013; Tenzer, 2013).</p>
Chinese vision	<p>“(…)whether a power resource is soft or hard depends on the feelings and perceptions of various actors in specific situations” (Zheng & Zhang, 2012, p. 21).</p> <p>The “soft power with Chinese characters” (H. Wang, 1993), includes diplomatic exercises and political domestic activities, to spread an admirable culture and ideological system.</p>

Soft power & Public diplomacy

- **Public diplomacy is also seen as communication engagement.**
 - Engagement is a channel through which organizations and publics are able to make decisions that contribute to interpersonal, organizational, community, and civic social capital (Taylor & Kent, 2014).
- **Current public diplomacy practice is gradually reinforcing relationship building, relationship maintenance and narrative in order to stimulate and deepen public engagement.**
 - (...) through shared value narrative and emotional appeals, to “understand, inform, engage, and influence people” (Djerejian, 2003, p. 5)
 - Grand narrative plays a key role in current public diplomacy practice.

Introduction: the FOCAC and China-Africa

China-Africa relations:

- Aid period: “Solidarity of African brothers and sisters to fight for the liberty”;
- South-South cooperation period: “to create a better world together with African brothers and friends”(Zhang, 2015, p. 314)
- Global cooperation period: “a somewhat idealistic impression of the distant partner or big brother in the East” (Whi, 2006)

The FOCAC (Forum of China-Africa Cooperation):

- Foundation : 2000
- Objective: built a new mechanism and a new cooperation platform for China-Africa relations, which is conducive to the development and promotion of China-Africa comprehensive cooperation partnership.
- New blue print: building “an even stronger China-Africa community with a shared future” (FOCAC, 2018)

Method

Data collection:

Rapidminer & Twitter API

Four main Chinese state-owned media Twitter account:

Xinhua News Agency (@XHNews)

People's Daily (@PDChina)

CGTN (@cgtnofficial)

CGTN Africa (@cgtnafrica)

Short-term observation: 08/24/2018 – 09/14/2018

Data analysis:

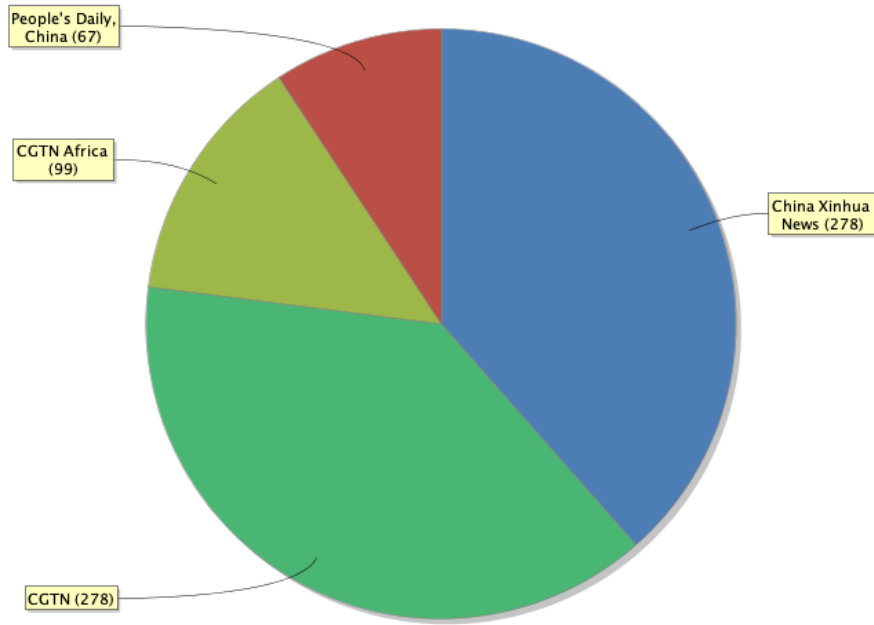
***Context* for quantitative analysis (Dehaene *et al.*, 2005, p. 335).**

Mixed methodology for discourse and content analysis

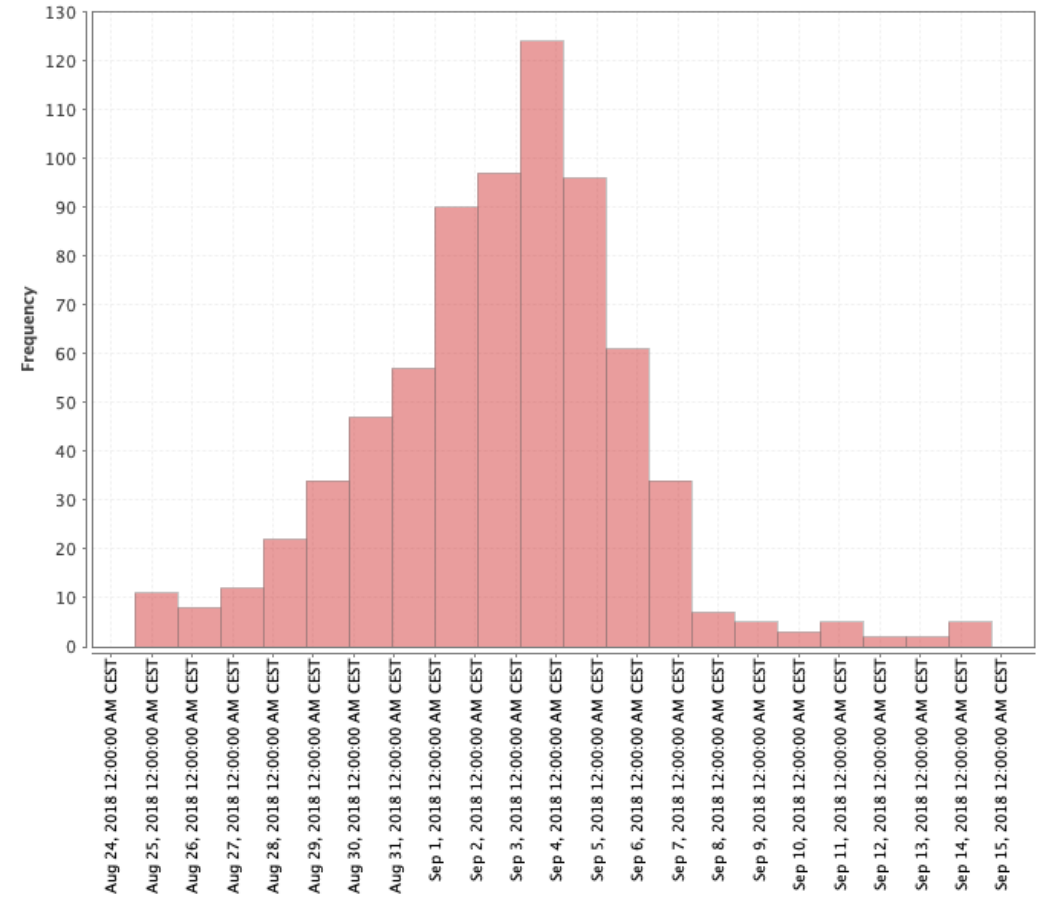
Findings

General information:

● China Xinhua News (278) ● CGTN (278) ● CGTN Africa (99) ● People's Daily,China (67)



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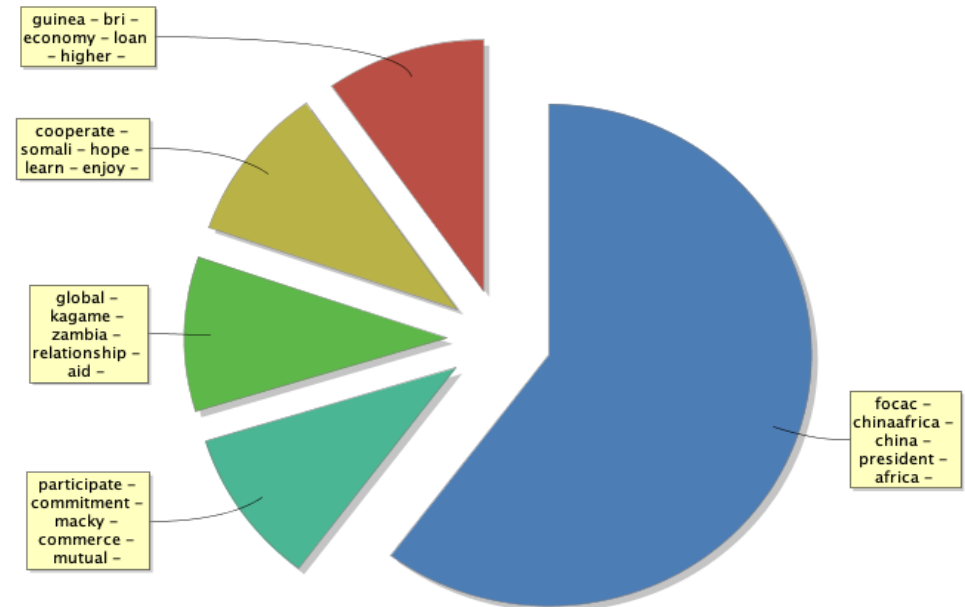


Findings

Bigram application and main topic:

Row No.	Word a	Word b	Frequen... ↓	Mutual Inf...
1800	ChinaAfrica	FOCAC2018	259	0.115
2580	Beijing	Summit	105	0.066
1774	ChinaAfrica	Cooperation	95	0.046
3879	Forum	ChinaAfrica	87	0.040
3373	RT	CGTNOfficial	68	0.055
3930	President	Xi	68	0.039
4180	Summit	Forum	67	0.048
3682	Xi	Jinping	63	0.046
2670	China	Africa	60	0.021
4295	Chinese	President	49	0.030
4908	Cooperation	FOCAC	45	0.025
1250	arrive	Beijing	43	0.027
3160	attend	Beijing	39	0.022
1421	ChinaAfrica	cooperation	34	0.010
1057	focac2018	ChinaAfrica	33	0.014
3150	FOCAC	Beijing	33	0.013
3574	Beijing	attend	32	0.018
3441	President	XJinping	31	0.016
514	FOCAC	ChinaAfrica	30	0.006
3512	2018	Beijing	30	0.016
2846	african	country	28	0.019
4615	ahead	2018	26	0.020
3088	Jinping	meet	23	0.016

- focac - chinafrica - china - president - africa -
- participate - commitment - macky - commerce - mutual -
- global - kagame - zambia - relationship - aid -
- cooperate - somali - hope - learn - enjoy -
- guinea - bri - economy - loan - higher -

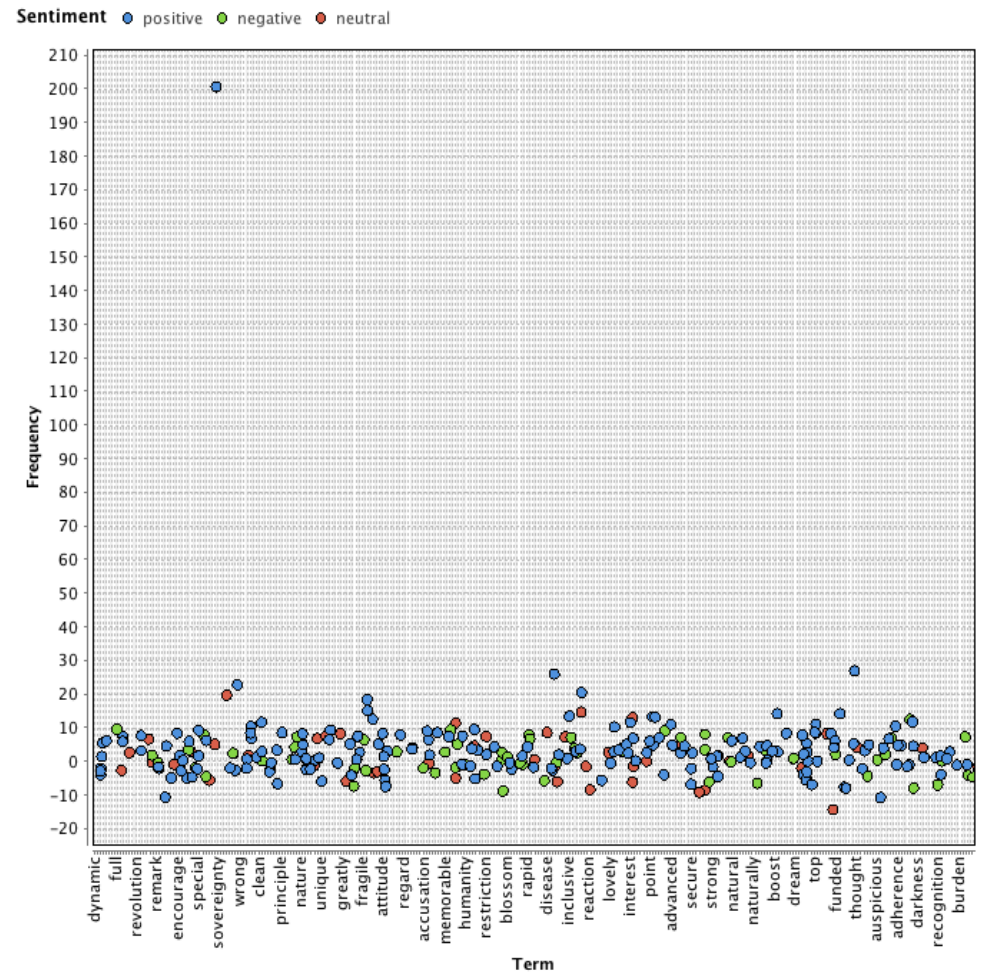


Findings: the rhetoric of China's strategic narratives on Twitter

Laudatory marks cross the enunciation

- Almost half of the tweets studied (46.5%) include positive connotations.

Specific stylistic features



Findings: the rhetoric of China's strategic narratives on Twitter

Specific stylistic features

- the serial repetition of these tweets has an enumerative value that creates an accumulation effect



China Xinhua News @XHNews · 2 sept.

Algerian Prime Minister Ahmed Ouyahia arrives in Beijing to attend the Beijing Summit of the Forum on China-Africa Cooperation. #FOCAC

#ChinaAfrica

Traduire le Tweet



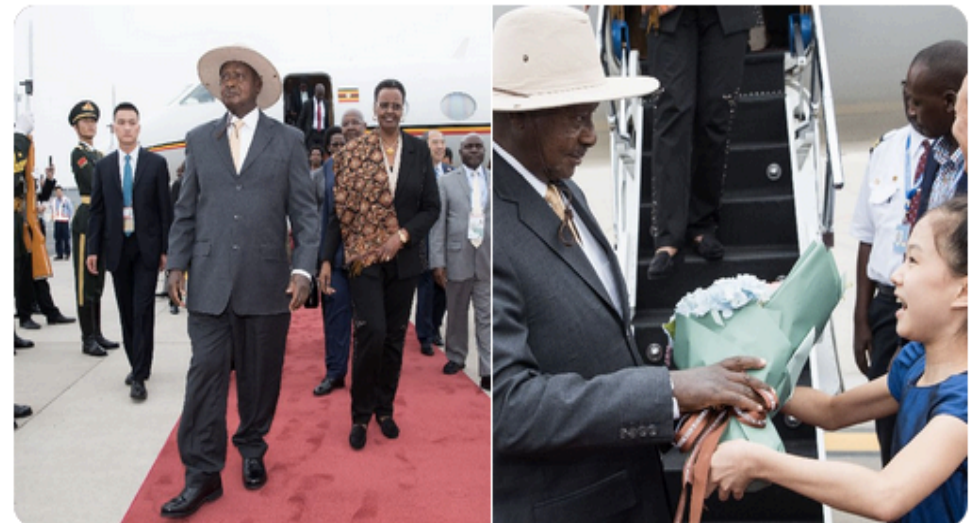
7 25 64



China Xinhua News @XHNews · 2 sept.

Ugandan President Yoweri Museveni arrives in Beijing to attend the Beijing Summit of the Forum on China-Africa Cooperation #FOCAC

Traduire le Tweet



20 40 108


Findings: the rhetoric of China's strategic narratives on Twitter

China-Centric rhetoric




Findings: Relationship-based engagement





The relationship-based engagement firstly focuses on the reminder of the relationship between Sino-African political heads and people.

CGTN Africa  @cgtnafrica · 4 sept. 

Presidents and heads of government across Africa are in Beijing, China for the for The Forum for **Africa-China Cooperation**, #FOCAC2018, summit This meeting offers an opportunity for the leaders to strengthen diplomatic, economic and bilateral ties for stronger Sino-Africa relations.

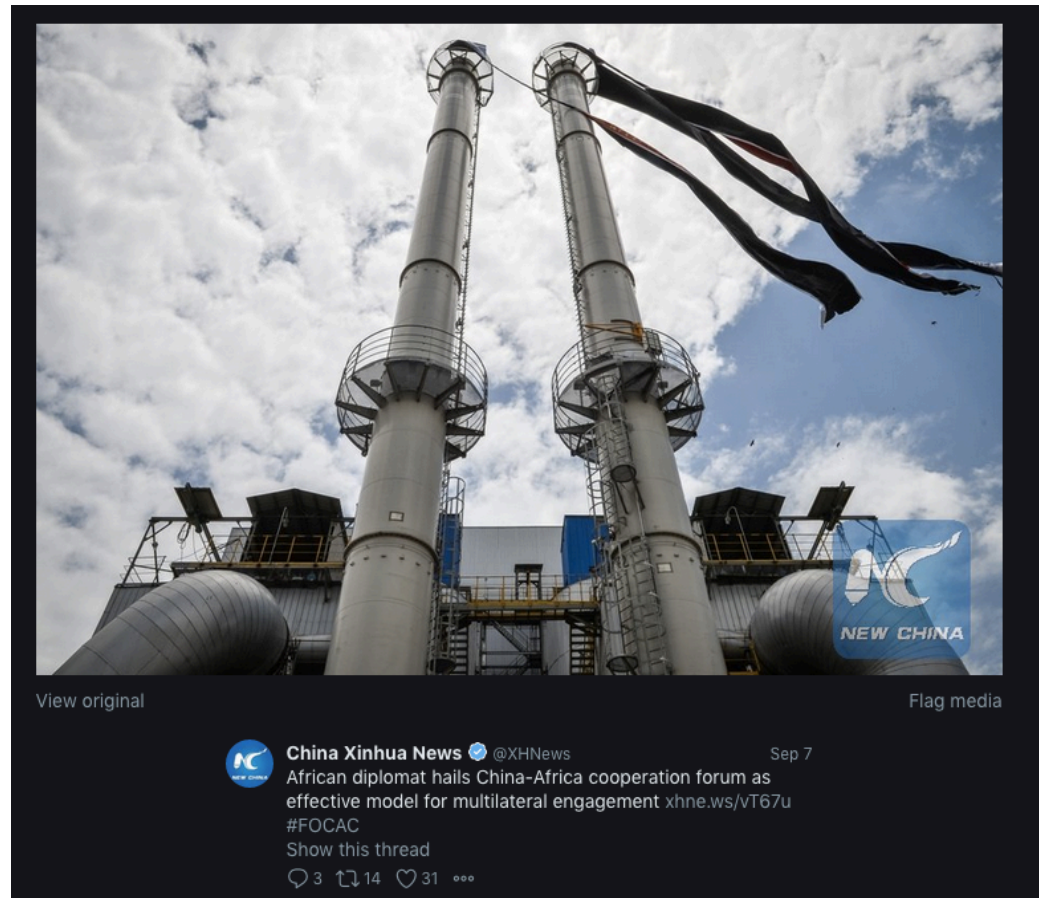
 Traduire le Tweet



  2  6 

Findings: Relationship-based engagement

The second model of relationship-based engagement is implanted in economic and industrial cooperation.



Findings: Relationship-based engagement

The third relationship-based engagement appeared in the strategic narrative in people's daily life which has more implicit meaning.



China Xinhua News @XHNews · 4 sept.

#FOCAC Beijing summit opens new chapter in #ChinaAfrica cooperation, experts say xhne.ws/QAeht

Traduire le Tweet



1

8

56



Conclusion

First, due to the Chinese government's censorship in the media system, all tweets published by China's state-owned media have a positive connotation.

Second, through the rhetoric analysis of 191 tweets based on "cooperation" topic, we found Chinese media have mobilized a lot of rhetorical devices to highlight China's leading and core position in China-Africa relations in an implicit manner.

Third, through different grand narratives, Chinese media have utilized various communication forms and tools to tell China stories on Twitter.

Thank you !