The background is a solid red color with several yellow stars of varying sizes scattered across it. One large star is on the left side, and several smaller stars are positioned around the central text.

Assertiveness is a sign of strength or weakness?  
(because assertiveness is there for sure)





## *Giving In to China, U.S. Airlines Drop Taiwan (in Name at Least)*



The check-in counters for American Airlines at Beijing Capital International Airport. A spokeswoman for the airline said that “we abide by the rules in countries where we operate.”

“Bowing to pressure from China, American Airlines, Delta Air Lines and United Airlines began to remove references to Taiwan, of which Taipei is the capital city, as a separate country from their websites Wednesday”

SCMP.COM



**South China Morning Post**

Banking & Finance

## **‘Chinese pig’ remark lands UBS in trouble as state firm excludes Swiss bank from bond sale**

China Railway Construction Corp decides against hiring UBS

UBS economist Paul Donovan made the ‘Chinese pig’ comment in an analysis of the country’s African swine fever epidemic, but has since apologised for the culturally insensitive language

“Does this matter? It matters if you are a Chinese pig,” the economist said. “It matters if you like eating pork in China. It does not really matter to the rest of the world. China does not export a lot of food. The only global relevance would be if Chinese inflation influenced politics and other policies.”



# Apple boycott by Chinese firms supporting Huawei is escalating

By Malcolm Owen

Monday, December 24, 2018, 08:50 am PT (11:50 am ET)

Huawei's chief financial officer's arrest in Canada amidst the trade dispute between the US and China has led Chinese firms to urge its employees to boycott Apple in retaliation —and sanctioning those that don't comply.



assertiveness?





The background of the slide is the flag of the People's Republic of China, featuring a red field with five golden-yellow stars. One large star is positioned on the left side, and four smaller stars are arranged in an arc towards the fly. The text is centered on the flag.

# **China soft power**

(soft?)

## **Standard approach**

- Confucius institutes
- University funding
- Educational exchange
- International media
- Movies
- (Belt and Road narrative)

## **Less standard approach**

- 50c party members (Wumao) (controversial)
- United Front Work Department (UFWD)
- Chinese Students and Scholars Associations



# Confucius Institutes

- *Confucius institutes*: China opened the first Confucius Institute in 2004 in Seoul, South Korea. As of January 2018, there were more than five hundred institutes scattered around the world. The centers, nonprofit organizations affiliated with China's ministry of education, provide Mandarin language courses, cooking and calligraphy classes, and celebrations for Chinese national holidays. The institutes echo cultural associations like the United Kingdom's British Councils, France's Alliance Française, Germany's Goethe Institute, and Spain's Cervantes Institute. The Confucius Institute partners with universities, typically with a minimum of \$100,000 in annual support for programming, while Confucius Classrooms are established with primary and secondary institutions.

# Educational exchange

- China has become a top destination for international students. It [ranked third](#) among the world's most popular study destinations in 2017, according to the Institute of International Education.



# International Media

- Xinhua, has grown to 170 foreign bureaus and has plans to [reach 200](#) by 2020. *China Daily* and the *Global Times* publish English language editions available worldwide. CCTV, the state television broadcasting news service, [rebranded](#) itself as China Global Television Network in December 2016 and broadcasts six channels, two in English and others in Arabic, French, Russian, and Spanish, with reporting teams in more than seventy countries. China Radio International [broadcasts](#) 392 hours of programming a day in thirty-eight languages from twenty-seven overseas bureaus.

# ★ University funding

- Dozens of university around the world receive funding from Chinese private citizens, companies, etc.
- Bilateral agreements (from double degrees to joint venture in China) are increasing



# Movies

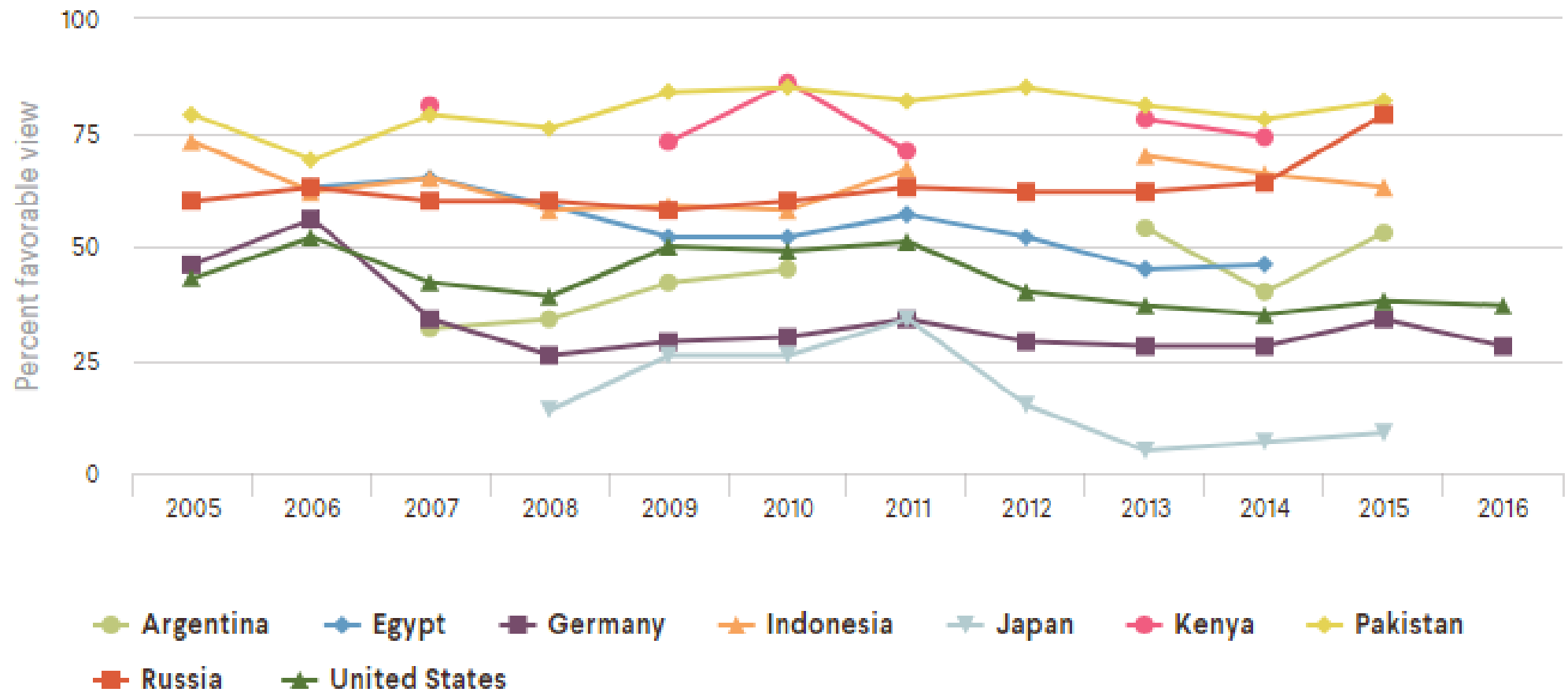
- Of the top 100 highest-grossing films worldwide each year from 1997 to 2013, China helped finance only 12 Hollywood movies.
- But in the five years that followed, China co-financed 41 top-grossing Hollywood films
- Hollywood studios are also eager to grab a slice of China's fast-growing box office market, which surpassed the United States' in total revenue for the first time ever in the first quarter of 2018.
- Dalian Wanda acquired the U.S.-based cinema operator AMC Theatres in May 2012 for \$2.6 billion, making Wanda Cinemas the world's largest cinema operator
- Wanda goes to Hollywood: China tycoon's firm buys film studio Legendary for \$3.5 billion in 2016.

# Movies: Wolf Warrior 2



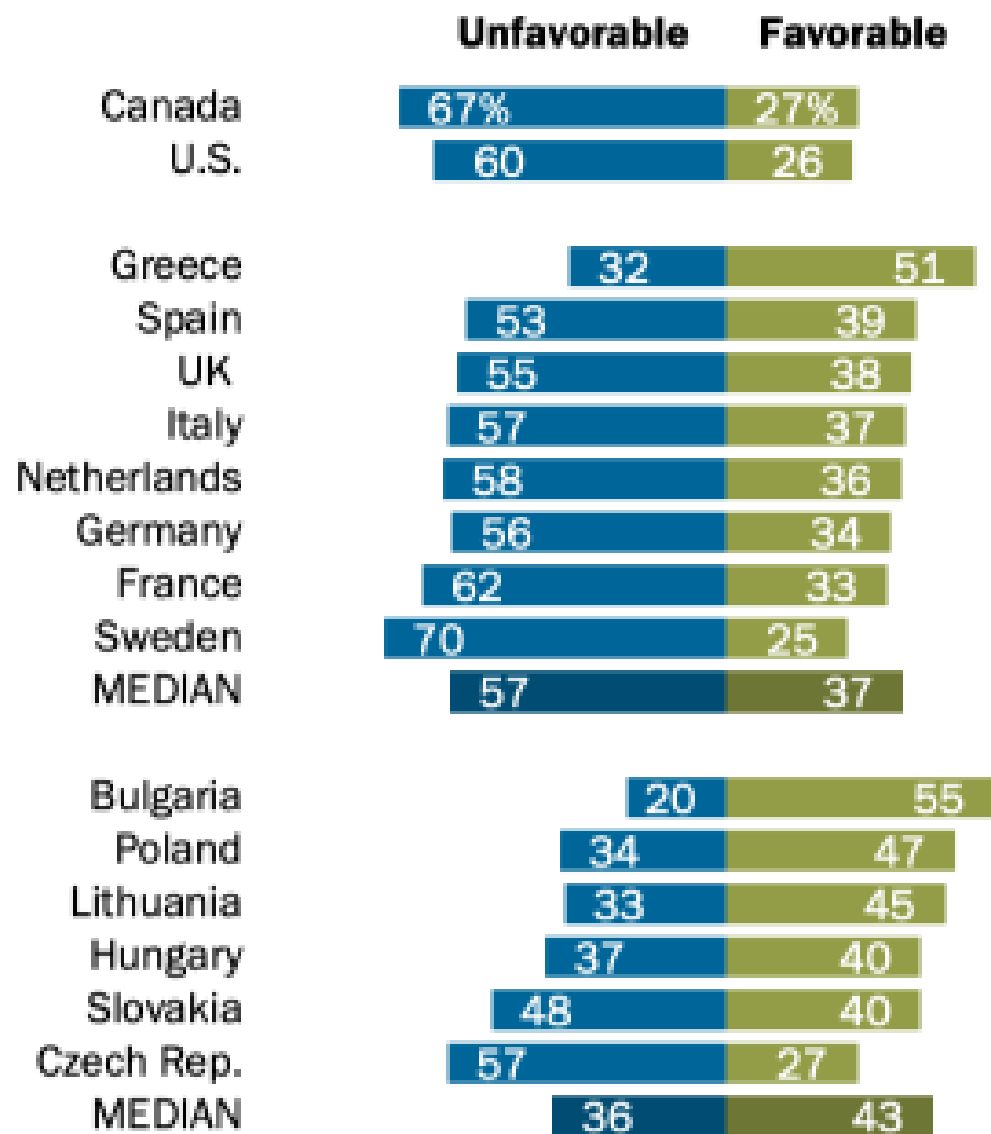


## China's Favorability

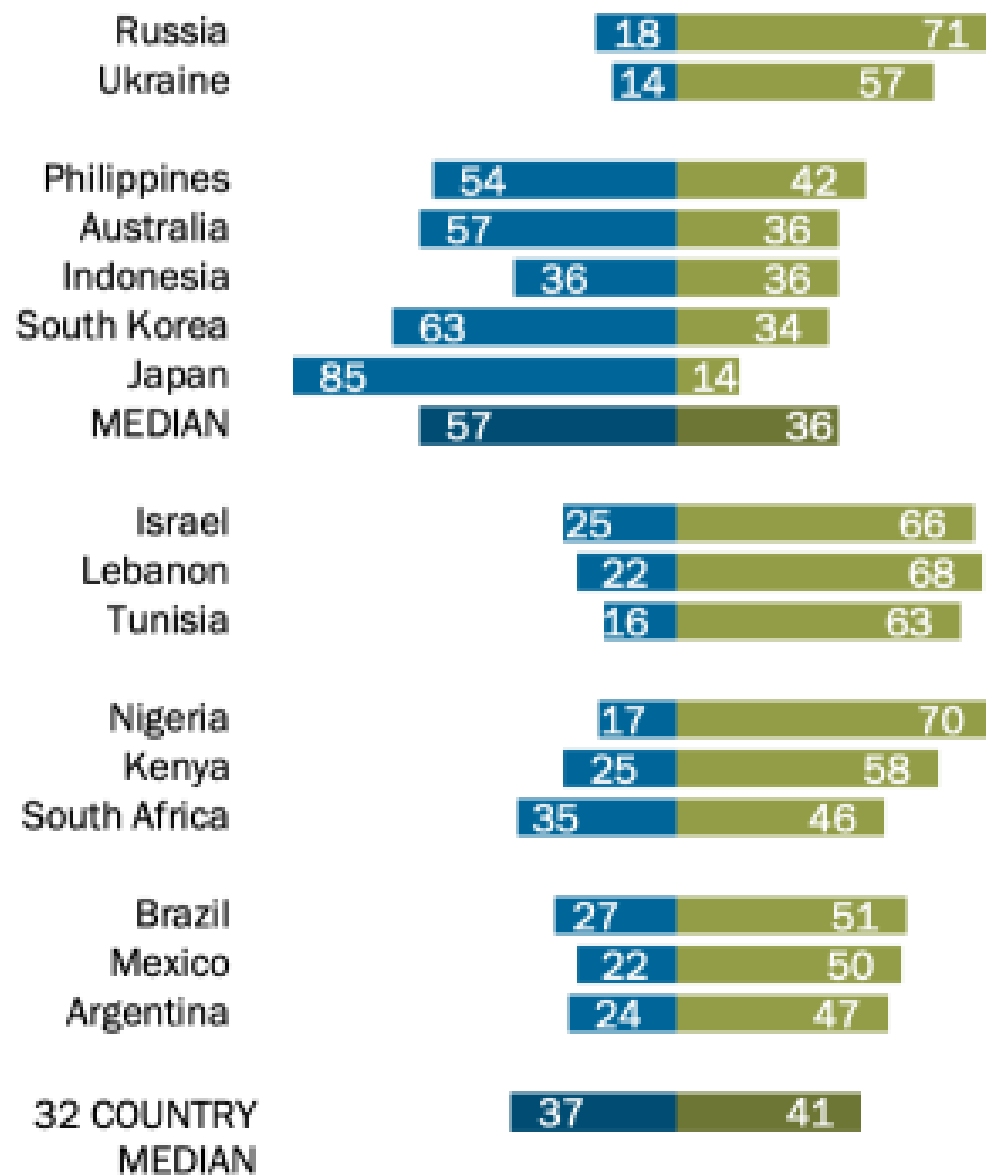


# International opinions of China divided

% who have a \_\_\_ opinion of China



2019



Note: Don't know responses not shown.

Source: Spring 2019 Global Attitudes Survey, Q8b.

PEW RESEARCH CENTER



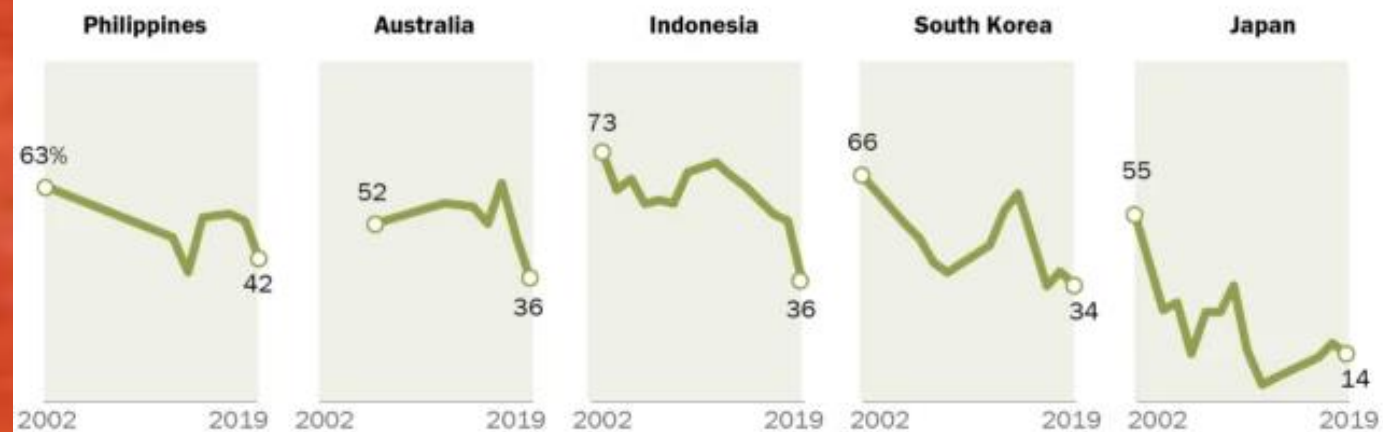
# Compared with 2018, fewer in North America, parts of Western Europe and Asia-Pacific view China favorably

% who have a *favorable* opinion of China

	2018	2019	Change
	%	%	
Indonesia	53	36	▼ 17
Canada	44	27	▼ 17
Sweden	42	25	▼ 17
Australia	48	36	▼ 12
U.S.	38	26	▼ 12
Philippines	53	42	▼ 11
UK	49	38	▼ 11
Netherlands	47	36	▼ 11
Kenya	67	58	▼ 9
France	41	33	▼ 8
Tunisia	70	63	▼ 7
Germany	39	34	▼ 5
South Korea	38	34	▼ 4
South Africa	49	46	▼ 3
Hungary	43	40	▼ 3
Spain	42	39	▼ 3
Japan	17	14	▼ 3
Brazil	49	51	▲ 2
Mexico	45	50	▲ 5
Russia	65	71	▲ 6
Argentina	41	47	▲ 6
Greece	43	51	▲ 8
Italy	29	37	▲ 8
Nigeria	61	70	▲ 9
Israel	55	66	▲ 11
Poland	36	47	▲ 11

## Positive evaluations of China on the decline in the Asia-Pacific

% who have a *favorable* view of China



Source: Spring 2019 Global Attitudes Survey, Q8b.

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