

# 《公共外交与跨文化交流》

## 图书基本信息

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## 内容概要

《公共外交与跨文化交流(英文版)》内容简介：It is through his engaging in public diplomacy that Mr. Zhao Qizheng comes to recognize its significance for China. This has prompted him to summarize his practices in and reflections on public diplomacy over the past 20 years. It is also a record of China's integration into the world and the world's growing understanding of China. In this book, the vision of international communication is broadened as an important element of public diplomacy, and the bar in international communication is raised to better introduce China to the outside world.

More than just a collection of documents, or a minute detailed account, it is enlightening for both academic thinking and real-life operation.

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## 作者简介

Zhao Qizheng, upon graduation as an experimental nuclear physics student from the University of Science and Technology of China in 1963, worked as an engineer in scientific research and design for more than 20 years. From 1984 to 1998, he held the posts of Vice Mayor of Shanghai and Governor of Pudong New Area. From 1998 to 2005, Mr. Zhao served as Minister of the State Council Information Office of China. He became a member of the Chinese People's Political Consultative Conference in 2005 and has been Chairman of its Foreign Affairs Committee since 2008. Currently he is also Dean of the School of Journalism and Communication of Renmin University. Mr. Zhao has been involved in communicating with foreign countries for many years. He was the first in China to put forward the concept of "Presenting China to the World" and the earliest advocate and one of the most active practitioners of China's public diplomacy.

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## 章节摘录

版权页：插图： Chapter 1 China in an Age of Public Diplomacy In the 60-plus years since the birth of New China in 1949, the last three decades in particular, China's national strength has grown constantly and its role on the world stage has become ever more important. In this process, brilliant achievements in diplomacy have been achieved, of which the whole nation feels proud. Yet China still faces new tasks and challenges. Now, for the sake of its development and influence in the world, it is a necessary step for China to strengthen public diplomacy, in both domestic and foreign contexts. The entities participating in public diplomacy express, from various angles, China's national conditions, explain its policies and showcase its culture. The essence of these activities is to achieve understanding and support for China from the international community through the communication and exchange of information. . From Non-governmental Diplomacy to Public Diplomacy Public diplomacy encompasses "non-governmental diplomacy," a term with which we are more familiar. But it has connotations richer than non-governmental diplomacy. The shift from non-governmental diplomacy to public diplomacy has been made necessary by the context of the current age and changes in the international environment. It is also the result of the gradual maturing of a country's ability in cross-cultural communication.

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## 媒体关注与评论

At the 11th Meeting of Overseas-posted Diplomats , CPC General Secretary Hu Jintao pointed out that , as an important part of China's overall diplomacy , public diplomacy serves to complement China's diplomatic strategy and is the direction we are headed in. He emphasized that our national image hinges on good public diplomacy , and we should work hard to make China more influential , competitive , approachable and charismatic through this channel. —YANG JIECHI , FOREIGN MINISTER OF CHINA

Governments find that it is just as effective to communicate with the peoples of other countries as with their authorities , and thus influence their government policies indirectly. This is what public diplomacy means. —JOSEPH NYE JR , PROFESSOR WITH HARVARD UNIVERSITY

Zhao Qizheng is a leading authority on public diplomacy in terms of the theoretical framework , implementation and strategy , and also Dean of the School of Journalism and Communication of Renmin University of China. He is the key figure in China's public diplomacy. —MASAFUMI KANEKO IN PUBLIC DIPLOMACY: DIPLOMATIC STRATEGY IN THE ERA OF PUBLIC OPINION

Zhao Qizheng is known to all as a serious news spokesman , a public relations ambassador always wearing a smile , a media officer who loves challenges , a scholar tireless in teaching and an understanding elder all rolled into one. —TA KUNG PAO , HONG KONG

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## 编辑推荐

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