FOREWORD
引言

Introduction
导言

Part 1  THEORETICAL PERSPECTIVES
理论视角

China’s Cultural Soft Power in U.S.: An International Communication Perspective
中国文化软实力在美国的现状：国际传播学视角
Shijie Guan, Liya Wang

Soft Power and International Communication—China in Africa
中国在非洲的软实力与国际传播
Naren Chitty, Leishuo Dong

Networks and Power in Gender-oriented Communication Governance: Linking Theory to Empirical Explorations
以性别为导向的传播治理中的网络和权力：理论与实践探索结合
Claudia Padovani, Elena Pavan

Part 2  CHINESE INTERNATIONAL COMMUNICATION
中国的国际传播

Evaluating the Compatibility of China's Soft Power Strategy in the Australian Discourse: Australian Frames of China’s Environmental Images
在澳大利亚话语中评估中国软实力策略的兼容性：澳大利亚关于中国环境形象的框架
Li Ji
Exercising Soft Power: China's Self-portrayed and Perceived Images in the Early Twenty-first Century

Confucius Institutes: Soft Power or Propaganda? — A Frame Analysis of Confucius Institutes in Oceania

Individual Frames of Australia in the Engaging Chinese Media Project

Part 3 EDUCATIONAL SOFT POWER & PUBLIC DIPLOMACY

Pursuing Soft Power Options through the Medium of Chinese International Students in Australia in a Digital Age

The Political Context for Transnational Actor Soft Power: Classical American Overseas Missionary Universities and the State

Soft Power through Education: Indian and Chinese Strategies in South and Southeast Asia

Higher Education Rankings of China and the U.S.: Gauging Perceived Dominance and Potential

Part 4 CULTURAL INDUSTRIES AND SOFT POWER

The Making of Cultural Industries as China’s Soft Power
Part 5 REGIONAL PERSPECTIVES

Soft Power, Public Relations, and Stateless Nation-building: The Case of Catalonia
软实力、公共关系和非主权国家的建设：加泰隆尼亚案例研究
Jordi Xifra

Soft Power Working Spaces and First Nation Voices, Museums and the Power of Attraction
软实力塑造空间与原住民话语、博物馆和吸引力
Gina Hammond, Andrew Simpson

Sustainability and Soft Power: An Indian Case Study
可持续发展和软实力：印度的案例研究
Prithi Nambiar

Appendix
附录