

China's International Relation Strategies to Strengthen National Image

By

Chen Jie*

Univerisiti Putra Malaysia

Email: gs58995@student.upm.edu.my

Abdul Muati Ahmad

Univerisiti Putra Malaysia

Email: abmuati@upm.edu.my

Sharifah Sofiah Syed Zainudin

Univerisiti Putra Malaysia

Email: sharifahsofiah@upm.edu.my

Diyana Kasimon

Univerisiti Putra Malaysia

Email: diyana.nawar@upm.edu.my

Abstract

International relations fosters powerful trading policies among countries, encourages commercial activities, tourism, immigration travel, and provides people with chances to better their lives through education and cultural exchange. China being one of the countries that have established great development in the 21st century has put more efforts in strengthening her image through international relations. This study explored various publications by peer-refereed journals, books and Ministry of foreign affairs in China's publications. The results indicated that China has greatly strengthened her image internationally by economic, political, economic, climatic, culturally and healthy approaches. China has created great connect with ASEAN countries and United Nations members. In addition, China has cemented the diplomatic relations by supporting many developing countries around the world.

Keywords: China's national image, human comm & political comm, International relations

Introduction

The goal of the study of international relations is to understand not only the relationships between countries in the international system, but also the relationships between people and groups whose actions are driven by problems at home but have effects abroad. According to a study by Groom et al. (2019) international relations aims to explain how countries and other groups like businesses, NGOs, and governments work together. International relations fosters powerful trading policies among countries, encourages commercial, tourism, and immigration travel, and provides people with chances to better their lives. Furthermore, it enables nations to collaborate with one another, pool resources, and share information in order to address global problems that transcend any particular country or area. Pandemics, terrorism, and the environment are all current global problems. Cultural exchanges, diplomacy, and policy development are all ways that international relations advance human civilization (Prabowo, 2020).

When there exists good diplomatic platforms between or among nations, there is great economic growth, which results from the imports and export of goods and commodities. Through the trading policies established through international relations, countries are able to regulate how much to import as a way of promoting growth and sustainability of local industries. In addition, through commercial regulations, there is an increase in the quality of goods imported and or exported by groups, companies and individual. People are able to better their lives when there is great diplomatic the exists among nations. For instance, the scholarship opportunities offered by countries like China have opened great avenues for various international students to achieve their academic and professional goals. However, the national image remains integral when it comes to international relations. Therefore, China has taken an integral part in encouraging international collaboration on cyber security and environmental issues, and has provided an increasing number of public commodities in the interest of global peace and security, helping fulfilling its role as a major country (Song et al., 2022).

Literature Review on China's Strategies to Strengthen National Image

Political approach

Among major countries, China was the first to adopt the formation of partnerships as a guiding concept for state-to-state relations (Zeng, 2021). China has formed partnerships of varying types with over 80 different nations, regions, and regional groups because it is committed to dialogue over confrontation and partnership over alliance. This is resulting in the establishment of a worldwide web of Chinese alliances. Because it does not have an imaginary adversary or seek to harm a third party, it helps to maintain cordial, mutually respectful, and inclusive ties with other nations. China has attempted to establish a system for major-nation ties that will allow for a more steady and well-rounded growth of the international order. There have been serious attempts to create a new paradigm for major country relations with the United States. High-quality results have been sustained by all-encompassing strategic alliance of coordination with Russia (Xiao & Men, 2021).

The positive outcomes of China-EU partnerships in areas such as peace, development, reform, and inter-civilizational dialogue are clear. The level of cooperation and solidarity between the BRICS nations has increased. China is dedicated to building a community of shared future with other Asian nations through amicable, sincere, mutually beneficial, and inclusive neighborhood diplomacy. China has broader areas of convergence due to the multifaceted nature of great cooperation (Mladenov, 2021). China expanded her understanding of global responsibility and national interest, deepened our bonds of friendship and collaboration with our peers in Asia, Africa, and Latin America, and established a comprehensive framework for international cooperation that benefits all developing nations.

Economic Strategies

China encourages all countries to improve the capacity, environment, partnership, and effective cooperation for success so that they can each do their reasonable share to add to the strong, sustainable, and well-balanced growth of the global economy (Fang et al., 2021). In the context of the United Nations, China actively contributed to discussions and collaborations on sustainable development, as well as to the creation and adoption of the 2030 Plan for Sustainable Development. China is working to promote the Belt and Road Initiatives and coordinate her development efforts with countries along the route on the basis of consultation

process, joint input, and shared benefit. The goal is to inject a strong strategy into the growth of the Eurasian region and the rest of the globe. China has already achieved important "early harvests" in this endeavor to improve connectivity as part of the Belt and Road Initiative, which is a large-scale initiative that will help all parties concerned (Denisov, 2020). In an effort to spread the benefits of China's economic development to more parts of the world, the Chinese government is working hard to increase the extent to which it collaborates with other countries to increase their output capacities. China is the primary driver behind the formation of the BRICS Development Bank, the Silk Road Fund, and the Asian Infrastructure Investment Bank, all of which aim to bolster the institutional foundation for the management of the global economy. China hopes to use the G20 Meeting in Hangzhou to call for more innovation, cooperation, and openness among all G20 nations. This is China's input to the growth of a prosperous, inclusive, and technologically advanced worldwide economy (Ministry of Foreign Affairs, the People's Republic of China, 2016).

Security Strategy

China has greatly contributed to the peaceful resolution of the Iranian nuclear issue, problems of Syria, South Sudan, Afghanistan, and the Kofi Annan refugee crisis by advocating a perspective depicting common, detailed, cooperative, and sustainable security; proposing the "three principles for settling hot - spot issues;" and following the approach with peculiar Chinese features in finding solution. In reference to the hot-spot concerns, China has established a great image to help Afghanistan (Prantl & Goh, 2022). Due to the quick departure of the US and its coalition partners from Afghanistan, the situation in the area has undergone significant changes. China has taken the initiative to have a positive impact as a friendly neighbor and a major power by supporting the establishment of the Diplomats' Conference on the Afghan Problem among the Surrounding Countries of Afghanistan, a new pathway that capitalizes on the advantages and special roles of the neighboring nations. China aided Afghanistan by providing immediate humanitarian aid, establishing an air freight route for Afghanistan pine nuts, and enhancing the livelihoods of the Afghan people. China urged the newly elected Afghanistan government to pursue an inclusive, anti-terrorist, and good-neighborly strategy and to steadfastly combat all terrorist groups, including the East Turkistan Islamic Movement. Afghanistan was helped to avoid chaos, uphold stability, combat terrorism, put a stop to bloodshed, and move in the correct path. Myanmar is a partner of China with whom it has a pauk-phaw relationship. China has consistently backed Myanmar in working with ASEAN, steadily following the five-point agreement suggested by ASEAN, and vehemently opposing excessive foreign interference despite changes in Myanmar's internal politics. Additionally, mediation by china has been extended to support negotiations in calming down the situation and deescalating it, and urged the parties in Myanmar to resume the democracy transition process and correctly settle their differences through nonviolent means (Ministry of Foreign Affairs, the People's Republic of China, 2021).

China has two-pronged strategy for dealing with the situation in the South China Sea, in which China is simultaneously, commit to joint efforts with other countries in the region to sustain peace and stability in the South China Sea while firmly upholding territorial sovereignty and maritime rights as well as interests. China actively participate in international efforts to combat terrorism, advocate for tackling the reasons as well as the effects, and are against applying double standards. China has made significant contributions to UN military missions (Lippert et al., 2020). Among the five regular members of the UN Security Council, China is the biggest contributor of both troops and money to UN peacekeeping operations. China is currently creating a permanent peacekeeping police unit and a peacekeeping reserve force of

8,000 soldiers as part of its commitment to the new United Nations Peacekeeping Capability Readiness System. Over the past seven years, Chinese military ships have escorted more than 6,000 Chinese and international boats in the Gulf of Aden and seas off the Somali coast. China has fulfilled its duty as a major country by actively supporting international collaboration on cyber security and climate change and offering an increasing number of public products to this end (Ministry of Foreign Affairs, the People's Republic of China, 2016).

Cultural strategy

The variety and wealth of human cultures benefit from interactions between and learning from one another (Kosanic & Petzold, 2020). All along, China has advocated for safeguarding cultural variety. Relying instead on dialogue and cooperation between different cultures, it recognizes that each nation has the right to determine its own social order and route to progress. China has encouraged interactions between different ethnicities and faiths in an effort to help people from different backgrounds find common ground and coexist peacefully (Hrubý, 2021). To further communication and collaboration in science and technology, youth development, culture, well-being, tourism, sporting activities, and among youth and women, China has set up frameworks for cultural and individuals interactions with the United States, Russia, the United Kingdom, France, the European Union, Indonesia, and other nations and regional institutions. With the goal of fostering greater cultural interactions between China and the rest of the world, china launched the Tai Hu World Cultural Forum, where renowned figures from all over the globe gather to debate how to foster greater intercultural understanding and collaboration (Duarte et al., 2022). In order to foster larger common agreement among Asian persons and a framework for enhancing regional peace and cooperation, China has proposed holding the Asia Culture Dialogue Summit to enhance relationships among the youth, civil groups, community groups, and the media and to establish a network of think-tank collaboration .

Health Strategy

China has played a significant role in global health collaboration by supporting efforts to increase the United Nations (UN) and World Health Organization's (WHO) respective roles by increasing her capability in five critical areas; and combating disinformation and assisting developing nations (Cao, 2020). To show his concern for people in other developing nations, Chinese President Xi Jinping offered an additional one billion doses of vaccines to Africa during the COVID-19 pandemic, including 600 million doses as a donation, in order to help the African Union achieve its objective of getting vaccinated 60% of the African population. In addition, the Chinese president offered 150 million doses of vaccines to be donated to ASEAN countries as part of a "health shield" initiative. Over the next three years, the United States has committed \$3 billion to assist developing nations in their fight against the virus and to revitalize their economies. To ensure that vaccines can get across mountains and oceans to beat the virus, China has helped Chinese businesses transfer technology to other developing countries and has conducted joint manufacturing with 19 countries (Ministry of Foreign Affairs, the People's Republic of China, 2021).

Conclusion

The study results indicates that China is an interplay member in the global aspect by not only strengthening the image but also supporting diplomatic relations among nations. China has managed to create peace in states where there is extreme terror attacks and conflicts like Afghanistan.

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