

中文摘要

本文從中國所處「外環境」與「內環境」去了解中國建構軟權力政策動機與中國當前文化外交的運作模式與施行狀況並發現，中國在 1978 年走向經濟改革開放後，對內政權合法性遭質疑，對外則有中國威脅論當道；以馬列主義為思想主體的意識型態開始動搖，歐美挾著豐沛經濟實力，向中國大舉輸出资本文化產品，推動文化軟權力的確是中國不得不然，也是必走的道路。

本文同時發現，北京雖然想重塑文明古國和文化大國的形象，但中國國內普遍存在的信仰危機問題，執政當局卻仍無法克服。甚至，中國一方面要構築正面、開放的國家形象，一方面卻仍持續緊縮國內網際網路言論、打壓禁書，可以說，中共是「軟權力建設的主導者，同時也是破壞者」。

中國在推展文化外交忽略最重要的一點：文化外交的內在本質是「推銷真相」(sell the truth)，，中國用文化軟權力來包裝國家形象，但卻忽略了中國品牌背後的「國家信譽」，雖然中國頻頻強調和諧和平，國際社會猶有疑慮，無法百分之百認同中國，中國對內對外的作為出現嚴重落差。中國愈強調要施行文化軟權力，愈凸顯出中國文化軟權力的侷限，中國走向看似光明的大國崛起道路，卻隱隱浮現陰影。

關鍵字：文化外交、軟權力、孔子學院

英文摘要

This thesis paper focuses on China cultural diplomacy and its soft power policy. China moved towards the economy reform and open policy after 1978, meanwhile, it suffered the question about the political validity and the doubt of China threat. Cultural soft power is the best choice for China in such situation.

This article also discovers that Beijing although wants to remould the civilized great nation image, it has to deal with the domestic belief crisis. Even, China on the one hand must construct the opening national image, on the other hand actually still continue to suppress the domestic Internet opinion. The Chinese Communist Party which cultivates the soft power, is the destroyer".

Ironically, China neglects that the cultural diplomacy intrinsic essence is to sell the truth. China packs the national image with the cultural soft power without thinking of the national prestige. Although China repeatedly emphasizes the harmonious peace, the international society is still filled with anxiety about the China's power.

Keyword: cultural diplomacy , soft power , Confucius Institute