

中文摘要

本研究旨在藉由中國大陸與台灣公眾外交策略、官方文獻、新聞稿、研究報告、著作之搜集，分析比較兩岸公眾外交的思維發展、制度沿革、文化交流、國際傳播、形象塑造等，主要的研究發現如下：

- 一、因應無國界挑戰環境，網路科技是公眾外交的利器：處於瞬息萬變的資訊化、全球化、民主化時代，公眾外交必須善加利用網路科技，方能因應無國界、無時差之挑戰。
- 二、支助非政府組織推動公眾外交：政府不被信任是常有的事情。非政府組織強調獨立、非營利與專業，活動形式靈活多樣，與民眾關係也較密切，較官方機關更受人們信任。因此，政府支助非政府組織推動公眾外交，將獲得更明顯的成效。
- 三、公眾外交傳遞之訊息，其包裝須符合目標國家需求：設計訊息時，要有一個清晰的主題。在傳遞訊息之前，要了解接受訊息一方的需要，以他們能明白的方式去發送訊息。為吸引目標對象的注意，訊息內容除了要符合對方的國情外，還要以創意或新奇的手法包裝。
- 四、研究機構及媒體最能塑造輿論，是公眾外交的重點目標對象：研究機構及媒體之意見受到很多人的重視，會直接影響社會菁英及大眾。政府經常與各國智庫、基金會及大學等研究機構建立合作關係，共同提倡某些議題或政策，並藉由媒體塑造有利於本國的輿論環境，推動外交關係的發展。
- 五、設計推動公眾外交的跨部門協調機制：公眾外交涵蓋資訊、文化、教育等領域，有賴不同機關協力合作，但不同機關基於本位思考，難免意見相左，因此有必要設計一個跨部門的協調機制。
- 六、突發事件中之公眾外交，在於盡快提供正確的資訊：當突發事件發生時，由於資訊不明，國內外民眾詮釋危機訊息時，經常各自表述，公眾外交必須盡快提供正確的資訊，積極掌控全盤。

七、體育外交係較為國際社會所能接受之公眾外交活動：體育被譽為「世界通用語言」，可以讓不同血統、背景、宗教信仰和經濟狀況的各國人民共聚一堂，互相學習、瞭解、欣賞不同文化。

八、國民素質、文化活動、消費產品及對國際社會之貢獻係塑造國家形象之關鍵：公眾外交重要的目標就是形塑良好的國家形象。從研究分析形塑國家形象經驗中，了解塑造國家形象關鍵在於注重國民素質之培養、善用文化活動、提高消費產品信譽，以及對國外民眾做出實質貢獻，建立休戚與共與互惠關係。

關鍵字：公眾外交、軟實力、非政府組織、體育外交、市民社會

Abstract

The research is aimed at studying ideology, institution, cultural exchanges, international communication of public diplomacy in Mainland China and Taiwan. After analyzing the relevant policies, official literature, news releases, and publications, I come up with the following research findings:

First, internet technology is an efficient instrument of public diplomacy to cope with boundless environment. In the face of ever-changing global and democratic environment equipped with information technology, a government should make the most of internet technology to deal with real-time challenges transcending national borders.

Second, a government may sponsor non-governmental organizations to implement public diplomacy. Non-governmental organizations (NGOs) attach great importance on their independence, non-profit programs and expertise. Moreover, by means of various and lively activities, NGOs establish close relations with the public, and thus are more trusted by the public than governments. In this context, a government may sponsor NGOs to launch public diplomacy and will bring about lasting effects.

Third, a message to be delivered should meet the needs of the target audience. A message should be clear to the receiver and framed from the receiver's point of view. Besides, to attract the target audience's attention, the message should be delivered in a novice manner. Most importantly, the message will be perceived by both the sender and the receiver in the same way.

Fourth, public diplomacy targets research organizations and the media to construct public opinion. As the majority of the public pay attention to the

suggestions and advice from research organizations and the media, research organizations and the media can exert deep influences on the social elite and the public. As a result, a government always teams up with such research organizations as think tanks, foundations and universities to advocate certain issues or policies. Meanwhile, favorable public opinion will be built through the assistance of the media to develop foreign relations.

Fifth, an inter-agency coordinating mechanism should be designed. Related with various aspects like information, culture and education, public diplomacy depends on relevant agencies to work hand in hand. However, given that different agencies surely have conflicting opinions, it is necessary to design an inter-agency coordinating mechanism.

Sixth, timely leading public opinion is a key to dealing with unexpected events. As unclear or confusing information is rampant in an unexpected event, people at home and abroad are likely to make their own interpretation. A government should release accurate information as soon as possible to dominate the whole situation.

Seventh, sports diplomacy is the most well received activity of public diplomacy. Dubbed the world's common language, sports can bring all kinds of peoples together regardless of race, background, religion, and economic status and learn from each other.

Eighth, national overall quality, cultural activities, consumer products, and contributions to the international community play a vital role in building a national image. Successfully building a national image lies in improving the national overall quality, making the most of cultural activities, enhancing the credibility of consumer products, and establishing mutually beneficial relations with the people abroad.

Key word: public diplomacy, soft power, non-governmental organization, sports diplomacy, civil society