



IMPLEMENTING CHINA'S CULTURAL DIPLOMACY STRATEGY IN SOUTHEAST ASIA AFTER THE COLD WAR

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Abstract:

Cultural diplomacy is considered an important factor in implementing China's soft power policy in Southeast Asia. China has been trying through cultural diplomacy to build the image of a large China with a rich history and culture; love peace, justice, and righteousness; always strive for a world of prosperity and sustainable development. And perhaps this trend will continue in China's foreign policy in the future. Through information collection and processing methods, strategic analysis methods in international relations. The article focuses on analyzing the basis for implementing China's cultural diplomacy in Southeast Asia; cultural exchange implementation activities such as establishing Confucius Institute, promoting cultural exchanges between countries, exporting cultural products; and the results and impacts of China's cultural diplomacy strategy in Southeast Asia.



TRUNG QUỐC TRIỂN KHAI CHIẾN LƯỢC NGOẠI GIAO VĂN HOÁ Ở ĐÔNG NAM Á SAU CHIẾN TRANH LẠNH

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Từ khóa:

*Chiến tranh lạnh,
Đông Nam Á, ngoại giao
văn hoá, sức mạnh mềm,
Trung Quốc.*

Tóm tắt

Ngoại giao văn hóa được xem là nhân tố quan trọng trong chính sách triển khai “sức mạnh mềm” của Trung Quốc ở khu vực Đông Nam Á. Trung Quốc đã và đang cố gắng thông qua ngoại giao văn hóa nhằm tạo dựng hình ảnh một nước Trung Hoa rộng lớn, có bề dày lịch sử, văn hóa, yêu chuộng hòa bình, công bằng, chính nghĩa, luôn phấn đấu vì một thế giới phồn vinh và phát triển bền vững. Và có lẽ xu thế này vẫn còn được thực hiện tiếp trong chính sách đối ngoại của Trung Quốc trong tương lai. Thông qua các phương pháp thu thập và xử lý thông tin, phương pháp phân tích chiến lược trong quan hệ quốc tế, bài viết tập trung phân tích về cơ sở triển khai ngoại giao văn hoá của Trung Quốc ở Đông Nam Á; các hoạt động triển khai ngoại giao văn hoá như thành lập Học viện Khổng Tử, thúc đẩy giao lưu văn hoá các nước, xuất khẩu sản phẩm văn hoá; và những kết quả, tác động của chiến lược ngoại giao văn hoá của Trung Quốc ở Đông Nam Á.

1. Introduction

Cultural diplomacy has existed in the world diplomatic history for a long time. But since the end of the Cold War, the world has entered the trend of peace, cooperation and development, cultural diplomacy has received more and more attention, and cultural diplomacy plays an important role in diplomatic activities of the 21st century. Following the general trend of

the times, countries in addition to wanting to become political and economic powers, are also trying to become cultural powers. Because, in the period of global integration, national culture has become an important national resource that can be transformed into soft power, creating the national synergy of a country (An.H, 2023). Through cultural diplomacy, countries can enhance their position in the international arena.

Today, cultural diplomacy is one of the three main pillars of each country's diplomatic activities. Cultural diplomacy is a tool to implement foreign policy goals, especially the goals of building national image, enhancing understanding and friendly relations with the others countries. From there, helping to enhance the role, position and attractiveness of a country, nation and its products in the international arena. In general, "cultural diplomacy is all peaceful diplomatic activities of a sovereign state that include culture and implement the foreign cultural strategic goals of that country under the direction of a certain foreign cultural policy (Chinaplus, 2017/02/16).

China is rising strongly in both politics and economy, is a country with a long, rich and diverse traditional culture, but the influence of Chinese culture in the world is still not commensurate. Therefore, since the founding of the country, especially after the end of the Cold War, generations of Chinese leaders have continuously strived for enhancing Chinese cultural influence in the world through peaceful diplomacy. Southeast Asia has always had an important strategic position on China's path to the outside world. Therefore, China's cultural diplomacy strategy in Southeast Asia also plays an important role in the plan to deploy China's cultural diplomacy strategy to the world.

2. Research methods

The main research methods used in the article: systematic methods used to process information, using methods of collecting information that complement each other rather than absolutizing any information processing method; the strategic analysis method helps us clearly see that the planning and implementation of China's cultural diplomacy strategy has political significance for multilateral and bilateral international relations. Thereby finding out opportunities and challenges in strategy implementation.

3. Research results

3.1. Basis for implementing China's cultural diplomacy in Southeast Asia

3.1.1. Methods of implementing China's cultural diplomacy

Previously, cultural exchanges between countries were mainly through political and commercial routes, and now it has gradually been separated into a separate field. Today, in the context of globalization and the explosion of information technology, China's methods of implementing cultural diplomacy are also increasingly rich and diverse, adapting promptly to the requirements of the new era. China's current methods of implementing cultural diplomacy include:

Firstly, cultural exchange activities: including forms of bilateral or multilateral cultural diplomacy, participation in international organizations, such as organizing cultural holidays: "Year of Cultural Exchange", "Cultural Month", "Cultural Week"; exchanges and exchange of cultural delegations; foreign art exhibition; friendship city. For example, the two cities of Beijing and Hanoi have established a "friendship city" relationship since 1994.

Secondly, education - training cooperation: by promoting education - training cooperation, these scholarships are usually awarded to foreign students who are interested in studying the Chinese language and culture; implementing China's national Chinese language strategy, since the founding of New China, China has implemented the "national language script" strategy, focusing on simplifying the Chinese language (Simplified Chinese), and using Mandarin Chinese both domestically and internationally; establishing cultural centers abroad, a series of Confucius Institutes are established around the world.

Thirdly, information and academic exchange activities: exchanging books and newspapers, exhibiting works of art, exchanging films and advertising to spread the national image, and exchanging information via the internet.

3.1.2. *The role of cultural diplomacy in current international relations*

The 21st century is predicted by researchers to be the century of civilization-cultural conflict, and war may occur due to cultural factors. In today's "flat world", Culture exchange-contact between peoples with different cultures now take place very easily and quickly. To avoid cultural conflicts, cultural assimilation and preserve the cultural identity of each nation, countries and world organizations raise issues such as cultural diversity, dialogue between cultures and civilizations,... Therefore, cultural diplomacy has become an important diplomatic channel in the international relations of countries today. At the same time, it also plays an active role in supporting and promoting political and economic relations of countries.

Therefore, in addition to important political and economic conferences, China and ASEAN organized the first official "Cultural Ministers' Conference" in Singapore in 2012. The China-ASEAN Culture Ministers' Meeting contributes to strengthening exchanges between China and ASEAN, further tightening understanding and cultural exchanges between people in the region, taking culture to elevate the China-ASEAN strategic partnership to a new stage of development.

3.1.3. *China's cultural diplomacy*

For a long time in history, Chinese people have known how to rely on their rich and diverse culture to conduct foreign cultural exchanges with surrounding countries and regions. For a long time, China's cultural exchanges with foreign countries have been through political-military, commercial or religious diplomacy; cultural diplomacy has not really become a separate channel in China's foreign policy.

In 1949, the People's Republic of China was founded, and cultural diplomacy became an important component of national foreign policy. During the early days of the country's founding, China's cultural diplomacy could be divided into

three main directions. Firstly, towards building a socialist nation, China wants to promote the great victory of the Chinese revolution, strengthen good relations with the people of socialist countries, and consolidate the socialist front in the world. Secondly, China wants to develop and expand cultural exchanges with the emerging nations in Asia and Africa. Thirdly, be more open in diplomacy, create conditions for Western countries to learn about and accept a "new China" and effectively conduct cultural exchanges with Western capitalist countries.

The 11th Central Committee of the Communist Party of China held its third plenary session in Peking between December 1 and 22, 1978, The Communist Party of China decided to carry out reform, opening up, and modernization of the country. Under the banner of Deng Xiaoping, an distinguished diplomat of contemporary China, Chinese diplomacy also began to enter a new era. China established a reform and opening-up strategy with economic construction as the focus, introducing the theme of "World Peace and Development", diplomatic tasks must serve domestic economic construction. Chinese culture began to integrate strongly with the world, absorbing the quintessence of world culture and spreading Chinese culture to international friends.

After the end of Cold War, China was completely transformed, the world witnessed China's strong economic and military rise. In fact, this rise along with the obsession of a "Hegemonic China" has caused a certain anxiety and wariness of countries in the region and the world towards China, creating the so-called "The China Threat Theory". To create a peaceful and favorable environment to promote cooperation and economic development with other countries and eliminate the "The China Threat Theory", China uses culture as a bridge to help countries around the world understand China and build a good image of China on the world stage. Cultural diplomacy has become a major pillar alongside economic diplomacy and political diplomacy in China's foreign policy. During this

period, Chinese diplomacy continued to develop on the basis of new diplomacy with the concept of “Harmonious World” which originated from the traditional Chinese Confucian cultural ideology of “Peaceful coexistence with differences” of Confucius. “Peaceful coexistence with differences” means harmony without being the same, disagreement without conflict, living and developing together in harmony, disagreement but supporting each other. This is the main ideology serving China’s “peaceful development”, and the guiding principle for cultural diplomacy in recent years.

3.1.4. Strategic position of Southeast Asia toward China

The geo-political role of Southeast Asia toward China: Southeast Asia is located in Southeast of Asia, the North of Southeast Asia borders Bangladesh, India, and China; the South of Southeast Asia borders Australia; The East of Southeast Asia borders the Pacific Ocean; The West borders the Indian Ocean. With its strategic geographical position, Southeast Asia is a bridge between the Eurasian continent and the Australian continent, and is the contiguous place between the Pacific and Indian Oceans, so Southeast Asia has long been the world’s main trade route in history. Due to its special geographical location, Southeast Asia has become one of the nodes connecting China with the outside world and is China’s maritime “route of life” [3]. Whether in history, present or future, Southeast Asia always has an important strategic significance for China that cannot be overlooked. Southeast Asia is the support for China to initially establish its international status. Southeast Asia is the starting point for China to step onto the world stage.

The geo-economic role of Southeast Asia toward China: Southeast Asia is a place that provides natural resources to help China develop economically and modernize the country. With favorable natural characteristics, Southeast Asia has rich and diverse natural resources. In particular, the Bien Dong region is a place containing

important marine natural resources for the life and economic development of surrounding countries, especially biological resources (fisheries), minerals (oil and gas), tourism, etc. With the current rapid growth rate, China desperately needs Southeast Asia’s natural resources, especially oil and gas resources. Because the world’s oil and gas resources are increasingly depleted, and countries with lots of oil often have wars, plus the oil transportation route from abroad to China always has many risks, the optimal solution is especially China has rich resources in its surrounding area.

In addition, although FDI from Southeast Asia to China is not large, it can still provide China with a significant source of foreign direct investment. In addition, Southeast Asia also has more than 55 million Chinese residents with strong economic potential, capable of playing a leading role in economic cooperation between ASEAN and China, especially in the field of investment (Khanh. T, 2023).

At the same time, the Southeast Asian market with nearly 700 million people (Ministry of Education of the People’s Republic of China, 2019) and increasingly improving living standards is very attractive to Chinese businesses. In addition to its bridging function and a market with great potential, Southeast Asia is also a gateway for China to reach the world market.

3.1.5. China’s potential for implementing cultural diplomacy in Southeast Asia

Economic development helps China have resources to develop cultural diplomacy. After more than 40 years of reform and opening up, China has achieved many achievements in many fields, especially in the economic field. The Chinese economy plays an important role in employment and production activities in many countries around the globe, because China is both a large market and a “factory” of the world. The International Monetary Fund (IMF) has forecast that China will be the country that contributes the most to

global economic growth in the next 5 years, with a proportion of 22.6% in world growth, double the compared to the US proportion (Pham, H. Y, 2009).

China has a rich and diverse culture. Throughout history, Chinese empires have always sought to spread their culture to surrounding areas. With a history of 5,000 years, Chinese culture has gradually expanded its influence to surrounding countries, spreading the prosperity of Chinese civilization. Today, China has many conditions to develop their cultural values, always considering their culture as “the culture of the world”. Therefore, China has used an important tool in foreign policy implementation - “soft power” to spread Chinese cultural values to the world. In China’s current soft power policy, cultural diplomacy plays an important role. Because China believes that Chinese cultural values can be shared with the world and will be accepted by the world’s people. Especially in the Asian region, China’s cultural soft power potential is huge. With a rich traditional culture, the cultural achievements that China has created are extremely rich and diverse. Chinese cultural products from past to present not only meet the cultural and spiritual needs of the Chinese people, but also contribute to enriching human cultural achievements, are well received by the world, and help promote China’s image to the world. Traditional Chinese cultural products attract the world’s attention, love and admiration, such as music, dance, embroidery, acupuncture, herbal medicine, wu-shu, feng-shui, literature, cuisine etc.

Exchanges and similarities between Chinese culture and Southeast Asian culture.

Firstly, the natural and social conditions of China and Southeast Asia are quite similar such as terrain, resources, climate, countries and regions with many ethnic groups living together,... creating similar cultural features of the two sides. Chinese culture and Southeast Asian culture both formed next to major rivers: the Yellow River and Yangtze River (China), the Mekong River in the Central Indian Peninsula, the Menam River in Thailand, Red River in Vietnam, etc. From the basins of these rivers, vast plains were formed,

agricultural productions were developed, and ancient states were appeared. Therefore, it can be said that Chinese and Southeast Asian cultures from the beginning had the same agricultural-rural nature, on that basis creating the agricultural-based culture of Eastern culture. The manifestations of agricultural culture in the two cultures of China and Southeast Asia can be seen from material to spiritual culture: the main food source is taken from rice and cereals; dress warmly in the cold season, cool in the hot season, and be neat and convenient for production and living (skirts, loincloths,...); live in convenient fixed and stilt houses; popular travel by boat. Regarding spiritual culture, through folk cultural beliefs such as nature worship; fertility beliefs; festivals such as water splashing, praying for rain, praying for sunshine, boat racing, etc.; artistic music from sing-along songs, lullabies, nursery rhymes,...; musical instruments such as gongs, drums, flutes, trumpets, etc. At the same time, Chinese and Southeast Asian cultures originate from agricultural cultures, forming common characteristics such as synthetic thinking and a comprehensive-all-sided view; forming community, flexible relationships, and valuing emotions; because agricultural production depends on nature, it creates a way of living in harmony and according to nature; in their mind, they always want to have a sedentary life, creating a closed and introverted lifestyle.

Secondly, the cultural and historical conditions. Chinese culture not only has a great influence on the history of human culture, but it also has a significant influence on the region, especially neighboring countries such as Japan, Korea, Vietnam and other countries of Southeast Asia area. The history of cultural exchanges between China and Southeast Asia began very early and has lasted for a long time. In history, Southeast Asian countries sent emissaries to China many times. These exchanges allowed China’s advanced science and technology be transmitted to Southeast Asia. In addition, the cultural exchanges between China and Southeast Asia at this time also included the religious field, China’s Buddhist culture had an

influence on Southeast Asia, and Southeast Asia’s envoys often brought Buddha statues of religious art to China, and at the same time many monks also went to China. They were in China talking, translating sutras and praising Buddhism. As time goes on, Chinese and Southeast Asian envoys travel more and more frequently, on a large scale and with high standards, and cultural exchanges between China and Southeast Asia enter a new era. From the Song Dynasty, people migrated to Southeast Asia, thereby forming the earliest overseas Chinese in Southeast Asia. When these overseas Chinese settled in Southeast Asia, they brought with them Chinese culture, contributing to the development of society at that time.

The similarities between Chinese culture and Southeast Asian culture come from the traditional cultural elements of each side or from cultural exchange and contact factors in history, they have also facilitated China’s implementation of its cultural diplomacy strategy in Southeast Asia. Southeast Asian people will feel familiar and easily accept Chinese cultural elements because they are quite close to their own people’s lives.

2.2. China’s cultural diplomacy implementation activities in Southeast Asia

3.2.1. Established Confucius Institute

Currently, the Confucius Institute is gradually becoming a place to promote China’s cultural soft power, as well as become one of the main

aspects of implementing cultural diplomacy of the Chinese Government. Confucius’s thought is considered the foundation of Chinese culture, so it is not surprising that they used his name to name the “brand” that spreads Chinese culture to the world.

The Confucius Institute model was first tested in the capital Tashkent, Uzbekistan in June 2004. In November 2004, the first Confucius Institute was officially established in Seoul, South Korea. In the “2022 Annual Development Report of Confucius Institutes” as of December 31, 2022, China has established a total of 492 Confucius Institutes and 819 Chinese language classes in 160 countries and regions around the world, the number of registered students is 1,500,000 students (Population, 2024).

As of 2022, China has established 137 Confucius Institutes and 112 Chinese language classes in Asia. In Southeast Asia, there are 60 Confucius Institutes in 10 Southeast Asian countries, including Cambodia (3), Indonesia (8), Laos (2), Malaysia (7), Myanmar (3), Singapore (3), Thailand (27), Philippines (5), East Timor (1), Vietnam (1). Among them, Thailand is the country with the most establishments, with 27 Confucius Institutes, accounting for nearly 45% of the total number of establishments opened in countries in Southeast Asia.

Nation	Quantity	Ratio %
Thailand	27	45
Indonesia	8	13
Malaysia	7	12
Philippines	5	8
Cambodia	3	5
Singapore	3	5
Myanmar	3	5
Laos	2	3
Vietnam	1	2
East Timor	1	2

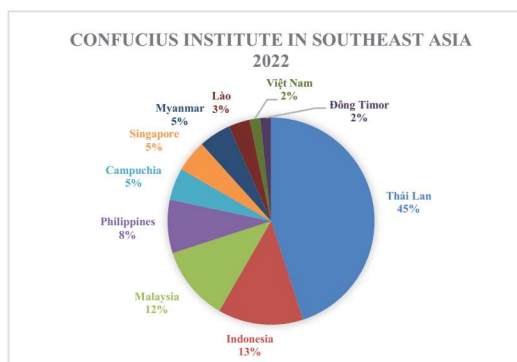


Figure 1: Confucius Institutes in Southeast Asia 2022 (Population, 1/24/2024).

The main activities of Confucius Students are to teach Chinese, train Chinese teachers, advise people who want to study abroad in China, introduce China, Chinese culture, contemporary China and necessary knowledge in trade relations with China, etc. Through Confucius Institutes, China has created a “Mandarin fever” domestically and internationally in recent years. The success of Confucius Institutes has contributed to strengthening the important role of the Chinese language and the influence of Chinese culture in international cultural exchange activities. The rapid proliferation of Confucius Institutes and Confucius classrooms around the world and Southeast Asia shows China’s interest in spreading Chinese language and culture abroad. But according to many researchers, the quantity of these establishments propagating Chinese language and culture is not really matched by its quality. In fact, there are still limitations, such as the rapid increase in numbers, which has led to a lack of teaching materials and teachers.

China introduced Confucianism to the world. In addition to establishing Confucius Institutes around the world, China also organizes other large-scale international activities to enhance the position of the Confucius Institutes as well as Chinese culture. These are regular activities such as: The Confucius Institute Congress has taken place annually since 2006 in China, with the participation of Confucius Institute Directors, Principals of universities and academies, and Chinese language teachers, Chinese learning students etc all over the world. The congress usually takes place in 2-3 days with many exciting activities such as discussing the issue of strengthening the building of a force of Chinese teachers overseas, Chinese cultural exhibitions, cultural exchange performances, etc to meet the needs of the “Mandarin fever” that is constantly warming up in the international community with more than 40 million people were studying Chinese as a second language around the world (Vietnam News Agency, 2007). In general, China

wants to turn the Confucius Institute into a Chinese language teaching facility abroad, is a place for international students to learn about China, helping to promote the expansion of China’s exchange opportunities with countries around the world.

In addition, forums about Confucius Institutes in each region also take place regularly. In Asia, there is the the *Joint Conference of Southeast Asian Confucius Institutes*, with the participation of Directors of Confucius Institutes in East Asian and Southeast Asian countries, they come to the Conference to discuss together how to continue to promote the development of Confucius Institutes.

3.2.2. Promote cultural exchange activities between countries

A regularly organized activity in China’s cultural diplomacy implementation strategy is the “Year of Chinese Culture”, which has been successfully held in many countries around the world. The “Year of Chinese Culture” is considered the most profound and meaningful activity in spreading Chinese customs, religion and culture to people in other countries. In addition, in recent years, China has continuously organized major events, which both demonstrate China’s economic strength, science and technology, etc., and are also a good opportunity to honor and promote Chinese cultural identity.

Since reform and opening up, exchanges and cooperation between China and countries around the world have continuously expanded in many fields, including in the field of education. The Chinese government always encourages China students to study abroad, as well as welcomes international students to study abroad in China. Because, every Chinese student studying abroad or every international student coming to China will be the most practical “cultural ambassador” in promoting China’s image abroad. According to the latest report of the Chinese Ministry of Education, in 2018 there were a total of 492,185 international students from 196 countries and regions around

the world to study abroad in China (excluding international students in Hong Kong, Macau and Taiwan) (Vu, D.H, 2009).

In addition strengthening the establishment of Confucius Institutes, China also provides scholarships for students from other countries to study in China, with priority given to the Southeast Asian region. China has created many conditions for the wave of Chinese culture to flow Southeast Asia, building the image of a friendly and responsible China, dispelling doubts about the “China Threat Theory”. for so long.

Promoting tourism is another channel that helps strengthen China’s cultural soft power in Southeast Asia. For China, active initiative in tourism cooperation seems to not only create a win-win situation for both sides, but more importantly, the increasing of China’s attractiveness is affirmed. In recent years, reasons such as “hoping to travel to China”, “hoping to exchange with Chinese people”, “hoping to learn about mysterious Chinese culture”... have made more and more people around the world want to learn Chinese and travel to China.

Some cultural exchange programs between China and Southeast Asian countries receive attention from both sides: “China - ASEAN Educational Exchange Week”, “ASEAN-China Information and Communications Technology Week”, “Chinese Bridge” Competition worldwide.

3.2.3. Export of cultural products

Cinematic products: In the current era of information explosion, media plays an extremely important role in spreading culture, ideology, and promoting national images to the world. China has been and will continue to take advantage of cinema, television, books, newspapers and the internet,... to promote the image of the China’s country, people, and culture. In the fields of television and cinema, the topics of Chinese films are very rich and diverse such as: historical films, revolutionary films, films depicting portraits of

famous figures, crime films and anti-corruption, family morality films, realistic youth idol films, praising good people and good deeds,... with the aim of spreading the history, culture, ideology, and aesthetics of China to people in the country and friends around the world. The Chinese entertainment industry has produced the world’s most influential artists such as Bruce Lee, Jackie Chan, Gong Li, Zhang Ziyi,... they are the idols of many young people around the world today, is a bridge that brings Chinese culture around the world.

Although China is interested in the world film market, it is not neglecting the potential film market in Southeast Asia. Because many Chinese films have been very interested and watched by viewers in Southeast Asian countries. For a long time, Chinese movies have been an indispensable spiritual food in the leisure time of families in Southeast Asia. It can be said that Southeast Asia is a region of potential development for the Chinese entertainment industry. Not only are there more than 40 million Chinese people here, but it is also a place with cultural similarities with China, especially Southeast Asian culture that is suitable for the content of Chinese films. Through this entertainment industry, on the one hand, they will bring China’s excellent film and television industry to ASEAN countries and the world, and let the world understand China through Chinese cinema and television. On the other hand, the film and television culture of ASEAN countries such as Thai commercial films, Vietnamese art films, Singaporean television series... are exposed to China’s film and television culture.

Movies and television films are one of the most effective cultural dissemination tools that China thoroughly uses to strengthen national soft power. Nowadays, Chinese films are shown on almost all television channels of Southeast Asian countries, showing the people of these countries not only about modern social life in China, but also about historical stories. In Vietnam, Chinese films are

shown on all television channels from central to local, it increases understanding and appreciation of Chinese history and culture. In addition, in Southeast Asia there are television channels such as Indonesia's "Metro TV" and Singapore's "Channel News Asia" that broadcast throughout the region in Mandarin Chinese.

Cultural products "exported" via the Internet: In the era of developing information technology, China has also taken advantage of the internet to promote their national image. It can be said that this is the shortest, most convenient, and least expensive way to spread or access information for any country or individual around the world today. In particular, China Radio International (CRI) was founded on December 3, 1941. CRI aims to introduce China to the rest of the world, introduce the world to China, report global affairs to the world, and promote understanding and friendship between the Chinese and peoples from other countries. CRI is China's only state-level radio and television media organization specializing in international communications (York, Geoffrey, 2009).

Currently, CRI broadcasts in 65 foreign languages. Among them, there are popular mother tongue languages in Southeast Asian countries. CRI's radio content is also extremely rich and diverse, including news, reports, topics on politics, economics, culture, science and technology... covered globally. CRI is recognized by the Chinese government as one of the five important national news networks, and was voted by listeners as "A bridge for exchanges between China and foreign countries", "The fastest, most convenient and effective channel to learn about China".

China's internet information and communication system is extremely rich and diverse. Government websites that carry foreign information are set up in many different language versions, such as Simplified Chinese, traditional Chinese, English, Spanish, French, Russian, Arabic, etc. are very convenient for foreigners

who want to learn information about China and Chinese culture.

China's e-commerce system is also quite developed, sales websites from China go all over the world. E-commerce sites today are very important tools to bring Chinese cultural products to international consumers who want to buy China's goods, books, etc. In addition, cultural products transmitted on the internet such as movies, music, newspapers, magazines, academic information, etc. of China is increasingly rich and diverse, helping the world access Chinese culture more easily, quickly and conveniently.

3.3. The impact of China's cultural diplomacy strategy in Southeast Asia

3.3.1. Positive impact

After the Cold War, China's cultural diplomacy in Southeast Asia created positive cultural influences for these countries, also entails the development of political - economy relations between China and Southeast Asia, tightening the friendship, trust and mutual development of the two sides. China implement the strategy of "peaceful development", creating a stable external environment, especially in neighboring areas to ensure economic development. China can erase the suspicion and unsympathy of neighboring countries. It needs to spread the image of a friendly country, not a threat to the region and willing to help other countries..

China's implementation of cultural diplomacy activities in Southeast Asia has not only brought benefits to the cultural life of Southeast Asian countries, but also led to the development of the economic life of the region. Confucius Institute has increased the number of people studying Chinese in the region, which will help Southeast Asian countries in international integration. Chinese cultural festivals contribute to enriching and diversifying the spiritual life of people in regional countries. Especially young people in the region have the opportunity to interact and

experience traditional Chinese cultural festivals. Chinese cultural products are brought into the Southeast Asian market, helping people's spiritual life become richer and new. Creating competition in the domestic market, promoting "artistic creation", industries that directly produce cultural products are conscious of improving product quality to compete with Chinese goods. This is the positive side of cultural integration that Southeast Asia has received.

3.3.2. Negative impact

Efforts to implement China's cultural diplomacy strategy in Southeast Asia in recent decades to improve national image in the region, implementing the strategy of "peaceful development" no longer has the same positive effects as before. Because, in recent years, China has taken unilateral and provocative actions in the Bien Dong that have been condemned and opposed by the world.

The dominance of Chinese culture in Southeast Asian countries in recent decades threatens national culture. Typically, the number of Chinese television dramas and movies shown here is very large, leading to a situation where many people who watch the movies understand Chinese history and culture better than their own culture.

In cultural exchanges between China and Southeast Asian countries, what is of concern is the issue of China helping to train human resources for countries in the region. Human resources are professionally trained and at the same time exposed to ideological value systems other than China. When returning home, these human resources will be the main force supporting the strategy of spreading Chinese culture and implementing China's soft power in Southeast Asia. If Southeast Asian countries do not take precautions, "made in China" scholarships can easily become a double-edged sword, having a negative impact on national internal affairs.

4. Conclusion

In recent years, in addition to political and economic policies, China's cultural policies towards ASEAN have also received increasing attention. With the available potential in terms of strategic location, economic and cultural potential, China has promoted its cultural diplomacy strategy in Southeast Asia through the establishment of Confucius Institutes, promoting cultural exchanges activities and export of cultural products aim to improve national image and regain China's influence in the region. At the same time, China's cultural diplomacy strategy in Southeast Asia not only brings benefits in cultural life, but also leads to the development of the economic life of countries in the region. The cultural relationship between China and ASEAN is based on the principles of mutual respect, equality, encouraging exchanges, and strengthening cooperation in many fields of culture, arts, sports, and journalism, broadcasting, cinema, libraries, museums, art performance exchanges, exhibitions, publishing contracts for excellent works, sending officials to visit each other for cultural exchange,... In the future, the cultural diplomacy channel between China and ASEAN will be increasingly enhanced and strengthened. The China and ASEAN Culture Ministers' Meeting can contribute to creating more similarities, strengthening exchanges between ASEAN and China, facilitating bilateral exchanges and increasing the strength of local culture, emphasizing the factor of both preserving the cultural identity of each nation and building integration between diverse cultures./.

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