



## **CALL FOR PAPER**

### *International Conference on Soft Power and Public Diplomacy in India and China*

**Organised by**

**Department of International Relations  
Central University of Jharkhand  
In collaboration with Department of Education, CUJ**

**Co-sponsored by**

**Indian Council of World Affairs, New Delhi &  
Indian Council of Social Science Research, New Delhi**

***21<sup>st</sup>-22<sup>nd</sup> February 2019***

**Central University of Jharkhand  
Brambe, Ranchi, Jharkhand, India**

***Dr. Bibhuti Bhusan Biswas, Convener***

## **The Central University of Jharkhand**

The Central University of Jharkhand was established in 2009 by the Government of India through The Central Universities Act 1st of March, 2009. The vision of the University is to create a world class university in every aspect, be it research, teaching, administration or co-curricular activities, to produce world class students ready to excel in every chosen field with honour and uprightness. The objectives and scopes of the University are to: disseminate and advance knowledge by providing instructional and research facilities in various disciplines, such as Humanities, Social Sciences and Science & Technology; promote innovations in teaching-learning process and inter-disciplinary studies and research; educate and train manpower for the development of the country; establish linkages with industries for the promotion of science and technology and pay special attention to the improvement of the social and economic conditions and welfare of the people, their intellectual, academic and cultural developments.

The present campus of the University is located at Brambe, a 25 km drive from Ranchi City. It is a beautiful campus of green trees and rolling grounds of around 45 acres. Ranchi is the capital of Indian state Jharkhand located in the southern part of Chota Nagpur plateau. It is called the "City of Waterfalls." Temperature ranges from 20°C - 37°C in the summer and 6°C - 22°C in winter.

### **Department of International Relations**

The Department of International Relations was offering 5 Years Integrated M.A since its inception of 2012. But since the Academic Year of 2017-18 the Department offers two years Master Programme. The curriculum has been very carefully designed which

caters to the needs of the students in the present context. Traditional International Relations as a discipline has evolved in western societies particularly in Europe and United States and therefore, western values are reflected in the approach. In order to make International Relations a holistic discipline, the curriculum is inclusive of the alternative perspective with special emphasis on the Indian standpoint. This Department has endeavored to include sufficient amount of literature and modules from different regions of the globe. The engagement with politics and dynamics of international relations in area-studies such as that of Far-East, Africa, Middle East and Latin America shall be one of the major priorities of the Department which shall enable to a very comprehensive understanding of the nuances of the subject. However, Department shall offer two different courses in the next academic year, such as M.A in Political Science and M.A in International Relations. Besides, the Department is offering Ph.D Programme since 2015.

### **Theme of the Conference**

21<sup>st</sup> century superpower must not only possess the tangible power but also have influential culture including music, movies, customs, and other forms of the arts, lifestyle, and entertainment. Perennial cultural icons such as McDonald, iPhone and Facebook, or Star entertainment network indicate the widespread nature of the U.S. robust soft power that is contributing in the overall U.S. influence and dominance in global affairs. Therefore ensemble of United States hard and soft power allows the America to entrench its superpower status. Deep interconnectedness of world through the online system has further accelerated the advent of soft power influence. Unlike the physical sources of power such as the military, weaponry, size of territory, and population, intangible assets such as

culture, ideological values and new ideas have started to become more influential. An increase in interconnectivity across the globe makes different cultures more accessible and convenient to acquire. Although concept of soft power is an old perspective but its renewed interest is increasingly evident especially after Joseph Nye's assessment of US power as an 'over-stretched empire'. Nye insisted that the 'yardstick' had been changed. His inference was even if US lost its hard power supremacy, American influence would continue through the utilization of soft power.

Nye defined soft power as "the ability to get what you want through attraction rather than coercion or payments." Nye further delineates that soft power spawn from "the attractiveness of a country's culture, political ideals, and policies." It means in the eyes of Nye, incompatibility of states' interest in the future would be resolved with minimal use of the violent hard power but rather more with the use of influence kind of soft power. Nye argued that with the ever increasing process of globalization in the post-cold war international relations, development of soft power is a critical factor as states no more rely on single form of power in this interdependence and multi-dimensional world order. Other scholars, such as James B. Steinberg, also supported this perspective and argue that diplomacy has now been more understood as means of attraction and persuasion.

It has been stated that interdependence between states is a core element in the process of generating interdependence, however, also fails to generate friendship that overcomes territorial disputes and regional rivalry between countries such as China and India. Evidences also suggest that linkage between economic interdependence and negotiation does not always guarantee favourable results.

India and China are considered as two oldest civilizations and also Asian giants in the present context. There is no doubt that both

countries possess immense potential to lead others by their rapid economic growth and civilization, cultural values. As Shashi Tharoor in his inference, portrays India as a country of many tales, alluring the outside world not only with its ancient civilization, magnificent diversity and spiritual exotic culture but also with today's advancement in software, medical and an image of a growing economy and largest democracy. Similarly, in the past three decades China has emerged as a rising power and an alternative leader in the growing multi-polar world.

Both countries are in competition with each other in the promotion of their soft power which has more than 3000 years old civilization values. Soft power for India dates back to its ancient wisdom from ancient texts like *Veda*, *Upanishadas* and ancient philosophers like Kautilya or Pantanjali's Yoga to modern era of export of high skilled labour to rest to the world. Similarly, Chinese definition of soft power involves the concept of spiritual power which incorporates traditional moral principles. Thus Chinese and Indian notions are broader and have an ability to generate acquiescence through moral persuasion. Both Indian and Chinese soft power stems from its cultural legacy such as language, literature, philosophy, and medicine. Nevertheless it failed to generate a common identity in their respective region. Construction of shared identity is important for using soft power in respective areas of influence i.e. South Asia and Northeast Asia for India and China respectively because it requires harmonization of different cultures. Thus, the question arises, is the concept of soft power by existence, very US-centric?. Soft power requires transforming other countries' interests and preferences in line with the respective state.

For Nye successful of soft power lies in three resources; a nation's culture, political values and foreign policy. Does this mean soft power will overcome historical rivalry and nationalism in Asian region? Who controls soft power is also a very crucial question. If

soft power is the ability to influence other's behaviour, it is not solely controlled by governments unlike in the case of hard power. Due to diffusion of power between state actors and non-state actors, according to Nye, a country's soft power is also determined by non-state actors such as large firms, NGOs, and the media. Similarly, contrary to hard power, which operates mainly on the hands of the domestic government, the effectiveness of soft power largely depends on the perceptions of target state and their citizens. Thus the concept of soft power is not a strategy but an attitude that could help in generating a favorable frame of mind among citizens of soft power's target country. It means how other countries interpret soft power is equally important than the soft power per say.

Present leadership in India and China, Prime Minister Modi and Chinese President Xi Jinping are trying hard to revive their traditional cultures and replay their age old cultural diplomacy to attract the whole world and dominate others. After three decades, following the footsteps of Chinese leader Deng Xiaoping who opened China's door to the outside world and brought economic reform in China, PM Modi is also trying to attract whole world towards India and lure them to invest in India for his "make in India" project. Moreover the recent "OBOR" project initiated by Chinese president Xi Jin Ping indicates an upper hand of China by propagating the linking of "China dream" with "world dream".

In the light of above discussion, the proposed international conference would like to deliberate on following pertinent issues and questions that encompass the Indian and Chinese notion of soft power and its implementation as a tool of foreign policy.

- Will soft power be used to replace hard power in the pursuit of national interest?

- Will it build a solid foundation for countries to form a security community based on shared identity like NATO security community?
- Will soft power allow the India to overcome the continuous rise of China?
- Will interdependence and democratic values are sufficient for soft power?
- Understanding the commonalities and differences of soft power strategies of India and China in their foreign policies in the backdrop of their different government systems
- Success and limits of Chinese strategies of leveraging its soft power and building the brand China image and inference for India
- Developing new ideas and approaches for Indian policy makers from soft power perspective to implement in India's foreign policy.

### Sub Themes

- 1) Indian and Chinese concepts of soft power
- 2) Contextualising Joseph Nye's definition of the term "Soft power"
- 3) Asian Values
- 4) Indian and Chinese approaches for soft power.
- 5) Indian and Chinese soft power instruments and strategies.
- 6) Hard power Vs Soft Power
- 7) Movies, Art and culture
- 8) Soft power and security

- 9) Limits and challenges to Indian and Chinese Soft power
- 10) Asian soft power: myth or reality?

**Note:** The above sub-themes are only indicative. Authors may opt other topics also relevant to the main theme of the Conference.

### Paper Submission

Participants willing to present paper are requested to follow the schedule and guidelines given below:

<b>Submission of Abstract</b>	<b>300 words</b>	<b>10<sup>th</sup> January 2019</b>
<b>Intimation of Acceptance of Abstract</b>	----	<b>12<sup>th</sup> January 2019</b>
<b>Full Paper</b>	<b>5000-6000</b>	<b>15<sup>th</sup> February 2019</b>
<b>Email</b>	<b>bibhuti.biswas@cuja.ac.in</b>	

- Paper must not be previously published or currently under review for publication elsewhere.
- Author(s) of the selected abstract will have to send their complete work within the stipulated time period.
- The following style sheet may kindly be used for preparing full paper:

1. The paper may be composed in MS-Words format, Times New Roman font with heading in Font Size 14 and the remaining text in the font size 12 with 1.5 spacing.

2. Notes should be numbered consecutively, superscripted in the text and attached to the end of the article.

3. Spelling should follow the British pattern: e.g. 'colour,' NOT 'color.'

4. Quotations should be placed in double quotation marks. Long quotes of above 4 (four) lines should be indented in single space.

5. Use italics for title of the books, newspaper, journals and magazines in text and end notes.

6. In the text, number below 100 should be mentioned in words (e.g. twenty eight). Use “per cent”, but in tables the symbol % should be typed.

#### **Citing References (Book)**

Amartya Sen, *The Idea of Justice* (Harvard: Harvard University Press, 2011), pp. 205-6.

#### **Citing an article from an edited book**

A. Appadorai, “On Understanding Indian Foreign Policy,” in K. P. Misra, ed., *Studies in Indian Foreign Policy* (New Delhi: Thompson Press, 1969), pp. 113-17.

#### **Citing an Article from a journal**

S.D. Muni, “India’s Political Preferences in South Asia,” *India Quarterly* (New Delhi), vol.31, no.1, January-March 1975, pp. 1-5.

#### **Citing an article from a Newspaper**

Shekhar Gupta, “Pakistan’s Civilian Deal,” *Indian Express* (New Delhi), August 30, 2008.

#### **Registration Fee:\***

Students (outside)	: ₹500/-
Research Scholars	: ₹1000/-
Out Station Participants	: ₹1,500/-
SAARC Countries	: \$ 100 (USD)
Other than SAARC Countries	: \$ 200 (USD)

\*The participation fee will cover high tea, lunch, dinner and Conference materials only. For foreign delegates, the fee includes accommodation in moderately priced hotel during two-day Conference. No TA/DA will be given to the out station and foreign participants selected for presentation. Bank account will be provided later to pay Registration fee through email.

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Patron	<b>Dr. Rabindranath Sarma</b> , Dean, School of Humanities and Social Sciences, Central University of Jharkhand, Brambe, Ranchi
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Organising Secretary	<b>Dr. Vimal Kishor</b> , Associate Professor & Head, Department of Education, Central University of Jharkhand



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Registration Form  
*Soft Power and Public Diplomacy in India and China*  
Department of International Relations  
Central University of Jharkhand, Ranchi, India  
21<sup>st</sup> -22<sup>nd</sup> February 2019

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Address for Correspondence :

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Accommodation Required : Yes No

Arrival : Date: Time:

Departure : Date Time:

Delegate Fee : ₹ (per person)

Bank: DD / Cheque No.: Date:  
Amount:

**Signature**