

The Comparison Research on the Cultural Soft Power Between China and the US

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Abstract

This paper divides the soft power into three components: the attraction to lead other countries to imitate; the creation to develop the culture; the radiometric force to express the opinions. Based on the three parts, we do research on the development of the soft power between the two countries and propose some productive suggestions for the foundation and the strategy of the soft power in China.

Key words: Cultural soft power; China and the US; Evaluation System

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The comparison research on the soft power of China and other countries attract more and more attention of the scholars, many scholars make the philosophy comparison analysis on the soft power of China and other countries. But the analysis is usually too general lacking the concrete illustrations. This paper divides the soft power into 3 components: the attraction to lead other countries to imitate; the creation to develop the culture; the

radiometric force to express the opinions. The attraction is the basis, the creation is the component which can help to increase and the radiometric force is the functional component. From the three concrete aspects, we will do further concrete analysis on the soft power of the China and the US, this analysis will provide us with benefits.

1. CULTURAL ATTRACTION

1.1 Scientific Research Ability

As the "Brief Plan for the Science and Technology of our Country in the Long Run" points out, the ratio invested into the development and research in China is becoming larger year by year, till 2010 the ratio reached 2%, in 2020 the ratio will be larger than 2.5%. On 7th December in 2007, in the remark called "The Science of China is developing" published in Science Journal of the US, it is reported that the increase in scientific research area China is one of the fastest countries. The US is the country investing into the scientific research most all over the world, the ratio of which can always stay 6% of the budget. In the twenty fifties, the Federation of the US will invest 5 billion dollars. When it is twenty sixties, the number reached 13 point six billion dollars. From then on, the fees for the scientific research increased year by year, accounting for over 2%. Today, the investment from both the government and the private is more than the total of the Japan, Germany, France, Great Britain, Italy and Canada (<http://finance.sina.com.cn>).

As the "The survey report of the spreading science for the village" hosted by the Department of Spreading Science in the Organization of Chinese Science points out, now, the average fee for each person used for spreading science knowledge is 0.16 RMB. The scientific thoughts in the US is very common, the scientific and cultural education is not only the duty of the school but also the responsibility of the society. In the US, in the nineteenth

century, the journals called “the Science and Art for the US”, “The American Science” came into being. In 1920, the big figure Scripps in the newspaper, donate to found the Scientific News Press. Every corner of the US has the local library for the social service for free, which is also the major routine to spread science (Qian, 2008, 246-247). Thus, the level of spreading science is quite mature.

1.2 The Honor in Literature

In China, setting up the National Literature Honor policy contains Lu Xun Literary Prize and Mao Dun literary prize. The former is China’s Literary Prize with the highest level which encourages the creation of the novelette, reportage, poem, prose, essay, the theory of the literature, the translation of the foreign literatures and helps to put forward the social career in the literature. The Mao Dun Literary Prize is the highest level prize for the novel which aims to praise the good writers and their works. In the US, it sets up the Honor of the American Literature Academy. This prize is the American annual prize and is issued by American Academy of Literature. This prize provides the medal and the bonus. The categories include the novel prize, the poem prize, the drama prize, the painting prize and the statue prize. Thus, the government praise for the persons who contributes a lot in this field providing the stage and the space to create more in the culture aspect.

The Nobel Prize for Literature is one of the five prizes mentioned in the testament of Nobel. In his testament, he mentioned that one of his bonuses is issued for those who create the best art in literature. This prize is issued by the Swedish Academy. The first Prize for Literature is issued in 1901, in the history, 10 of the American writers won the prize, Chinese never won this prize. But Chinese Frenchman Gao Xingjian won the prize in 2000. The history proved that, the stronger a country, the more easily a person from this country will win prize.

1.3 Students Studying Abroad

As reported in Cooperation and Development Organization on September 11th, 2006 showed, the US is still the best country to further studies, but in the past 4 years, the education market share of the US dropped from 25 percent to 22 percent. Although, the number of the students attracted by the US is large, the percentage of the whole students is only 3%. In 2006, the total numbers of students studying abroad attracted by China (including HongKong) and the US are 120 thousand and 560 thousand (Yan & Xu, 2008, p. 24-29), both of them are beyond the average of the world.

As statistics reveal, since 1978, the number of students studying abroad is nearly 400 thousand, 190 thousand of them went to the US. In the US the number of the students studying abroad is more than those from Japan, Korea and Taiwan for 3 years. Chinese students become the major source of the students studying abroad. Meanwhile,

the number of the American students studying in China is becoming more, in each year the number can reach 3 thousand now. Ever since 2001, the number can reach 5 thousand and four hundred. The US becomes the five major sources of the students studying abroad in China (<http://news.tom.com/Archive/1002/2002/10/22-53789.html>). In addition, the students studying abroad in China mainly come from Korea, Japan, and Indonesia and Vietnam.

2. THE CULTURAL CREATION

2.1 The Cultural Industry

The percentage of culture in GDP can be used reflect the changes of level in culture in one area and easily compared and set up the Cultural Statistical Remark Model. As Chinese Cultural and Related Industry Report in 2006 showed, the increase of the culture in our country is pretty good. In 2006, the share of the cultural industry is 3.41% which contributes for the increase of GDP is 0.36 with better increase than the last year. The cultural industry does a lot in providing the job opportunities, optimizing the economy structure and becomes the big point of the economy. But this is far from satisfactory, now the share of the cultural industry is over 10 percent.

Ever since 1996, the cultural industry output is over that in the Space industry becoming the biggest area in the output. From the view all over the world in the cultural market: the US accounts for 43%, the European Union is 34%, the Asia and Pacific is 19% (Japan 10%, Korea 5%), China and other countries totally stand for 4% (Zhang, 2007, p.55-57). To sum up, the output in the cultural industry of the US is far more than other countries. In China, the input versus the output is 10 versus 1. The trade deficit in Chinese Press industry is about from 10 to 15 times (Zhang & Hu, 2008).

From the consumption of the cultural product, in the cultural travelling aspect, the trip is just the method, the core is the culture. The culture of the cultural trip can be explained as the definition of the function of the trip and the goal of the trip. As UNESCO reported: when the average GDP of a nation is over 800-1000 US dollars, this is not only the mark of the living level but also some inner parts, e.g., the coming of the industrialization, the changes of the economy structure and the transformation of the society, which is also the good time for the travelling trade becoming universal. Now, the average GDP in our country is over 800 US dollars, in some cities, the number can be over 1000. As the society continues to develop, the income of the city and the village increase and the spare time becomes more, the desire to travel will soon become the real demands (Li, 2002).

2.2 The Cultural Creations

The language is the content and the means for the terminology, range, theory and the rule of speaking. The

inner part is the special thinking pattern, the value criteria which is the representative of the cultural spirit. In the US, the official language is English. Now, English is put into Chinese Dictionary. As the 11th content in the Law of the General Language in PRC reported, the foreign language in the Chinese Pressed material should be interpreted. Now, the use of the foreign language without considering the occasions will affect the daily life of the common people. So maintaining the rights of the language is to help to protect the rights of the common people.

We all know, the creation can fulfill and enhance the competitive force of the culture. Of course, the creations need to obey the direction of the development of our culture and need to obey our core values. As one essay from Washington Post reported in October, 1998 reported, the software and the entertainment reached 60.2 billion US dollars which has the most superiority over other fields. In the current world, no matter in Shang Hai, Paris, Cape town or Moscow, people eat the food of McDonald's, buy the toys of the Mickey, get access to Internet, see the movies from Hollywood use the Motorola phone (Vladimir, 1997). Now, although there are 200 products standing top one in the world, the brand has the competitive force is rare, The brand output with intellectual property is no more than 10%, the famous brand falls behind.

2.3 The Culture Technique

The concept of "culture technique" is not a maverick move, but the culture itself bears the technical attributes. Production technology in film and television culture, in 2006, China's exports drama, animation, respectively, 111/3685 sets and 27/3651 set to achieve overseas sales income of 111 million yuan and 51.48 million yuan, respectively. In the United States as early as the 1930s, the film industry as one of the top ten industries can and steel automotive industry compared. In the late 1980s, the United States is the sole owner of the country of the national film distribution network, the American film production accounted for about 6% -7% of the world, but accounted for 50 percent of the world movie times. This case to the more serious in the 1990s (Wang, 2008). It is estimated that more than 80 percent of the global transmission and data processing capacity, originated in the United States.

Information culture technology, the United States to gather information from all over the world, and information processing into something conducive to domestic and then to spread around the world. Can be seen that the information culture technology has become the soft power of U.S. hegemony, and its main function, as the Americans themselves, is used to "conquer the mindset of the people". The United States use the Internet to the U.S. standard fixed, only favorable information into the international information system, information culture technology is relatively backward.

3. CULTURAL RADIATION

3.1 Talent Output

Talent output, created the Peace Corps has its own characteristics, namely the Chinese Young Volunteers Association, youth workers, sent to developing countries such as Myanmar, Ethiopia and Laos, to engage in long-term social assistance projects, and in this process potential to improve China's image. Initially China Southeast Asia and close neighbors, and gradually expand the scope of cultural soft power influence to Latin America, Central Asia and Africa. Visible talent output to countries, including neighboring and other parts of the developing countries.

The size of the number of output talent in recent years, Chinese all over the world sent more than 2,000 volunteer teachers. The survey shows that from 2000 to 2003, natural science and engineering doctorate in the United States there are 10,089 Chinese students, the proportion of the U.S. intent of 92.5%. According to reports, the Chinese people have more than 60 000 200 000 engineering and technical personnel of the U.S. Silicon Valley. Silicon Valley Software Company's technical supervisor and laboratory director, 35 percent are Chinese. IBM's 11 research institutes, research staff of nearly 50 percent are Chinese. United States, though enforcement of the global high-tech become the leader, but still lack the talent to be a large number from overseas. "Import", of which India accounted for 46 percent highest, 10% second. China has thus become one of the foreign-born scientists and engineers employed by the United States up to six eastern countries (<http://blog.sina.com.cn/u/4a9fbfe401009tp8>).

3.2 The Cultural Diplomacy

Cultural diplomacy, China has updated the ranks of the diplomatic corps, 4000 diplomats in the country, and half the age of 35 years of age. In addition, China has improved overseas investments, and promotes the worldwide Chinese cultural studies. From 2001 to 2005, the African continent's trade with China grew by more than 260%. On the contrary, data show that the budget of the U.S. State Department cultural exchange programs each year from 1993 to 2002 is on the decline. Academic and cultural exchanges in the United States and abroad has been reduced from 4.5 million in 1995 to 2.9 million in 2001. 1993-1999, the U.S. State Department to engage in public diplomacy, the number of public officials has fallen by 1/4.

In 2005, China has repeatedly held overseas cultural festivals or cultural promotion activities. In recent years, the Chinese government held in other countries, "China Year", "Chinese Culture Year", "Experience China", covering 22 African countries, "Chinese Culture to Africa" and other activities as well as a number of countries and regions in the world established "Confucius Institutes" in the spread of Chinese language and culture, to promote

soft-power resources in China have achieved good results in terms of global expansion. Moreover, with the victory in the Olympic Games held in 2008, the radiation force will continue to increase investment in the Olympic Games as an opportunity to heat, cultural hot, will create more easily accepted by the world of China's soft power of expression. Requirements of the U.S. government or forced to accept the cultural values of the United States reflects the "savior" mentality of the Americans in other countries, in the form of turned into a one-way act of cultural infiltration, its purpose is completely beyond the original meaning of the cultural exchange the United States is trying to make a multicultural world naturalization were under the domination of a culture (Wang, 2008).

3.3 The Communication Channels

In the publishing industry, according to survey data show that in 2003 the U.S. book publishing species (including the new reprint) increased by 19 percent, reaching 17.5 million. 2003 published a total of about 190,000 kinds of books, including the new version of the book 111,000 kinds. 2006 to 2007, China in the export a large increase in book products in the international market began to force, the rapid growth. 2006 National Book export 14.4 million, 7.3563 million, \$ 31,919,900, an increase of 25.2% compared with the previous year, the number increased by 42.1%, amounting to an increase of 9.28%. Book export volumes reached twice that of imports.

Broadcast media, including radio and television. As of the end of 2006, there were radio, television broadcasters 2544. Radio, television coverage of the population were 95.03% and 96.24%; Radio, television community has reached 500 million, 400 million units. National radio and television total revenue of 52.742 billion yuan in the first half of 2007, the actual income generation amounted to 48.278 billion yuan, an increase of 18.69% over the same period in 2006 (Zhang & Hu, 2008). The United States there are about 10,000 radio stations. The most famous is the "Voice of America, headquartered in Washington, in home and abroad with one million broadcast station, 36 languages, day and night to the nation broadcast news. TV to an overwhelming advantage in the American media, as early as 1993, the United States has 11,000 cable systems, and 98 percent of households have at least one TV set, the average daily watch six hours.

In the film industry, the number of domestic feature film production in 2006 reached 330, an increase of 26.92% in 2005. In 2006, the film box office of the domestic market reached 2.62 billion yuan, an increase of 28 percent more than in 2005, for four consecutive years maintained a growth rate of more than 20%; overseas sales of domestic films (including box office receipts) reached 1.91 billion yuan. More than three income added to the film overall efficiency of 57.3 billion yuan, an increase of 19.4 percent over the previous year. Chinese film

annual output row after India, the United States, ranked third in the world (Zhang & Hu, 2008). But as indicators of cultural radiation, film exports in 2006, China (including Hong Kong) and the U.S. film exports were approximately \$ 200 million and \$ 25.8 billion.

Chinese communications industry as a whole is steady and rapid growth in 2007 fixed telephone, mobile phone users reached 368 million and 546 million. U.S. phone industry began in the 1870s, from 1940 to 1958, the number of telephones increased by more than three times the percentage of the total number of households increased from 37% to 78% of telephone households accounted for. In 1950, the United States has a telephone number than the other countries combined total number of more than one-third. Of particular concern is still the network, the United States and China on the Internet several significant differences. First of all, many Internet users do not have a computer, in Internet cafes, Internet cafe netizens about one-third of Internet users. In the United States, the Pew survey found that 93% of the U.S. people have access to the Internet.

CONCLUSION

Control the status of China's strategic positioning and its cultural soft power resources by the specific investigation of Sino-US cultural soft power, soft power of Chinese culture still has a huge room for improvement. Morning Post, China News, reports the U.S., China, Japan, South Korea's soft power survey shows that China's economic strength and overall national strength has grown by the Chicago Council on Global Affairs and the Korea Research Institute of East Asian cooperation, but in Asia major countries in the eyes of China's soft power is still far behind the United States, Japan.

China's cultural influence is expanding, but we should clearly see that, of China's comprehensive national strength imbalance in the software and hardware have become increasingly prominent, China's cultural soft power, and China's international status, especially economic status are incompatible. Chinese culture to go out a long way to go, many places did not go many places did not go through. Comparative Study of the Sino-US cultural soft power, to a certain extent for us to promote national cultural prosperity for the rise of a new upsurge of socialist cultural construction, and promote the great development and prosperity of socialist culture, the realization of China's peaceful development, national The revival of strategic objectives and some enlightenment.

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