

1) Soft Power

a) The Limits of Chinese Soft Power

- i) China has been using major efforts to try and influence their soft power.
 - (1) Plan to appear less frightening
 - (2) China has enrolled country members of Asian Infrastructure Investment Banks but is afraid of China catching up to USA
 - (3) China's predominantly received negative influence according to several country's poll
 - (a) Importing labor and for infrastructure are highly unpopular
 - (b) Domestic human rights issue
 - (c) Arrest of Nobel Peace Laureate Liu Xiaobo
 - (4) China emphasizes on its cultural and economic strengths and pays less attention to its foreign policies
 - (5) Nationalism has limited the country's soft power and reduced the appeal for the "Chinese Dream" due to the Communist's Party asserting itself as legitimacy
 - (6) China's reluctance to take full source of uncensored civil society also limits the country's soft power
 - (7) Government is the main source of soft power, promotes the ancient cultural icons
 - (8) Lacks the non-governmental organizations that the US has
 - (9) Although the economy and culture are strong, if China doesn't open up to the rest of the country, the country's soft power would always be limited.

b) Kpop's Soft Power

- i) Korea has placed several Kpop concerts around the globe to influence soft power.
 - (1) When Kim Dae-Jung was the president of Korea in 1997, he decided to make his country known by creating Kpop.
 - (2) Korea has now had merchandises such as Kia and Samsung
 - (3) Kim Dae-Jung created the Korean Creative Contents Agency to find talent and train them
 - (4) The Korea Eximbank was also working on the project
 - (5) Gangnam Style changed the world's notice of Kpop, and started to grow popular with 2 billion views on youtube
 - (6) Now Korea has talent farms and training camp, along with tutorials

(7) Pop group Girls Generation beat out both Justin Bieber and Miley Cyrus in last year's YouTube music awards based on an algorithm that ranked the most popular videos.