

Dr. PEI Zengyu

Research Fellow, International Public Relations Research Center at Fudan University

"How to Measure the Image of China"

Abstract

What is the Image of China, internationally and domestically? National image serves an important index of soft power of certain country, as well as an important dimension of national competitiveness. With the world increasingly flattened and globalized, as well as along with increasing significance of communication between China and the rest of the world, national image of China gains more concerns than ever before.

The presenter will show the methods and tools of quantitative and qualitative analysis to measure and assess the data on understanding the national image of China. The result is part of team work of the project on National Image Construction, supported by Fudan University's International Public Relations Research Center.