Chinese soft power and culture: between complicity and independence

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Title:

China's Tibetan Cinema: "Tibetanness" in Pema Tseden's *The Search*

Abstract

The last ten years have been marked by the rapid development of Tibetan filmmaking in the

PRC or what I call "China's Tibetan cinema". This paper focuses on Tibetan director Pema

Tseden's second feature film, The Search (Ch. title: Xunzhao Zhimei Gengdeng). At the heart

of the film lie the issues of Tibetan identity and Tibetan agency in formulating Tibetanness in

China today. The objective of this paper is to examine the narrative strategies employed in

The Search to addressed and re-imagined Tibetan culture and identity, and to develop new

expressions of Tibetanness.

Keywords: self-representation, cinema, Tibet, identity