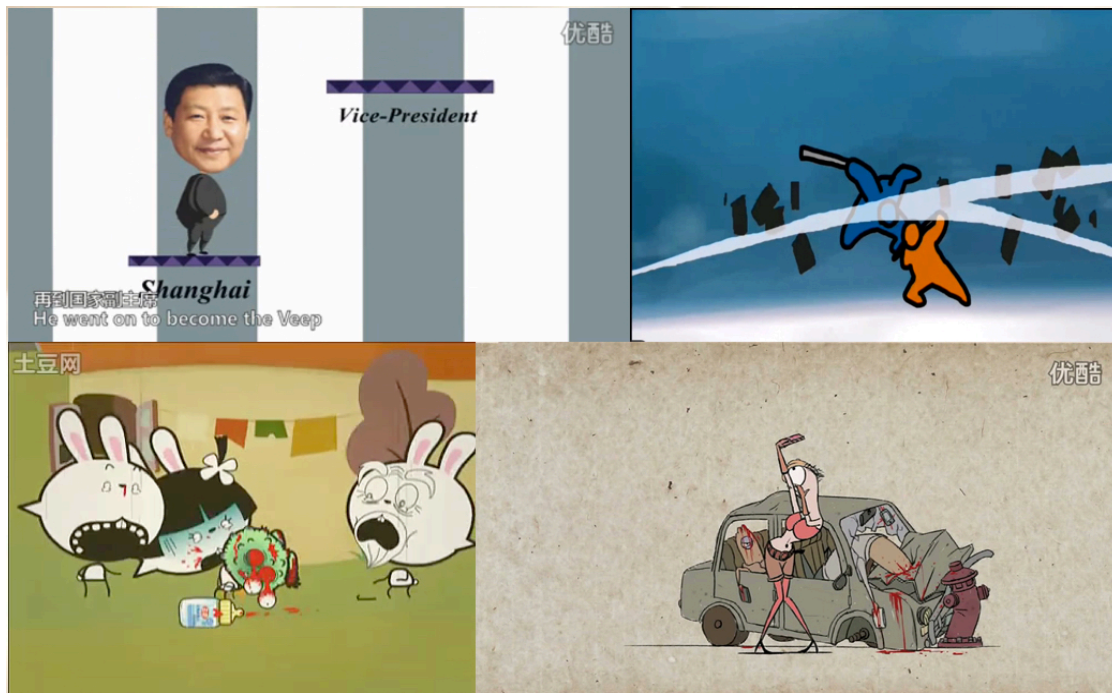


Presents a talk by:

Assoc Prof Paola Voci

## Screening Soft Power in China



Conventional wisdom about China's soft power deficit describes only one story – a story that is defined by the nation-state. Yet, this deficit also *screens* (conceals) a surplus of many other – often unrecognized, undervalued, marginalized or even suppressed – local and translocal stories that defy the logic of state sponsored soft power. China's soft power – either programmatically or accidentally – is also developed in different and even conflicting creative practices. Navigating the slippery ground rules of likeability and attraction on Chinese screens big and small, this talk argues that Nye's US-derived concept of soft power can benefit from being *screened* (examined) from a China perspective.

Zooming in on the smaller screens of online participatory cultures and digital spectacles, online animations highlight a largely unrecognized tension (and possibly incompatibility) between persuasion and attraction in Nye's conceptualization of soft power. Notions of "spreadability" and "attraction" can help gain a better, critical understanding of *virtual* (online) soft power.

Bio: Paola Voci is the author of *China On Video* and co-editor of *Screening China's Soft Power*. Her research focuses on theories and archaeologies of cinema, documentary, animation, and other video practices in contemporary China.

Tuesday 21<sup>st</sup> August, 12pm, A3N7, 3<sup>rd</sup> Floor, Arts Building