Universität Zürich[UZH]

Institute of Asian and Oriental Studies
Chinese Studies



China’s Soft Power Moment?

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From “Chinamaxxing” to blockbuster animation, collectible toys and affordable technology, Chinese culture and products are finding audiences far beyond China’s borders. But what does that popularity mean? Is China becoming more attractive, or is the West becoming less so?

This conversation explores the tensions shaping China’s soft power: between Party-state messaging and stories that emerge from markets and society; between claims to a distinctive civilisation and the ambition to appeal across borders; and between narratives that resonate at home and those that travel well abroad. We will consider why perceptions of China differ across the West and the Global South, and whether today’s fascination marks a passing moment or the foundations of lasting influence.



Qing Wang is an award-winning journalist from China. She is the co-founder of *The Weirdo Podcast*, one of China’s most popular independent podcasts, which discusses social issues from a progressive and feminist perspective. She is currently the “China and the World Fellow” at Asia Society Switzerland, where her work explores the emotional transformations shaping contemporary China.

Further Information
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