

International Relations In Global Era :: Concept And Revision Of Public Diplomacy Around The World

ARTICLE IN PRESS

Public Relations Review xxx (xxxx) xxx-xxxx



Contents lists available at ScienceDirect
Public Relations Review

journal homepage: www.elsevier.com/locate/pubrev



Full Length Article

Green public diplomacy and global governance: The evolution of the U.S–China climate collaboration network, 2008–2014

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ARTICLE INFO

Keywords:
Green public diplomacy
Networks
China-US relationships
Climate change

ABSTRACT
In this study, we examined U.S. and China's participation in the global climate governance networks and the structure and evolution of these networks evolved around the two nations between 2008 and 2014. The study yielded a number of significant findings. First, the U.S.–China climate governance network has a centralized structure. Second, the Chinese and U.S. governments were able to build public diplomatic relationships with a diverse group of organizations. Tightly connected communities have emerged in this network. Third, the driving force behind the U.S.–China climate governance network gradually shifted from a government-driven network to a business/NGO-driven network. Theoretical and practical implications for public diplomacy were also discussed.

In the information age, tightened social connections and social networks drive and influence the global trends in politics, economics, societies, culture, and the solution of pressing global issues (Castells, 2007, 2009). We now live in an era in which international relations and world politics are profoundly influenced by transnational networks of various kinds. Challenged by these new phenomena, public diplomacy practitioners and scholars are exploring new approaches to boost countries' soft power and to build diplomatic relationships with publics around the world (Wang, 2006; Yang & Taylor, 2014).

Public diplomacy, traditionally defined as "a government's process of communication with foreign publics in an attempt to bring about understanding for its nation's ideas and ideals, its institutions and culture, as well as its national goals and policies" (Tuch, 1990, p. 9), is an emerging field of interdisciplinary research (Nye, 2004; Yun & Toth, 2009). In the field of public relations, scholars have examined the communication strategies, content and impacts of public diplomacy initiatives (Fitzpatrick, 2007; Yun & Toth, 2009). One of the ongoing paradigm shifts is a quest for public diplomacy approaches that change from one-way, information-based communication to dialogic, relationship-oriented communication that lead to the creation of dialogues, engagement and networks (Park & Lim, 2014; Zaharna, 2005).

Among influential international relationships, the binary relationship between U.S. and China carries crucial impact over global affairs. In this article, we focus on the issue of climate global governance and the networks that evolve around the two countries. The architectures of global governance can be defined as "the overarching system of public and private institutions that are valid or active in a given issue area of world politics. This system comprises organizations, regimes, and other forms of principles, norms, regulations, and decision-making procedures" and often takes the form of networks (Biermann, Pattberg, Van Asselt, & Zelli, 2009, p. 15). Global governance is especially necessary in areas requiring collaborative efforts and resources that go beyond one nation or societal-sector. The defining feature of global climate governance has been the multilateral environmental agreements that are designed to promote international cooperation and transnational projects that bring together multi-sectoral actors (Sarwal, 2007). We argue that nations' participation in climate global governance networks has important public diplomatic values. On the one hand, such high-

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<http://dx.doi.org/10.1016/j.pubrev.2017.08.001>

Received 14 December 2016; Received in revised form 6 May 2017; Accepted 14 August 2017
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Please cite this article as: Yang, A., Public Relations Review (2017), <http://dx.doi.org/10.1016/j.pubrev.2017.08.001>

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