iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 14 **Issue:** III **Month of publication:** March 2026

DOI: https://doi.org/10.22214/ijraset.2026.79182

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 14 Issue III Mar 2026- Available at www.ijraset.com

Diplomacy in the Digital Arena: Japan and China's Use of Cultural Soft Power on Global Social Media Platforms

Akansha Pant[1], Dr. Diksha Jha[2]
[1]*Student, M.A. POLITICAL SCIENCE (Batch 2024-2026), Amity Institute of Social Sciences, Amity University Uttar Pradesh Noida*
[2]*Asst. Professor, Amity Institute of Social Science Sciences, Amity University Uttar Pradesh Noida*

Abstract: ***In the digital age, diplomacy is no longer confined to traditional political negotiations or cultural exchange programs. Governments increasingly employ digital platforms and cultural industries to influence global perceptions and shape international narratives. This study examines the role of digital cultural diplomacy in the foreign policy strategies of Japan and China, focusing on how both countries utilize global social media platforms and cultural products to enhance their soft power. While Japan has historically relied on popular culture such as anime, manga, gaming, and fashion to project an appealing national image, China has more recently intensified its digital cultural outreach through state-supported media, digital platforms, and cultural initiatives.***

The research comparatively analyses the strategies used by Japan and China to promote cultural narratives in the global digital arena. It explores the historical evolution of soft power diplomacy in both countries, the rise of global social media platforms as diplomatic tools, and the role of digital storytelling in shaping national identity. Japan's decentralized, market-driven cultural influence is contrasted with China's state-led approach to digital diplomacy and cultural promotion.

Furthermore, the study investigates how audiences worldwide engage with these cultural narratives and how digital platforms contribute to the dissemination and consumption of cultural content. The analysis also addresses the limitations and challenges faced by both countries, including issues of credibility, state control, digital backlash, and cultural misinterpretation.

Through a qualitative comparative analysis, this paper argues that although both nations effectively use digital media to expand their cultural reach, their strategies differ significantly in structure, credibility, and global reception. Japan's organic cultural diffusion has created strong grassroots engagement, while China's state-driven model faces challenges related to trust and perception.

Ultimately, the research highlights how digital cultural diplomacy is reshaping global cultural politics and redefining the tools of international influence in the twenty-first century.

Keywords: Digital Diplomacy, Soft Power, Cultural Diplomacy, Japan, China, Social Media Diplomacy, Global Cultural Politics.

I. INTRODUCTION

The nature of international diplomacy has transformed dramatically in the twenty-first century due to technological advancements and the rapid growth of digital communication. Traditional diplomacy, which relied heavily on state-to-state interactions and formal diplomatic channels, has expanded into the digital sphere where governments communicate directly with global audiences. Digital diplomacy, therefore, has emerged as an important instrument for shaping international narratives, promoting national culture, and strengthening a country's global influence.

Within this context, cultural diplomacy has taken on new forms through digital media. Cultural diplomacy traditionally refers to the use of cultural resources, such as arts, heritage, language, and entertainment, to improve international relations and promote mutual understanding between nations. However, with the emergence of social media platforms and global digital networks, cultural diplomacy now operates through online spaces where cultural products circulate instantly across borders.

Japan and China represent two of the most influential cultural powers in Asia and have adopted different approaches to digital cultural diplomacy. Japan's cultural influence has been largely driven by popular culture industries such as anime, manga, video games, fashion, and design. These cultural products have achieved global popularity and have significantly contributed to Japan's international image. The concept of "Cool Japan" reflects the country's strategy of promoting its creative industries and cultural identity worldwide.

©IJRASET: All Rights are Reserved

China, on the other hand, has increasingly invested in state-led cultural diplomacy initiatives aimed at improving its global image and expanding its cultural influence. Through media networks, cultural institutions, digital platforms, and government-supported content, China seeks to project a narrative of cultural richness, modernization, and global cooperation.

The rise of global social media platforms such as YouTube, Instagram, TikTok, and X has further accelerated the spread of cultural narratives. These platforms allow governments, creators, and institutions to communicate directly with international audiences, making digital storytelling a central component of modern diplomacy.

This research aims to analyse how Japan and China utilize digital culture diplomacy to strengthen their soft power and shape global perceptions. By comparing their strategies, the study explores the effectiveness, challenges, and limitations of digital cultural diplomacy in the contemporary international system.

A. Research Objectives

The primary objective of this research is to examine how Japan and China utilize digital cultural diplomacy to strengthen their soft power and influence global perceptions in the digital age. The study aims to analyse the role of global social media platforms in promoting national culture and shaping international narratives. It also seeks to explore the historical development of cultural diplomacy in both countries and how these strategies have evolved with the rise of digital communication technologies. Furthermore, the research aims to compare the approaches adopted by Japan and China in using cultural industries, digital storytelling, and online platforms to engage international audiences. Another objective is to evaluate the effectiveness of these strategies in shaping global reception and national image. Finally, the study intends to identify the key challenges and limitations associated with digital cultural diplomacy, including issues of credibility, censorship, cultural misinterpretation, and digital backlash in the global media environment.

B. Research Questions

Main Research Question

How do Japan and China use cultural soft power in the digital arena through global social media platforms to shape and reshape their international image?

Sub-Research Questions

1) How do the concepts of digital diplomacy and cultural soft power help explain the growing role of social media in contemporary international relations?
2) How have the historical transformations of Japan and China influenced their strategies of cultural image-building in the digital age?
3) How does Japan use popular culture and digital platforms to project its cultural soft power globally?
4) How does China promote its cultural heritage, popular culture, and technological development through digital diplomacy?
5) What are the major differences between Japan's and China's approaches to digital cultural diplomacy?
6) What challenges and limitations affect the credibility and effectiveness of digital cultural diplomacy in both countries?

II. LITERATURE REVIEW

The concept of soft power and cultural diplomacy has gained significant attention in international relations, particularly in the digital era where communication technologies have transformed diplomatic engagement. Scholars argue that digital platforms have expanded the ability of states to project influence through culture, media, and online engagement.

Ahmed (2025) emphasizes that soft power in the digital age relies heavily on narrative construction and cultural communication through online media. According to the author, governments increasingly rely on digital platforms to shape international perceptions and promote national identity. Similarly, Mane (2025) highlights that modern diplomacy extends beyond traditional state interactions and now includes cultural exchange, media outreach, and digital engagement.

Research on cultural diplomacy in Asia often focuses on Japan's successful use of popular culture as a soft power resource. Xia (2024) explains that Japan's cultural diplomacy has been significantly strengthened through the global popularity of anime, manga, fashion, and gaming industries. These cultural industries have helped construct a positive international image of Japan while attracting global audiences. Breger (2025) further argues that Japan's creative industries serve as cultural ambassadors that promote cross-cultural exchange and global cultural engagement.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

Tamburlini (2020) also highlights how Japan has successfully integrated digital diplomacy into its cultural promotion strategies. Through social media platforms and digital storytelling, Japan has been able to spread its cultural influence more effectively among younger global audiences.

In contrast, China's cultural diplomacy strategy is more state-driven and strategically coordinated. Yu (2019) describes China's "social+" approach to soft power, where digital platforms and social media play a central role in communicating Chinese cultural narratives globally. According to Safeer (2024), China's government has invested heavily in international media production and digital communication to enhance its global cultural presence.

However, several scholars note that China's soft power efforts face challenges related to credibility and audience perception. Chen (2025) argues that while China actively uses social media platforms to reshape its global image, issues related to censorship and information control sometimes undermine trust among international audiences.

Other researchers focus on the growing role of social media in shaping cultural diplomacy. Percara (2025) highlights how viral content, memes, and short videos have become powerful tools for transnational cultural communication. Similarly, Room (2025) notes that digital diplomacy enables governments to interact directly with global audiences rather than relying solely on traditional diplomatic channels.

Comparative studies also reveal important differences between Japan and China's cultural diplomacy strategies. Sun (2026) describes the two countries as "charm rivals," noting that Japan's cultural influence often emerges organically through popular culture industries, while China's approach is more centralized and state-managed.

Overall, the existing literature suggests that digital platforms have become crucial tools for cultural diplomacy and soft power projection. While Japan relies heavily on popular culture and creative industries to expand its influence, China increasingly uses strategic digital communication to promote its cultural narratives globally. These differing approaches highlight the evolving nature of cultural diplomacy in the digital age and provide a useful framework for comparing Japan and China's digital cultural diplomacy strategies.

III. CONCEPTUAL FRAMEWORK

The conceptual framework of this study is based on the relationship between digital diplomacy, cultural soft power, and the role of social media in shaping international perceptions. In the modern digital era, countries increasingly use cultural narratives and digital communication platforms to promote their national image and strengthen diplomatic influence. This research framework helps explain how Japan and China use digital tools and cultural resources to project soft power globally.

A. Digital Diplomacy

Digital diplomacy refers to the use of digital technologies and online communication platforms by governments and institutions to achieve diplomatic objectives. It includes the use of websites, social media platforms, digital campaigns, and online content to communicate with international audiences. Digital diplomacy allows countries to directly interact with global citizens, promote national interests, and shape international narratives more quickly and effectively than traditional diplomatic channels.

B. Cultural Soft Power

Cultural soft power refers to the ability of a country to influence and attract global audiences through its culture, values, traditions, and creative industries. Instead of relying on military or economic power, soft power works by creating cultural appeal and positive perceptions. Cultural products such as films, music, literature, food, fashion, and entertainment often play a major role in strengthening a country's global image and building cultural connections with international audiences.

C. Social Media as a Tool of Diplomacy

Social media platforms have become important tools in modern diplomacy and cultural promotion. Platforms such as YouTube, Instagram, TikTok, and X allow governments, cultural institutions, and creators to share cultural content with global audiences instantly.

These platforms also encourage audience interaction through comments, shares, and discussions, creating a dynamic environment for cultural exchange. As a result, social media has become a key medium for spreading cultural narratives, engaging international communities, and strengthening a country's soft power in the digital age.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

IV. RESEARCH METHODOLOGY

This study adopts a qualitative and comparative research methodology to examine how Japan and China utilize digital cultural diplomacy to enhance their soft power on global social media platforms. The research is primarily based on secondary data collected from academic journals, books, policy reports, and credible online articles related to digital diplomacy, cultural soft power, and international communication. A comparative analytical approach is used to analyze the cultural diplomacy strategies of both countries, focusing on their use of digital platforms, cultural industries, and audience engagement practices. The study also examines existing literature and case examples to understand how cultural narratives are promoted and received in the global digital arena. This methodological approach helps identify similarities and differences in the digital cultural diplomacy strategies of Japan and China while evaluating their effectiveness and limitations in shaping international perceptions.

A. Historical Background of Cultural Diplomacy in Japan and China

Understanding the current digital cultural diplomacy strategies of Japan and China requires examining their historical cultural diplomacy traditions. Japan's cultural diplomacy began gaining prominence after World War II when the country sought to rebuild its international reputation and integrate into the global community. Cultural exchange programs, art exhibitions, language promotion, and academic collaborations became important tools in restoring Japan's international image. Over time, Japanese popular culture industries such as anime, manga, and video games gained enormous international popularity. By the late twentieth century, these cultural products had become powerful informal ambassadors of Japanese culture worldwide. The global spread of Japanese pop culture helped shape a positive and modern image of Japan, particularly among younger generations. Anime series, manga publications, and gaming franchises created dedicated global fan communities that contributed to the international recognition of Japanese culture. Recognizing this cultural impact, the Japanese government began actively supporting the promotion of creative industries through initiatives aimed at strengthening Japan's cultural brand globally. China's cultural diplomacy, in contrast, has historically been more state-driven and closely tied to political objectives. During the early years of the People's Republic of China, cultural diplomacy primarily involved cultural delegations, artistic exchanges, and ideological promotion aligned with political goals. However, as China integrated into the global economy during the late twentieth and early twenty-first centuries, the government began expanding its cultural diplomacy strategies. China established numerous cultural institutions and media organizations aimed at promoting Chinese culture internationally. Language and cultural education programs, cultural festivals, film productions, and media networks were increasingly used to enhance China's international cultural presence. More recently, digital technologies and online media platforms have become key instruments in China's efforts to strengthen its global narrative and cultural visibility.

B. The Rise of Global Social Media Platforms in Cultural Diplomacy

The rapid expansion of global social media platforms has significantly transformed the landscape of cultural diplomacy and international communication. Digital platforms have created new opportunities for governments, cultural institutions, and content creators to promote national culture and influence global audiences. Through platforms such as YouTube, Instagram, TikTok, and X, cultural narratives can circulate quickly across borders, allowing countries to project their identity and values in the digital sphere.

1) Importance of Global Platforms: Global social media platforms play a crucial role in contemporary cultural diplomacy by enabling instant communication with international audiences. These platforms provide governments and cultural producers with accessible channels to share cultural content, promote tourism, highlight traditions, and strengthen national branding. Their global reach allows cultural narratives to travel beyond geographical boundaries and reach diverse audiences.
2) Virtual Storytelling, Short Videos, and Viral Content: Digital diplomacy increasingly relies on virtual storytelling techniques. Short videos, digital narratives, memes, and viral trends have become effective tools for presenting cultural stories in engaging and easily consumable formats. Platforms like TikTok and YouTube allow creators and institutions to showcase cultural traditions, lifestyle, entertainment, and national achievements through visually appealing and interactive content.
3) Audience Engagement and Cultural Consumption in Digital Spaces: Social media platforms encourage active participation rather than passive consumption. Global audiences interact with cultural content by liking, sharing, commenting, and creating their own interpretations. This participatory environment creates digital communities and fan cultures that contribute to the global spread and consumption of cultural products.
4) Challenges of Credibility, Trust, and Perception Management: Despite their advantages, digital platforms also present challenges for cultural diplomacy. Issues such as misinformation, credibility concerns, and audience skepticism can affect how cultural narratives are perceived internationally. Governments must carefully manage digital communication strategies to maintain authenticity and trust while navigating the fast-paced and often unpredictable nature of online discourse.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

C. Japan's Use of Cultural Soft Power in the Digital Arena

Japan has successfully used cultural soft power to influence global audiences, especially in the digital age. Cultural soft power refers to the ability of a country to attract and shape international perceptions through culture, values, and creative industries. With the growth of digital communication and global social media platforms, Japan has expanded its cultural outreach worldwide. Through online platforms, streaming services, and digital communities, Japanese culture has reached global audiences and strengthened Japan's international cultural presence.

1) Popular Culture: Anime, Manga, and Video Games: Japanese popular culture, particularly anime, manga, and video games, plays a major role in Japan's cultural diplomacy. These cultural products have gained worldwide popularity and created strong international fan communities. Through streaming platforms and online media, global audiences can easily access Japanese entertainment, which promotes Japanese storytelling, creativity, and cultural identity.
2) Cuisine, Fashion, Tourism, and Lifestyle Branding: Japan also promotes its culture through cuisine, fashion, tourism, and lifestyle branding. Japanese food, traditional culture, and modern fashion trends are widely shared through digital media. Online travel content and lifestyle promotion help present Japan as a culturally rich and modern society, strengthening its global cultural image.
3) Role of Social Media Platforms in Japan's Cultural Outreach: Social media platforms such as YouTube, Instagram, TikTok, and X play an important role in spreading Japanese culture globally. Japanese creators, companies, and cultural institutions use these platforms to share cultural content, promote tourism, and engage with international audiences. These platforms also allow global fan communities to interact with and celebrate Japanese culture online.

D. China's Use of Cultural Soft Power in the Digital Arena

China has increasingly used cultural soft power in the digital arena to strengthen its global image and influence international audiences. Cultural soft power allows countries to promote their values, traditions, and identity through culture rather than through political or military means. With the rise of digital communication and social media platforms, China has expanded its cultural diplomacy by sharing cultural narratives, traditions, and modern achievements with global audiences. Through digital media, cultural programs, and state-supported initiatives, China seeks to present itself as a culturally rich and technologically advanced nation.

1) Promotion of History, Culture, and Popular Culture: China promotes its long historical heritage and traditional culture as a key part of its soft power strategy. Cultural elements such as Chinese festivals, traditional arts, historical landmarks, and modern popular culture are widely shared through digital media. These cultural representations help introduce international audiences to Chinese civilization and cultural identity.
2) Digital Cultural Diplomacy and State-Supported Initiatives: China's cultural diplomacy is strongly supported by the state through various cultural institutions, media organizations, and international cultural programs. Government-supported initiatives promote Chinese culture through digital campaigns, cultural exchanges, and online cultural content aimed at improving China's global image.
3) Technological Innovation and Digital Influence: China has also strengthened its cultural outreach through technological innovation and digital development. Advances in digital media, online platforms, and creative industries enable China to distribute cultural content more effectively to global audiences.
4) Role of Social Media Platforms in Cultural Dissemination: Social media platforms play an important role in spreading Chinese cultural narratives globally. Platforms such as YouTube, TikTok, and other digital media channels are used to showcase Chinese culture, lifestyle, tourism, and modern achievements. Through these platforms, China attempts to reach international audiences and expand its cultural influence in the digital sphere.

V. COMPARATIVE ANALYSIS OF JAPAN AND CHINA'S DIGITAL CULTURAL SOFT POWER

The digital age has significantly transformed the ways in which countries promote their cultural influence and shape global perceptions. Both Japan and China actively use digital platforms and cultural industries to strengthen their soft power; however, their strategies, approaches, and global reception differ in several important ways. Japan's cultural diplomacy is largely driven by creative industries and popular culture, while China's approach tends to be more state-supported and strategically coordinated. A comparative analysis of these two countries highlights the differences in their digital cultural diplomacy approaches, audience engagement patterns, and their effectiveness in reshaping historical national images.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

A. Distinctions in Digital Cultural Diplomacy Approach

One of the key differences between Japan and China lies in their approach to digital cultural diplomacy. Japan's strategy is largely organic and market-driven, relying heavily on the global popularity of its cultural industries such as anime, manga, video games, fashion, and entertainment. These cultural products have gained international recognition over several decades and are widely consumed by global audiences through digital platforms and streaming services. In contrast, China's cultural diplomacy approach is more centralized and supported by government initiatives. Chinese cultural promotion often involves state-backed media organizations, cultural programs, and strategic campaigns designed to promote Chinese culture and national narratives globally. While Japan's cultural influence tends to spread naturally through fan communities and entertainment industries, China's strategy is more structured and policy-oriented.

B. Audience Engagement and Global Response

Another important point of comparison is the level of audience engagement and the nature of global response to cultural content from both countries. Japanese cultural products often generate strong fan communities that actively participate in cultural discussions, fan art, and online interactions. Anime and gaming communities, for example, have created global networks where audiences share and celebrate Japanese culture. This participatory culture increases the global reach and sustainability of Japan's soft power. On the other hand, China has been expanding its digital cultural outreach through online content, documentaries, short videos, and cultural storytelling. Although China has gained increasing visibility in digital spaces, global responses sometimes vary due to concerns related to political messaging and media control. As a result, audience engagement with Chinese cultural content may differ in intensity compared to the strong grassroots engagement seen with Japanese popular culture.

C. Effectiveness in Reshaping Historical National Image

Both Japan and China use digital cultural diplomacy as a means of reshaping their historical national images and presenting new narratives to global audiences. Japan has successfully used its cultural industries to project an image of creativity, innovation, and modernity. The global popularity of Japanese entertainment and lifestyle culture has helped move international attention away from historical conflicts toward contemporary cultural contributions. China, similarly, uses digital media and cultural promotion to highlight its long history, economic development, and technological advancement. Through documentaries, cultural campaigns, and online storytelling, China seeks to present itself as a culturally rich and modern global power. However, the effectiveness of these efforts often depends on how international audiences perceive the authenticity and credibility of the cultural narratives being presented.

VI. CHALLENGES AND LIMITATIONS OF DIGITAL CULTURAL DIPLOMACY

Although digital platforms have created new opportunities for countries to promote their culture and strengthen their soft power, digital cultural diplomacy also faces several challenges and limitations. The fast-moving nature of social media, diverse global audiences, and political influences can affect how cultural messages are received and interpreted. For countries like Japan and China, maintaining authenticity, credibility, and effective communication in digital spaces is essential for successful cultural diplomacy.

A. Issue of Authenticity and Credibility

One major challenge in digital cultural diplomacy is maintaining authenticity and credibility. Global audiences are often sensitive to content that appears overly promotional or politically motivated. Cultural content that feels natural and creative tends to attract more engagement, while highly controlled or strategic messaging may lead to skepticism among international audiences. Therefore, countries must balance cultural promotion with authenticity to ensure that their cultural narratives are trusted and well received.

B. State Control, Censorship, and Platform Regulation

Government control and regulation of digital platforms can also influence the effectiveness of cultural diplomacy. Strict censorship policies, information control, and restrictions on media platforms may limit the openness of digital communication. In some cases, such regulations can create negative perceptions among global audiences and reduce the credibility of cultural messaging. Managing digital communication while maintaining openness and transparency remains a challenge for many governments.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

C. Cultural Misinterpretation and Digital Backlash

Another limitation of digital cultural diplomacy is the risk of cultural misinterpretation. Cultural symbols, traditions, and messages may be interpreted differently across societies due to cultural differences and varying historical perspectives. Social media can also amplify criticism or controversies quickly, sometimes leading to digital backlash. Such reactions can affect the perception of a country's cultural image and complicate diplomatic efforts in the digital sphere.

VII. CONCLUSION

The transformation of diplomacy in the digital era has significantly expanded the role of culture in international relations. Digital platforms now function as global arenas where cultural narratives compete for attention, influence, and credibility.

Japan and China provide two distinct models of digital cultural diplomacy. Japan's approach is largely driven by creative industries and popular culture, allowing its cultural influence to develop organically through global fan communities. This model benefits from authenticity, creativity, and strong audience engagement.

China's strategy, in contrast, reflects a more centralized and state-led model aimed at promoting national narratives and strengthening international image. While China has successfully expanded its digital cultural presence, challenges related to credibility, censorship, and audience perception remain important obstacles.

Ultimately, the comparison between Japan and China demonstrates that digital cultural diplomacy is not only about promoting culture but also about building trust, authenticity, and meaningful engagement with global audiences. As digital technologies continue to evolve, cultural diplomacy will remain a crucial component of international influence and global cultural exchange.

REFERENCES

Journal Articles

[1] Ahmed, S. (2025). The Role of Soft Power in the Digital Age. SAIS Review of International Affairs. Retrieved from https://saisreview.sais.jhu.edu/the-role-of-soft-power-in-the-digital-age
[2] Mane, S. (2025). Diplomacy Beyond Borders: The role of soft power in fostering global cooperation. TIJER – International Research Journal, 12(2349-9249). https://tijer.org/tijer/papers/TIJER2508010.pdf
[3] Pujar, M. H. (2023). The role of soft power in diplomacy: Cultural diplomacy and international relations. IJRAR. https://ijrar.org/papers/IJRAR23A3145.pdf
[4] Xia, P. (2024). The Impact of Japan's Cultural Diplomacy on the Construction of Japan's Traditional Cultural Soft Power. Highlights in Business Economics and Management, 35, 21–30. https://doi.org/10.54097/zvh93w50
[5] Yu, H. (2019). China's "social+" approach to soft power. East Asia Forum Quarterly, 11(2), 32–33. https://eastasiaforum.org/2019/06/27/chinas-social-approach-to-soft-power

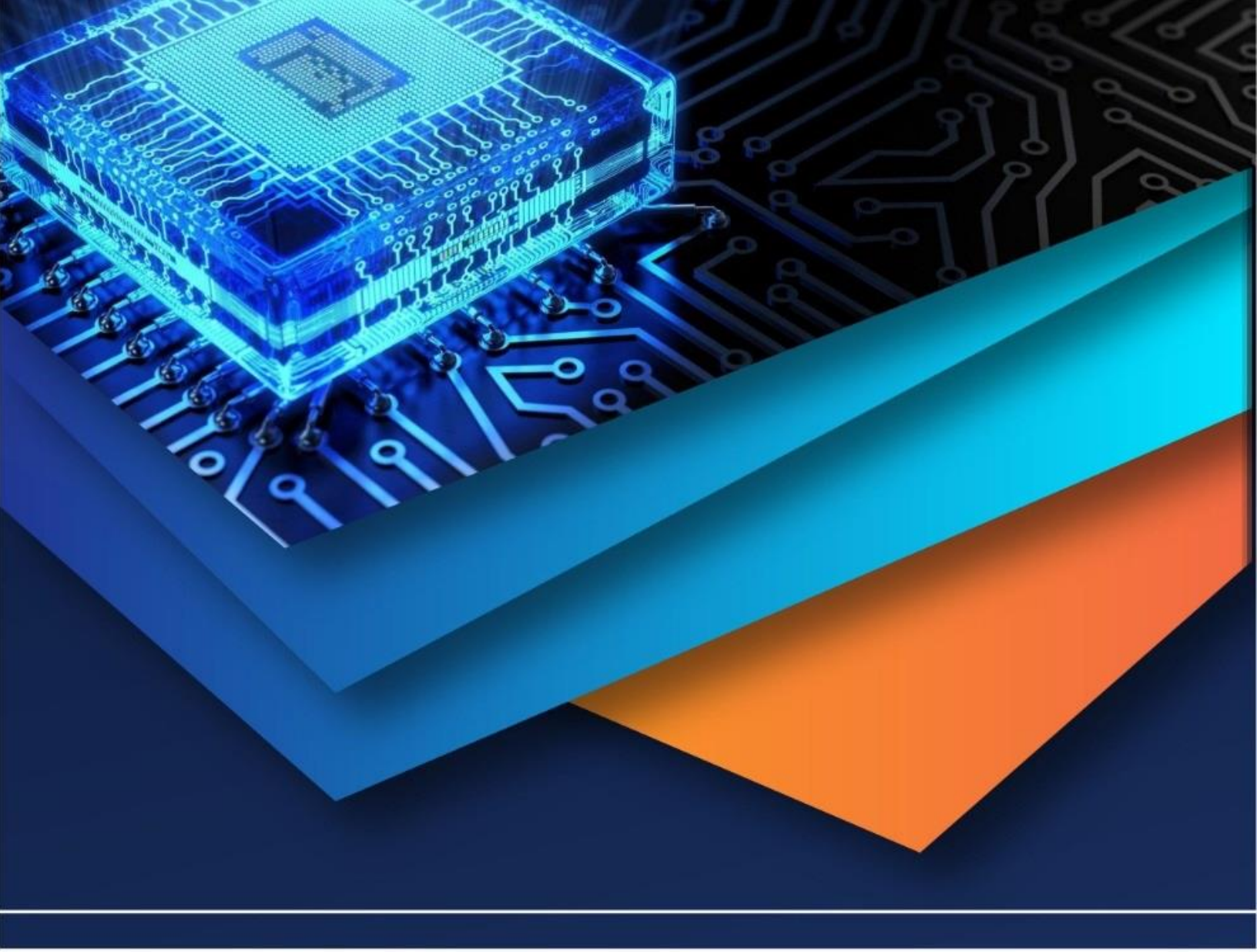
Books

[1] Sun, J. (2026). Japan and China as Charm Rivals. Google Books. https://books.google.co.in/books?id=iCz8bw3DojcC

Online Articles

[2] Breger, M. (2025). The Global Influence of Japanese Content: Creativity, Innovation, and Cross-Cultural Exchange. Stanford University. https://fsi.stanford.edu/news/global-influence-japanese-content-creativity-innovation-and-cross-cultural-exchange
[3] Chen, M. (2025). Soft power, hard work: Can China harness social media apps to rewire its global image? South China Morning Post. https://www.scmp.com
[4] Cool Japan – The Project That Transformed Japan Into a Cultural Powerhouse. (2024). Yokogao Magazine. https://www.yokogaomag.com/editorial/project-cool-japan
[5] Garcia, M. (2025). Beyond Entertainment: Asia's Soft Power War Against the West. Modern Diplomacy. https://moderndiplomacy.eu
[6] Safeer, H. (2024). Evaluating China's Soft Power Approaches. World Affairs Insider. https://worldaffairsinsider.com
[7] Karki, B. (2025). How China's Soft Power is Rewriting Asian Culture. The Japan Times. https://www.japantimes.co.jp
[8] Laila, U. (2024). Chinese Soft Power and Public Diplomacy in the United States. USC Center on Public Diplomacy. https://uscpublicdiplomacy.org
[9] Montgomery, D. (2025). Japan can ride the anime wave to become the new soft superpower. The Japan Times. https://www.japantimes.co.jp
[10] Notes, M., & Stains, T. (2025). Enduring Allure: How Japan's Soft Power Continues to Captivate the World. Medium – The Geopolitical Economist.
[11] Percara, M. (2025). Soft Power Viral: TikTok, Memes, and Transnational Dissent in the Age of Digital Influence. E-International Relations. https://www.e-ir.info
[12] Room, P. (2025). Digital Diplomacy: Exercising Soft Power in the 21st Century. DISA. https://disa.org
[13] Tamburlini, D. (2020). Spreading Culture Through Digital Diplomacy and Social Media: The Development of Japan's Soft Power in the New Millennium. Academia.edu
[14] The Japan Foundation. (2025). The Japan Foundation's Social Media Policy. https://www.jpf.go.jp
[15] Xing, J. (2025). China's Soft Power Play: Can Fashion and Digital Influencers Reshape Its Global Image? The Diplomat. https://thediplomat.com
[16] Yuan, S. (2025). Is China the new cool? How Beijing is using pop culture to win the soft power war. The Conversation. https://theconversation.com
[17] Rodecef449. (2025). China's Soft Power Strategy: Rivals to K-Pop and Anime. Scribd.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)