
L'internationalisation des médias, soft power chinois pour ambition de rétablir un nouvel ordre médiatique du monde / Media internationalization, Chinese soft power for establishing a new media world order

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Abstract (in French and English)

La Chine a entamé depuis quelques années une nouvelle phase de l'internationalisation de ses médias s'inscrivant dans le cadre de deux politiques stratégiques: la Grande communication et ensuite la diplomatie publique, conduites par le gouvernement de Pékin. Depuis, l'expansion de ces médias à l'échelle internationale devient phénoménale. Comment comprendre cet investissement de l'État chinois dans la communication internationale ? Quel rôle les médias internationaux chinois jouent-ils en la matière ? Quelles sont ses limites? Cet article s'intéresse au débat théorique sur le soft power en Chine, mais se penche surtout sur la stratégie de la diplomatie publique chinoise, plus particulièrement dans le processus de l'internationalisation des médias chinois. Du point de vue méthodologique, nous nous concentrons sur des documents officiels approuvés par les hauts dirigeants chinois et des articles parus dans les revues chinoises mais aussi des observations du terrain. La première partie traite de la notion de soft power à la chinoise ; la deuxième retrace l'évolution historique de l'internationalisation de médias chinois; la troisième partie s'intéresse à la sa situation actuelle; la dernière présente une analyse des limites des médias chinois, qui pourraient entraver la réalisation de son ambition.

In recent years, China has begun a new phase in the internationalization of its media in the context of two strategic policies: Great communication and public diplomacy later. The expansion of chinese medias in the world became a phenomenon. How to understand the investment of the Chinese state in international communication? What role do Chinese international medias play in China's public diplomacy strategy? What are its limitations? This article focuses on the theoretical debate about soft power in China, but also focuses mainly on the strategy of Chinese public diplomacy, especially in the process of internationalization of Chinese media. In terms of methodology, we focus on official documents approved by Chinese officials and articles published in Chinese journals but also field observations. The first part deals with the concept of soft power in China; the second traces the historical development of Chinese media internationalization; the third part shows the current situation; the last presents an analysis of the limitations of Chinese media who could obstruct the realization of these ambitions.

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Keywords: Internationalisation, Médias, Chine, Ordre médiatique