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CALL FOR PAPERS for an international conference: **Communicating Soft Power: Contrasting Perspectives from India and China** between 9-10 September 2013 at the University of Westminster, London. Organised by the India Media Centre and the China Media Centre of the Communication and Media Research Institute (CAMRI) of the University of Westminster, London **Deadline for abstracts: 17 May 2013** The notion of soft power, associated with the work of Harvard political scientist Joseph Nye, is defined as 'the ability to attract people to our side without coercion'. Nye's concept, whose focus is primarily on the United States, has been adopted or adapted by countries around the world. It has generated much debate about the capacity of nations to make themselves attractive in a globalizing marketplace for ideas and images. This two-day international conference will explore competing and contrasting approaches to soft power in India and China, the world's two fastest growing economies, whose rise is set to reconfigure global power equations in a multi-polar world. The conference will discuss the American origins of the concept and how it has been extrapolated in non-American contexts, namely in India and China. Suggested topics for papers include, but are not restricted to, the following:

- Rethinking soft power
- Diaspora as soft power
- Public Diplomacy Web2.0
- Contest or cooperation – towards a 'Chindian' public sphere?
- Bollywood as soft power
- Media and diplomacy - a global CCTV?
- Soft, Hard and 'Smart' power
- Branding nations and cultures: Yoga, Confucius and spiritualism
- Soft power – democratic vs. authoritarian discourses
- Creative industries as soft power - globalization of India's IT industry
- Engaging with Chindia – international perspectives
- Comparing communication strategies – challenges and opportunities

DEADLINE FOR ABSTRACTS The deadline for abstracts is Friday 17 May 2013. The abstracts will be peer reviewed and successful submissions will be notified mid June. These should be between 200-350 words and must include the presenter's name, institutional affiliation, email and postal address, together with the title of the paper and a brief biographical note. Please send abstracts to Helen Cohen, Events Administrator at journalism@westminster.ac.uk Download full information: India-China Soft Power Conference-London 9-10 September-CfP(2) Conference registration opens in June

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