

Completion Report

Dong-A University

Yoo Sihyun

Subject of Research Project : Public diplomacy and National Image: A Comparative Analysis of Japan's and China's government Scholarship Programs towards the Philippines

This study analyzed the effects of public diplomacy by conducting a survey of Filipinos who have studied abroad or are currently studying abroad after receiving government scholarships from Japan and China. The survey was divided into three main categories. Looking at the questionnaire, we first investigated the changer in perception of Japan and China before and after studying abroad, and the perception of the political and economic systems of Japan and China. Second, a survey was conducted on Japan and China's influence on the world and Southeast Asia, the two countries' influence on Southeast Asia, and third, the education systems and soft power of Japan and China. The survey was conducted on political, economic, social, cultural, security and security cooperation between Japan and China in Southeast Asia. Given that the main purpose of public diplomacy is to bring about changes in the perception of donor countries, the government scholarship system currently implemented by Japan and China is effective. Providing financial support to future elites in developing countries for educational purposes can be a seed to form a good national image for China-Japan.

When analyzing specific items, Japan's image was slightly positive before studying abroad, it changed to a very positive perception. Although most of the reasons for that perception were economic development and Japan's political system was judged to be strong, there were many concerned answers about the economic system. Japan's influence and security role in Southeast Asia are also positively evaluated. However, the United States is expected to play the biggest role in Southeast Asian security. Japan's soft power is evaluated second only to the United States. On the other hand, before studying abroad, it changed from a native and neutral perception of China to a slightly positive image. China also had a lot of judgments based on its economic development. China's economic system has a lot of growing judgments, and the political system can maintain the current state.

Compared to Japan and China alone, expectations for Japan's economy And security were high.

What was impressive was that despite receiving the Chinese government scholarship, China's soft power rating was low. Rather, the soft power of the United States, Japan, and Korea wase highly valued both globally and in Southeast Asia. Despite China's large influence on Southeast Asia, it judged that security wase a dangerous factor, and Its evaluation of soft power was also sluggish.

In summary, the differences in the political system of scholarship recipients are different from those of scholarship recipients. Therefore, public diplomacy should be conducted with choice and concentration in consideration of the target country's system. In particular, in the case of Japan, it is considered advantageous to provide scholarships mainly to countries with similar political systems.