## **Emerging Powers in International Politics**

The BRICS and Soft Power

Edited by Mathilde Chatin and Giulio M. Gallarotti



## **Contents**

	Citation Information Notes on Contributors Foreword	ix xi xiii
1	The BRICS and soft power: an introduction  Mathilde Chatin and Giulio M. Gallarotti	1
2	Do the BRICS possess soft power?  Oliver Stuenkel	19
3	Brazil: analysis of a rising soft power  Mathilde Chatin	35
4	The limits of Russia's 'soft power' Peter Rutland and Andrei Kazantsev	61
5	The soft power of popular cinema – the case of India Daya Kishan Thussu	81
6	China's soft power with Chinese characteristics: the cases of Confucius Institutes and Chinese naval diplomacy Claude Zanardi	97
7	South Africa's soft power conundrum: how to win friends and influence people in Africa  Janis van der Westhuizen	115
8	Compound soft power: the BRICS and the multilateralization of soft power <i>Giulio M. Gallarotti</i>	133
	Index	157