

A Study of China's Diplomatic Neologisms: *The Language Situation in China* from 2010-2020 in the Context of International Relations

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Abstract: The research investigates on China's present diplomatic situations from the perspective of media neologisms listed in the *The Language Situation in China* 2010 to 2020 categorizing various forms of diplomatic neologisms with respect to international relations. The present data analysis offers a panoramic view of China's diplomacy to the readers in anticipation that they will develop a better understanding of China's present diplomatic situations so as to generate intellectual support for China's future diplomatic practices and setting an example for contemporary international relations. The research established the categories by which these neologisms may be classified. Divided by fields, the subdivisions include economic diplomacy, military diplomacy, and scientific and technological diplomacy, all of which are under the umbrella of hard power diplomacy, whereas political diplomacy, cultural diplomacy and medical diplomacy, come under the umbrella of soft power diplomacy. Divided by their nature, the subdivisions involve policy type, pattern type, event type, achievement type and organization/platform type, as well as site type, color type and figure type. They reflect China's present diplomatic situations in a relatively realistic and objective way.

Keywords: diplomatic neologisms; *The Language Situation in China*; hard power diplomacy; soft power diplomacy; international relations

I. Introduction

1.1 Purpose and Background

The research aims to provide readers with a panoramic view of China's diplomacy, allowing them develop a better understanding of China's current diplomatic situations, providing intellectual support for China's future diplomatic practices and setting an example for contemporary international relations.

As a human communication tool, language is a product of society. It has been deeply imprinted with the distinctive characteristics of the eras in social evolution. Language and social development are inextricably linked. As a linguistic element, vocabulary directly reflects the changes in all aspects of social life. The digital transformation and development not only enrich neologisms; but also have them be monitored and recorded and become important information for the investigation of the times. *The Language Situation in China* is a green book about annual language usage made and issued by China's National Language and Writing Working Committee. With its comprehensiveness, timeliness, specialization, and authority, it has been commonly recognized as a corpus for academic research.

1.2 Scope and Methodology

The scope of the research is the categories of the diplomatic neologisms on the media neologisms list in *The Language Situation in China* from 2010 to 2020 in the context of international relations. To achieve the goal, data analysis and interdisciplinary research will be applied.

1.3 Research Questions and Hypothesis

There are three research questions: 1. What do we know about the general situation of China's present diplomacy? 2. What is the present situation of China's hard power diplomacy? 3. What is the present situation of China's soft power diplomacy?

The author hypothesizes that China's present diplomatic situations are reflected in its hard power diplomacy and soft power diplomacy.

1.4 Structure of the Research

The research consists of six parts. The first part makes an introduction about the purpose and background, the scope and methodology, the structure and the research questions and hypothesis of the research. The second part is about the theoretical framework and literature review of the research. Constructivism and Power

Transition Theory will be applied to the research on the previous studies. The third part makes a general introduction about China's present diplomatic situations by analyzing the neologisms related to China's overall diplomacy. The fourth part makes an investigation on the present situation of China's hard power diplomacy, including China's economic diplomacy, military diplomacy and scientific and technological diplomacy, by analyzing the corresponding neologisms. The fifth part looks into the present situation of China's soft power diplomacy, including China's political diplomacy, cultural diplomacy and medical diplomacy, by analyzing the corresponding neologisms. The last part draws the conclusion of the research and make some policy recommendations to the existing problems.

II. Theoretical Framework and Literature Review

2.1 Theoretical Framework

As for the theories, constructivism and power transition theory will be applied to the research.

2.1.1 Constructivism

Alexander Wendt's constructivist theory of international relations¹ assumes cultural environment, national identity and security interest. China's diplomacy in every field not only constructs and manifests China's national identity and safeguards China's national interests, but also creates a harmonious cultural environment at home and abroad.

2.1.2 Power Transition Theory

Power transition theory highlights a new emerging great power and the existing great power. "The dominant nation and its supporters are generally unwilling to grant the newcomers more than a small part of the advantages they derive from the status quo. Rising powers are often dissatisfied and make war to impose orders more favorable to themselves."² (Organski and Kugler, 1958) George Modelski³ (1981, 1983) points out that more sophisticated formulations such as hegemonic stability or long-cycle theories involve assumptions about shifts or changes in power distributions that disequilibrate the international system. Immanuel Wallerstein⁴ (2003) holds that the American power has been declined in a chaotic world. There are some inharmonious factors in China's diplomacy. For instance, China is always confronted by the U.S. It shows that the U.S., an existing great power, is feeling threatened by China, a new emerging one.

2.2 Literature Review

"Language is a variable, and society is another variable. The two variables are interacted and interplay with each other, which is called 'covariating',"⁵ As Chen Yuan (2000) puts it. According to An Guozheng,⁶ (1998), the word "diplomacy" refers to foreign affairs such as visiting, negotiating, representing and releasing diplomatic correspondences as well as concluding treaties, participating in international conferences, and joining organizations by heads of states and governments and diplomatic missions as a major means of implementing their national foreign policies. Zhang Yijun⁷ (2000) deems that the rise of China's overall diplomacy is interwoven with the development of the international situations, especially the fast-growing global science and technology and economy. Wang Yugui (2011)⁸ holds that the concept of overall diplomacy has enriched and developed international relations theories with a brand-new perspective and a posture of construction. China's overall diplomacy in the new era features multiple subjects, various forms, rich contents, different levels, and all aspects. It is based on the political affairs related to national interests in traditional diplomacy (that is, affairs related to national security and values, such as economic security and national defense) and keeps pace with the times. It covers several fields such as politics, economy, science and technology, and culture as well as military affairs and nongovernment, taking on an overall temper of the times.

¹Stefano Guzzini and Anna Leander. *Constructivism and International Relations: Alexander Wendt and his Critics*(London: Routledge, 2005).

²Organski and Kugler. *World Politics* (New York: Knopf, 1958).

³George Modelski. *Long Circles of World Leadership[A]Contending Approaches to World System Analysis* (Beverly Hills: Sage, 1983).

⁴Immanuel Wallerstein. *The Decline of American Power: The U.S. in a Chaotic World* (New York: The New Press, 2003).

⁵Chen Yuan. *Sociolinguistics* (Beijing: The Commercial Press, 2000).

⁶An Guozheng. *World knowledge Dictionary* (Beijing: World Affairs Press Co. Ltd., 1998).

⁷Zhang Yijun, "On 'Overall Diplomacy'," *World Affairs*, No. 6 (March 2000).

⁸Wang Yugui, "On China's Overall Diplomatic Concepts and Practices of the New Period(I)," *Journal of the Party School of C.P.C. Qingdao Municipal Committee Qingdao Administrative Institute*, No. 5 (October 2011).

Chen Yuan points out the relation between language and society, which is the essence of sociolinguistics, but his statement lacks examples. An Guozheng defines the word “diplomacy”, limiting the scope of diplomacy, but falling short of categorising diplomacy systematically. Zhang Yijun deems that China’s diplomacy is related to international situations, which is similar to Chen Yuan’s view, but the “diplomacy” referred by him is not in a linguistic sense. Wang Yugui not only explains the relation between the concept of overall diplomacy and international relations theories but also expounds on the features and scope of China’s overall diplomacy. However, he doesn’t discuss diplomacy from a linguistic perspective for he is merely a sociology scholar.

2.3 Implications

The innovation of the research is the combination of sociolinguistic research and political research. Through a study on China’s diplomatic neologisms in *The Language Situation in China* from 2010 to 2020 in the content of international relations, the author is going to explore how China constructs and manifests its national identity, safeguard its national interests and creates a harmonious cultural environment at home and abroad through its diplomacy.

III. A General Introduction of China’s Present Diplomatic Situations

3.1 Data Analysis of Neologisms Related to China’s Overall Diplomacy

The word “diplomacy” refers to foreign affairs such as visiting, negotiating and releasing diplomatic correspondences as well as concluding treaties, participating in international conferences and joining organizations by heads of states and governments and diplomatic missions as a major means of implementing their national foreign policies.⁹ (An Guozheng, 1998). During 2010 to 2020, 85 neologisms related to China’s diplomacy were produced. If these neologisms are divided by fields, the related ones include the economic diplomacy, the military diplomacy and the scientific and technological diplomacy, belonging to the hard power diplomacy, and the political diplomacy, the cultural diplomacy and the medical diplomacy, under the category of the soft power diplomacy. All of them comprise China’s overall diplomacy. (See in Table 1)

Table 1. China’s Diplomatic Neologisms Produced From 2010 to 2020¹⁰

Category	Headwords and Years	Numbers	Proportion
Overall Diplomacy	micro-blog diplomacy/微聊外交 (11); micro diplomacy/微外交(11); China’s determination/中国定力 (12); Belt and Road Initiative/一带一路(14); Two Belts and One Road Initiative/两带一路(14); Five-Pronged Approach/五通 (15); Belt and Alliance/一带盟 (15); Online Silk Road/网上丝路 (15); Lancang-Mekong countries/澜湄国家 (16); SCO’s wisdom/上合智慧 (18); SCO’s homeland/上合家园 (19); maritime community with a shared future/海洋命运共同体 (19); cloud diplomacy/云外交(20)	13	15%
Hard Power Diplomacy	Headwords and Years	Numbers	Proportion
Economical Diplomacy	energy expo/能博会(10); Theory of China’s Outshining Other Countries/中国独秀论(10); China’s answer sheet/中国答卷(10); Barbie Dinner/巴比晚宴(10); foreign OEM/洋代工(10); Chinese Character Economy/汉字经济体(11); world luxury expo/世奢会(12); Shanghai Free Trade Zone/上海自贸区(13); pilot free trade zone/自贸试验区(13); Pakistan-China Economic Corridor/巴中经济走廊(13); APEC blue/APEC蓝(14);	32	15%

⁹An Guozheng. *World knowledge Dictionary* (Beijing: World Affairs Press Co. Ltd., 1998).

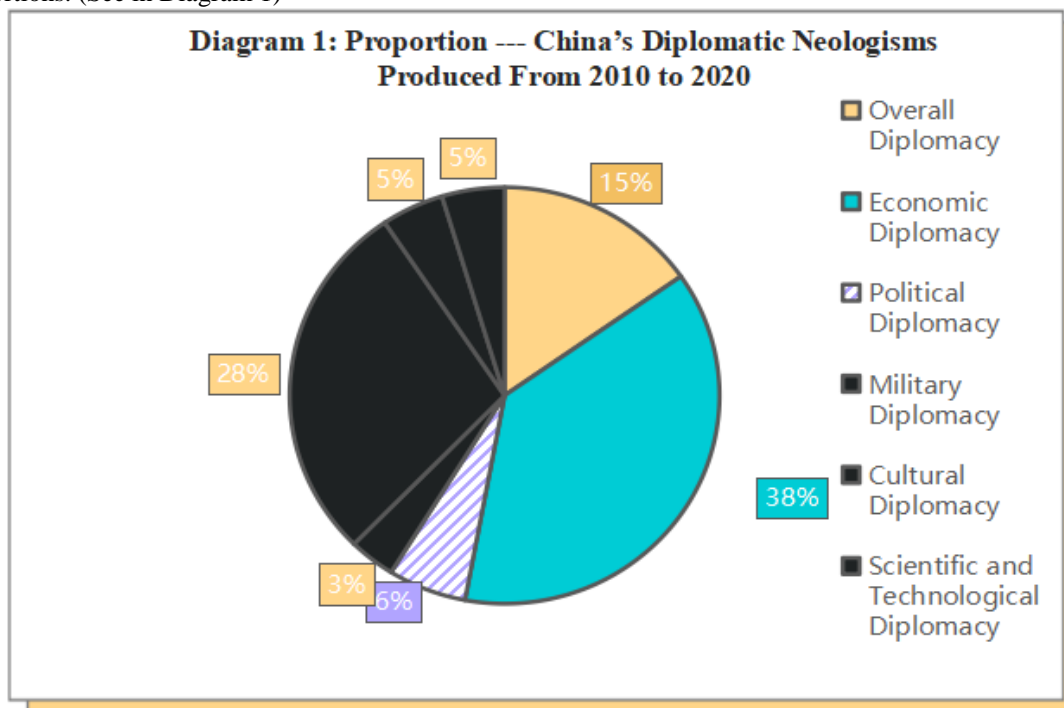
¹⁰Language and Text Information Management Department of the Ministry of Education of the People’s Republic of China. *The Language Situation in China* (Beijing: The Commercial Press, 2010-2020).

	Asian Infrastructure Investment Bank/亚投行(14); Asia Pacific dream/亚太梦(14); hard connection/硬联通(14); Hitchhiking Theory/搭车论(14); Shanghai-London Stock Connect/沪伦通(15); free trade zone/自贸片区(15); 16+1 Cooperation/16+1合作(15); London-Hongkong Stock Connect/伦港通(15); the Great TPP/大TPP (15); mass entrepreneurship and innovation special zone/双创特区(15); EWTO (15); Hangzhou Consensus/杭州共识(16); Polar Silk Road/冰上丝绸之路(17); Blue Economic Channel/蓝色经济通道(17); import expo/进博会(18); Hainan Pilot Free Trade Zone/海南自贸试验区(18); Boao Scheme/博鳌方案(18); new development paradigm/新发展格局(20); dual circulation/双循环(20); Fair for Trade in Services/服贸会(20); promote stability and quality/促稳提质(20)		
Military Diplomacy	air defense identification zone/空识区(13); East China Sea Air Defense Identification Zone/东海防空识别区(13); South China Sea Air Defense Identification Zone (13)	3	4%
Scientific and Technological Diplomacy	cloud expo/云博会(12); Digital Silk Road/数字丝绸之路(15); ZTE event/中兴事件(18); refusal order/拒绝令(18)	4	5%
Soft Power Diplomacy	Headwords and Years	Numbers	Proportion
Political Diplomacy	Mekong River incident/湄公河事件(11); Xi-Obama Meeting/习奥会(13); manner meeting/庄园会晤(13); Xi-Putin Meeting/习普会(13); Xi-Trump Meeting/习特会(17)	5	6%
Cultural Diplomacy	volunteer color/志愿彩(10); volunteer manner/志愿礼(10); volunteer song/志愿歌(10); Green Sheep/绿羊(10); world expo wedding/世博婚(10); colorful heart/七彩之心(10); bamboo cube/竹立方(10); pavilion stamp hunter/徽章族(10); U station/U站(11); micro flight/微航班(11); short-term overseas study tour/微留学(12); diplomacy on the tip of the tongue/舌尖外交(14); encounter diplomacy/偶遇外交(14); external training plan/外培计划(15); Sino-U.S. Tourism Year/中美旅游年(15); Winter Olympic blue/冬奥蓝(15); Olympic blue/奥运蓝(15); World Championship blue/世韩蓝(15); limit on South Korean entertainers/限韩令(16); ban on South Korean entertainers/禁韩令(16); ice ribbon/冰丝带(17); expand to the South and the West and progress toward the East/南展西扩东进(18); Shuey Rhon	24	28%

	Rhon/雪容融(19); ice bracelet/冰玉环(19)		
Medical Diplomacy	fight against Ebola/抗埃(14); Give and Receive/施予受(14); aglobal community of health for all/卫生共同体(20); mask diplomacy/口罩外交(20)	4	5%
Total Amount		85	100%

Source: Sorted out from the media neologisms list in *The Language Situation in China*¹¹ from 2010 to 2020.

According to the data statistics, the neologisms related to the overall diplomacy account for about 15%. Among the neologisms related to the hard power diplomacy, the neologisms related to the economic diplomacy account for about 38%, the neologisms related to the military diplomacy about 4% and the neologisms related to the scientific and technological diplomacy about 5%. Among the neologisms related to the soft power diplomacy, the neologisms related to the political diplomacy account for about 6%, the neologisms related to the military diplomacy about 4% and the neologisms related to the medical diplomacy about 5%. Among all of the neologisms, the neologisms related to the economic diplomacy have the highest proportion, the neologisms related to the overall diplomacy follow, and the neologisms related to diplomacy in other fields are all of low proportions. (See in Diagram 1)



Source: Sorted out from the media neologisms list in *The Language Situation in China* from 2010 to 2020.

If these neologisms are divided by their nature, the related types involve the policy type, the pattern type, the event type, the achievement type and the organization/platform type as well as the site type, the color type and the figure type. (See in Table 2)

Table 2. China's Diplomatic Neologisms Produced From 2010 to 2020¹²

Categories	Headwords and Years	Number	Proportion
Policy Type	Theory of China's Outshining Other	39	46%

¹¹Language and Text Information Management Department of the Ministry of Education of the People's Republic of China. *The Language Situation in China* (Beijing: The Commercial Press, 2010-2020).

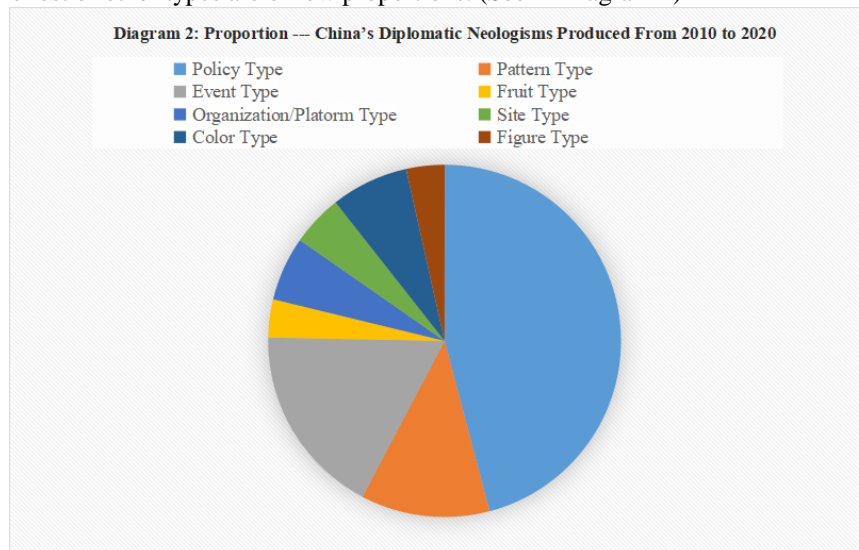
¹²Language and Text Information Management Department of the Ministry of Education of the People's Republic of China. *The Language Situation in China* (Beijing: The Commercial Press, 2010-2020).

	<p>Countries/中国独秀论(10); Chinese Character Economy/汉字经济体(11); pilot free trade zone/自贸试验区(13); Shanghai Free Trade Zone/上海自贸区(13); Pakistan-China Economic Corridor/中巴经济走廊(13); air defense identification zone/空识别区(13);East China Sea Air Defense Identification Zone/东海防空识别区(13); South China Sea Air Defense Identification Zone/南海防空识别区(13); Belt and Road Initiative/一带一路(14); Two Belts and One Road Initiative/两带一路(14); Asia Pacific dream/亚太梦(14); hard connection/硬联通(14); Hitchhiking Theory/搭车论(14); Five-Pronged Approach/五通(15); Belt and Alliance/一带一盟(15); Shanghai-London Stock Connect/沪伦通(15); free trade zone/自贸片区(15); 16+1 Cooperation/16+1合作(15); London-Hongkong Stock Connect/伦港通(15); the Great TPP/大TPP(15); mass entrepreneurship and innovation special zone/双创特区(15); Digital Silk Road/数字丝绸之路(15); external training plan/外培计划(15); limit on South Korean entertainers/限韩令(16); ban on South Korean entertainers/禁韩令; Lancang-Mekong countries/澜湄国家(16); Polar Silk Road/冰上丝绸之路(17); Blue Economic Channel/蓝色经济通道(17); SCO's wisdom/上合智慧(18); Hainan Pilot Free Trade Zone/海南自贸试验区(18); Boao Scheme/博鳌方案(18); refusal order/拒绝令(18); expand to the South and the West and progress toward the East/南展西扩东进(18); SCO's homeland/上合家园(19); maritime community with a shared future/海洋命运共同体(19); new development paradigm/新发展格局(20); dual circulation/双循环(20); promote stability and quality/促稳提质(20); aglobal community of health for all/卫生健康共同体(20)</p>		
<p>Pattern Type</p>	<p>foreign OEM/洋代工(10); micro-blog diplomacy/微博外交(11); micro diplomacy/微外交(11); China's determination/中国定力(12); micro flight/微航班(11); short-term overseas study tour/微留学(12); diplomacy on the tip of the tongue/舌尖外交(14); encounter diplomacy/偶遇外交(14); cloud diplomacy/云外交(20); mask diplomacy/口罩外交(20)</p>	<p>10</p>	<p>12%</p>
<p>Event Type</p>	<p>energy expo/能博会(10); Barbie Dinner/巴比晚宴(10); volunteer manner/志愿礼(10); world expo wedding/世博婚(10); Mekong River incident/湄公河事件(11); cloud expo/云博会(12); Xi-Obama Meeting/习奥会(13); manner meeting/庄园会晤(13); Xi-Putin Meeting/习普会(13); fight against Ebola/抗埃(14); Sino-U.S. Tourism Year/中美旅游年(15); Xi-</p>	<p>15</p>	<p>18%</p>

	Trump Meeting/习特会(17); import expo/进博会(18); ZTE event/中兴事件(18); Fair for Trade in Services/服贸会(20)		
Achievement Type	China's answer sheet/中国答卷(10); volunteer song/志愿歌(10); Hangzhou Consensus/杭州共识(16)	3	4%
Organization/Platform Type	world luxury expo/世博会(12); Asian Infrastructure Investment Bank/亚投行(14); Give and Receive/施予受(14); Online Silk Road/网上丝路(15); EWTO (15)	5	6%
Site Type	bamboo cube/竹立方(10); U station/U站(11); ice ribbon/冰丝带(17); ice bracelet/冰玉环(19)	4	5%
Color Type	volunteer color/志愿彩(10); colorfulheart/七彩之心(10); APEC blue/APEC蓝(14); Winter Olympic blue/冬奥蓝(15); Olympic blue/奥运蓝(15); World Championship blue/世锦赛蓝(15)	6	7%
Figure Type	Green Sheep/绿羊羊(10); pavilion stamp hunter/敲章族(10); Shuey Rhon Rhon/雪容融(19)	3	4%
Total Amount		85	100%

Source: Sorted out from the media neologisms list in *The Language Situation in China*¹³ from 2010 to 2020.

According to the data statistics, the neologisms in the policy type account for about 46%, the neologisms in the pattern type about 12%, the neologisms in the event type about 18%, the neologisms in the achievement type about 4%, the neologisms in the organization/platform about 6%, the neologisms in the site type about 5%, the neologisms in the color type about 7% and the neologisms in the figure type about 4%. Among all of the types of neologisms, the policy type has the highest proportion, followed by the event type and the pattern type respectively. The rest of other types are of low proportions. (See in Diagram 2)



Source: Sorted out from the media neologisms list in *The Language Situation in China* from 2010 to 2020.

3.2 The Present Situation of China' Overall Diplomacy

The neologisms related to China's overall diplomacy are either in the policy type (Belt and Road Initiative/一带一路, Two Belts and One Road Initiative/两带一路, Five-Pronged Approach/五通, Belt and Alliance/一带一盟 and Online Silk Road/网上丝路 as well as EWTO, Lancang-Mekong countries/澜湄国家, SCO's wisdom and maritime community with a shared future) or in the pattern type (micro-blog diplomacy/微博外交, micro diplomacy/微外交, China's determination/中国定力 and cloud diplomacy/云外交).

¹³Language and Text Information Management Department of the Ministry of Education of the People's Republic of China. *The Language Situation in China* (Beijing: The Commercial Press, 2010-2020).

The overall diplomacy is also called the “grand diplomacy”. The rise of China’s overall diplomacy is interwoven with the development of the international situations, especially the fast-growing global science and technology and economy.¹⁴ (Zhang Yijun, China, 2000) Tang Jiaxuan, the previous Chinese Foreign Minister, appealed in 1998 that comrades of the Chinese Foreign Ministry develop a strong consciousness of the trans-century diplomacy and the overall diplomacy. He thinks the overall diplomacy is necessary for the situation development. In order to build a new international political and economic order and construct a “harmonious world”. Jiang Zemin raised the concept of the overall diplomacy on China’s 8th Diplomatic Envoys’ Meeting in July, 1993, which was also an important modification of China’s guiding ideology of domestic and foreign affairs. He clearly stated that China’s diplomacy is the overall diplomacy.¹⁵ (Jiang Zemin, China, 2006) Wang Yugui (2011) holds that the concept of overall diplomacy has enriched and developed international relations theories with a brand-new perspective and a posture of construction. China’s overall diplomacy in the new era features multiple subjects, various forms, rich contents, different levels and all aspects. It is based on the political affairs related to national interests in traditional diplomacy (that is, affairs related to national security and values, such as economic security and national defense) and keeps pace with the times. It covers several fields such as politics, economy, science and technology and culture as well as military affairs and nongovernment, taking on an overall temper of the times.¹⁶ (Wang Yugui, China, 2011)

3.3 Implications

The overall diplomatic neologisms in the policy type reflect the omni directional feature of China’s diplomatic objects, that is, “to pay equal attention to the distant relatives and the close neighbors, to treat large and small countries large alike and to develop bilateral and multilateral cooperation at the same time”.¹⁷ (Wang Yugui, China, 2011) The overall diplomatic neologisms in the pattern type reflect the diversification of the forms of China’s diplomatic activities.

IV. The Present Situation of China’s Hard Power Diplomacy

Diplomacy can be roughly divided into hard power diplomacy and soft power diplomacy. “Hard power is the use of coercion and payment.”¹⁸ The economic diplomacy, the military diplomacy and the scientific and technological diplomacy are under the category of the hard power diplomacy.

4.1 The Present Situation of China’s Economic Diplomacy

4.1.1 Data Analysis of Neologisms Related to China’s Economic Diplomacy

The neologisms related to China’s economic diplomacy are mainly in the policy type (Theory of China’s Outshining Other Countries/中国独秀论, Chinese Character Economy/汉字经济体, Asia Pacific dream/亚太梦, pilot free trade zone/自贸试验区, Shanghai Free Trade Zone/上海自贸区, Pakistan-China Economic Corridor/巴中经济走廊, hard connection/硬联通, Hitchhiking Theory/搭车论, Shanghai-London Stock Connect/沪伦通, free trade zone/自贸片区, 16+1 Cooperation, London-Hongkong Stock Connect/伦港通, the Great TPP/大 TPP, mass entrepreneurship and innovation special zone/双创特区, Polar Silk Road/冰上丝绸之路, Blue Economic Channel/蓝色经济通道, Hainan Pilot Free Trade Zone/海南自贸试验区, Boao Scheme/博鳌方案, new development paradigm/新发展格局, dual circulation/双循环 and promote stability and quality/促稳提质) and in the event type (energy expo/能博会, Barbie Dinner/巴比晚宴, import expo/进博会 and Fair for Trade in Services/服贸会). Then are the achievement type (China’s answer sheet/中国答卷 and Hangzhou Consensus/杭州共识) and the organization/platform type (Asian Infrastructure Investment Bank/亚投行 and EWTO). Last are the pattern type (foreign OEM/洋代工) and the color type (APEC blue/APEC 蓝).

Since the reform and opening-up, China’s socialist market economy system has been in constant improvement, bring fast-growing economy to China. At the same time, China’s economic diplomacy has made a significant breakthrough, making great contributions to the economy of China and even the world. In 2004, the expression of the “economic diplomacy” was listed in *White paper: China’s diplomacy*. In 2005, Wen Jiabao, China’s Premier, put forward that the economic diplomacy should be strengthened in an all-round way. From

¹⁴Zhang Yijun, “On ‘Overall Diplomacy’,” *World Affairs*, No. 6 (March 2000).

¹⁵Jiang Zemin. *The Selected Works of Jiang Zemin (Volume I)* (Beijing: People’s Publishing House, 2006).

¹⁶Wang Yugui, “On China’s Overall Diplomatic Concepts and Practices of the New Period(I),” *Journal of the Party School of C.P.C. Qingdao Municipal Committee Qingdao Administrative Institute*, No. 5 (October 2011).

¹⁷Wang Yugui, “On China’s Overall Diplomatic Concepts and Practices of the New Period(II),” *Journal of the Party School of C.P.C. Qingdao Municipal Committee Qingdao Administrative Institute*, No. 6 (December 2021).

¹⁸Joseph S.Nye Jr, “Get Smart: Combining Hard and Soft Power,” *Foreign Affairs*, Vol.88, No.4 (July/ August 2009).

then on, China's economic diplomacy has stepped into the "new normal". As Chen Youjun (China, 2017) puts it in his article "The 'New Normal' and China's Economic Diplomacy"¹⁹, "China's economic diplomacy under the 'New Normal' puts more emphasis on the "leading role" of China in the global economy and serves China's economic development in a higher level. Meanwhile, it adheres to the diversified implementation path and makes further expansion in the semi-diameter and channels of the economic cooperation. Based on this, new advantages and momentum have been accumulated in China's economic diplomacy under the 'New Normal', providing more public goods for facilitating the reform in the system of global economic governance." "As the world's second-largest economy, the biggest trader and the biggest manufacturing country as well as the largest reserve holder and the third-largest country utilizing foreign capitals and foreign investors nowadays, China has been exerting great influences on the stability and growth of the global economy and the functioning and adjustment of the global economic governance system through its economic diplomacy."²⁰ (He Ping, China, 2019)

However, "Theory of China's Outshining Other Countries" is a negative vocabulary. According to the definition by the media neologisms list in *The Language Situation in China* of 2010, "Theory of China's Outshining Other Countries" refers to "an argument made by the western public opinion that unaffected by the world financial crisis, China is outshining other countries in its economy"²¹. As *China Youth Daily* reported on June, 21st in 2010, "'Theory of China's Outshining Other Countries' has emerged recently, declaring that in the world financial crisis, the western world is in deep water and hot fire, while China has become the biggest winner."²² The frequency of use of the vocabulary amounts to 72, covering 20 texts. It is thus clear that the vocabulary has produced great social influences.

As a matter of fact, China conducts its economic diplomacy under the guidance of the basic concept of a "harmonious world" all the time. China positively proposing and implementing multilateralism and resolutely oppose unilateralism and bullyism. As an integral part of the community with a shared future, China, like all the other countries in the world, didn't spare the influences by the crisis. To address the crisis, China paid a high price, too. Despite this, China is still being attacked by the western world, which can be explained by Power Transition Theory. The theory highlights a new emerging great power and the existing great power. China, a new emerging great power, has made great progress in its economy, which will promote the progress in other fields. It is natural for the western world, the existing power to feel threatened by the rising of China, although China has no intention to replace them.

4.1.2 Implications

The neologisms related to China's economic diplomacy reflect the substantial achievements made by China on its economic diplomacy and a great rising of China's synthetic national power, especially the economic power. Under the tide of economic globalization, China takes advantage of the situation, with an unprecedented increase in its depth and breadth of its integration into, participation in and promotion of the international economic system.

What should China do to react to confrontation by the western world? On the one hand, there is no doubt for China to safeguard its national interests in every effort. On the other hand, China might as well consider being more modest and keep a lower profile while making achievements and constructing and manifesting its national identity, thereby avoiding being mistaken and making itself more acceptable by the existing great power.

4.2 The Present Situation of China's Military Diplomacy

4.2.1 Data Analysis of Neologisms Related to China's Military Diplomacy

The neologisms related to China's Military Diplomacy are all in the policy type (air defense identification zone/空识区, East China Sea Air Defense Identification Zone/东海防空识别区 and South China Sea Air Defense Identification Zone/南海防空识别区). According to the definition by the media neologisms list in *The Language Situation in China* of 2013, "East China Sea Air Defense Identification Zone/东海防空识别区" is "The air defense identification zone set in the East China Sea by PRC", while

¹⁹Chen Youjun, "China's Economic Diplomacy in the Context of 'New Normal'," *Pacific Journal*, Vol. 25, No. 12 (December 2017).

²⁰He Ping, "China's Economic Diplomacy in 70 Years: Overall Evolution, Strategic Intentions and Contributory Factors," *World Economy Studies*, Vol.309, No.11 (November 2019).

²¹Language and Text Information Management Department of the Ministry of Education of the People's Republic of China. *The Language Situation in China* (Beijing: The Commercial Press, 2010-2020).

²²"'China's Outshining Other Countries': A 'Good Word' With Evil Intentions," *China Youth Daily*, 2010-06-21.

“South China Sea Air Defense Identification Zone/南海防空识别区” is “the air defense identification zone set in the South China Sea by PRC”²³.

4.2.2 Implications

Peace and development are the themes of the times. “The military diplomacy is a component of the modernization of the PLA and a major means of improving the nation’s international environment, safeguarding national interests and security and facilitating the modernization of the national defense and the armed forces.”²⁴ (Su Rong, China, 2013) The 18th National Congress of the CPC proposed that China “actively plan the use of military forces in peacetime” and declared that the purpose of China’s enhancement of national defense building is to “safeguard national sovereignty, security and territorial integrity, and support the national peaceful development”. “The Chinese army has always been a staunch force in safeguarding world peace. It will strengthen military cooperation and enhance military mutual trust with other countries, participate in regional and international security affairs, and play an active role in the international political and security fields.”“Today’s world is facing great changes that have not been seen in a century and the international military-diplomatic rivalries are becoming more and more fierce.”²⁵ (Hu Xin, 2019) The setting of the air defense identification zone reflects that China highlights its military diplomacy with neighboring areas and is creating a national security environment, which is a major initiative for the East China Sea issue and the South China Sea issue.

4.3 The Present Situation of China’s Scientific and Technological Diplomacy

4.3.1 Data Analysis of Neologisms Related to China’s Scientific and Technological Diplomacy

Neologisms Related to China’s Scientific and Technological Diplomacy are either in the event type (cloud expo/云博会 and ZTE event/中兴事件) or in the policy type (Digital Silk Road/数字丝绸之路 and refusal order/拒绝令). Science and technology are the primary productive forces. “With the rapid development of the global scientific and technological innovation pattern, the connection between science and technology and international relations is becoming closer and closer. The impact of science and technology on international relations is becoming more and more profound and the scientific and technological diplomacy has gradually become an important direction of China’s national strategy.”²⁶ (Luo Hui, Li Zheng, Cui Fujuan, Wang Zining, China, 2021) However, it can be seen from the statistics collected from diplomatic neologisms on the media neologisms list in *The Language Situation in China* from 2010 to 2020 that there is still room for the extension and deepening of China’s scientific and technological diplomacy. China is still far away from being the world’s scientific and technological superpower. “cloud expo/云博会” and “Digital Silk Road/数字丝绸之路” reflect the achievements in the scientific and technological diplomacy made by China, while “ZTE event/中兴事件” and “refusal order/拒绝令” shows the challenges in the scientific and technological diplomacy faced by China. According to the definition by the media neologisms list in *The Language Situation in China* of 2018, “ZTE event/中兴事件” refers to “the event that the U.S. sanctioned China’s ZTE Corporation”. The U.S. Commerce Department announced in April, 2018 that the U.S. will be prohibited to sell spare parts, goods, software and technology to ZTE Corporation in seven years. “refusal order/拒绝令” refers to “the prohibition of the commercial intercourse between the U.S.’s suppliers and ZTE Corporation issued by the U.S. Commerce Department. The frequency of use of “ZTE event/中兴事件” amounts to 2145, covering 1280 texts, while that of “refusal order/拒绝令” amounts to 1669, covering 655 texts. From the statistics, we can clearly see that the two events have brought great uproars in the international community.

4.3.2 Implications

The U.S.’s action was undoubtedly a heavy blow to China and seriously undermined the international economic order. “Science and technology play an important role in improving the overall diplomatic capability and expanding the overall diplomatic space and will reshaping the overall diplomatic system in some degree. Meanwhile, the overall diplomacy will create a good environment and information support for the scientific and

²³Language and Text Information Management Department of the Ministry of Education of the People’s Republic of China. *The Language Situation in China* (Beijing: The Commercial Press, 2010-2020).

²⁴Su Rong. On the Unique Role of the Military Diplomacy in China’s Overall Diplomacy[A]. *Research on the New Fourth Army (Volume V)* (Shanghai: Shanghai People’s Publishing House, 2013).

²⁵Hu Xin, “The New Orientations and Challenges of China’s Military Diplomacy,” *World Affairs*, No. 20 (October 2019).

²⁶Luo Hui, Li Zhen, Cui Fujuan and Wang Zining, “Practices and Characteristics of China’s Science and Technology Diplomacy,” *Foreign Affairs Review*, Vol. 38, No. 6 (November 2021).

technological development. China should make full use of the interaction between the two, improving its scientific and technological strength and diplomatic capability by conducting scientific and technological diplomacy to reduce the developed countries' constraints on its scientific and technological development and positively participating international scientific and technological cooperation, thereby coping with international competitions of the new century in a better way."²⁷ (Luo Hui, 2018)

V. The Present Situation of China's Soft Power Diplomacy

"Soft power is the ability to affect others to obtain the outcomes one wants through attraction and persuasion rather than coercion or payment. A country's soft power rests on its resources of culture, values and policies."²⁸ The political diplomacy, the cultural diplomacy and the medical diplomacy fall into category of the soft power diplomacy.

5.1 The Present Situation of China's Political Diplomacy

5.1.1 Data Analysis of Neologisms Related to China's Political Diplomacy

The neologisms related to China's political diplomacy are all in the event type (Mekong River incident/湄公河事件, Xi-Obama Meeting/习奥会, manner meeting/庄园会晤 and Xi-Putin Meeting/习普会, Xi-Trump Meeting/习特会).

With the rising of China's economic power, China has been constantly expanding its influences on the international community and gradually gaining the right of political discourse. "Since the founding of the new China, China's political diplomacy has gone through an extraordinary progress embodying the characteristic of keeping pace with the time and playing a protective and supportive role in the realization of national interests of China." (Chen Yuhu, China, 2006) As two new forms of diplomacy, summit diplomacy and multilateral diplomacy play a decisive role in China's political diplomatic. "Xi-Obama Meeting/习奥会", "manner meeting/庄园会晤", "Xi-Putin Meeting/习普会" and Xi-Trump Meeting/习特会" mainly reflect the Sino-U.S. summit diplomacy. "Mekong River incident/湄公河事件" refers to the event happened on 5th October, 2011 that 13 Chinese crew were attacked and killed on the Golden Triangle waters of the Mekong River, reflecting the inharmonious factors and challenges in China's multilateral diplomatic practices. The frequency of use of the vocabulary amounts to 97, covering 57 texts, proving that the event was once a hot issue of the international community.

5.1.2 Implications

As two superpowers in the world, China and the U.S. should properly handle their differences. Their relations will produce profound effects on the international situations. Therefore, the two countries need to explore a new paradigm of mutual respect and equal exchanges. The summit diplomacy will become a significant practice of promoting the steady progress of the Sino-U.S. relations.

Apart from the U.S., China is also facing some challenges in its neighborhood diplomacy. Under no circumstances can China afford to be complacent about its diplomatic achievements. China needs to further handle the relations with the bordering countries and avoid inharmonious incidents such as the "Mekong River incident/湄公河事件" as many as possible, thereby safeguarding its national interests and working for a harmonious and stable international and regional security environment.

5.2 The Present Situation of China's Cultural Diplomacy

5.2.1 Data Analysis of Neologisms Related to China's Cultural Diplomacy

The neologisms related to China's cultural diplomacy are mainly in the color type (volunteer color/志愿彩, colorful heart/七彩之心, APEC blue/APEC 蓝, Winter Olympic blue/冬奥蓝, Olympic blue/奥运蓝 and World Championship blue/世锦蓝). Next are the policy type (external training plan/外培计划; limit on South Korean entertainers/限韩令, ban on South Korean entertainers/禁韩令 and expand to the South and the West and progress toward the East/南展西扩东进), the pattern type (micro flight/微航班, short-term overseas study tour/微留学, diplomacy on the tip of the tongue/舌尖外交 and encounter diplomacy/偶遇外交) and the site type (bamboo cube/竹立方, U station/U 站, ice ribbon/冰丝带 and ice bracelet/冰玉环). Then are the event type

²⁷Luo Hui, "The 40 Years of China's Scientific and Technological Diplomacy: Review and Outlook," *Frontiers*, No. 24 (December 2018).

²⁸JS Nye, "Soft Power and Public Diplomacy Revisited," *The Hague Journal of Diplomacy*, Vol.14, No.1-2 (April 2019).

(volunteer manner/志愿礼, world expo wedding/世博婚 and Sino-U.S. Tourism Year/中美旅游年) and the figure type (Green Sheep/绿羊羊, pavilion stamp hunter/敲章族 and Shuey Rhon Rhon/雪容融). Last are the achievement type (volunteer song/志愿歌).

“The cultural diplomacy is a diplomatic activity carried out by a country through governmental or non-governmental channels with its own culture as the carrier in order to achieve some specific purpose or some specific strategic intention. It is subordinate to and serves the overall diplomatic strategy centered on safeguarding and developing national security interests.” (Ye Jing, China, 2009) With the great rising in China’s synthetic national power and position in international community, the “going out” of Chinese culture has risen to the height of a national strategy and the cultural diplomacy has also been developing in the direction of diversification in gradual. As Deng Xiaoping points out, “China is willing to establish and develop diplomatic and economic and cultural relations with all other countries in the world based on the five principles of peaceful coexistence.” As Jiang Zemin puts it in 2003, “The development of Chinese culture cannot be separated from the common achievements of human civilization. We should adhere to the principle of giving priority to ourselves and using them for our purposes, carry out various forms of cultural exchanges with foreign countries, draw on the cultural strengths of various countries and show the world the achievements of China’s cultural construction.” The cultural neologisms in the color type, the site type, the figure type, and the achievement type reflect the diversification of the connotations and forms of China’s cultural diplomacy. The cultural neologisms in the policy type, the pattern type, and the event type reflect the diversification of the forms of China’s cultural diplomacy. Among these neologisms, “external training plan/外培计划” reflect the fact that China is actively carrying out international multilateral cultural cooperation. In the process of conducting the cultural diplomacy, China has made good use of international multilateral mechanisms and fully tapped its own cultural resources, which has “not only promoted cultural exchanges and cooperation between China and other countries in the world, but also has greatly enhanced China’s cultural soft power, built China’s image as a responsible major country and created a favorable international public opinion environment for China’s peaceful development. (Zhang Dianjun, China, 2013) However, “limit on South Korean entertainers/限韩令” or “ban on South Korean entertainers/禁韩令” is an inharmonious factor that appeared in China’s cultural diplomacy. According to the definition by the definition by the media neologisms list in *The Language Situation in China* of 2016, it is “an expression of the restriction on the performing activities of Korean entertainers in China by some media”.

5.2.2 Implications

The concept of “harmonious world” permeates all aspects of China’s diplomacy, which is also the guiding ideology, the flag and the strategic goal of China’s cultural diplomacy. China should always uphold the diplomatic concept with Chinese characteristics and treat other countries’ cultures rationally, so as to build a good image for itself on the international stage.

5.3 The Present Situation of China’s Medical Diplomacy

5.3.1 Data Analysis of Neologisms Related to China’s Medical Diplomacy

The neologisms related to China’s medical diplomacy are in the policy type (a global community of health for all/卫生健康共同体), the pattern type (mask diplomacy/口罩外交), the event type (fight against Ebola/抗埃) and the organization/platform type (Give and Receive/施予受). According to the definition by the media neologisms list in *The Language Situation in China* of 2014, “Give and Receive/施予受” is “the name of the organ donation volunteer registration website launched by China’s National Health and Family Planning Commission and the ‘Rotary International District 3450’”. According to the definition by the media neologisms list in the *Report on Chinese Language Life* of 2020, “a global community of health for all/卫生健康共同体” refers to that “all mankind have an organic cooperation in the field of sanitation and health, working together to protect human life and health”, and “mask diplomacy/口罩外交” is a label brandished by the western world on the Chinese government, enterprises and non-governmental organizations’ selfless action of providing some anti-epidemic materials to foreign countries.

5.3.2 Implications

From “Give and Receive/施予受” to “fight against Ebola/抗埃” and to “a global community of health for all/卫生健康共同体”, China shows the world the image of a global welfare contributor all the time. Today’s world is facing great changes that have not been seen in a century. Meanwhile, the COVID-19 has had a significant impact on all countries. Despite the dire situation, China continues to take responsibility for the country and the world, selflessly providing some anti-epidemic materials to foreign countries, which has greatly improved the

global situation. Under the Power Transition Theory, “mask diplomacy/口罩外交” reflects the great rising in China’s synthetic national power and position in the international community from the other side.

VI. Conclusion and Policy Recommendations

6.1 Overview

The research suggests that divided by fields, classification of these diplomatic neologisms include overall diplomacy, economic diplomacy, political diplomacy and military diplomacy as well as cultural diplomacy, scientific and technological diplomacy, and medical diplomacy; if these neologisms are divided by their nature, the related diplomatic types involve policy type, pattern type, event type, and organization/platform type, as well as site type, color type and figure type. They reflect China’s present diplomatic situations in a relatively realistic and objective way.

6.2 Findings Including Policy Recommendations

To sum up, diplomatic neologisms in the media neologisms list in *The Language Situation in China* from 2010 to 2020 reflect China’s diplomatic trends over the past decade in a relatively realistic and objective way. Economic diplomacy, political diplomacy and military diplomacy, as well as cultural diplomacy, scientific and technological diplomacy, and medical diplomacy, are all integral components of overall diplomacy. They are not completely mutually independent fields. Instead, they are interwoven, interrelated and interacted with each other. They reflect the extension of the content of China’s diplomacy. Neologisms in the policy, the pattern, the event, the achievement, and the organization/platform as well as the site, the color and the figure types reflect the strong penetration of China’s diplomacy. Despite the brilliant achievements China has made in diplomacy, China is also being confronted by other powers, such as the U.S. and South Korea, in the process, which does harm to China’s image construction as a peace-loving and responsible major country and the global harmony.

Today’s world is facing great changes that have not been seen in a century. Therefore, we should consistently pursue an independent foreign policy of peace and make adjustments to the new situations, positively shift our mentality, fully mobilize every diplomatic resource, and constantly extend the diplomatic channels, levels, and fields to share China stories through good communications and deliver China voice, revealing a more authentic, more dimensional and more comprehensive China and make efforts to facilitate the construction of a new model of international relations.

6.3 Limitations

The research makes an investigation on China’s present diplomatic situation from a restricted view. Apart from the categories of these diplomatic neologisms, we can also make further studies on the frequency of use and the annual distribution of these diplomatic neologisms in the future.

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The author reports there are no competing interests to declare.

Data Availability Statement

The author confirms that the data supporting the findings of this study are available within the article and its supplementary materials.

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