

A Study on the Mechanism of French Social Organizations Participating in Non Governmental Diplomacy

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Abstract: The purpose of this paper is to study the successful model of French social organizations participating in the mechanism of non-governmental diplomacy, understand its system and operating mechanism, and analyze France's successful experience in defending "cultural exceptions", adopting multiple strategies to safeguard national cultural security, and promoting many social organizations to actively participate in non-governmental diplomacy in the new era of global "cultural diplomacy". The research shows, the relationship between countries lies in people's affinity, which originates from cultural identity. Under the reality that the realism international political logic still dominates the international relations in the current era, whether cultural diplomacy can be turned into soft power depends on many other factors, and there is no single logical correspondence between them. This paper has its own learnability, and has a positive reference and promotion role in studying the principles, paths and priorities of the participation of social organizations in non-governmental diplomacy suitable for China's actual situation, as well as the system design and policy recommendations.

1. Introduction

Culture is the embodiment of a country's soft power. In the context of the "the Belt and Road" national strategy, the "going out" of Chinese culture has risen to the height of the national strategy, which is a focus of China's cultural diplomacy strategy. Compared with western countries, in terms of external communication and cultural defense, Chinese culture today is in a structurally weak position, and there are multiple value conflicts. To resolve the existing contradictions and better promote the "going out" of Chinese culture, and successfully realize cultural diplomacy, it is necessary to further strive for the right of international discourse, and strive to change China's structurally weak position in international cultural values; At the same time, we should reconstruct the core values of Chinese society and seek the best balance between cultural modernization, internationalization and maintaining Chinese traditional culture [1]. As a pioneer of Chinese culture going global, how to deal with the dialectical relationship between cultural adaptation and being adapted is crucial. These are the problems we need to solve.

2. French Culture and Cultural Diplomatic Influence

As the first western country to establish diplomatic relations with New China, France is a historical and cultural power, a diplomatic power with important international influence, and its cultural diplomacy is fruitful. France has long used French language as a tool, film and television culture as a carrier to spread its own culture, and successfully built a multi-dimensional system of cultural diplomacy and cultural promotion involving non-governmental organizations. France is one of the first countries to consciously put cultural means into diplomatic purposes. It promotes French culture and cultural diplomatic influence in countries around the world, actively uses soft power thinking, and strengthens cultural exchanges and cooperation with countries and local governments through the participation of non-governmental organizations. Its cultural diplomatic strategy has constantly expanded its influence and formed its own characteristics. France's successful model of promoting non-governmental organizations to participate in non-governmental diplomacy provides reference and inspiration for emerging countries including China to develop cultural diplomacy in the process of economic rise.

After a long period of experience accumulation and practice (combined with relevant historical factors, such as strengthening ties with former colonial countries in former colonies and today), France has become relatively adept and concealed in playing the cultural diplomacy card. In the new era, French cultural diplomacy focuses on the use of high-tech to promote its own culture. Through the active establishment of a large number of institutions including non-governmental organizations (such as the French Alliance), it is engaged in cultural export activities. With the advantage of French language formed by history, it promotes and promotes cultural diplomacy by means of foreign cultural exchanges. The effective development of French cultural diplomacy benefits from the following points: developing diversified new forms of cultural diplomacy; Desalinate the political and ideological color; To expand its overseas influence on the basis of supporting the development of domestic culture; Promote culture and increase economic returns.

Its success is worthy of our reference.

3. Research Direction and Focus

The subject takes the mechanism of French social organizations participating in non-governmental diplomacy as the research object, and takes ① the origin of French non-governmental organizations (the reason for its establishment, the preliminary functions, etc.), ② the evolution and historical mission of the functions of non-governmental organizations, ③ the composition and current situation of non-governmental organizations, and ④ the manifestations and achievements of France's promotion of non-governmental organizations participating in non-governmental diplomacy as the specific research contents, Finally, it rose to the national strategic height of ⑤ safeguarding national cultural security with cultural diplomacy. Through the analysis of specific cases (such as the French Alliance), we can explore the reference points of the French folk diplomacy mechanism, summarize the experience, and further do a good job in the cultural adaptation of the Chinese culture, represented by the Confucius Institute, going global, so as to provide a reference for the study of the principles, paths, priorities and system design of the participation of social organizations in folk diplomacy suitable for China's actual situation.

The specific research contents are as follows:

The topic first defines the concepts of non-governmental organizations and non-governmental diplomacy, and analyzes the internal origin and dialectical interaction between them and government organizations and government diplomacy.

① In terms of the origin of French civil society organizations, it goes back to the source and explores the background, motivation and historical mission of their establishment.

② In terms of the evolution of the functions and historical missions of French non-governmental organizations, this paper studies several stages of their development and their impact on the international pattern of France.

③ In terms of the composition and current situation of French non-governmental organizations, the corresponding adjustments and reforms made to meet the needs of changes in national interests and cultural strategic deployment are summarized and analyzed.

④ France promotes the manifestation and achievements of non-governmental organizations' participation in non-governmental diplomacy, and analyzes its non-governmental foreign policies, tendencies and corresponding achievements.

⑤ At the level of national strategy of safeguarding national cultural security through cultural diplomacy, this paper focuses on summarizing the success and relevant experience of France's mechanism of promoting non-governmental organizations to participate in non-governmental diplomacy, providing referential suggestions, serving national cultural development and security, and strengthening the national voice.

4. A Supporting Role of Nongovernmental Diplomacy

With the improvement of China's international status, folk diplomacy, as a supplement to official diplomacy, plays an increasingly important role. Compared with the dominant position of government diplomacy, nongovernmental diplomacy plays a supporting role more often. As an important part of the country's overall diplomatic activities, the active development of non-governmental diplomacy has certain practical significance for both the domestic and the international community [2].

From the perspective of the current development situation of China's non-governmental diplomacy, although non-governmental diplomacy has made great progress in breadth and depth, it still has great potential to play, and its role has not been fully played. Its scope is still mainly limited to the conventional political and economic aspects, while the in-depth development of education, medical care, science and technology, which has achieved great success in similar French non-governmental diplomacy system, has not been fully realized. In the new era of cultural diplomacy, it is necessary for us to carry out all-round, multi-level and multi-dimensional multi-ethnic diplomacy. Of course, non-governmental diplomacy must be subject to the legal supervision of the government and carried out reasonably and legally within a certain range; at the same time, non-governmental diplomacy should further safeguard the national and ethnic interests, and better cooperate with government diplomacy to achieve the strategic goal of national interests [3].

Cultural diplomacy is at the core of France's diplomatic work today. France has always had a tradition that leaders attach importance to cultural development and promote cultural diplomacy. They adhere to the promotion of French as the cornerstone of French cultural diplomacy. They use a borderless audio-visual network to complement the cultural network composed of the French Alliance, the French Cultural Center and other cultural networks that deliberately weaken ideology, and strive to promote French culture to the outside world.

The French Government attaches great importance to civil society organizations. In order to meet the new challenges, the French government has further adjusted its cultural foreign policy, encouraging French higher education, research institutions and enterprises, including many private colleges and universities, to develop more internationally from several levels, including scientific and technological means, resource integration and high-level promotion; encourage the French Education Service Center to establish network contacts with foreign students who have studied in France; formulate cultural promotion strategies according to local conditions. In terms of cultural

diplomacy, the government and non-governmental organizations have achieved consensus and interaction (for example, the cultural heritage day set in France has achieved full participation in comprehensive decision-making, and domestic cultural identity has progressed smoothly), which can be said that the implementation of cultural diplomacy is invisible.

5. Cultural Identity with the Relationship between Countries

The relationship between countries lies in people's affinity, which originates from cultural identity. Under the reality that the realism international political logic still dominates the international relations in the current era, whether cultural diplomacy can be turned into soft power depends on many other factors, and there is no single logical correspondence between them. As far as China is concerned, its culture is quite different from that of western countries. Problems caused by cultural differences or misunderstandings can be eliminated through cultural diplomacy. Culture can indeed play a role as soft power.

In addition, while studying the role played by French non-governmental organizations in participating in the process of non-governmental diplomacy, we should handle the dialectical relationship between the input of foreign non-governmental organizations and the healthy development of domestic non-governmental organizations: how to manage and restrict the activities of foreign non-governmental organizations in China? How to effectively promote domestic non-governmental organizations to actively participate in non-governmental diplomacy and play their due role?

Since the reform and opening up, especially since the 1990s, a large number of foreign non-governmental organizations have entered China to carry out activities and have reached a certain scale. Objectively speaking, these organizations have played an obvious positive role in some areas, but they also have some negative effects [4]. For its activities, the Chinese government needs to use management methods that adapt to the development of the situation. Only by focusing on itself, actively responding, and strengthening management can we seek advantages and avoid disadvantages for our own use, guide it to play a positive role, limit its negative role, severely crack down on its illegal and criminal activities, stop its role in counteracting our culture, and safeguard the national cultural security.

For domestic non-governmental organizations, it is necessary for the government to timely understand their difficulties and needs in participating in non-governmental diplomacy, and make institutional arrangements and support [5].

6. Conclusions

In the context of cultural diplomacy, the issue of cultural adaptation (and potential adaptation) should be well handled when Chinese culture goes global. At home, it is necessary to unite the country with culture, and abroad, it is necessary to broaden the diplomatic level with cultural identity, so as to achieve the linkage effect of Chinese culture going global, and let every foreign friend who contacts Chinese culture become the spokesman of Chinese culture and China's national image, At the same time, we should do a good job of offsetting the "cultural discount", actively mobilize the enthusiasm of the government, non-governmental organizations, enterprises and individuals to participate in cultural exchanges and cooperation, especially give full play to the power and role of overseas Chinese, form a good pattern with the government as the leader, the people as the main body, and market-oriented operation as the main way, promote the sustainable development of national cultural exchanges and cooperation, and ultimately coordinate with the smooth realization of the national strategy.

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