

EÖTVÖS LORÁND UNIVERSITY IN BUDAPEST

Charles University

Faculty of Arts

Institute of World History

REDEFINING THE RELATIONSHIP IN AN
ERA OF HERITAGE: THE FRANCO-CHINESE
CULTURAL DIALOGUE

Master's Thesis

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Abstract

A long history and rich national cultural heritage have made China and France global cultural powers and laid the foundation for the development of their cultural industries. However, unlike many powerful countries, the model of cultural governance in these two countries is generally state-led. They have a centralized administrative tradition, with direct and extensive state involvement in cultural affairs, and cultural exchanges with foreign countries promoted by governmental organizations, which is more like a kind of cultural diplomacy.

The French government places the protection of cultural heritage at the forefront of its cultural policy, considering that cultural industries are related to the quality of nationals, national tradition and cohesion, national image and national cultural security, etc. In recent decades, China has become increasingly active in the cultural heritage discourse led by UNESCO, and there has been a 'heritage fever'. As a result, China has established close ties with the world, and France in particular, in the field of culture. The cultural exchanges between the two countries over the past decades have shown that France has taken the initiative to raise the banner of cultural protectionism and protect its culture through diplomatic means. This has also prompted the international community to protect and develop cultural heritage and national culture.

In this study, the commonalities and differences in cultural policies between China and France are compared. The possibilities of cooperation are also explored, trying to understand the impact and significance of culture on political relations in the international community.

This study consists of three parts: Chapter I attempts to clarify the concepts of cultural policy and 'cultural heritage' and the different understandings between China and France in terms of terminology and historical development; Chapter II demonstrates the different policy arrangements of cultural management in the two countries through a literature search, including an analysis of the resources, objectives, outcomes and impacts of cultural management ; Chapter III explores the possibilities, mechanisms, and effects of

cultural exchange by examining museum diplomacy, a key branch of cultural diplomacy between China and France, through case studies and data analysis.

Key Words :

Sino-French relations; cultural exchanges; cultural policy; museum diplomacy; public opinion; national identity