

## **Abstract**

China finds itself in a state system ill-suited for contemporary public diplomacy. Its centralist party-state system and its state-centred, hierarchical, and top-down approach to public diplomacy have been criticised for their inability to generate sufficient credibility and legitimacy towards achieving public diplomacy goals. Recent research suggests that China is modifying its approach and embracing new public diplomacy. This chapter explores the extent to which China has modified its public diplomacy approach and the strategies employed in the pursuit of credibility and legitimacy.