

Projecting Taiwan: Taiwan's Public Diplomacy Outreach*

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Because of its diplomatic isolation, Taiwan has used, and continues to use, public diplomacy as a vital medium for presenting its values and utility in the international community while bypassing issues of recognition. This article examines Taiwan's public diplomacy and soft power projection. It analyzes Taiwan's public diplomacy outreach and evaluates its public diplomacy strategies and tactics by focusing on Taiwan's ability to present its utility, relevance, and values to the international community. It assesses Taiwan's public diplomacy institutions and tools, and the instruments employed to implement public diplomacy outreach. Furthermore, it examines Taiwanese soft power and the elements that enhance its "power of influence." The author categorizes Taiwan as a "middle power" and compares its public diplomacy efforts to those of similar middle power states, especially in relation to the public diplomacy strategy of niche diplomacy.

KEYWORDS: public diplomacy; soft power; cultural diplomacy; nation branding; gastrodiplomacy.

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