



Overseas Chinese



General context

- Geopolitical Conflict in Asia in the Outbreak of the Cold war (mainly 1950th)
- Existence of large ethnic Chinese community in Southeast Asia
- Main source of inquiry - public diplomacy as a way to achieve foreign policy goals
- “Propaganda battle between USA/ROC and PRC for loyalties and attention” of chinese overseas through information operations and psychological warfare

General context

1. PRC - Overseas Chinese Affairs Commission (OCAC)
2. USA - United States Information Service (USIS)
3. ROC - Overseas Chinese Affairs Commission and the Central Propaganda Department

Main argument

The conflict in Asia was **far from bipolar** (containing VS spreading communism). Rather it was much more complicated set of geopolitical relations with many actors having their own different interests and strategies.

Main argument

Why?

1. US and ROC goals and priorities in the region were not always the same
2. Host governments often added their voices in opposition to both communist and containment themes.

Main argument

Eventually, propaganda war began to decline:

- USA and PRC did not want to damage relations with Asian Countries
- USA and PRC realized that chinese overseas is not unified diaspora => simple propaganda manipulations could not work

Factors in explaining the matter

1. Competing goals and propaganda themes
2. News and media as a tool in information war
3. Chinese Americans as actors involved in the conflict
4. Education as a tool of propaganda war
5. Host governments' voice and influence

Goals and Themes

1. PRC - guardian of the Chinese culture and language, true government of China, protector of the Chinese abroad, unifying the patriotic overseas Chinese.
2. USA - strength of free world and its ultimate triumph, anti-communist agenda. Long-term goal - convincing the overseas Chinese to integrate fully into their countries.
3. ROC - protection of overseas Chinese interests, anti-communist agenda, unification, promotion of education and increasement of opportunities for students to return home.

News and media:

- Placement of propaganda articles in newspapers in Southeast Asia
- Distribution of films, broadcasts, books, comic books, photographs to chinese overseas organizations
- Even entire operas with interwoven anti-communist propaganda
- Letters (used mainly by PRC)

Besides news and media, **promotion of visits** from Chinese abroad

国务院昨天发出公告
坚决制止破坏经济秩序
确保工业生产正常进行

【新华社北京7月7日电】国务院昨天发出公告，坚决制止破坏经济秩序，确保工业生产正常进行。公告指出，近期以来，一些地方发生多起破坏经济秩序、扰乱工业生产的事件，严重影响国家经济安全和人民群众生命财产安全。国务院要求，各地区、各部门要立即行动起来，采取有力措施，坚决制止此类行为，确保工业生产正常进行。

邓小平会见戒严部队军以上干部
邓小平神采奕奕，精神饱满，同大家合影留念作重要讲话

杨尚昆、李鹏、乔石、姚依林、万里、李先念、彭真、王震、薄一波等参加



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邓小平同志在会见中，还详细询问了部队的生活和训练情况。他鼓励大家要继续发扬优良传统，加强自身建设，为国家的繁荣富强贡献更大的力量。

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THE RICE-SPROUT SONG

A NOVEL OF CHINA TODAY

BY EILEEN CHANG

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首都粮食供应正紧

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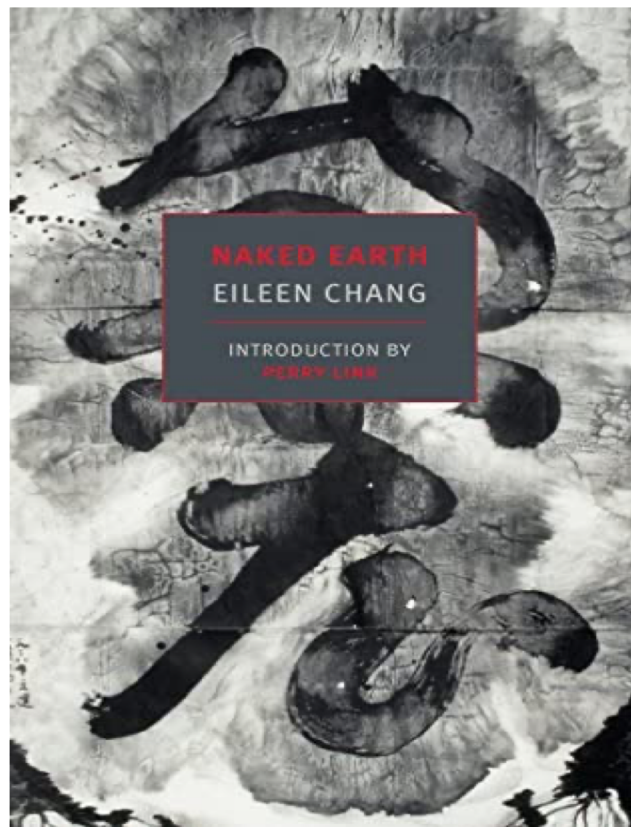
Challenges remain on long march to prosperity

American Chinese

- ROC tried to attract them and use them for propaganda work on other chinese population
- Placing sympathetic articles in newspapers
- USA used friendly voices of Chinese Americans as propaganda directed at Southeast Asia
- Speaking tours of successful chinese americans (Jade Snow Wong)

Education

- Student recruitment
- Newspaper articles, novels and films about “horrrifying studying” in mainland China
- Building of provisions and facilities for studying in ROC
- Work with schools: textbooks for overseas schools, teacher training programs



NAKED EARTH
EILEEN CHANG

INTRODUCTION BY
PERRY LINK

Host-governments voice, decline in propaganda war

USA and PRC realized that propaganda tools does not work well

Key factor - attitude of the host government and its treatment of overseas Chinese

As a result - importance of the diaspora is **trumped**; politics of **better incorporation** overseas Chinese in the societies of residence; USA and PRC working along **similar lines**

For the ROC support of overseas Chinese remain important issue

Evidence

- Statistics
- Excerpts from reports
(William Skinner's Report,
Report from Overseas Chinese Bulletin)
- References to official documents
- Various examples of propaganda war
from media

The PRC's Overseas Chinese Broadcasting and Editorial Department (*Huaqiao guangbo bianji bu*—a division of Xinhua News Agency in the Propaganda Department of the CCP) reported great success in getting its articles into left-leaning or “progressive” (*jindu*) and centrist (*zhongjian*) overseas Chinese newspapers. During a two-month period early in 1954, the Department put out a total of 648 articles. Examining 29 overseas Chinese newspapers, 623 or 95.6 percent of the articles were used. Centrist newspapers used about 30 percent of the articles (186), and progressive papers used the other 70 percent (434). Newspapers in Indonesia, Burma and Hong Kong made the greatest use of the articles, but editors in India, South Africa and Malaya printed them as well. Two newspapers in North America, the *Chinese Times* (*Da Han Gong Bao*) and the *China Daily News* (*Huaqiao Ribao*), used a combined total of 68 pieces. The articles covered a diverse range of issues, but most dealt with either the development of the mainland (labor, transportation, farming, etc.) or the current conditions in the overseas Chinese areas of China. Of the 257 articles dealing with politics and development of these areas, 208 found placement in one or more of the surveyed newspapers. A smaller number of more general pieces on the war in Korea, China's foreign relations and party elections also found placement abroad.²⁵

Consistency of the argument

Detailed examination of manifestations of propaganda war

Well-structured analysis of each sub-topic

As a result, reasonable conclusion based on the analysis is made