

# **Challenges in the Application of Smart Power and Public Diplomacy in European Union - People's Republic of China Relations**

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### **ABSTRACT**

In order to establish and expand China's influence as a BRICS member, the political centre core has developed a new strategy that integrates the combination of the use of hard with soft power whose result takes the form of smart power and public diplomacy in response to present challenges that require transnational solutions such as global financial stability, climate change, the issue of energy insecurity and terrorism. In fact, this article analyzes how smart power and public diplomacy are interlinked as it regards the People's Republic of China.

*Keywords:* Smart power, Soft power, BRICS, Public diplomacy.