Abstract

This study seeks to ascertain whether Chinese soft power can shape or sway the sense of belonging and identity of Uighurs within the Chinese state. The methodology used for this study will involve surveys and interviews, employing the two primary quantitative and qualitative methods. The findings from this study suggest that Chinese soft power, in the form of education in a controlled environment, does have this ability to sway Uighur to identify with the Chinese state. However, gauging the views of the wider educated Uighur community, indicates that the effectiveness of Chinese soft power is constrained by multiple social, political and economic issues. Based on the analysis of these findings, there appears to be three potential solutions: (i) create a multi-ethnic culture, (ii) incorporate civic nationalism as a component of PRC citizenship and (iii) to reformulate soft power into the form of shared goals that would require cooperation between Uighur and Hans to accomplish.
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# Contents

1. **Introduction** ................................................................. 1
   1.1 Background and Rationale .............................................. 1
   1.2 Thesis Argument .......................................................... 4
   1.3 Purpose ................................................................. 6
   1.4 Outline ............................................................... 11

2. **Literature Review** ...................................................... 14
   2.1 Soft Power Literature .................................................. 14
   2.2 Identity Theories Literature ......................................... 21
   2.3 Chinese and Uighur national identity theories ............... 24
   2.4 Soft Power and National identity .................................. 32

3. **Methodology** ............................................................ 34
   3.1 Introduction ............................................................ 34
   3.2 Contacting and selecting Uighur respondents ............... 38
   3.3 Survey and Focus Group Methodology ......................... 41
   3.4 Interviews ............................................................ 46

4. **Survey Findings** ....................................................... 52
   4.1 Introduction-Summary of Overall Findings ..................... 52
   4.2 General findings by Ethnic Group ................................. 55
   4.3 Validity .................................................................... 63
   4.4 Average Rating by for all items under each Categories ........ 66
   4.5 Another perspective: findings by 4 dimensions ............... 68
   4.6 “5 Categories & 4 Dimensions” analysis by radar charts ... 73
   4.7 Survey findings conclusion .................................... 83

5. **Interview Findings** ................................................... 87
   5.1 Introduction ............................................................ 87
   5.2 Culture ............................................................... 92
   5.3 Religion ............................................................. 97
   5.4 Governance ......................................................... 99
   5.5 Education .......................................................... 104
   5.6 Soft Power Comparison ............................................ 107
   5.7 National Identity .................................................... 111
   5.8 Sense of belonging ............................................... 113
   5.9 Uighur-Han perception ............................................ 115
5.10 Solutions ................................................................. 121
5.11 Historical narrative....................................................... 124
5.12 Conclusion ................................................................ 130

6. **Current Chinese Soft Power Predicaments and its Solutions** ........... 139
   6.1 Comparison between the survey and interview: Education as the Key. 139
   6.2 Multi-ethnic Culture and the Meaning of being a PRC citizen .......... 148
   6.3 Shared Goal Approach.................................................. 164

7. **Conclusion** ................................................................ 179

**Bibliography** .................................................................. 185

**Appendix: Survey Questionnaire Sample** ................................. 201