

Springer

1.
Auflage1st ed. 2018, XV, 251 p. 34
illus.**Gedrucktes Buch**

Hardcover

Gedrucktes Buch

Hardcover

ISBN 978-981-13-0640-2

£ 99,99 | CHF 130,00 | 109,99 € |
120,99 € (A) | 117,69 € (D)

lieferbar

Rabattgruppe

Science (SC)

Produktkategorie

Monographie

ReihePerspectives on Rethinking and Reforming
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ISBN 978-981-13-4469-5

Erziehungswissenschaft : Hochschulwesen

Li, Jian

Conceptualizing Soft Power of Higher Education

Globalization and Universities in China and the World

- Proposes and conceptualizes a new concept of soft power in education
- Provides a unique viewpoint to analyze the globalization of higher education
- Clarifies the differences and similarities between globalization and internationalization of higher education

This book examines the globalization trends in higher education from an international political science perspective, using Nye's theory of soft power to explore the rationale behind it. It focuses on conceptualizing the Soft Power Conversion Model of Higher Education, which is embedded in the globalization of higher education, and analyzes the globalization of Chinese higher education reform. Also, this book provides innovative and unique viewpoints on conceptualizing and mapping the globalization and internationalization of higher education, especially for current Chinese higher education (1949-2016). It discusses and illustrates cutting-edge concepts of global higher education, such as global learning, global competency, and global citizenship and refines them in the conceptualized soft power conversion model of higher education. This book reports on and enriches the theoretical concept of global education, and provides practical insights into global learning, global citizenship and global competency for Chinese undergraduate students.

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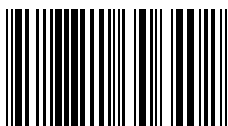
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