

Paper Title Стратегическая коммуникация Китая в Африке
The Strategic Communication of China in Africa

China has emerged as a new center of power in international politics. China pays great attention to Africa not only because of the significant role of the continent's mineral resource potential, but also because of the growing political importance of the region on the international arena.

The new strategic goals and priorities, hand in hand with the redirection of many African countries in political, economic, military, cultural and business spheres have a communication face.

That's why to analyze the key objectives and problems, advantages and weaknesses of strategic communication of China in Africa, the role of China's leadership in the region is important.

China's strategic communication can be very beneficial (the case of the South African Republic), but it can aggravate the situation as well (such is in Zambia). Nevertheless China's strategic communication in Africa is a real example of unity words and actions.

Key words: strategic communication, China, Africa

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