

Pathways to Building Pakistan's Positive Image in the Global Arena

Outline

(1) Introduction

Thesis:

While Pakistan is on the track of emerging soft power in the world; the country can build its positive image by social, economic, political, and technological advancement in the regional and international platforms.

(2) Understanding the current image of Pakistan in the global arena

(3) What are the pathways to building Pakistan's positive image in the global arena

(a) Self-sustained economy can improve Pakistan's profile in the international arena

Case study:

China is the world's second largest economy, enjoying its soft image in the globe

(b) Women empowerment reflects inclusive Governance, raising global image of Pakistan

(c) By fostering human development to produce efficient workforce in Pakistan

Case in point:

After world war II nuclear attack,

Japan served its global image through human development

(d) By institutional strengthening to promote good governance and democracy in Pakistan

(e) By promoting moral values in the society to build moderate nation of Pakistan

(f) By prioritizing diplomatic efforts over confrontation in conflicts of Pakistan

Case in Point:

Kashmir issue, Abeyance of Indus Water Treaty, and Cross-border terrorism are current major issues of Pakistan

(g) By playing constructive role in the global issues of climate change and rising terrorism

(h) Investing in education can counter rising extremism in Islamabad, thereby fostering global peace and mutual co-existence

Case Study:

According to Economic Survey of Pakistan, it spends 0.8% of GDP in education, as compared to recommended 4% by United Nations Children Education Fund (UNCEF)

(i) By dismantling terrorist networks and continuing the policy of zero tolerance against terrorism to promote peace in the region

Case study:

Tehreek-i-Taliban Pakistan^(TTP) and Majid Brigade are some of the terrorist networks eroding global image of Pakistan in global area.

(v) By ensuring secure environment for foreign tourists in Pakistan can contribute portray its image as a safe country

(vi) By protecting fundamental human rights of everyone without biasness

Case study:

Apartheid policies in South Africa had tarnished its ~~their~~ global image in 1990s

(4) Conclusion

In the changing dynamics of geopolitics, the strategic importance of Pakistan is increasing. Pakistan got independence in 1947, and the great leader, Quaid-e-Azam Muhammad Ali Jinnah vowed for a modernist country. He reiterated moral values, justice, tolerance, religious freedom, and democracy. However, after his demise the country derailed from its stated pathway due to power politics and weak institutions. The first constitution finalized after 9 years of its independence which was abrogated in just 2 years. Subsequently, the country

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entered in the dilemma of political instability, security issues, and economic frailty. These dynamics weakened the country and undermined its global image. Additionally, sectarianism after Afghan-Jihad war and Pakistan's role as a frontline ally of US post 9/11 further complicated the situation. However, nowadays Pakistan is on the tract of emerging soft power in the world; the country can build its positive image by social, economic, political, and technological advancement in the regional and international platforms. The pathway to building global image of Pakistan include an independent, self-growing economy, the country should empower women's role and invest in technical and vocational training programs to produce skillful nation. Additionally, strong institutions and moral development are also critical to build strong nations. Aggressive policies erode global image, ~~Contrarily~~ ^{and} diplomacy and constructive role of countries in international issues reflect its soft power. Moreover, Pakistan should invest in education, strengthen its security situation, and protect basic human rights. Subsequently, through these steps the country can build its positive image in the global arena.