

PATHWAYS TO BUILDING PAKISTAN'S POSITIVE IMAGE IN THE GLOBAL ARENA

OUTLINE:

1- Introduction:-

Thesis statement: Pakistan's positive global image can be built by focusing on domestic reforms on socio-economic stability and good governance. This can be leveraged in global and regional arenas through soft-diplomacy and frequent people-to-people contact.

2- The Current Global Perception of Pakistan's Image.

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

a- Reforms on achieving internal stability.

- i- Promoting democracy and rule of law.
- ii- Introducing socio-economic reforms to increase Human capital index.
- iii- Countering terrorism and extremist narratives.
- iv- Working on effective crisis management.

b- Inter-Regional Efforts to Building Pakistan's soft Image.

- i- Striving for greater economic integration of the South-Asian region.
- ii- Climate change and environment diplomacy and advocacy.
- iii- Playing a constructive role in settling regional conflicts.
- iv- Increasing public-to-public contact through sports and tourism programs.

c- Soft-diplomacy at Global Level.

- i- Promoting the Youth-bulge as a resource to major economies.
- ii- Leveraging digital platforms to promote positive image.
- iii- Advocating human rights and environment diplomacy.
- iv- Encouraging diaspora to engage with local population.
- v- Engaging international media.
- vi- Achieving greater and deeper integration into international political economy.

4- Conclusion.

ESSAY.

Since its inception, Pakistan has been seen through the lense of geo-politics internationally. Despite being a nuclear power, home to K2 - "World's second highest mountain", vibrant youth, and a hub of scenic beauty, it is usually seen as a country struggling with poor governance, weak economic indicators, ~~poor governance~~ strained relations, and a third-world country. There has always been a huge gap between what Pakistan actually is and how it is portrayed globally. There are many ways to build a positive image of Pakistan on the global arena but the process is multilateral. It involves domestic reforms for internal stability, promoting regional peace and economic integration, and creating a stronger standing on international fora. Reforms on achieving internal stability include strengthening democracy and rule of law, introducing socio-economic reforms in education, health and job market to raise human capital index, and countering terrorism alongwith extremist narratives. Also, working on effective crisis management for natural disasters and other unforeseen circumstances can also build stronger foundations at home. Besides this, at regional level, a greater economic integration, advocating for green economy and climate protection, cultural diplomacy, and playing a constructive role in resolution of regional conflicts can also help ~~build~~ ^{enhance} soft image of Pakistan globally. Likewise at international level, Pakistan needs to promote youth-bulge as ~~econom~~ an economic asset, leveraging digital platforms, engage international media, and encourage diaspora. Moreover, it can enhance its global image by securing a strategic place in international political economy and by advocating human rights and protection of environment. Hence, the traditional image of Pakistan as a security state struggling to cope with its challenges needs to change. Its positive image can be built by focusing on domestic reforms ~~like~~ on socio-economic stability and

good governance. This can be leveraged to global and regional arenas through soft diplomacy and frequent people-to-people contacts.

