

Name: Shahab Ahmad

Father Name: _____

LMS ID: 39651 Date: ____/____/2025

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Batch No. _____ Campuses ☐ Main Campus ☐ ISB-2 ☐ RWP-I ☐ RWP-II ☐ LHR ☐ Online

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ESSAY

PATHWAYS TO BUILDING PAKISTAN'S POSITIVE IMAGE.

OUTLINE

1 Introduction

A strong global image is the peak of diplomatic success. Through various policy measures, Pakistan can develop a strong ~~path~~ and positive image in global arena.

2 Sketching ways of Building Pakistan's Positive Image in Global Arena.

2.1 Removing all the hurdles in the way of internal security.

Case in Point: Al-Sazra declared domestic security volatility as the cause of Pakistan's global image as a security state.

2.2) Investing in entertainment industry to show the world Pakistan's actual culture.

Case in Point:- India and USA has always utilized hollywood and bollywood for building soft image.

2.3) By participating in all the international sports tournaments.

Case in Point:- Saudi Arabia is spending millions of dollars on Ronaldo to build strong image in football-crazy western nations.

2.4) Promoting tourism sector by sponsoring international tourist guides and institutions.

Case in Point:- In Feb, China ^{had} invited all the tourists guides and content creators to China to show China to world.

2.5) By playing active role in UNGA and UNSC, asserting Pakistan as a responsible country.

2.6) Pakistan's diplomatic mission ought to engage with communities of host countries on regular basis.

2.7) By playing active role in resolving international conflicts.

Case in Point: Pakistan's role in Gaza peace deal has added a feather in its cap.

2.8) Promotion and reflection of democratic principles in all its national and international decisions.

Case in Point: Forbes magazine writes about countries based on its democratic standing.

2.9) Benefiting the increasing aging crisis by sending them well-skilled and well-groomed labours.

(i) Economist reported Japan, South Korea and many more countries in need of young labour.

2.10) By developing strong economy, enabling Pakistan not to compromise on its policies for monetary gains.

2.11) By making sustained and long-term policies for attracting foreign investment in mineral sector.

2.12) By leveraging its geostrategic importance, Pakistan can become international center between China, South Asia, Central Asia and Middle east.

2.13) Abstaining from involving in big power games.

(i) Michael Kugelman says Pakistan's role between big powers will be unprecedented if it remained neutral.

A single event in May 2015 rose Pakistan's image from a neglected state to a state having strong say in international geopolitical decisions. Since May, Pakistan has been the talk of the town. This is how a strong image matters in the global arena. In modern world, a country's military or economic strength does not matter as much as a strong positive image. With such countries, other nations prefer to develop social, economic and political relations. While countries with bad international reflection often go through socio-economic and political humiliation. Though Pakistan is

enjoying a good diplomatic standing, yet it needs certain policy measures to develop a more compelling international image. First and foremost step shall be gaining domestic security stability. It shall also promote its culture through entertainment industry. Besides, the mesmerizing landscape of Pakistan can be utilized to attract tourists. Sports is another domain which introduces countries to the impassioned supporters of the international community. Along with these steps, diplomatic channels can also be positively utilized. Last but not the least, the world today is in competition for rare earth mineral and its abundance in Pakistan can not only bring huge capital but also develop a strong image. Thus, a strong international image is the peak of diplomatic success, by adopting decisive policy measures, Pakistan can develop a strong international image in global arena.