

TEST SERIES 1

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ESSAY

Pathways to Building Pakistan's Positive Image in Global arena.

INTRODUCTION:

- What damaged Pakistan's global image?
- Security centric global perception.
- Economic instability - IMF Dependence.
- Weak diplomatic communication.
- limited cultural projection.
- Pathways, political stability, cultural diplomacy, Economic revival, and strategic diplomatic communication.

THESIS STATEMENT:

"Building an image is hard but not impossible. Pakistan can have all the right

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components but it need catalyst like strategic communication, cultural diplomacy, political stability and economic revival to rise as one of the cultural hub of the world?

OUTLINE: PATHWAYS TO REBUILDING POSITIVE IMAGE OF PAKISTAN

1) Strategic communication and Public diplomacy.

→ Digital diplomacy using social media.

→ Social media influencers as cultural diffusers.

→ Narrative shapping should replace reactive press statements.

2) Cultural diplomacy and soft power projection.

→ Culture exchange programs.

→ Revival of Pakistan's cinema and music.

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Case study^{ies} in hand:

a) Korea diffusing culture through^h Kpop.

b) Japan diffusing cultural pacifism through anime.

c) Turkey diffusing cultural history through historic dramas.

-> Use of cricket diplomacy to revive bridges.

-> Invite foreign players and promote Pakistan as a peaceful hospitable nation.

Case study in hand.

a) India using 2019^{T20} world cup as cultural~~at~~ diffuser.

3) Tourism as Soft power catalyst.

-> Improve safety perception with tourism influencer campaign.

-> Government run tourism campaign to attract foreign tourist.

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→ Produce high quality documentaries on Buddhist heritage in Mohajedar, Takhtbhai, and Taxila to attract different nationalities.

4) Economic diplomacy and Market branding as pathway to positive image building:

→ Promote Pakistan as an affordable market to outsource global perception of IMF debt and economic fragility.

→ Highlight economic competitive sectors.

a) Sialkot as sports good capital of the world.

b) Faisalabad as textile hub.

c) Multan's mangoes as agricultural hub.

5) Political Stability and Governance reforms.

→ Consistent democratic continuity as a narrative of maturity.

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- Rule of law reforms to boost investor confidence.

Case studies

- a) Chinese business and economic model.
- b) American corporate laws and check and balance system.

CHALLENGES THAT PAKISTAN MUST OVERCOME:

- Narrative vs reality gap.
- Hostile international media ecosystem, counter indian propaganda against Pakistan.
- Domestic and political polarization.

CONCLUSION:

- A state image is not built by virtue signalling but by investing in performance, stability and culture.

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- > Pakistan has the resources to make such a shift but needs a little push.
- > The challenge to Pakistan is not capability but coordination and consistency.
- > A global image is not a luxury for modern day states but a strategic necessity in this interconnected globalised world.

INTRODUCTION:

In this globalised world where states are interconnected, states today compete not just with armies but with narratives. Pakistan's global image suffers from many stereotypes, fueled by India's propaganda. Pakistan is viewed as a hostile terrorist harboring state with a governance crisis and fragile economy. But in reality, Pakistan possesses untapped cultural and social capital which can be explored through global image building by shifting from defensive reactionary

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narratives to offensive strategic
branding anchored in political
stability, diplomacy, digital story
telling and culture diffusion.