

Pathways to Building Pakistan's Positive Image in Global Arena

I Introduction

II Demonstration of causes in way of building Pakistan's positive image.

- (A) Islamophobia — Priyantha Kumara (Srilankan factory manager) was brutally lynched and burned to death in 2021 over alleged blasphemy which portrayed negative image of Pakistan.
- (B) Terrorism — Pakistan is considered unsafe due to banned groups like TLP (Tehreek-e-Labaik Pakistan) and BLA (Balochistan Liberation Army) constantly targeting civilians and armed personnel.
- (C) Women discrimination — cases like Malala and Mahrang Baloch tarnished Pakistan's image and portrayed country's image as patriarchal and racist.
- (D) Low International rankings — Pakistan's ranking in Human Development Index and Global Gender Gap Report have been severely low depicting Pakistan as unfit for human residence.
- (E) Pollution — Major metropolitan cities like Lahore and Karachi have been ranked the most polluted cities which further deteriorated country's image in global arena.

III Hurdles in the way of Pakistan's Positive Image

- (A) Political instability — competition for power disturbed the political setting of country
- (B) No good governance and management issues due to political instability.
- (C) Personal interest over national interest of political parties hindered the country's growth
- (D) Lack of investment of international investors due to security issues.

IV Pathways in Building Pakistan's Positive Image in Global Arena

(A) Role of Media

- ① Promoting Pakistani dramas internationally — like Turkey and South Korea.
- ② Goodwill ambassadorship of international brands can promote Pakistan as revolutionized country.

(B) Role of Tourism

- ① Presenting historical sites like Moen-jor-Daro, Harappa, Taxila, etc can benefit Pakistan's tourism department to promote good image.
- ② Investing on infrastructure in northern areas — like Indonesia and Malaysia can bring

foreign tourists to show Pakistani traditions to world.

(C) Utilizing soft power diplomacy

- (1) Sports diplomacy — promoting nation's image as peaceful and improving bilateral ties with countries
- (2) Promoting traditional cuisine of Pakistan — like South Korean company Samyang made billions through their ramen noodles
- (3) Launching Pakistani clothing brands internationally to make people aware of Pakistani traditions
- (D) Online campaigns
 - (1) Using social media platforms to digitally promote country's culture to vast number of people.
 - (2) Hiring international vloggers to travel across country and promote country's cultural heritage
 - (3) Participating in international campaigns and people-to-people connections enhancing interactions to build a positive image.

V Conclusion

Optimism is the faith that leads to achievement. Nothing can be done without hope and confidence, said by great Helen Keller is the true depiction of Pakistan's struggle for a positive image in the global heritage. Pakistan have been unlucky in terms of political leaders. After its founder, none was sincere and a battle of power started which destroyed political setting of country which invited extremist group to tarnish country's national and international image. Although, Pakistan have seen severe terrorist attacks, discrimination and racist activities against women and oppressed groups, its still thriving to build a stable good image. But, with the help of media and tourism industry promoting Pakistan's beauty and kindness of its people to the world, its rich cultural heritage can represent Pakistan's positive image in globe. Pakistan can build positive image in global arena by using soft power, tourism and media industry and eradicating terrorism, racist groups from country.