

Soft Power Implications to Revive the National Image: Case Study of Pakistan

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Abstract- This paper is an attempt to explore the implications of Soft power. Trends and transformation come with new advancements in the society. 21st century has been full of trends and transformation because of the age of information. South Asian countries are developing. Image and perception building of these countries are the primary concern. Problems and challenges are similar for all of these countries. Finding the actual cause of the emerging challenges and problem always remain a challenge for the researchers. Developing countries can be developed through proper use of soft power. This research paper seeks to find out the factors and variables for retaining the state's image at global level. This study reveals that through soft power implications developing states can rebuild its perception to get maximum national interest.

Keywords – Soft Power, Perception Building, Sustainable Development goals, CPEC

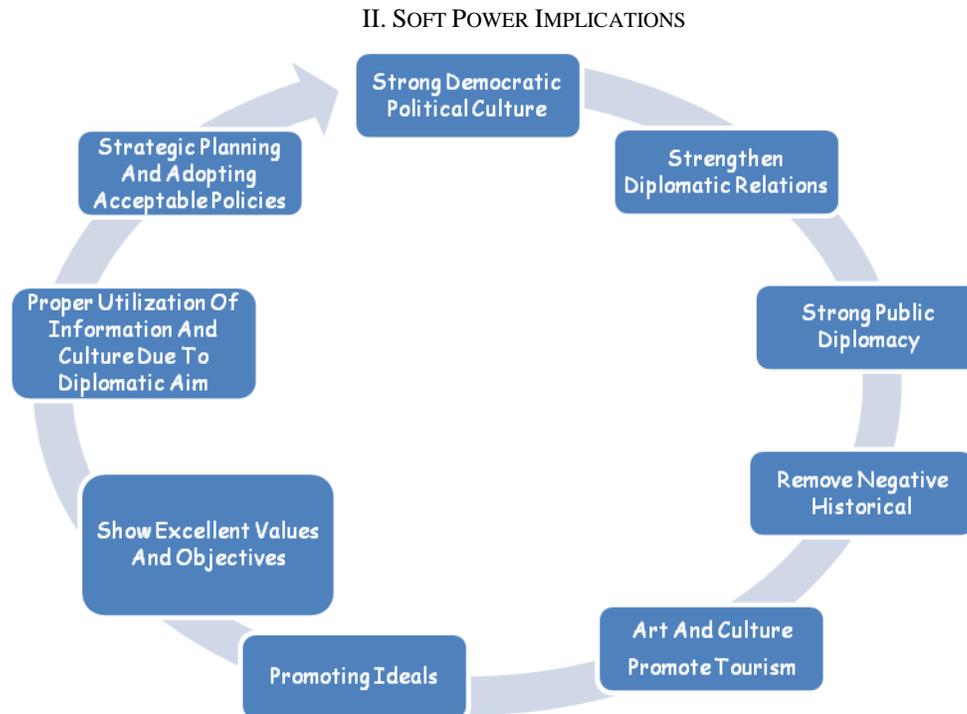
I. INTRODUCTION

Winning the elections by Donald Trump was an event that changed the perception about United States of America. Obama's administration had projected a soft image of USA through different strategies i.e. by promoting the rights of the black people and avoiding confrontation with North Korea etc. Perception building is a key challenge for all developing states. In South Asian countries Afghanistan, Pakistan, Bangladesh, Srilanka, Nepal, Bhutan, Maldives and India are developing countries and have tarnished images at international level due to several issues. Pakistan is labeled as threatening state (Iram, 2013, p. 5). India is remembered due to poverty and over population. According to world poverty clock more than 73 Million people are living below the poverty line in India (World Poverty Clock, 2019). Srilanka and long lasting civil war do not let its economy boost. Bangladesh with religious extremism and weak democratic culture always remains in the headlines of the world. In South East Asian Nations, Myanmar is always under consideration for Genocide of Muslims by the Monks and Buddhist radical groups. Vietnam has war history with USA. In East Asian States, North Korea has always been in the Headlines of International and local news channels and newspapers. North Korean Nuclear Weapons and its advancement have been perceived as a threat by the World especially by the western states. BBC documentaries and news paper articles about China show it a barbaric state for Human rights and freedom of speech (Camila, 2015). South Korean domestic politics has been labeled as corrupt. Implications of this negative image are even worse. Most of the people listen about a state on electronic and print media and have desire to visit that place. They want to visit those places which have high development rate with high human security. Movies and documentaries play a key role to enhance tourism of a state.

In the case of Middle Eastern States, problems like war, religious extremism, emergence of ISIS, traditional rivalry of regional powers, desire to dominate the region and involvement of external power in the region have turned the region's stability more complex. Iraq has been destructed by the US Armies and Non state actors.

Image Building in the age of liberalism is essential to get the state's national interests. Image building of state is directly linked to its soft power. Soft power includes education, diplomacy, technology, democracy, culture, media, Freedom of Speech, Human Development within a state, tourism, Digital Economy, sports, Multi-Lateral agreements, peace negotiations, women empowerment, No Poverty, Zero Hunger, climate change participants, no

war zone, no crime rate, liberal economy, no restricted visas, no extremism and no terrorism. To get these objectives, foreign policy is the major tool which also enhances national interest. Perception building of a state is essential element of foreign policy and diplomacy. In the age of globalization, states attract Foreign Direct Investments to boost their economy. This attraction is based on perception and image building.



SOURCE: MADE BY RESEARCHER

2.1 Data analysis and Interpretation –

Soft power is a primary concern for each and every state. Need of soft power increases in the age of globalization. Implications of soft power are the policies of liberalism and adopting the advancement of globalization. Attraction of money and business activities is also due to soft power in the modern time. Portland's The Soft Power 30 Report 2018 highlighted about the list of world's most top countries having soft power. The variables are "culture, digital, education, engagement, enterprise, government, global culture, luxury goods, technology products, cuisine, livability, friendliness and foreign policy" (The Soft Power Report, [TSPR], 2018, p. 37). And according to research world's top five countries in 2018 United Kingdom, France, Germany, United States, Japan and Canada at the sixth position (TSPR, 2018, p.42). "The UK's soft power strengths continue to sit across the Engagement, Culture, Education, and Digital sub-indices. British soft power benefits from a wealth of publicly funded resources. Though Brexit remained a challenge for the British government but it remained powerful to settle its position at global level. The British Council in particular has been instrumental in spreading British influence and cultivating soft power, through cultural and educational engagement. As the world's most trusted news provider, the BBC World Service has amassed a substantial global following, and remains a valuable soft power asset for the UK (TSPR, p. 44)."

According to the Soft power 30 report 2015 Germany was on the top position and United Kingdom on the second and United States of America at the third position (The Soft Power 30, 2015). Monocle's Soft power survey shows 2018-2019 shows that France is on top of the survey of soft power having world's largest usage of soft power capabilities at global level. France in its role of Climate change conferences gave alot popularity to the nation. Germany remained at second position in this survey. Japan remained on third position (Monocle's Soft Power Survey, 2018-2019).

Age of Liberalism contains liberty, human rights, freedom, civil liberties, and democratic political culture. Pursuing and applying the policies of liberalism is the best example of soft power implications in the modern age. Adopting and reviving the democratic norms in Pakistan is important for its civil liberties with freedom of speech and participation of people in the governmental affairs. Election of 2008 was important for state's image restoration. Revival of democracy after 10 years of dictatorship turned the country into democratic world. Transition of one democratic government to another democratic government in 2013 elections was unique and people were more optimistic about the future of Pakistan (Iram, 2013, p. 5). From 2011, revolutions in the Middle Eastern countries like

Tunis, Egypt, Syria, Libya were raised the importance of democracy and people became more aware of their basic fundamental rights by the Social Media. Pakistan saved its position at this time to revive the democratic political culture. Transition of democratic governments created a strong democratic political culture and political participation. People emphasised more on electoral process including party elections and elected new people. Pakistan Tehreek Insaf made its government in 2018 elections and people wanted change in the legacy of inherent democratic culture and gave chance to new people in governmental affairs. It showed the people attention towards political culture which are gaining deep roots in Pakistan. Sustaining this culture is an essential element for soft power implications. Public diplomacy by the democratic governments are easy to launch then dictatorship. After 2013 elections government of Pakistan Muslim league Noon got maximum public mandate and started National Action Plan and Operation Raddul Fasad to combat terrorism in Pakistan. Government successfully launched the Campaign of CPEC in 2013 and got massive public support from all over the country. Democratic government can sustain and make effective foreign policy for the country. Establishing the relations on bilateral and multilateral basis rather than unilateral can boost the states interests and secures dominant position in the region. Relation of states starts from its neighbours and regional organizations. Role of regional organization is important to enhance the economic diplomacy and search for new business markets. New trends come with new challenges and work with other states of overcome and counter the emerging and future problems are necessary for image restoration.

Culture of Pakistan is diverse in nature. Culture is a strong tool to get world attention through soft projection and promotion of culture by Film media and tourism industry. Promotions of sports activities are also good for image building. Culture is the soft power of the country and its projection through effective means are the implications of soft power. Pakistan has diverse culture with rich fashion and textile industry in the state and abroad also and has beautiful ancient tourist sights of different civilizations. Food and cuisine is another important factor of culture and Pakistan can regain its lost image through it. Film and Media especially films and drama industry can project a states culture well. For example Indian Bollywood movies are shown all over the world and gets attraction of tourism. Saudi Arabia gave permission the cinemas to operate and conducted one of the world's largest Musical concerts to promote tourism and its image at global scale (The Express Tribune, 2018). Government is about to establish a state NEOM for tourism and face saving of Saudi Arabia (Alshimaa, 2019, p.35). For insuring civil liberties women are allowed to drive the cars (Torres, 2017). 21st century is the century of globalization with the rapid movement of people. People are well communicated and informed. Promote tourism is the best way of soft power implications. Geography of Pakistan has mountains, plains, desert, rivers and ocean enriched with mineral resources. Mountains have beautiful sights and development of these areas can contribute a lot in tourism industry. Plains have urbanized and Industrial cities. Deserts can be turned the hub of tourism likely to be promoted as the world's largest Safari Jeep racing tracks.

Making ideals for the world like Tree Tsunami program, clean and green Pakistan to combat climate change is a Mega project. Azad is making Solar energy cars to combat climate change (Azad, Solar Cars Made in Pakistan, 2019). These are the revolutionary ideas for the world but need priorities and media promotion. These projects are highly important for Pakistan's image restoration and soft image. These projects can become soft power for Pakistan if project at global media well.

Promoting art and culture is also one of the key important implications of the soft power. English language was become a universal language of globalization and can be understood by every state of the world. Confucius language institutes for learning Chinese language are an advance step taken by Chinese government for its soft power projection (Torres, 2017). Globalization is the era of scientific and technological advancement. IT industry and Robotics have become the future of the world. States have to move with the international trend of Information technology and robotics. There is a dire need to show the world to show excellent values and objectives. Pakistan in this stance is taking part to combat climate change and reduction of terrorism. Sowing its will and understand its moral responsibility at larger scale. Spread the arts and culture through media especially film media is essential to retain soft power. Countries having good film and movies industry have more soft power and its implications. Chart and execute the policies with a clear cut strategy is another important task for the soft power. Societies need booster and remove its negative historical for increasing the morale of the individuals. In Pakistani society terrorism was a chapter which should not be revised at any stage because its cruelty has no limits. Pakistan has overcome this issue. Soft power implications is a mixture of different tasks which can be retained and maximized at any time with proper use of strategic planning and adopting acceptable policies.

CPEC and CPEC related activities in the world got more attention than any previous project of Pakistan in the history. How CPEC got much attention at international level. It was because of the correct direction of the Media and the government policies. Government made comprehensive strategy of work which has long term impacts on Pakistan. CPEC is not only a project of Gawadar but it is much from it. Proper utilization of information gave the maximum value of Implications of CPEC (Ibrar et al., 2019). CPEC has become much more for Pakistan's economy and for the regional countries. Through CPEC and proper utilization of Information by the government and media reverted Pakistan's lost image. Pakistan again got the attention of the world and the project looked game changer for

the region including, China, Pakistan, Iran, Afghanistan, Central Asia, Russia and African countries. CPEC is a combination of projects including infrastructure, trade, technological advancements, industrial advancement and Foreign Direct investment. This is a biggest advantage for Pakistan to improve its soft power through CPEC. CPEC added in Pakistan's soft power directly because Pakistan has established great ties with China. Due to CPC governments are serious to counter terrorism and launched National action plan to counter it. Pakistan is on track and on Positive direction to counter it. Else on Diplomatic channels Pakistan is lacking behind since 2001. FDIs has been decreased and tourism industry has become a victim of it. Now Pakistan has been improved its diplomatic channels with the help of the CPEC (Sadaf & Ammar, 2017). Pakistan has established a new phase of relations and can establish these relations on equal basis. Saudi Arabia has invested in Pakistan. Turkey is willing to invest. Malaysian Prime Minister Mahatir Muhammad invested in Auto Mobile industry in Pakistan and established a unit of PROTON cars in Pakistan. However Pakistan is now in a position to develop economic diplomacy and could get a lot of benefits. Through these diplomatic channels Pakistan could find the new routes for its business man to invest and trade with these countries. Although Pakistan has to do a lot of tasks, someone should have to take the first step. CPEC is the first step which geography has given to Pakistan. This is not only a geography bus also getting the gold from the dust. India and China do not have cordially relations. So Pakistan could benefit from CPEC only because China does not want to establish trade routes with India. India is the regional rival of China in the region and was to dominate the region. Indian foreign policy does not allow India to give Path to china because Foreign policy of India has firm believe to have weak neighbours. So this is the time for Pakistan to play its land and build its economy as soon as possible. Through CPEC promotion Pakistan's human development is also increasing. Most of the Pakistan youth would get the jobs from it and it would give long term benefits to the people of Pakistan. Role of Pakistan would improve and Pakistan can develop extensive diplomatic relations in the region especially with Oil enriched countries, like Iran and Central Asian states. After that establishing diplomatic relations on equal basis with middle-eastern regions China is promoting its language and literature in Pakistan through education institution and through Media especially film media. Pakistan can also establish culture exchange programs on equal basis with Iran, China, Afghanistan, Saudi Arabia, Qatar, Central Asia states and a new start a new phase of relations with Russian which would give economic benefits to Pakistan. Not only Asian countries, but Pakistan is establishing it relations with African countries. Pakistan has strong trade relation with Africa. In Pakistan there is a huge industry of wild Animals Pakistan can have wild animal trade and establish research centres in the country. Else Pakistan can trade agriculture and food items including diary items to these countries. China is also want access to African countries. Pakistan is providing the shortest route to China. Planning, organization and policy making is important part of every aspect of life. It is not only necessary to rebuild a state's image but it is the prime task before any task. Strategic planning is as essential in the soft power as public diplomacy and culture. Without making a comprehensive and effective strategy results cannot be achieved. Most of the scholars write about soft power but what should be its implications is explained by the policy making.

III.CONCLUSION

In the age of globalization, states of the world have been interconnected through media and technology. Media has become the essence of globalization. Without media, world would become colorless. In this rapid age, it is difficult to sustain a state's image in positive direction. In the globalized world, people love to move all around the other states. Liberalism has spread awareness in the people and people have become peace loving. Civilization is a symbol of excellence and peace is the symbol of civilization. Peaceful state is called the most powerful state in the era of idealism. Image of a state describes its perfection, excellence and civilization. States attract other states by showing themselves better than the others. States strive to gain a good perception in world and portray their soft image in front of the world. Democracy is the ideal government system in the world. Pakistan perception crisis badly affected Pakistan's economy. In Pakistan, media is not performing positively for the good image of Pakistan. Media always projects negative and sensational news. People from abroad, who watch Pakistani media, perceive that there is disorder everywhere in Pakistan and Pakistan's future is at stake. Media has become limited to news channels only Public sentiments turn pessimistic through such agenda. People who are residing abroad can contribute to rebuild the image of Pakistan because they act like ambassadors in the foreign societies and can change the perception of the foreigners about Pakistan. Public's trends towards sports are less due to the lack of awareness about the benefits of sports. Sports act like an entertainment industry and revenue generated by sports directly contributes the economy. Cricket world cup was not hosted by Pakistan and no Pakistani politician initiates any resolution in the assembly to develop the attraction of government towards sports. Culture representation is also a responsibility of media.

Pakistan can recover its image through favorable policies of government and media. Revival of Democracy in Pakistan builds good electoral process, strong democratic political culture, civil liberties and democratic values. Effective policies can increase employment rate and can eliminate the element of poverty. Media should be controlled by government and government authorities should control the releasing of the news by their consent for national interest. Soft Power capabilities are helpful for the state image because soft power of a state portrays its soft

image. Pakistan can improve its education and technology and can promote tourism in the world through its soft power rather than using hard power. Without soft power projection, it is difficult for policy makers to get back Pakistan's good image. Age of Globalization is also an age of soft power. Through soft power Pakistan can improve its diplomatic ties with the other states and can get advantage to improve Pakistan's economy.

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