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Pakistan's International Image and Need for Public Diplomacy

Abstract

Public diplomacy is an attempt made by governments to correspond directly with foreign publics. Each country has its own objectives to fulfil through public diplomacy, including image building and relationship building in the longer run. Nowadays, states frequently utilize Public Diplomacy to pursue their national interests. Pakistan is among the states that suffer from the menace of a negative perception owing to the country's association with terrorism and instability. Now that the country has effectively won the War on Terror and an improved internal security situation prevails, the next step shall be towards improving its reputation by using public diplomacy. In this article, the authors delve into emphasizing why public diplomacy is imperative and the need of the hour for Pakistan, and how it can reform and rebuild its international image by employing an effective public diplomacy strategy.

Key Words: Diplomacy, Public Diplomacy, Propaganda, Image Repairing, Cultural Diplomacy

Introduction

In the domain of International Relations, the concept of power maintains a pivotal position. The generally accepted definition of power is the one derived from the realist school of thought that is “the ability of states to use material resources to get others to do what they otherwise would not” (Barnet 2005). During the 1980s, a debate regarding the nature and scope of power witnessed an expansion in the definition of power. In 1990 prominent IR scholar Joseph S Nye in his book “The Future of Power”, detailed the changing nature of power in the international realm. He described two types of power, i.e. hard power and soft power. Hard power is the traditional view of power comprising of military capability and resources, while soft power is the ability to persuade another actor using attraction rather than coercion or threats. As military capabilities are the source of hard power, culture, norms, and policies are the sources of soft power. To achieve either of the two types of power, states require certain specialized instruments. In the case of Soft Power, the tool most relevant is Public Diplomacy. The term Public Diplomacy was used for the first time in 1965 by Edmund Guillon, a career diplomat. Over the years, the definition went through various alterations; however, the core of the concept remained the same, i.e. a government-directed effort to build positive opinion among the foreign publics to achieve foreign policy objectives. According to Howard Frederich, Public Diplomacy is “activities directed abroad in the fields of information, education, and culture, whose objective is to influence a foreign government, by influencing its citizens” (Gilboa 2008). Public Diplomacy can improve a country's reputation abroad, bring in foreign investment and tourism, popularise one's culture abroad and familiarize the foreign policymakers, influential individuals, and organizations with a government's policies to ultimately generate support for those policies. Along with the governments, non-state actors have emerged as vital players in a country's public diplomacy (Melissen 2011).

If utilized properly, Public Diplomacy possesses the ability to advance a country's national interests. Nowadays, most of the developed countries such as the United States, UK, Canada, Germany, South Korea, among others, have dedicated Public Diplomacy divisions within the foreign office along with well-defined public diplomacy strategies, objectives, activities, and actors. This relatively recent trend of utilizing Public Diplomacy had been kick-started by 9/11 and the consequent War on Terror. This tide extended to the third world as well, with many developing countries investing in public diplomacy. Pakistan, since the end of the Cold War, featured in western news and

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entertainment media for all the wrong reasons, especially during the War on Terror and the unstable internal situation. The country's security situation improved dramatically over the years; however, the image of being the home ground of terrorism has remained. Pakistan- after exponentially reducing terrorism, sustaining democracy, and moving towards domestic stability- now requires economic growth fueled by foreign investment, the export of culture, particularly entertainment content, and tourism. Pakistan's government can achieve these objectives only by addressing the severe image problem. Foreign public opinion, particularly of foreign policymakers and opinion leaders, needs to be reconstructed. Pakistan's Foreign Office has a separate public diplomacy division; however, the exact strategy and actors involved remain unclear. Moreover, Pakistan's efforts directed at countering the image problem are also ambiguous. This paper explores the potential of public diplomacy for Pakistan and how Pakistan can use it more effectively to rebuild its fractured image.

Literature Review

Ping Pong Diplomacy

On 6th April 1971, the first public hints regarding a better relationship between China and the US appeared when an unexpected invitation for the 31st World Table Tennis Championship was sent to the American Ping-Pong team in Japan by their Chinese colleagues for a paid tour to the People's Republic of China. Time Magazine described it as "the ping heard round the world". Nine American players, four officials, and two spouses crossed a bridge from Hong Kong to the Chinese mainland on 10th April 1971, hence marking the beginning of the "Ping-Pong Diplomacy" era. ([Kobierecki 2016](#)).

It was the first American group permitted to enter China since the Communists took power in 1949. The invitation was also sent to ten journalists for covering the event, including five Americans. It also marked the end of the information blockade that was imposed by the Peoples' Republic of China for the outside world since 1949. American public received the daily progress of the tour through newspaper and television from 11th to 17th April; the Americans played the exhibition matches with their hosts. The guest team visited the Great Wall and Summer Palace met with the Chinese students and factory workers and attended the Canton Ballet as well. A Time magazine reporter wrote that Ping-Pong was a suitable metaphor to describe the relationship between these two states because both of them indicated their sincerity to change. Nixon and Kissinger decided to keep their back-channel negotiations with China themselves a secret. But after Henry Kissinger's mission to Beijing on July 15th, President Nixon announced that he would become the first American President to go to China in the coming year. [Roberts \(Roberts 2014\)](#). Public Diplomacy provided a gateway towards rapprochement between China and the United States during the height of the Cold War

"Amerika", "USSR" and "Soviet Life" as Tools for Cultural Diplomacy in Cold War

A Soviet language magazine named 'Amerika' was produced by the US Information Agency or USIA. It eluded the severe printing censorship of the Soviet Union and tried to present an alternative view of the West to the public. After Stalin's death, the Soviet-U. S cultural agreement in October 1958 and the development of a reciprocal distribution of public media was resumed. The 'USSR/Soviet Life' was distributed in the US by the Soviet Union during the time, which displayed the politics and the culture of the USSR and its minorities, science, edification, and overall life. These two magazines were a means to learn about the rival country, and they were in high demand in a world that was dominated by the mentality of 'us versus them'. Generally, these magazines were useful in fostering public diplomacy between these two superpowers and wanted to apprise and edify their readers until 1991, with USSR's collapse ([Academy for Cultural Diplomacy, n.d](#)).

Panda Diplomacy

Pairs of Pandas were sent to the Japanese Emperor by Chinese Empress Wu Zetain (625-705). In the 1950's 'Panda Diplomacy' was rejuvenated; at that time, the People's Republic of China keenly wanted to develop better relationships with the western countries, and in 1958, the first exchange came out. In 1972, a panda was sent as a gift to the US, which is the most remarkable example in the present times. It resulted in the visit of Nixon to China as well as in making the relationship between the

United States and China more cordial. Pandas are considered a sign of peace and friendship in the Chinese culture; the black and white color of Panda is similar to 'Yin-Yang', which is an old philosophy of harmony; it is generally considered the basis of Chinese foreign policy. These woolly and progressively rare 'Goodwill Ambassadors' have come to be a valuable possession in the past fifty years, which represent the culture of China and its wish to have peaceful collaboration (BBC News, 2014).

The Baltic Chain

'The Baltic Chain', which was a human chain, was formed by approximately two million people on 23rd August 1989; it extended over 370 miles and three Baltic countries, namely Estonia, Latvia, and Lithuania. The Baltic Way celebrated the Molotov-Ribbentrop Pact's 50th anniversary. It was a pact between Nazi Germany and the Union of Soviet Socialist Republic. Due to this pact, the areas of Eastern Europe were divided into Nazi and Soviet spheres of influence and which resulted in the capture of the Baltic States in 1940 by the USSR. All three Baltic States demanded freedom through 'The Baltic Way. The Baltic Way attracted considerable international attention at that time and hence was able to highlight the Baltic Cause, and it turned into a sign of Baltic solidarity. As an example of citizen diplomacy, the Baltic Chain was successful and traditional diplomacy was not used in it. After recognizing the outcomes of the Baltic Way in a year, a document was signed by Mikhail Gorbachev, which condemned the Molotov-Ribbentrop. Within seven months of demonstration, the first Soviet Republic that gained independence from the Soviet Union was Lithuania (Embassy of the Republic of Lithuania, 2019).

What can Public Diplomacy Achieve?

Intellectuals around the globe explain different goals of public diplomacy; but the principle idea remained unchanged, i.e., displaying a better image of a state; acquainting a state with international targeted viewers; reach and connect with a foreign audience and influence them; deal with misinformation; eradicate any sort of misperception_([Kayani and Rehman 2015](#)). The distinction between public diplomacy and traditional diplomacy lies in the fact that public diplomacy is far more interactive in the sense that it includes frequent collaboration not only with all the three pillars of the government but also with the private institutions, organizations, and with the public as well. In opposition to traditional diplomacy, which is both secretive and exclusive, public diplomacy presumes a direct interaction and communication process, which is built on the rules of advertisement and involves the efforts to speak to the public. The contents defining and describing public policy are the actions taken for the sake of informing, cultural and educational steps taken to influence foreign states and eventually their governments, through their citizens._([Krajnc 2004](#)). Following are some of the key goals and factors of public Diplomacy whose significance cannot be denied.

Image Building Function of Public Diplomacy

States put great energies into building their good reputation because this reputation will yield both the temporary and permanent imprints of their capability of fascinating tourists, new and rising trade markets and entrepreneurs, along with their international standing with good reputation worldwide. The only major instruments that function to spread a good image or to heal the injured image in the periods of pre-and post-crisis are public diplomacy (PD) and international public relations (IPR). Both the terms, i.e., public diplomacy and public relations, are interrelated, "as a strategic dialogic means of communication and relations developing process; public diplomacy is closely associated with the global public relations". They, together, entertain the exchange of information, aids in the development of optimistic perception and promote kindness and goodwill. According to the "Multi-step model for altering place image", there are three kinds of strategies that are followed to mend the place image: the first one being the complete focus on the source of the negative message, on the objected audience, or the message (SAM). Source plans of actions focus on the struggles of the place businesspersons to impinge, to eliminate and exclude the cause that, according to them, appears to radiate contradictions about the place, commonly the Western mass media. Followers' strategical procedures are anxious with the audience's principal values, apprehensions, and desires; marketers

try to show the closeness and ordinary values or foes among their State and distant audiences. Message strategies converge more on opposing the antagonistic messages, acumens, and attractions that prevailed or broadcasted about the place [\(Tabak and Avraham 2018\)](#).

Pakistan has been struggling hard for the past couple of decades to improve its negative image as rampant terrorist attacks have wrecked impression internationally, its enemies exploit its precarious situation [\(Abbasi 2013\)](#). Terrorism has colossally damaged Pakistan and costs it several precious lives. Even then, Pakistan is constantly blamed for sponsoring terrorism and offering a secure haven to both national and international terrorists. Pakistan has been in the frontline against the war on terror and has paid a massive price for it by losing almost 56,000 lives (50,000 civilians, 6,000 security personnel,) and these casualties were caused during the US-led war on terror fought between 2004 and 2013 (Khan, 2019). Despite all the sacrifices made by Pakistan, the West remains dubious about its loyalty and disregards Pakistan's contribution. Pakistan is still facing gigantic challenges of an unbalanced economy, terrorism, feeble governance, and questionable law and order situation. Yet, it won't be a lie to say that the above all aforementioned intimidating challenges, still the hardest one for Pakistan, is the reinstatement of its image in the eyes of the world (Khan, 2019). States use many tactics and tools like digital diplomacy and soft power strategies to make their image better in the eyes of other states.

As the images of States are extremely subjective and exclusive, Hermann categorizes nation images into six separate types; overly attractive image, positive image, mixed image, weak image, contradictory image (people had an opposing point of views regarding few characteristics of the place), and negative image. Each one has specific procedural encounterable challenges, and the relatable challenges which are closely observed in Pakistan are mostly weak, contradictory, and negative images, and these are highlighted in the figure as follows [\(Matiza and Oni 2014\)](#).

Table 1

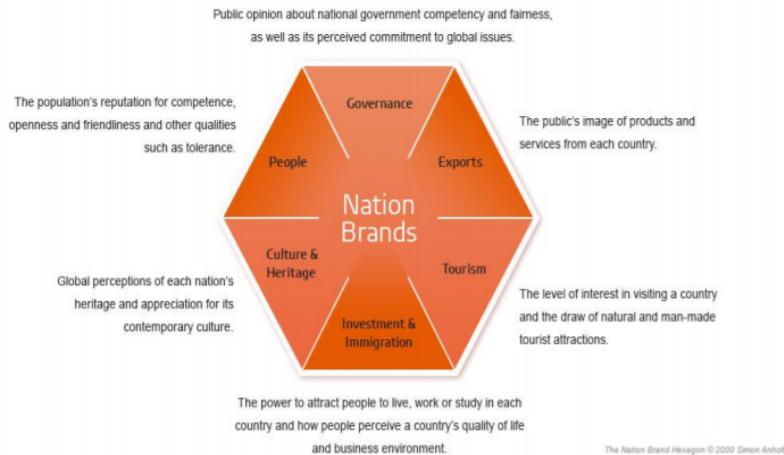
Image Situations	Strategic Challenge
Weak image	Image improvement depending on the reasons tor weak image - e g "visibility-problem" Marketing strategy with a clear message and leadership, turning attractive features into competitive advantage
Contradictory Image	Accentuation of positive image while simultaneously trying to change the realities that give nse to negative images.
Negative image	Woikmg out of a long-term strategy for a more positive profile via concrete developments and improvements on the problematic fields 1 allocation of budgets to development activities

Source: Hermann (2010)

Strategic image building has become the key focus of the States in the last few years with the pressure of globalization with each passing day. It takes decades for States to build their image. Many factors like past events, personalities, or culture, are responsible for image building. Conversely, never has there been so much effort put forward for the image formation. Nation branding is an important tool for soft power building. It is somewhat a novice method used in foreign policy that overlaps with many fields, including marketing, PR, public diplomacy, cultural diplomacy, and international relations. States always work hard for a strong, trustworthy, and dependable brand which helps them to peak a positive acuity at the international level and to grab lots of advantages (input from foreign investors, the arrival of foreign students, the involvement of new business partners, etc.). One of the most prominent authors, Simon Anholt, regarding nation branding, illustrates nation brand as: across six areas of national competence, nation brand is the sum of people's perceptions of a country. These areas are comprised primarily of exports, tourism, citizens, governing system, tradition and heritage, capital financing of investments, and migration. [\(Kuzembayeva and Dayardi 2016\)](#).

Simon Anholt covered the complete notion in a six-layered description. So, the nation brand is the sum of people's apprehensions of a country across the six fields of national competitiveness. To this author, the snowballing effect of each content of the six-layer figure builds the nation brand. The author gave forward a few canals through which the country's reputation can be strengthened: tourist promotion; exporting brands; government principles (national or objectifying the international arena);

the population's standing; cultural or traditional heritage; the centripetal force to fascinate capital and mastered labor force. In 2007, he explained the necessity of the actions of the country's leading roles appeared on the international stages. As a whole, nation branding is critical for to attraction of investments, enhancing exports, and attracting tourists and skilled working staff. Simon Anholt labeled the nation brand as the most precious inheritance: it is the national identity made strong, perceptible, linkable, and – at its best – made helpfully. Simon Anholt briefed competence of identity as: "(...) the synthesis among brand management, public diplomacy, trade, investments, tourism, and export". Anholt marked competitive identity, depicted by states in a globalized world, as the most competitive factor_(ZEINEDDINE 2017).



The Hexagon of the Nation Brand

Source: Cornelia ZEINEDDINE

To Counter the Adversary's Propaganda

Propaganda has been in use since the 19th century by the opponents, politicians, and people with special agendas for publicizing their plans. Propaganda is used to highlight the pros and cons of an idea, phenomenon, principle, or individual. History is replete with instances when propaganda was used by the politicians and fascists to gain their objectives. After the end of the First World War, Hitler implemented propaganda to disseminate his anti-Semitic beliefs and his views on Germany. The US also remained indulged in propaganda to mobilize its public. The tool of propaganda has been in use for ages, and no sphere of life is spare from it. All kinds of mass media, such as print, electronic and social media, are sources of propaganda_(Syed 2020).

Noam Chomsky put forth a propaganda theory in 1988 and expounded the model of propaganda theory in his book. In the view of Noam Chomsky, propaganda is a rudimentary technique to influence the minds of people with the help of media. Gone are the days when force and power were used to control and influence the minds of the people. Now, this task is accomplished with the help of mass media, and it is a real war. Media is a powerful and inexpensive tool and more effective as compared to the military force. He supported his theory by stating the example of World War II when the United States and its allies deployed propaganda through media to rein in the public minds and instil revulsion against Germany.

The previous year, the Brussels-based EU DisinfoLab opened a large network of 265 coordinated unreal ordinary media's branches in 65 Nations serving Indian interests, also as multiple dubious think tanks and NGOs. This channel was operative in Brussels and Geneva in introducing and boost the pleased sketch, too, primarily hurt Pakistan's image. In the course of the latest search, named Indian history, the batch has unboxed a new Indian group that's the target to nourish pro-Indian and anti-Pakistan (and anti-Chinese) desire in India. Last year, the investigation discovered that the 'fake' news

outlets were managed by Indian stakeholders, with ties to an outsized network of think tanks, NGOs, and corporations from the Srivastava Group. They republished anti-Pakistan content on the remainder of the Indian network, including fake outlets like EP Today, Times of Geneva, and New Delhi Times. This shows that how Indian media is involved in propaganda against Pakistan [\(Abideen 2020\)](#). Internationally, the network is functioning to consolidate the facility and improve the image of India, and damage the reputation of rival countries so that ultimately India may enjoy more support from international institutions like the ECU Union and therefore, the United Nations.



Indian Chronicles: To Serve Indian Interests, a Fifteen-Year Operation Targeting the EU and UN.
Source: The Express Tribune

Political Advocacy

Public diplomacy is of two kinds, first is branding or cultural communication. These terms are used to neutralize the negative propaganda implemented by the enemy. With the help of branding, the government attempts to build up its image but not with any policy objective. Countries employ branding tactics to promote a superior image of themselves internationally. Branding generates widespread amity and promotes teamwork in a range of matters. It also improves lasting alliance relations and undercut rivals' propaganda (The Editors of Encyclopaedia Britannica, 2017).

The second kind of public diplomacy can be called political advocacy. This type of diplomacy incorporates a variety of tactics devised to expedite outcomes. While branding is employed to control long-standing opinions, but political advocacy is used as public diplomacy to garner international assistance for pressing or promoting any idea or policy goals [\(Cull 2009\)](#). Sometimes it is needed to convince the foreign publics to back or resist international leaders, or countries might ask the public for instant support for an expensive military coalition policy. At times Overseas leaders are in favor of certain alliances but are reluctant on account of domestic retaliation. In such cases, public diplomacy can be of great assistance for the leaders and diminishing the menace of repercussions. The best example of political advocacy is Kuwait that made efforts in 1990 to obtain American assistance against Iraq. In 1990, Kuwait, with the assistance of a US public relations organization, attempted to win the hearts of the American voters in favor of its war against the Iraqi President, Saddam Hussain, declaring him fascist and dictator. The US president George Bush was reluctant to fully support Kuwait on account of the oblivion of most American citizens regarding Kuwait and Iraq and their feud. George H.W. Bush was concerned for being deficient in the public backing to take any severe action against Iraq. Given the situation, Kuwait, therefore, embarked on a meticulous and planned political route and commenced a fierce movement against Saddam's brutality to earn US support (The Editors of Encyclopaedia Britannica, 2017).

Analysis of the Recent Government Initiatives

Pakistan's geographical position enhances its importance, and it plays a decisive role in international politics. But Pakistan is regrettably a victim of ample both internal and external conflicts and bad propaganda, which smeared its positive image and acuity overseas. Pakistan desperately needs to exercise public diplomacy and soft power to alter misperceptions in the international arena and obtain a better and positive image. The urgency of the situation necessitates Pakistan to devise certain tactics to neutralize misinformation against it. This objective can be attained via media or any other means, but it is high time for Pakistan to realize that soft power is as critical as hard power to accomplish its goals. The current Pakistan ruling party PTI under the administration of Imran Khan, is well aware of the value of both the powers and emphasizing enough on Public diplomacy. Still, Pakistan is lagging in better and efficient public diplomacy and the process to develop the image of Pakistan internationally appears to be a daunting task. History tells us extraordinary tales of youth changing the fates of the nations. Therefore, the youth of Pakistan must step forward and play a part in boosting the impression of Pakistan by vigorously partaking with a genuine spirit of patriotism (Khan, 2019). Pakistan is in needs to use all the above-mentioned strategies to generate fruitful results for itself.

The hopes of having a better and updated foreign policy have been raised since Pakistan Tehreek-e Insaf won the general elections in 2018 and formed the government. The innate significance of culture, cultural assets, and cultural services are above any speculation, therefore such foreign policy that is an epitome of true cultural spirit helps in improving a country's soft power, and the best illustration in this regard is the opening of the Kartarpur corridor (Marium 2019). The Prime Minister of Pakistan, Imran Khan, inaugurated the Kartarpur Corridor in November 2019, which allowed Indian Sikh pilgrims visa-free entry into Pakistan. The prime minister warmly welcomed the Sikh pilgrims, and while addressing them, he shared with them his gratification for being able to fulfil his promise of facilitating the Indian Sikhs and opening the Kartarpur corridor. He reminded his audience of the message of peace and justice spread by all the religions and the messengers of Allah. This change in Pakistan foreign policy is not only optimistic but also groundbreaking as no such example can be traced from Pakistan's political history, and it can be hoped that a positive change in Pakistan foreign policy is on the cards during the time of Imran Khan and his party (Shah 2020). In 2020, Pakistan's Foreign Minister established a Public Diplomacy Consultative Group comprising of former ambassadors, field specialists, and scholars. The Consultative Group is tasked with drafting recommendations and best public diplomacy practices for the Foreign Office. The Foreign Office website claims that additional consultative groups specifically targeted at sports and digital diplomacy will also be launched. Under the same public diplomacy reform efforts, Vision Foreign Office and the FM Direct app were launched in 2019 (Ministry of Foreign Affairs, 2020).

A new visa policy was introduced in January 2019 by Pakistani Information Minister Fawad Chaudhry with the intent to revitalize the tourism industry of the country. This new policy will offer an e-visa possibility to around 175 states and a visa-on-arrival facility to 50 other states. Furthermore, the minister declared the firm resolution of the PTI government to restore the positive image of Pakistan internationally by developing the tourism industry and generate income through it. Pakistani leadership now seems to be on its toes to make befitting the use of cultural diplomacy frequently and present an optimistic image of Pakistan. PM Imran Khan's national agenda to bring economic stability to Pakistan by using national resources is the fundamental reason for emphasizing the tourism sector (Dawn 2019).

In the backdrop of triggering the economy, the government is making multi-track strides by permitting the nongovernmental platforms such as (travel bloggers and vloggers) to play an actively vital role in the endorsement of the tourist sector of the country and attract the international audience. This is indeed a mega step towards better nation branding. In the past couple of years, the stories of the international travel vloggers projecting Pakistan as an exquisite tourist attraction have inundated the viewers. The bloggers share the rich and colorful assortment of Pakistan's natural terrain, people, food, culture, and music by creating content for their social media platforms. In recent times, the improved and better security situation has left a positive mark on nation branding. The Global Terrorism Index 2018 has stated that the casualty rate owing to terrorism in Pakistan has reduced by 64 percent. Me

anwhile, British Airways also intends to restart flight operations this year to Pakistan. Foreign Minister Shah Mahmood Qureshi believes that the curtailment of terrorism has been possible by the government's efforts [\(Marium 2019\)](#).

Pakistan's soft power image and national branding have been accelerated by introducing easy visa attainments for tourists. The government, as well as the Non-state actors, are equally contributing in this regard by the astute utilization of culture and media, which has certainly brought Pakistan into the limelight in the international arena for all the right reasons [\(Marium 2019\)](#). First time in the history of Pakistan, there were Women leader awards in Pakistan to celebrate Women success in every field of life; Pakistan women, along with several international iconic females, have endowed the Women Leaders Award recently as an acknowledgement for their contributions to the domain of diplomacy, finance, social work, healthcare, adventure sports, human rights, journalism and women's rights. The President Dr Arif Alvi, the US Ambassador to Pakistan HE Paul W Jones, honorable consul generals, Governor Sindh Imran Ismail, dignitaries, and celebrities of the entertainment industry graced this prestigious award-giving ceremony. This gesture also presented a soft perception in the rest of the world [\(Sarfraz, CELEBRATING first Women Leaders Awards 2020\)](#).

Pakistan is also working more on religious tourism to make its image better in the international world. In a meeting with the Buddhist monks, Imran Khan said that his government would make every gesture to promote religious tourism and to promote inter-faith Harmony [\(Newsweek 2019\)](#). PTDC is also all geared up to play its vigorous part in flourishing religious tourism in Pakistan and the Managing Director PTDC Syed Intikhab Alam has vowed to fully assist the tourists during their visit to the revered places and he expressed his resolute to work hand in hand with the provincial governments for the elevation of the services. He further revealed that PTDC was intending to initiate a promotional campaign to encourage and establish religious tourism in Pakistan to support the country's economy by producing revenue, job opportunities, and attracting foreign exchange (The Nation, 2019).

Nevertheless, image-building is neither an automatic process nor does it occur in segregation from the happenings around the globe. Image is never acquired by merely sitting and desiring to be like a particular role model; instead, one has to earn the image through hard work. The mirror image is something described as the apprehensions of the State's public and their leading models, or of the staff of the institutions and its managing employees, or the reputation of the State in the outside world or international organization. The major hurdles while periodically assessing the present image are the wishful thinking and delusions possessed by the leaders or the management. Whereas the "wish image" is the image that the leadership desires to attain. Other major types of images are the 'current image', the 'corporate image', the 'multiple images', 'pseudo image' etc. Normally, the mirror and the current image are in dispute or distinct from each other. The type appropriate to this research is Pakistan's current image – how outsiders perceive Pakistan and its public. The contemporary image is maybe based on experience or misinformation, and a poor understanding of how much people know about Pakistanis? According to the experience, the outside world does not have enough knowledge about Pakistan, especially about the accomplishments and positive characteristics of Pakistanis. Most of the time, mass media of the West features sporadic and unreliable information about Pakistan that retains negative aspects in it. A country cannot spread its magic if it underestimates or overestimates the reality, specifically when there are outside actors who are in continuous efforts to damage its reputation. To renovate Pakistan's image, it is important to encounter attackers with solid facts, logic, and wisdom [\(Masood 2018\)](#).

Recommendations

The government of Pakistan must pay attention to student exchange plans. The obtained results from the student exchange programs can help in having better opinions by altering the stereotypical images both nations have about each other. Student exchange plans can boost confidence and faith and establish a vigorous liaison between pupils, educators, and people [\(Lutabingwa and Bashir 2014\)](#). A similar project was initiated between North Carolina (USA) and Taxila (Pakistan) in recent years, which proved highly beneficial. Since 9/11, the US and Pakistan have drifted apart by doubts and suspicions, and most Pakistanis possess malign views about America and vice versa. The research on this project was conducted, which concluded that this project changed the stereotypical mindset of those

educationists and students who were involved in this project from both sides. There is a need to start more initiatives like this which can change the perceptions and eventually serve the foreign policy goal purpose in the long run (Lutabingwa and Bashir 2014).

- The government of Pakistan is working on religious tourism; there is a need to work more on this sector. It is a good step that the government is focusing on the religious places which belong to non-Muslims. But the government needs to focus on those Muslim religious places in Pakistan as well, that are being neglected for a long time.
- Recently Britain's Prince William and his wife Kate, the Duchess of Cambridge, reached Pakistan for the first royal after a decade. This was covered by all the foreign leading media, which generates a soft image of Pakistan in the rest of the world. More celebrities from the rest of the world must be invited to Pakistan for functions or award shows, or any other ceremonies. When they visit this country, it will be covered by all the foreign media that will generate a soft and positive image of Pakistan around the globe.
- All facets of life, as well as international relations, are influenced by the internet revolution. Telecommunication, the internet, and digital diplomacy can play a highly valuable role in endorsing a country's foreign policies to both national and international audience (Adesina 2017) s. The Pakistani government is well equipped with the latest social practices and trends and using the social media platform quite successfully. Pakistan's youth also need to share the responsibility of securing national interests. The youth must portray the nation's customs, culture, beliefs, and traditions constructively and persuasively to entice the international audience towards Pakistan.
- Pakistani think tanks, Scholars, and academia must be the flag bearer of patriotism and should call a spade a spade by responding to the foes who are indulged in rumour-mongering and disseminating false information against Pakistan.
- Pakistan requires to display its positive aspects like rich and diverse culture, delicious cuisine, colorful festivals, mesmerizing landscape, beautiful mountain ranges, and its cultural heritage. For instance, if we take the example of Pakistan's famous food like Sohan halwa, a very prominent sweet of Multan which can be exported to promote local cuisine.
- Cross border dramas dubbed (particularly Turkish dramas) in the Urdu language have gained huge popularity in Pakistan and are immensely popular amongst the Pakistani nation. Not only in Pakistan, but turkey is also projecting its soft power in the rest of the world as well. South Africa is influenced by Turkish culture as the South Africa channel ETV also started showing Turkish dramas on their channel (C21Media, n.d). India is using its Bollywood power in the world. Pakistan also needs to cast its dramas outside the country by dub the dramas in the state's national language where the Drama is being displayed.

Discussion and Conclusion

A country's political and economic reputation is also in the national interest of a state. In promoting foreign political aims and objectives or attracting overseas investment, students and tourists, or in gaining access to markets, it is a valuable asset. In Today's era, Pakistan must design a progressive strategy and finest political moves to exhort quick outcomes. As one public diplomacy scholar puts is "If the image is bad and deeds are good, it is our fault for not knowing how to communicate. Is the image is a realistic picture of our shortcomings, the fault is still ours for not knowing how to manage well". Keeping this principle in mind, the country's policymakers must move beyond the security-centric representation of Pakistan and utilize soft power tools and instruments that would ultimately, if effectively employed would not only improve the country's image but also bring in investments and tourism. The first step in the road towards rebranding and image cultivation would be to assess and identifying the symbols and terminologies most associated with Pakistan. The country's foreign policy has been its most active since the last three administrations; this presents Islamabad with an opportunity to replace the negative stories associated with it; three stories, in particular, must be highlighted and communicated to the fullest-first is the country's steady return towards tourism, its effective COVID -19 strategy and the third is its role in the Afghan Peace Process. Pakistan's counter-terrorism strategy and its role in translating success in the War on Terror is another unexplored story

that must be utilized to mitigate the bad reputation Pakistan acquired in the last twenty years. Pakistan must be well acquainted with its restraints in employing its soft power; therefore, it's mandatory to chalk out a plan to establish its soft power and demonstrate itself as an independent, enlightened, broadminded, and thriving nation. If no immediate and fool-proof strategy is planned at this moment, it might prove chaotic and disastrous, particularly if its adversaries manage to win this battle of image-building e.(Liaquat 2018). Pakistan's contemporary method of foreign policy is motivated only by the strains exerted by the external security threat, which is shaky. To contain problems regarding social and economic welfare, Pakistan must redefine its strategy to achieve its objectives and national interests. As famously stated by a public diplomacy scholar "effective public diplomacy is no way a substitute for a bad foreign policy". Essentially Pakistan needs to reassess its core foreign policy that focuses more on state security and less on the human development aspect. Pakistan is a security state and would perhaps remain a security state in the foreseeable future; however, the domain needs to be shifted to human development rather than focusing entirely on state security and transition towards soft power as a tool of foreign policy rather than hard power. The current national security model has narrowness as its drawback and needs to be switched to the one that meets the fundamental necessities of human development as the basement of domestic and foreign policies. Possessing a literate, sound, and skilled workforce with well-mastered human resources is vital for the progressive future economic growth of Pakistan.

It is worth mentioning that Pakistan retains extravagant heritage, cultural diversity, and is its history spins around Mysticism, Islamic, Mughal, and other archaeologically enriched sites and memorials. Pakistan emcees around six UNESCO global cultural sites. Several Hindu temples and Buddhist artefacts, in addition to profuse natural panoramas, are abundantly available in Pakistan. These facts are adequate to establish a persuasive and progressive image of Pakistan internationally if presented and projected meticulously via the most powerful platform of the 21st century, i.e., social media. In recent times it can be said that Pakistan has started working on the different aspects of public diplomacy but still, there is huge room for improvement.

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