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## CHINA'S SOFT POWER DIPLOMACY IN PAKISTAN: CULTURAL, EDUCATIONAL, AND MEDIA INFLUENCE IN STRENGTHENING BILATERAL TIES

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## ABSTRACT

*China's soft power diplomacy in Pakistan has taken a different course than just a few years ago. With the creeping economic and political ties, China's involvement in building financial, cultural, educational, and media linkages has a key role in cementing ties between the country and the US. Drawing on the discussion above, this paper examines the role of China's soft power through cultural exchange programs and educational and media engagements in China-Pakistan relations. China's attempts to foster goodwill and form long-term partnerships are evidenced by the growing interaction of these nations due to Chinese Confucius Institutes and Chinese language programs. Public perception and cultural exchanges have also been influenced by media and were further shaped by media influence on media — from Chinese state-backed outlets to radiating Pakistani influences. Based on this study probes the efficacy and challenges of China's use of soft power in diplomacy by examining how these initiatives contribute to people-to-people connections, economic cooperation, and, more broadly, as a propaganda tool with which China can influence Pakistan.*

**Keywords:** *Soft Power, Diplomacy, China, Pakistan, Cultural Exchange, Educational Cooperation, Media Influence*

### Introduction

Recently, China has utilized soft power as part of its foreign policy, particularly with its neighboring state, Pakistan. The traditional hard power approach, which is based on military or economic power, does not have a ground of comparison here; this soft power works to win markets through cultural diplomacy, education exchanges, and media influence (Haq 2023). These are techniques for setting up long-term relations, the atmosphere where understanding and collaboration occur. The bilateral cooperation in China's soft power initiatives in Pakistan has significantly enlarged the previous one, strengthened the bilateral cooperation, and stabilized the regional parity with Pakistan.

Strategically and politically, China and Pakistan are known to have a general relationship. However, replacing challenging and soft power initiatives has recently changed this relationship. Through such cultural services as the creation of the Confucius Institute, China has planted a personality of Chinese tradition in Pakistan to ensure goodwill towards the Pakistani public (Haq 2023). Firstly, these have been able to present Chinese culture, and secondly, they have offered a way of people-to-people connections to people without being politically or financially dependent. It is strategic because it increases the depth and length of time China's partnership will be built over more cultural understanding and mutual respect through cultural diplomacy.

Educational cooperation between China and Pakistan has also strengthened these ties further. The central government in Pakistan has allowed Pakistani students to study in Chinese universities through several scholarships. This kind of academic collaboration strengthens them and makes future leaders who know both Chinese and Pakistani cultures in great depth. The cohort they form is a large cohort of education students, the vast majority of whom leave Pakistan to return to Pakistan after finishing studies there, and are small cohorts of educated people with their eyes and ears on China's language, history, and political ecology (Ullah et al. 2024). They have played a pivotal role in connecting the two countries, intensely supporting the bonds binding China and Pakistan and preserving continuity in their proper bilateral relations. Thus, educational exchange is among the learning grounds that can be used to create lasting harmony and share common values.

Apart from cultural and educational diplomacy, media cooperation has become an essential element of China's soft power strategy in Pakistan. Working together with

Pakistani media outlets, Xinhua News Agency and China Global Television Network (CGTN), Chinese media outlets have spread Chinese views and distorted cultural narratives. Thus, these media platforms have played a role in molding the perceptions of the Pakistani public regarding China, focusing at times on the good sides of China-Pakistan cooperation, especially in areas like infrastructure development and economic cooperation (H.U. Rehman, Warraich, and Ahmed 2023). Turning to media strategically has been an effective means to amplify China's cultural and educational initiatives and shape the public understanding of China's policies and motives.

The China-Pakistan Economic Corridor (CPEC), one of the most prominent media initiatives, is a massive infrastructure project that aims to connect China's western region to Pakistan's Gwadar Port for trade and to boost regional connectivity. Coverage of CPEC in the media has been exceptionally fundamental in creating conditions to portray the project as a win-win arrangement, helping Pakistan project a positive image of China. By working with Pakistani media outlets, China has raised a message that there are economic gains and development benefits from this project. Second, the media influences how Pakistan perceives the CPEC, but China also uses it to define the conversation regarding its role as an economic and strategic partner in the region.

Both democracies and autocracies have noted that these soft power strategies are becoming ever more critical, not because of economics or military power, but because they are aware of China's own awareness that cultural influence counts as one of the more essential tools for its diplomatic goal attainment. Fostering permanent ties with its neighbors and other countries, especially the countries around China's periphery, is critical and reliant, however, on the ability of China to make a positive image of itself through cultural and educational exchanges and media laundering. That is more appropriate because Pakistan is one of China's best friends in the region, regarding the geopolitical importance of this part of the world for their shared strategic interests and China's economic interest in Pakistan using CPEC.

Overall, special attention is paid to China's approach to soft power in Pakistan in light of the broader theoretical context of global geopolitical orientation. In a world where global tension is increasing and power is shifting, China is trying to retain long-term influence, and the use of no coercive methods of diplomacy in such a case is essential. Other policies of China have been implemented in Pakistan using cultural and educational diplomacy and media diplomacy to increase China's basis of influence in Pakistan and create a positive image towards China's policies and closer relations with Pakistan (Warraich, Rehman, and Ahmed 2023). At last, this paper intends to examine how these cultural exchanges, educational cooperation, and media partnerships reinforce China's soft power initiatives in strengthening diplomatic relations between China and Pakistan. The effect of these initiatives on bilateral ties and the measures that they helped to realize China's foreign policy propositions in general will be ascertained in this study. It is intended to make this paper shed more light on how the strategy of soft power has come out to shape international relations and to establish the role that China-Pakistan diplomacy played in the 21st century.

### **Literature Review**

In the context of international relation, its growing influence across the world has called for the use of soft power diplomacy by China. Joseph Nye is very convincing in the idea of soft power, and it is basically the nations' creation of effect by attraction and as opposed to using intimidation or physical force. The success of this strategy has been favored by China that has ploughed an above surplus in the use of cultural and press and cultural diplomacy and educational exchange as crucial foreign policy tools (Nitza-

Makowska 2022).

In this respect, few scholars had discussed soft power and its role in reinforcement of Pakistani bilateral relations. In these studies on China cultural diplomacy, especially through the Confucius Institutes, it is shown that the cultural significance of China's cultural diplomacy is a matter of developing a greater cultural understanding of China with the other country. Confucius Institutes have brought people in favor through education programs that promote the study of Chinese language and culture and seek to establish a better morality between people.

#### **China's Soft Power Initiatives in Pakistan**

<b>Initiative</b>	<b>Description</b>	<b>Impact</b>
<b>Confucius Institutes</b>	Promoting Chinese language and culture through programs in universities and cultural centers.	Cultural Understanding
<b>Educational Exchanges</b>	Scholarships for Pakistani students to study in China, strengthening academic ties.	Building Future Leaders
<b>Media Collaborations</b>	Collaborations between Chinese and Pakistani media to present positive views of China.	Shaping Public Perception
<b>CPEC</b>	Large-scale infrastructure projects to improve regional connectivity and boost Pakistan's economy.	Economic Growth

The other key element to China's soft power strategy involves its educational cooperation. Nevertheless, China awards Pakistani students number of scholarships and sends them to study at Chinese universities. To provide academe with more support, and also entail building a cohort of Pakistani professionals to maintain their ties with China, this educative exchange has become a stronger bridge that conveys the academic links between Pakistan and China. You regard that as a long term education investment and a strategic development of future leaders with knowledge on Chinese culture and way of think.

The media and contributes in formulating a common opinion in bilateral ties. Chinese media outlets such as Xinhua News Agency and Channel Global Television Network (CGTN) have joined hands with Pakistani media to spread content that draws the positives from the China Pakistan bond (Zubair 2023). These media partnerships have expanded China's Pakistan reach, and countered the US and allied Western media depictions of China continuing to challenge Pak in Pakistan. The research reveals that media presence has served the purpose well of improving China's image in Pakistan in regard to the image of BRI and CPEC.

Even though these successes have been achieved, scholars have also pointed out some shortcomings of China's soft power diplomacy effectiveness. The exchanges are said to have proliferated but not yet reached Pakistani society at large. On the other hand, the soft power diplomacy isn't used much because of the critics who argue that

the perception of Chinese influence in Pakistan makes the power dynamics of the relationship not viable (N. Rehman, Liu, and Zhang 2022). Another thing they asked was, Why should China's media outreach be as effective as possible, as media influence in Pakistan is secondly influenced by internal as well as external factors which are Pakistan's own national media landscape?

In this context, soft power strategies have helped to play out an integral role in sustaining China-Pakistan relations, however, a more nuanced understanding of area of such initiatives and its relations with pre-existing geo-political and local perception in Pakistan would have been useful. Progress has been made in China's soft power initiatives, according to the available literature, yet there are challenges that could hinder their prospects in Pakistan.

### **Research Question**

This paper primarily aims to answer a question i.e. 'What role did the China's soft power diplomacy through cultural, educational and Media influence, play in the development of bilateral ties with Pakistan?' This question was to analyses the facets of China's soft power initiatives in Pakistan and the effectiveness of it in the improvement of China's diplomatic and strategic relations with Pakistan. Research was conducted along cultural exchange, educational collaboration and the intermediating role of media to assess how these factors could lead to long term collaboration and understanding (Ittefaq, Ahmed, and Martínez Pantoja 2023).

Moreover, the sub questions will be answered as follows:

1. The role Confucius Institutes play in Pakistani public perception of China?
2. How educational partnerships and scholarships have been long term strengthening the relations of China Pakistan?
3. Media collaboration has done so much in informing the way Pakistan has handled China when it comes to matters of economic cooperation and regional security.
4. The fact that Pakistan has started to incorporate soft power is new for Pakistan and there are challenges with the implementation and perception of these strategies of China in Pakistan.

This will help narrow the scope and the scope of China's soft power efforts in Pakistan and give a complete analysis of their effect on the broader geographical context.

### **Research Objectives**

The objectives of this research are as follows:

1. It aims to explore the subject matter of how China's cultural diplomacy carries out its functions in generating a favorable image of the country as well as China's public opinion through the Confucius Institute and other artistic programs aimed at promoting a deeper understanding of Chinese language and culture with China in the country;
2. The paper aims to determine how educational cooperation helps build long-term ties between Pakistan and China (in) assembling human capital and cultivating future leaders who are bonded with China.
3. To facilitate this, this objective will attempt to assess the contribution of China's media collaboration with Pakistan in molding the image of the China-Pakistan relationship by evaluating the role of Chinese media sources in Pakistan, especially how partnerships between media outlets can amplify the positive image of China and its policies.
4. The second goal in this regard will explore the constraints and challenges of China's soft power strategies in Pakistan to evaluate the possible obstacles to China's soft power diplomacy: the problem of public perception, media control, and geopolitical concerns.

The research seeks to give the full understanding of the dimensions of China's soft power in Pakistan and how effective they were in bolstering Pakistan – China bilateral relations through these objectives.

### **Research Methodology**

The qualitative research method will be adopted in this study where the study will be carried out with literature review, case analysis, interviews and content analysis. Together, these various approaches will collectively contribute to a complete picture of how China's soft power initiatives have affected China's diplomatic relations with Pakistan (Hussain 2024). Here the study examines both the theoretical frameworks and current impact of China's soft power strategies on its quest to develop stronger bilateral relations with both the countries.

### **Literature Review**

One of the central features of the research methodology proposed would be a review of the existing academic literature on China's soft power on the basis of culture related diplomacy, educational exchange and media influence. Among other things, this review will be little more than reviewing theoretical foundations of soft power and reviewing how it is being used in international relations in China Pakistan relations. This Literature Review will review studies and articles available in relation soft power in Chinese foreign policy and foreign policy in general in relation to the soft power, and will review the implications it carries for the global diplomacy (Hussain 2024). Then, it will be able to begin the process of knowing how China also adopted the non-coercive measures like culture, education and media to spread its policies while influencing its neighbors in the region, notably Pakistan. Furthermore, at the end of the research paper, the literature review will also discuss the concerns and the constraints of these soft power strategies and some suggestions to China on how to improve his strategy, enhancing the effectiveness of China's soft power.

### **Case Study Analysis**

Further case studies will be further discussed in examining other ways in which China's soft power strategies are carried out in the real world. These cases studies will concentrate on China's activities in Pakistan regarding Confucius Institutes, educational ties, and media connection. Specifically, cultural diplomacy conducted by China's Confucius Institutes included teaching language and cultural educations to Pakistani students and progressing cross-cultural understanding. The study will then also analyze the huge amount of scholarships that China provides to students from Pakistan and academic exchanges that China makes to further contribute to the development of the leaders in Pakistan who know Chinese culture and policy (Iftikhar and Hanif 2023). In this context, media partnership between Chinese and Pakistani outlets will also be looked at much of the coverage of China Pakistan Economic Corridor (CPEC). In the case studies provided it would offer concrete examples of how China's soft power efforts have boosted Pakistan–China bilateral relations and enhanced a positive image of China in Pakistan. These initiatives will be studied in order to determine first the extent to which they were successful in altering public perceptions, which led to governments making policy decisions and which have ultimately developed lasting diplomatic links.

### **Interviews**

In addition to review of secondary sources, this research will also involve interviewing key stakeholder related to China-Pakistan relations. The Chinese diplomats, Pakistani government officials, scholars and experts in cultural diplomacy will be the targets of these interviews. The study will gain first hand insights about what is effective or not in China's use of its soft power strategies and how they affect bilateral relations by

engaging directly with those at the forefront of China's diplomatic exchanges with two countries. These interviews shall delve into ways in which policymakers, cultural exchange programmers and media cooperation perceive China's soft power projects, and also into what have been the challenges and achievements. This information will provide useful qualitative data to complement the findings of the literature review and case study analysis, to give a more textured picture of the practical effects of soft power in terms for China-Pakistan relations.

### **Content Analysis**

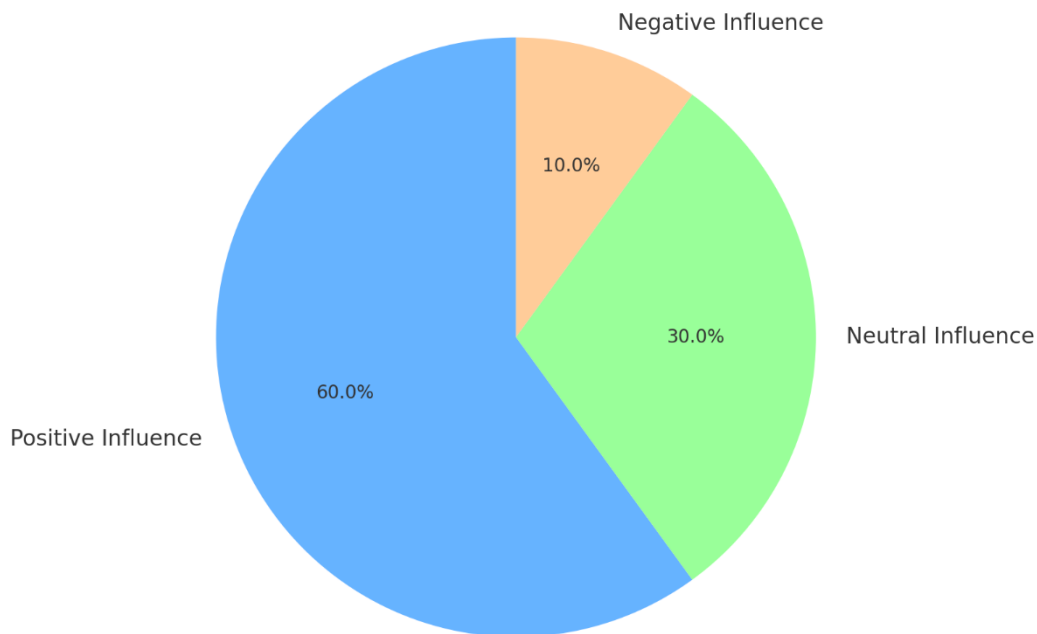
Therefore in Pakistan, the study will use a content analysis of both Chinese and Pakistani media outlets to evaluate the role of media in shaping public perceptions of China and its policies in Pakistan. It will comprise studying the news reports, documentaries, cultural programs, and other kinds of media content generated by two sides, namely the Chinese and Pakistani ones. The Pakistan focal area of the content analysis will address the ways in which Chinese diplomatic initiatives, namely via media cooperation, have been communicated there. In this paper framing of China Pakistan relations in media coverage of CPEC related initiatives will be a major point of consideration, which will give insights of media to mold the public opinion and the Great China in Pakistan narrative (Zubair and Hussain 2020). The study will analyze how media covers China's soft power initiative and how media coverage affects people image of China among the Pakistani public and these he can effects on the relationship between China and Pakistan.

Through literature review, case study analysis, interviews and content analysis, the study will help in synthesizing a comprehensive and nuanced view of how soft power plays out in China-Pakistan relations. The theoretical and empirical approaches will enable the research to respond to key questions on the effectiveness of China's soft power strategies as well as their impact on bilateral relations and long-term China's foreign policy implications in the region. The study will enable deeper understanding about the operation of the soft power diplomacy in the context of the contemporary global politics through analyzing both the direct effect of cultural and educational exchanges as well as the indirect effect of the media influence. This research finds that the findings on soft power strategy will have valued implications for the employability of soft power strategy in general international relations, and with particular emphasis on China's diplomatic diplomacy in Pakistan.

### **Result Findings**

It is expected that this research will present the findings that China's soft power diplomacy, in term of cultural, education and media initiatives, has essentially augmented the footprint of bilateralism between China and Pakistan. The analysis of the beginning of Confucius Institutes and Chinese language programs seems to have promoted greater understanding and kindness between the two nations (Qanit 2024). These programs have set up platforms for Pakistani citizens to interact with Chinese language and Chinese culture, which provides opportunities to foster deeper relationship beyond official levels (Ullah et al. 2024).

Perception of China in Pakistan



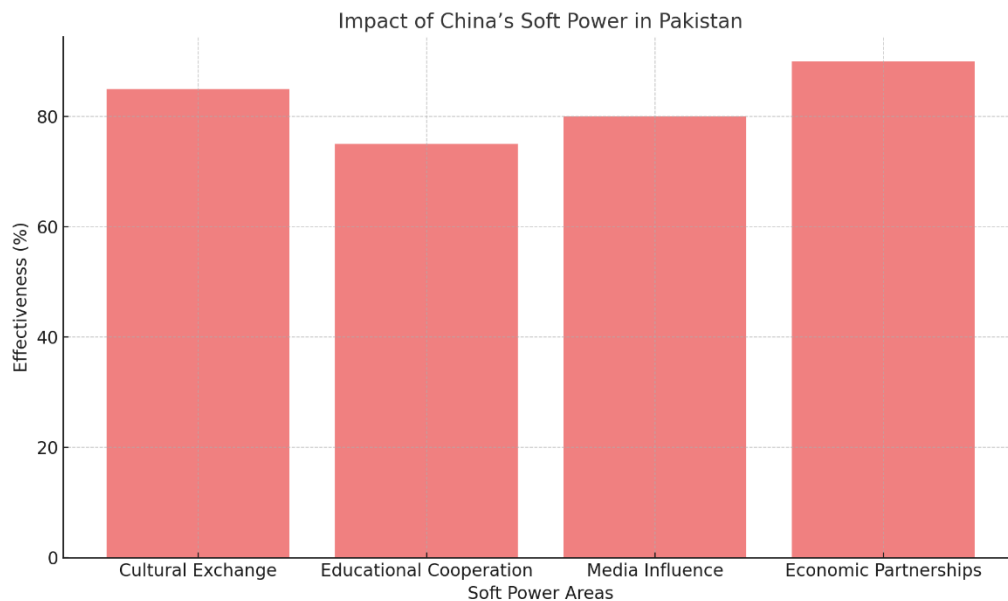
Stronger ties have been strengthened by educational exchanges and scholarships to get Pakistani students in China. This initiative has enabled students to gain an opportunity to be learning in China which has developed future leaders that are aware of the nuances of Chinese and Pakistani cultures (Noor 2022). It helps establish long term relationships that transcend the academic environment, and create ambassadors to Pakistan who are aware of China's values and language, and to which the China's policies.

Even more, media collaborations have helped create public perception of China, in their reaction to the China Pakistan Economic Corridor (CPEC). These partnerships have helped to frame China's role in Pakistan's regional development as a good thing, as China appears as the partner of choice (Khan, Ahmad, and Fernald 2020). But this is still not straightforward, for example concerning the way this supposed Chinese growth is viewed by the public in Pakistan. But media outreach has its limitations, too, with limited effectiveness due to Pakistan's competitive and other limiting factors in that media space.

### Discussion

Taking this into account, the growing use of soft power by China in Pakistan represent the vivid evolution of the international relations, where soft power instruments including cultural diplomacy, educational exchanges and media liaison have gained great importance in bolstering bilateral cooperation (Islam 2023). These soft power strategies have been highly effective in terms of people to people connections, economic cooperation, and in shaping the public perception in China and Pakistan and that's why these soft power strategies have been used extensively by these countries. In doing so, China has put together the foundations for a better understanding of China on the part of the two nations, by strategically deploying Confucius Institutes, Chinese language programs, and educational exchange programs. Consequently, these programs have prepared a generation of Pakistanis who are more sensitive to Chinese culture, speak and understand Chinese language and values, which give rise to long-lasting ties close to each other other than the political.





The Confucius Institutes are important in promoting Chinese language and culture through cultural bridges. By this ideas, Pakistani citizens will work and live with China to have relationships between these two nations. More and more, both the academic and the cultural knowledge of Pakistan and therefore of China have been urging for more educational exchanges – particularly through scholarships which bring Pakistani students to study in China, who are later to be future leaders of both countries, who also have a shared knowledge of both countries' perspective. According to Forbes, the academic bonds developed here contribute to the international academic and relations provide a basis for the next round of bilateral cooperation.

Translations, cultural and educational diplomacy, and media collaborations to some extent shaped the perspective on the China-Pakistan relations. The Chinese media outlets have coordinated with the Pakistani media to reach in order to discourage the negative image created by western media and show that China stands as a reliable partner in regional development. These collaborations have contributed to positively advancing China's influence on public perceptions of China's role in Pakistan, most notably, CPEC. On a collective, media has contributed in channelizing CPEC as a mutually beneficial project, which has also enabled China's image of being a partner willing to advance Pakistan's economic growth and stability (Faiz 2022).

However, the work is not done. One of the biggest challenges is going to perceive an increasing Chinese influence in Pakistan. As China endeavors to build its economic, cultural and political weight in Pakistan's close neighbor, critics wonder what it could mean for the country's peace. In addition, some see a fear that China's increasing presence is creating a circumstance of dependence that would jeopardize Pakistan's sovereignty and independent. In fact, this is all the more so in cases of economic engagements like CPEC where Pakistan's vulnerability to Chinese investments makes, possible the scope of Chinese influence to create debt sustainability that is questionable. What concerns these things are about China's influence on it; so we need more transparent talk about the possible benefits and risks from these initiatives.

Moreover, there have been educational and cultural exchanges that have had little effect on the general Pakistani population. Urban centers with a bigger population can access such education and knowledge, hence most of the education and cultural activities have gone to most of such urban centers. A large proportion of Pakistan's

demography that has not been directly involved in these programs is significantly. The limitation, however, must be handled by China by ensuring that its soft power initiatives touch a wider spectrum of Pakistani society. If China's cultural programs and educational exchanges go beyond major cities to smaller towns and rural areas, the benefits of the country's diplomacy should be distributed to more people.

But in order to overcome these challenges, China will need to further develop its soft power and tackle a problem of China's growing presence in Pakistan. It requires a shift towards heavier inclusion of what constitutes soft power initiatives and that no one is a part of the initiative. Finally, China should follow a diplomatic mode of initiating transparent dialogues about its economic investments because they are being conducted under the pretext that in doing so they would assist Pakistan in its long term development, maintain national sovereignty (Obaidullah and Raihan 2024). They will help to placate sceptics and build much more trust: sufficient to enable China's soft power to continue as a living positive force in the process of Pakistan's future development.

In general, China's soft power strategies have helped Beijing make friends at the cost of a smoother relations between Pakistan, but further development and diversification of these strategies will be need to counter the public image and the poor benefits distribution challenge. Continuing to expand its role in readiness to stay a trusted long term partner to Pakistan's development, China can also address some of its concerns about its growing clout, including how it works within the country.

### **Conclusion**

It has been observed that cultural, and educational and media influence has emerged as key element of China's soft power diplomacy to Pakistan, which has certainly enhanced bilateral relations between the two countries. These have been crucial to promoting a good image of China and creating relations on a long term basis specially in the field of trade, infrastructure construction, and human exchanges. However, with the assistance of these efforts Pakistan has made progress in terms of deepening cooperation and raising perceptions of China, but such progress could be hindered by challenges ahead. In order for soft power to succeed in the long term, Beijing faces the challenges of strengthening its influence in Pakistan, which must be solved.

Cultural diplomacy has played a very important role in bolstering goodwill between the peoples of the two cultures, as well as play an important role in incentivising the second culture to make compatible changes. It has helped promoting the increased cultural exchanges between the Pakistanis and the Chinese because the culture and language were introduced in the country. Further, educational exchanges have further strengthened these ties since many thousands of Pakistani students have studied in China and have returned with in-depth understanding of Chinese culture and policy. Actually, these students are not just the source of the valuable human capital for both nations, but transfer the culture from one side to another and home side, in order to enhance the comprehension. These are key parts of China's soft power tool kit and have played a useful role in enhancing a more positive, more sustainable bilateral relation.

The power media has cannot be underestimated. Too, Chinese popular media outlets also colluded with Pakistani counterparts to create the narrative about China and Pakistan relations. Coverage of initiatives including the China – Pakistan Economic Corridor (CPEC), amongst others engagement of China with Islamabad and other regional countries, have all helped to promote an image of China as a trusted partner in development and a key player in regional stability. In this respect, it has enriched the strategic media, comprising television, print and digital, to the extent that functional skepticism of China has been completely wiped off and replaced with complete support,

which is quite an achievement. For the Pakistani audience to be awed with a Chinese viewpoint, to influence Pakistani public opinion and to make the Chinese a 'ally' and 'partner', media outlets have collaborated together to promote it.

Yet these soft power measures have progressed so far. The key problem is that China's soft power reaches no further than the China educated elite and media community have in Pakistan. The Confucius Institutes and educational exchanges have helped create such a group of people with ties to China, but had little impact on most other people. However, many Pakistanis might continue to skeptically look at rising make China look at it with suspicion in spite of that, but its growing economic footprint in projects such as CPEC, many of which argue may involve debt traps or China's reliance on the economic interests in Pakistan. As a result, these concerns must be addressed for China in terms of improving the visibilities of its soft power endeavors beyond the confinements of urban centers in China and regions that are rather different in terms of population and physical landscapes in Pakistan. By interacting with these other men from a wider demographic, China keeps in check its presence in Pakistan and its presence is felt positively in Pakistani society.

Furthermore, state sponsored media outlet was only a part of media cooperation that had a substantive impact on the perception of China's policies. However, the stand of Pakistan's media outlets on China's diplomatic objectives are sometimes not completely in line with China's objectives for the reasons that are mainly political or economic. That is why China's media strategy, even with controlled state channels, needs to further expand the horizons of his media and use the independent media to present the relationship more in an objective and real way.

To the next level, China would have to enhance its cultural programs, education exchanges and media outreach if it wants to continue to advance its soft power strategy. In area much larger than capital, Pakistan can make more connections for China in the form of China being able to connect more of their underserved and less urban areas. The Chinese government can help promote Chinese language and culture to foster stronger and more enduring relationships with the larger population of Pakistan at the grassroots level. Just as in the area of educational exchanges, there should also be expansion of them to Pakistani students in a variety of fields of interest and interested in learning about the Pakistani as well as the Chinese perspective.

For China's media outreach, it is important that its messages do not receive communication through only official state channels but should be circulated within Pakistan's independent media landscape. China can make its image be properly told by letting state and private media work together to produce a more transparent and less financially monopolized narrative. By working with Pakistani media outlets with a big domestic following, China will be able to reach a broader audience and a more diverse audience at the same time, and thus make its soft power exercises more comprehensive and powerful.

By further refining and expanding these strategies, China can further help Pakistan to solidify its long term development partner status. There is no shortness of foundation upon which the collaboration can take place, especially through the economic ties between China and Pakistan, including initiatives like CPEC. But for these partnerships to achieve their full potential, China needs to guarantee its soft power initiatives also contribute to maintaining goodwill and amity across all levels of Pakistani society. A refined soft power strategy, involving a wider range of audience, will help Pakistan's development, as do ensure China's continued central role in the region, and also a trusted partner in the region.

We conclude by arguing that China's soft power diplomacy has already gone a

long way in Pakistan to enhance its bilateral relations and provides good an environment for long term cooperation. It is going to be critical to the success of its strategy, but it will also need to overcome the challenge of increasing its influence and overcoming skepticism. China can further strengthen its role as a long term partner, as well as supporting the growing and stable Pakistan with the expansion of cultural programs, educational exchanges and media outreach. This is all part of China's efforts to further its power in Pakistan and other parts of the regional and global diplomacy landscape.

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