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Print ISSN: [3006-2497](#) Online ISSN: [3006-2500](#)Platform & Workflow by: [Open Journal Systems](#)**Pakistan's Cultural Diplomacy Towards China: Soft Power Strategies and Bilateral Dynamics****Dr. Fazal Rabbi**

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ABSTRACT

The cultures of both China and Pakistan are characterized by various social stratification, religious coexistence, art and architecture. Cultural diplomacy, people to people bonds, mutual understanding through various exchange programs, and mutual collaboration is the most important pillars of both Pakistan and China relations. Over the years, the two countries have carried out various social-cultural exchange programs to promote their cultural connections which has contributed to the strengthening of the bilateral ties. This present article is an effort to understand the phenomenon of Pakistan-China cultural diplomacy. Particular attention is paid to deeply investigate Pakistan's cultural diplomacy towards China, is a new dimension to the study and understanding.

Keywords: Cultural Diplomacy, Sociocultural, National interest, Soft Image

Introduction

Cultural diplomacy is one of the tools of soft power to persuade, convince, and rule through culture, ideas, and values as opposed to the use of hard power or military might to conquer. In the present article firstly the background of cultural diplomacy is discussed as cultural diplomacy term may seem new yet cultural diplomacy has been in practice for ages. While writing the background of the cultural study it is noticed that Cultural diplomacy existed between states in the past and now this term is gaining popularity through cultural exchanges, people-to-people contact, through soft means. Where hard powers fail, cultural diplomacy uses soft tools like education, language, music, literature, exhibitions, dramas, and movies to recreate and improve relations with states. National interests are achieved through soft cultural tools.

Various definitions of cultural diplomacy are written side by side and analysed as well to understand the key definitions of cultural diplomacy well. Pakistan government efforts are investigated to promote Pakistan's cultural diplomacy towards China. Various think tanks like Pakistan China Institutes' were established to promote people-to-people contact from Pakistan to China through cultural diplomacy, ideas, and values. Even CPEC is used as one of the tools of cultural diplomacy, whereas various initiatives have been taken for culture interaction. Various educational institutes are created in Gwadar which are and will benefit Pakistan.

The present article aims to address the complex dynamics of Pakistan Cultural Diplomacy towards China by examining the efficacy of the bilateral relations, analysing the implementation of the soft power strategies. Moreover, assessing the socio-cultural impacts, thereby identifying key challenges and opportunities for enhancing the effectiveness of this

diplomatic approach. Theoretical framework is drawn on the Joseph Nye's concept of soft power, it explores how Pakistan employs cultural diplomacy as a strategic tool to amplify its influence and attractiveness to China. This involves, cultural exchanges, educational collaborations, cultural exhibitions and initiatives of media".

Theoretical Framework Soft Power and Cultural Diplomacy

Cultural diplomacy is also known as the diplomacy between cultures, for centuries it has existed as a practice, where cultural diplomacy as a term has been established recently. Yet the practice of cultural diplomacy is historical, and proof can be seen throughout history. Teachers, Artists, explorers, traders, and travellers were and are living examples of cultural diplomacy and agents of such activities are known as cultural diplomats. Whenever and wherever people or a person interacts with a different culture, either in the past or in the present time, it provides an outlet and facility for cultural exchange.¹

Cultural exchange can take place in a variety of fields such as music, literature, sports, art, architecture, economy, business, and of course beyond. If we look through the window of history, we can see that people have interacted with each other, and the exchange of language, ideas of religion, societal structure, and arts have improved continuously and consistently among the groups that were divergent. For example, in this scenario when trade routes are established between the countries, these trade routes become the source of frequent exchange of gifts, cultural information, and expression between the representative of the government and traders. Pakistan and China developed relations of significance importance with each other since 1951.²

Cultural diplomacy is usually a deliberate effort for the exchange of communication and exchange. Cultural diplomacy can be defined as the course of action, that is based on and makes use of traditions, ideas, and values exchange furthermore it exchanges and promotes any other aspect, or dimension of the culture and identity.³ These aspects can be either the promotion of socio-cultural relationships, the promotion of national interests, and of course beyond. Cultural diplomacy can be practiced by civil society, the private sector, and the public sector. Cultural diplomacy through its five major principles like respecting and recognizing diversity in culture and heritage constant intercultural global dialogues, equality, justice and interdependence to all and human rights protection globally. Peace and stability of the entire globe when properly applied it has the power to influence individuals' groups, nations, and communities, and impact global public opinion. Cultural diplomacy is one of the tools of soft power to persuade, convince, and rule through culture, ideas, and values as opposed to the use of hard power or military might in order to conquer.⁴

Cultural diplomacy can be defined as a tool that can shape international opinion and an expression of culture among the various states of the world. In 1785 Thomas Jefferson penned down for James Madison an expression to build basic and republic opinion through culture, art, ideas, values, language, and people-to-people interaction. Cultural diplomacy can be defined to win hearts and minds for strategic purposes, it is more about cooperation for the long term and promotion of cultural values and acceptance of the values, and ideas of others as well. Cultural diplomacy is a way to increase a country's local and national presence bilaterally and globally. Cultural diplomacy is about social inclusion, being part of a heritage, part of society's well-being through art and creativity. Cultural diplomacy, like public diplomacy, is a tool to promote national goals and interests via soft power utilities like educational exchange programs, training programs, exhibitions, etc. Cultural diplomacy is a tool for global prosperity, international collaboration, and respect.⁵ Public diplomacy is an explicit strategy of self-promotion either

through secret dinners, secret agreements, or secret meetings, yet a strategically extensive part of the process of public diplomacy is open to the public. Cultural diplomacy is more about long-term relationships and cooperation that need years to build.⁶

Background of Pakistan-China Relations

Pakistan recognized China on January 9, 1950, and sent a mission to China. In the official documents of both states, there is evidence of the historical evolution of language and friendship. In 1950, 1960 and 1970 the relationship between Pakistan and China was described as just friendly, it was a traditional relationship of friendship in the 1980s. In 1990 it evolved into comprehensive friendship. In 2003 the Pakistan-China relationship turned into an all-weather friendship. In 2005 relationship between Pakistan and China was termed as the bilateral strategic relationship of neighbours. With the launch of CPEC in 2013, the relationship between Pakistan and China transformed into an all-weather strategic and cooperative partner. In 2018 Pak-China's relationship saw a new horizon along the strategic partner; it is now sharing a new era of future with China. There has been a consistent upward trajectory in the China relationship both in hard power and soft power cooperation for the last 70 years. The friendship between Pakistan and China is based on mutual interests, trust and linked by shared rivers and mountains across the Silk Road. The two countries have maintained a firm relationship despite their varying cultural and social backgrounds. The Silk Road, which spanned the continents for thousands of years, also brought them together, thus the cultural relations between these two nations stretch back to the ancient times. Through the ancient Silk Route, cultural exchange and interaction were carried out not between the Chinese and subcontinent but also the adjoined region of Asia. It has historical legacy for connecting various contents for ages. The restoration of Silk Route through CPEC provides an opportunity for the whole regional integration as well as a conduit for cultural interaction between Pakistan and China.⁷

The diplomatic ties between China and Pakistan have been established since the 1950s, but their cultural roots date back to ancient times. Both countries have numerous similarities that serve as a great source of interaction and stimulation. Cross-cultural exchange has not hindered the development of people-to-people contacts between the two nations. Though after the establishment of diplomatic ties, they have since prioritized geopolitical and economic cooperation as the main focus of their relationship, but also maintained a steady flow of cultural exchange programs, which have helped strengthen the relationship between their people. In 1956, while talking about the significance of cross-culture relations between both countries Ching-Ling stated 'ancient civilization in the lower valley of the River Indus and Chinese culture in the upper Yellow River basin thrived at about the same time. Our two countries share a long cultural heritage'.⁸

The two countries have carried out various steps to promote cultural exchange since their formal ties were established. In 1965, a cultural cooperation agreement was signed between China and Pakistan aimed at promoting cultural exchange. It was the first Pakistan-China executive program and cultural exchange agreement. They have also resumed the implementation of an executive program for two years in 1979. During the program's implementation, numerous cultural events have been held between China and Pakistan. Cultural delegations from both countries visited each other and shared their culture, values, and traditions. Some of these include visits by Chinese art groups to various cities in Pakistan. These activities helped promote the understanding between the people of both countries. They also held discussions about the possibility of working together in the fields of film and

television. Subsequently, in the 1980s, various television programs were produced by the television channels of China and Pakistan to promote the friendship between the two countries.⁹

In November 1981, a delegation from the Pakistani government, led by Niaz Mohammad Arbab, travelled to China. In 1982, a high-level Pakistani delegation, headed by Masood Nabi Nur, went to China. Their goal was the promotion of cultural exchange. In May 1983, a high-level Chinese delegation, headed by Zhu Muzhi, the former Chinese Minister for Culture, visited Pakistan. Xu Wenbo, who was the former Chinese Minister for Culture, led a delegation to Pakistan in November 1991. Their objective was to promote cultural exchange between the two countries. In 1999, Shaheed Hussain, who was the former minister for information and culture, led a delegation to China. Their objective was to promote cultural exchange between the two nations.¹⁰

In 2008, China and Pakistan signed an agreement to promote educational exchanges between their universities. In 2009, the concept of "sister cities" for Xian and Lahore was also used to promote a greater sense of commonality between the two nations. Both these cities are regarded as cultural and historical landmarks of China and Pakistan. In 2010, President Asif Ali Zardari of Pakistan inaugurated an exhibition showcasing the country's cultural heritage in Shanghai. The exhibit was held on the Mohenjo-Daro. A memorandum of understanding was also signed between China and Pakistan in 2010 to establish cultural centres. The Punjab-Jiangsu Cultural Centre was established in the city of Lahore to promote cultural exchange between the two countries. It teaches Chinese painting, cuisine and various courses on Chinese language. In December 2011, Premier Wen Jiabao of China opened the "Pak-China Friendship Centre" in Islamabad, which was a significant milestone in the development of relations between the two countries. The establishment of this facility was also a gift from the people of China to the people of Pakistan. Both countries celebrated 2011-2012 as the Year of friendship and have carried out vigorous exchanges in various fields.¹¹

In 2015, the two organizations, CRI and Radio Pakistan, partnered to launch the Dosti Channel, which aims to promote cultural communication and exchanges through radio. This new channel, is important development in the exchange of cultural information between these two countries. Over the years, the two nations have also launched various cultural exchange programs. The China Radio International, is dedicated to promoting China's positive relationship with the world. The radio station also broadcasts programs that are geared toward strengthening the cultural ties between China and Pakistan. The China Radio International-Urdu service, which is aimed at promoting better understanding of China among Pakistanis, also aims to help people gain a deeper understanding of the country's cultural diversity.

Various literary works have been translated into both Urdu and Chinese to help promote cross-cultural understanding. Important works i.e., "Analects of Confucius", "Selections from the Chinese Literature", and "Selection from the Chinese Poetry" were translated from Chinese to Urdu. Since 2000, the number of scholarships and education exchange programs has significantly risen. The number of students from Pakistan studying in China has significantly risen due to the country's growing number of scholarships. Between 2007 and 2014, the number of students from the country increased from 4,450 to 13,000, and further to 19000 in the 2017. This is a vital factor in helping close the socio-cultural divide and promote greater affinity between the two nations. The ability to educate younger individuals about the ways of life of each other can help bring the two nations' future generations closer.¹²

Pakistan Efforts to Promote Cultural Diplomacy towards China

Cultural diplomacy is promoted through soft tools like ideas, values, art, language, music, dramas, media, friendly communication, exhibitions, pavilions, and beyond. Pakistan-China Institute (PCI) was established in 2009 under the Chairman Senator Mushahid Hussain, it was a non-governmental, non-political, and non-partisan think tank that endeavoured to promote people-to-people contact through cultural diplomacy tools like education, environment, and some other aspects. Inside Pakistan, there are 5 major Confucius institutes, and schools operating. One is operating the National University of Modern Languages (NUML) Islamabad. Education is the core concept of even China Pakistan Economic Corridor. All these institutes promote the Chinese language and culture, that is mutual respect, hard work, respect, harmony, intellectual growth.¹³

Recently on 23 December 2023 ahead of Jinnah's birthday Ambassador Khalil Hashmi Unveiled Quaid-i-Azam and Chairman Mao sculptures. Appreciation of two great leaders is a tool of cultural diplomacy to develop goodwill among Pakistan and China from Pakistan embassy in China.¹⁴ At the Silk Road International Centre in Lang Fang China on 28 April 2023. Pakistan ambassador to China Moeen-ul-Haq endorsed his thoughts on the exhibition and showcasing of truck art that Pakistan and China are appreciating each other culture, and art for a shared new future. Truck art was show in China, which represent a unique culture of Pakistan. Cultural diplomacy between Pakistan and China is a transformative experience of shared human experiences in the form of art. Chinese students in the exhibition really appreciated the vibrant, cultural medley from Pakistan. The truck art exhibition is not merely a cultural exhibition, it is a mirror of the Pakistani scheme of bold and vibrant colours, dreams, and now many pavilions of handicrafts have been launched. Launching of Pakistani handicrafts in China is crucial for Pakistani designers to promote truck art on various products.¹⁵

On 28th January 2023 ahead of the Chinese New Year in China, a Pakistani perspective on its handicrafts, jewellery, clothes, and music reflects Pakistani effort to promote cooperation with China and promote their unique culture and colourful embroidery handicrafts well. Pakistani handicrafts were made of brass and ahead of Chinese New Year, it is an effort in the right direction to promote Pakistani homemade art, its elegance, and its essence to the world.¹⁶

On 31st October 2023 in Beijing China there was an inauguration ceremony for the replica of the Alamgiri Gate at World Park. An ambassador from Pakistan has unveiled this replica of the Alamgiri Gate. Originally Alamgiri Gate was created in the 17th century by Aurangzeb Alamgir in Lahore. This was an effort from the embassy of Pakistan to strengthen people-to-people and cultural ties. In Pakistan many Chinese exhibitions occur, and there are various stoics institutes to teach people the Chinese language. Pakistan embassy also endeavoured to strengthen the cultural ties. The unveiling of the Pakistani replica in China was a proposed effort to attract Chinese tourists to visit Pakistan to explore the cultural and historical sites in Pakistan.

Both Pakistan and China dedicated the year 2023 to a year of tourism. Such monuments and cultural cooperation can strengthen the bond of trust and strategic cooperation. The ceremony was attended by the Chinese scholars, media, and Pakistani community, which can be a step in the right direction for sharing ideas, and values of co-existence, harmony, and cooperation along the shared future. Over the years hundreds and thousands of Pakistanis and Chinese visit each other countries.¹⁷

On 27th May 2023 Pakistani embassy and Jinshang group organized a phenomenal Pakistan cultural event at Beijing Jinshang Centre, the Managing director of Jinshang said that the phenomenal Pakistan cultural event is an effort to show Chinese people the rich culture of Pakistan and immerse us in the diverse and vibrant culture of Pakistan. Pakistan was a treasure trove for the tourists. The two-day cultural event showcased Pakistani music, Pakistani Cuisine,

and handicrafts, Cultural Performances and Showcase of Pakistani textiles. This event lasted for two days it was a source of understanding of Pakistani culture, traditions, values, and ideas about textiles, music, food, and performance. It was an effort to promote cultural understanding.¹⁸

Moreover, Pakistani Cultural Troupe fascinated the international as well as Chinese audience with their stunning performance during the Great Wall International Folk Festival at the Silk Road International Art Centre, Lang Fang near Beijing. It has projected Pakistani culture in China in the ongoing Year of China-Pakistan Tourism Exchanges. Pakistani troupe made a traditional cultural performance depicting the vibrant and energetic cultural amalgamation of all provinces of Pakistan. It was among the six participating countries at the festival besides Brazil, Malaysia, Mongolia, Oman, and Turkmenistan. Pakistani Cultural Troupe mesmerizes Chinese, international audience in Lang Fang, China Headed by Zulfiqar Zulfi, who has also won Pride of Performance for his contributions to arts in Pakistan, the troupe comprised twelve well-experienced team members, nominated by the Punjab Information and Culture Department. The "troupe represented Pakistan for two days at the Silk Road Arts Centre and masterfully choreographed an entertaining medley on famous folk songs from various regions of Pakistan and mesmerized the Chinese and international audience with the beat of Drum (dhol) and their cultural performance. Besides their activities in Lang Fang, the troupe was also received by Pakistan Ambassador to China, Moin ul Haque, and his team at the Embassy in Beijing, where the Ambassador informed them of the ongoing cultural exchange activities with China and listened to their feedback and suggestions. This participation of Pakistani troupe in this International Folk Festival is among a series of activities planned by the Embassy of Pakistan in China to project Pakistani culture in China in the ongoing Year of China-Pakistan Tourism Exchanges".¹⁹

Furthermore, Moin-ul-Haq at the event spoke to the audience and invited Chinese people to visit Pakistan, and the Chinese visitors would be given a warm welcome. Such cultural events are a way to tie stronger friendship between China and Pakistan and showcase the inner beauty of Pakistani calligraphy, and dresses, which is a win-win situation for both countries. Pakistan has participated in the 19th Asian Games held from 23 September 2023 to 8 October 2023.²⁰ Participating in sports from Pakistan's side in China can be a catalyst for the stronger and deeper bonds of cultural and sports exchanges between China and Pakistan. Pakistan has sent 262 officials including athletes, swimmers, girls' participants, boys' participants, martial arts, hockey, and badminton. Pakistan footballs are exported internationally so sports can be a source of soft tools for people to people contact, learn, and appreciate Chinese unique games and show them unique talent in Pakistani games played internationally. Sports can be a source of deeper friendship between Pakistan and China.

China-Pakistan Economic Corridor and Cultural Tourism

Pakistan China government school at Gwadar is a new hope for the girls of the Fakir colony in Gwadar. Most teachers are female in the school, in this way, CPEC is a project of win-win situation for both the states of Pakistan and China. CPEC is no doubt a project of economic development and industrial development yet the social impact of it cannot be ignored. Pakistan China Fakir colony school is one such example as education is a very important factor to work inside Pakistan. Urdu and English language are taught in the school along with Chinese. In Tash Kurgan Tajik, a Kashgar autonomous region of Xinjiang Uygur helped people from Pakistan to do food and restaurant business.²¹ Chinese couple celebrated their weddings in Pakistani style;

the Chinese bride wore a red dress. They celebrated their wedding in Koza Banda Khyber Pakhtunkhwa in traditional desi Pakistani style in 2017.²²

Further more the cultural and social impacts of any project or event take time to manifest and cannot be immediately generated. However, the CPEC project offers a chance to preserve and showcase Pakistan's cultural heritage. As infrastructure is built along the CPEC route, it may lead to the discovery of new historical landmarks and the restoration of existing ones, which can attract tourists from around the world. The CGTN co-produced a special program with Pakistan's national broadcaster, PTV World, to celebrate 10 years of the ground-breaking Corridor to Common Prosperity project and discussed the potential for bilateral cooperation. The program highlighted that there are several key areas of cooperation, which include connectivity, energy, trade, industrial parks, agricultural development, poverty alleviation, livelihood, non-government exchange, tourism and finance.

Various projects such as the Orange Line Metro in Lahore, Gwadar Port, and Cross Border Optical Fiber Cable have already been completed. As far as the role of Gwadar is concerned, the route of the China-Pakistan Economic Corridor (CPEC) spans 3,218 kilometres and starts from Gwadar, passes through Gilgit Baltistan in the North, and connects Kashgar with Xinjiang, providing China access to the Middle Eastern and North African markets. No doubt The Makran Coastal Highway has been completed and has provided extended trade connections to neighbouring areas like Afghanistan and Central Asian countries and reduced travel duration from Gwadar to Karachi. The standard of life of the local community of Gwadar has been uplifted by establishing schools and hospitals. However, far-reaching impacts are correlated with the completion of the whole CPEC project. Strengthening cultural ties between Pakistan and China will have a positive impact on people-to-people connections and will also contribute to creating a peaceful and cooperative neighbourhood.²³

Spice Trials: Pakistani Food in China

Pakistani food is adding more variety to Chinese food. Pakistani restaurants in China's major cities are creating diversity in Chinese food, they prepare fresh traditional food, like lassi, *Gol gappi*, biryani, samosas, *seekh kababs*, roti, and biryani. The cool thing about Mini Lahore Hotel in China that Pakistani food is equally popular among Chinese people. They are developing a taste for Pakistani food and meals as well. There are other Pakistani hotels in China as well like Zam, and Khan Baba. Alshukar International Restaurant Halal is a Pakistani-run hotel in Foshan China where traditional Pakistani food in Pakistani culture is served, this hotel belongs to a man from Pakistan named Umair Malik. The restaurant decor is also Islamic and Pakistani food is served there not only Pakistanis in China eat the food there, in fact, Chinese also eat Pakistani food. This hotel ranks number 23 in terms of the food standards followed in China. Whether it is real taste, *Desi Masala*, or Madina restaurants in Guangzhou, China Pakistani honours are supposed to get Chinese partnerships in their restaurant and food Businesses.²⁴

Media Outlets and Pakistan-China Partnership

Beside regular diplomatic activities, China and Pakistan's growing cultural and media relations are being viewed as a significant development in their relationship. Through the years, both countries have been developing effective communication ties through media houses. These channels are being used to promote its message through social media and traditional media, for understanding the deeper bilateral relationship. China's efforts to establish a more comprehensive media presence in the country are being carried out through the partnership

with Pakistan local media outlets. The two countries' media outlets are contributing to the development of the Pakistan's economic and political environment, and improve the bilateral socio-cultural connection.

China has also been working with various media outlets in Pakistan to improve their operations. Some of these include the "Global Television Network, China Daily, and China Radio International", regularly projected the positive effects of CPEC and counter any negative propaganda. Through the partnership between China and various media organizations in Pakistan, China has been able to reach out to the country's population and improve the quality of its news coverage. In December 2019, the two sides signed an agreement that allowed Pakistani media organizations to access the content of China's state-run news agency. This agreement provided the media organizations with free access to the content of the agency. Before the agreement was signed, *China's Xinhua News Agency* with the partnership of *Independent News Pakistan* (a local media organization), has launched its Xinhua Pakistan Service in October 2019. Through the partnership, the Xinhua's content were also translated to Urdu by Independent News, Independent and distributed across the country's media ecosystem. The expansion of the service is expected to help boost the number of Chinese news reports being published in Pakistan.²⁵

Several leading media organizations in Pakistan have signed on to the subscription services of Xinhua. These include the *Daily Times*, the *Jang Group*, *Hum News*, *Daily Pakistan*, *Pakistan Today*, the *Express Tribune*, the *Associated Press of Pakistan*, and the *Nawa-i-Waqt*. Besides these, the homepage Dawn, also place leading advertisement of China Daily. Other newspapers such as the *Tribune* regularly feature stories about China's economic support to the Pakistan and the CPEC project progress. These stories not only highlighted Pak-China cooperation but also strengthening people to people contacts.²⁶

China with the news agencies of Pakistan is trying to develop an understanding with the local realities in Pakistan. Through the partnership, China has been able to translate its stories into various languages and provide relevant and timely information to the people of Pakistan. This allows the country's media outlets to reach their audiences and provide them with a deeper understanding of the Pak-China collaborations in the socio-cultural, political and economic aspects. It also enriches the local population of Pakistan about Chinese views of the regional and international politics.²⁷

Beside establishing content-sharing through the agreement of news services, Chinese also approached to the Pakistani journalists with various training sessions. Through various training sessions, Pakistani and Chinese journalists have been able to improve their skills in various areas. These sessions are being held in China and many Journalists from Pakistan participated regularly attend training programs in China. The training programs and media interactions between Pakistani and Chinese journalists have reportedly had significant effects on the development of the two countries' relations and to promote people to people contacts.²⁸

The increasing number of people in Pakistan and China using social media platforms has created an ideal environment for both parties to share positive messages about the relationship between the two countries. As a result, the country's young population has become an ideal target for Chinese entities to promote their views on the CPEC and the relationship between the two nations. Many prominent individuals from both sides played the role of Ambassadors in their bilateral ties and were successful to establish strong and effective platforms to promote the CPEC. The Pak-China bilateral ties are expected to continue growing as the two countries continue to expand their cultural relations.²⁹

Challenges in promoting Cultural Diplomacy between Pakistan and China

Cultural diplomacy no doubt serves as a crucial tool in fostering the mutual understanding and strong diplomatic ties between the nations. Yet, promoting the cultural diplomacy between Pakistan and China is not without its setbacks and challenges. There are obviously number of factors that contribute to the complexities of this effort of Pakistan.³⁰

Diverse Cultural Landscapes

Between Pakistan and China there is a lot of language diversity. This diversity in language is posing a kind of challenge. Pakistan official language is Urdu whereas in China mandarin is more popular. The efforts to translate the text or expressions can affect the effectiveness of the communication.

Sensitivities in politics

Pakistan has an unstable political environment, political environment prevailing in China and the political environment prevailing in Pakistan can affect and influence the nature and scope of the cultural exchanges. The sensitive political issues can stop or influence the free flow of the dialogues of cultural significance, there is a must need to make careful navigation in order to prevent the strains of diplomatic and cultural significance.

Stereotypes and Media Influence

Narratives of Media in both the states, can shape the perception among its people. Misconceptions can be created by negative portrayal by media, which can possible be a tool to hinder the authentic and genuine appreciation of the culture of one another.

Limited Exposure of Culture:

The cultural diplomacy can be affected by the limited exposure to each other culture, in this way cultural diplomacy effectiveness can be affected. Increased opportunities for the interaction of people can address this issue comprehensively.

Economic Disparities

The people in both countries have socio-economic disparities and differences. This socio-economic disparity can affect the cultural events and exchanges accessibility. By bridging the said gap requires strategies to make the cultural activities inclusive and as well as diverse representative of the background of socio-economic nature.

Educational Barriers

Pakistan and China have different educational systems and different curriculum, these variations in education curriculum and system can impede understanding across culturally. By harmonizing the educational approaches and promotion of the joint academic programs can address these issues of educational barrier.

Cultural Homogenization and Globalization

There can be risk of cultural homogenization because of globalization. There is dire need to strike a balance among world wide influences and preservation of distinctiveness of cultural influences. Such initiative can be really meaningful for the cultural exchange between Pakistan and China particularly.

Infrastructural and Logistical Constraints

Limited support of infrastructure for cultural events can restrain their execution. If logistical challenges are addressed properly, like venue availability and transportation, is highly significant for the success of the initiatives of cultural diplomacy.

Perception of Public Diplomacy

Management of the perception of the public is key. Cultural diplomacy must not be only as a mere symbolic gesture, because if it is perceived merely as a cultural symbol, tangible benefits, support and enthusiasm can wane over the passage of time.

Security concerns

Security considerations and concerns can affect the planning as well as the execution of the cultural events ³¹. Addressing these security concerns can be vital to make sure the success as well as safety.

Conclusion

Cultural diplomacy as a term has been established recently. Yet the practice of cultural diplomacy is historical, and proof can be seen throughout history. Teachers, Artists, explorers, traders, and travellers were and are living examples of cultural diplomacy, and agents of such activities are known as cultural diplomats. Whenever and wherever people or a person interact with a different culture, either in the past or in the present time, it provides an outlet and facility for cultural exchange. Pakistan Embassy in China trying to promote Pakistan's cultural diplomacy towards China, and various think tanks like PCI are working to promote people-to-people contact. Culture and art are vital for connecting people to their surroundings and empowering them to become knowledgeable citizens. The government of Pakistan has a vital role in developing a comprehensive strategy to promote the arts and culture in the country. CPEC provides the two nations with an opportunity to maintain and develop their cultural exchange. There are couple of challenges faced by Pakistan to promote cultural diplomacy towards China. More intense, serious efforts are to be taken by the government and private sector to reap fully the benefits of Pakistan's Cultural Diplomacy towards China. Cultural diplomacy can promote economic prosperity and can create a better image of Pakistan if all tools of cultural diplomacy are utilized fully.

Pakistan's Cultural diplomacy toward China needs more cohesive effort. As China is a big country it can benefit Pakistan, yet the Pakistani Government and private sector need to make more serious efforts to reap the full potential of Pakistan-China cultural diplomacy. Education, conferences, and seminars are soft tools to promote ideas, values, heritage, music, and even products. Pakistani government needs to work seriously on this matter as Pakistan's cultural diplomacy towards China needs a more extensive level of government, private, and sector cooperation and seriousness. What hard power fails to achieve soft power tools can do better but cultural diplomacy is a time-consuming effort for better cooperation, understanding, growth, and existence.

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²⁷ Hussain, Zafar. "China and Pakistan collaborate on media". *China Daily*, 24-12-2018. <https://global.chinadaily.com.cn/a/201812/24/WS5c20323fa3107d4c3a0025ba.html>

²⁸ *Dawn*, September 15, 2019.

²⁹ Jamshed, Cultural Implications, 1-11.

³⁰ Muhammad Faisal, "Pakistan-China Relations: Beyond CPEC," *Strategic Studies* 40, no.2(Summer 2020): 23-44, accessed December 24, 2023, <https://www.jstor.org/stable/48732331>

³¹ Muhammad Faisal, "Pakistan-China Relations: Beyond CPEC," *Strategic Studies* 40, no.2(Summer 2020): 23-44, accessed December 24, 2023, <https://www.jstor.org/stable/48732331>