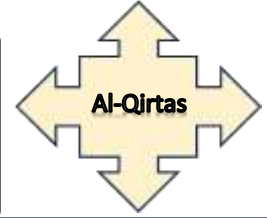


**Soft Power Utilization as A Tool in Image Building and Shaping
Bilateral Relations of Pakistan**



Sara Shaheen
Maria Younas
Muhammad Adnan Yousaf
Sumera Munsif

M. Phil Scholar Nips, Qau
Lecturer Pakistan Studies, National University of Modern
Languages, Islamabad
Lecturer, Hazara University Mansehra at -
akmarwat76@gmail.com
Educationist

Abstract

Soft power in modern times has been an indispensable tool in shaping and framing the image of different countries. The term soft power was established in 19th century, which means by use of democratic ways; influence others to achieve desired results. Different countries in the world are building their soft image through cultural diplomacy and other tools of soft power utilizing it for economic and political benefits. Pakistan has a vast potential of building its soft power image on regional and international level. Pakistan is a developing nation with a multi-cultural environment and with natural resources, which could be used to established bilateral relations. This article identifies soft powers of Pakistan which could be used to build democratic relations as well as to achieve desired goals. Qualitative approach has been utilized in the research process and content, discourse and thematic analysis of different data available has been done as per the research requirements. The research is distinct and significant regarding Pakistan as traditionally a lot of focus had been laid upon the hard and tangible perspective of Pakistan ignoring its soft power image that significantly haunts and obscures the overall country, s image on international level and thus thwarts the overall development process. To further strengthen Pakistan's soft power internationally, initiatives to advance cultural exchanges, highlight economic potential, and enhance foreign perceptions are vastly recommended.

Keywords: Soft Power, Economic Development, Cultural, Democracy, Diplomacy.

Introduction to Soft Power

In late 1980's Joseph Nye came up with the phrase "soft power". Power according to Nye is the artistry to govern others behavior in order to achieved your desired results. State can achieve this in variety of ways, by threatening them, inducing them with payments, or attracting them or co-opting them to desire what you want. This is soft power which involves to persuading someone to need the same results as you, accept preferably than extorts individuals (Joseph, 2004). Hard strength, which involves utilize force and money, can be contrasted with soft power. Soft power can be used by all artist in multinational politics including NGOs and foreign foundations as well as by nation. It's also known as" second face of power" as it helps to achieve your goals in an indirect manner. According to Nye, a country soft power built on three things; its culture (a place where it is appealing to others), its legislative ideals, and its multinational policies (when others regard them as a legal and ethically acceptable).

Soft power resources are valued that generate appeal and in return acceptance. Nye says that "Coercion is never more successful than seduction". Many values, such as democracy, civil rights, and individual potential, are enticing. Nye argues soft power is more difficult to wield than hard power, according to his book, for two reasons: many of its resources are outside of government control, and soft power operates indirectly by establishing the environment for policy, which can take years to achieve the desired result. The book divided the soft power into three categories: culture, political values and policy. Soft power had become a major theory of international politics which plays a huge role, that does not depend on military powers but through soft power several targets can be achieved. Through diplomacy soft power can attract different nations. Before it formally originates Nye, some thinker and theorist had twisted the phrase "soft power". The Chinese indicates Sun Tuzu in sixteen hundred BC as a strategic patron of soft power and connect Art Work as a major component of diplomacy and carefully made a plan of action to confuse supposed foe, throw them out track and without blowing could probably achieved our targets.

Through this diplomatic way the nation could achieve hype but the leaders and governors should be sharp minded and taking wise decisions to keep the country secure from enemies. This demanded hard work and loyalty towards state. According to Chinese philosopher Laozi, he stated that in 17th BC that it's a "idea of attractiveness as formation of power" (Joseph, 2009). In

Pakistan there are many natural resources, multiple cultures, traditions, sports, historically important places and many beautiful tourist points. Pakistan has a main seaport in Sindh and Baluchistan, from which international traders are linked and is now going towards huge Trade market of Asia. Pakistan faced a lot of political instability, religious extremism, what remains is extremism and patience in Pakistani society, which threaten the country peace and prosperity. The post 9/11 climate which had damaged Pakistan's soft power image in the world and projected as sources of problems. The murder of Osama Bin Ladin, and reports that Haqqani Network is being hosted by North Waziristan agencies, are the solid evidences against it. due to which Pakistan has to bear the burden of bad reputation and terrorism too. They only way was left to improve the security in Pakistan and vanished the terrorism, for which several military operations were conducted which attract tourism, delegations, sports, and international students as well (Wisconsin, 2020).

In this developing process CPEC was another initiative with China which developed the infrastructure of Pakistan and new Pakistan is now much beautiful. In our hard time the developed countries generally the west had wooed on Pakistan, due to lack of attention towards soft power, negative perceptions about Pakistan took place. Now Pakistan is more conscious towards policies and matters which formulate and show up Pakistan's soft powers, which could lead Pakistan to next level in international politics and economy. Pakistan is a country that was once known for its military prowess and power, but over the past few decades it has seen an economic downturn making it more dependent on the world at large. This has made Pakistan less of a nation and its ability to influence other's behaviour. However, in recent years, Pakistan has been able to start taking on larger tasks that are bigger than what it usually used to deal with due to the global crisis and has gained great respect and admiration from countries such as China, USA, Japan, India, Germany, France, Malaysia, Thailand, Singapore, New Zealand and others. It has also begun to receive interest as part of trade deals, which means that the country may have become more secure in terms the face of international crises. In this article, we look into how Pakistan soft power may be beneficial in the future.

Pakistan's Soft Power:

In Pakistan there are many sources of soft power by which we can diplomatically develop soft power relations with nations to strengthen our country in international politics. This soft power

includes culture of Pakistan which is extensive phenomena combining all sub-cultures more than 50 with more than 76 languages spoken in all over Pakistan. Beside cultural values the beauty of Pakistan is peerless, it consists of multiple types of geographical features which adorn its beauty which attracts tourist to explore the magnificent vision. Pakistan had topped in 20 beautiful countries in the world to explore. In this regards Pakistani media plays an important role in promoting its culture, literature and beauty through electronic media screens. Pakistan national religion is also the part of soft power to promote political relation with Muslim countries. Pakistan geographically has a great significance as it is called the heart of Muslim world. By linking Middle East Muslim countries with South Asian Muslim countries. China is emerging economic power of the international world due to selling Chinese products to whole world. The Hong Kong route cost more and double distance than Gawader seaport, Afghanistan had no seaport and totally depends upon Pakistan for trade, whereas with Iran, Pakistan shares gas pipeline.

Pakistan predicts its profile as a growing and secular society. Still numerous times deflect autonomy and state promote terrorism directly demolishes its softer profile in 1970's, internal and external instability had hinder its political culture, extremism arose, and education quality and other basic rights of people were destroyed. But after operations in several parts of country against terrorism again revamp the political, cultural, economic and social status. Pakistan needs to balance between both soft and hard power with the best suitable policies, Pakistan have had the strongest and extended cultural values and tradition. By use of soft power democratically with other countries we can turned them up to the outcome we need. In this era of globalization and power of social media the concept had extended to the next level, state plays main role but the population is another actor of modern world politics. The youth of Pakistan can also promote its softer image in world. In the political realm, the political parties in Pakistan can play a good role to calculate the democratic values by peaceful, free and fair election, independent election commission and judiciary. There should be affective policy makers and implementation for all sectors including administratin, economic, social and political policies.

Some factors that can promote Pakistan soft power:

Tourism:

Pakistan is a beautiful country a paradise. For the growth of economy international tourism plays an important role. In economics to grow economy through tourism it is called tourism-led growth hypothesis. Tourism also play role in promoting peace and good relations between different states through which various cultures can be promoted. Tourism also promote household jobs in far-flung areas where in search of nature and passion people travel. Pakistan has various historic and cultural heritages sites. In last few years after control of terrorism, Pakistan's government has developed and rebuilds these historic sites to preserve them for attraction of tourist. Pakistan got various titles in 2020: the best time-out places in 2020 and also third best inherent adventurous place in world. Pakistans government had given opportunity to tourist for online visa services and visa on arrival. The travel vloggers and tourist in country also contributes to promote the beauty of Pakistan.

Pakistan was ranked as one of the “chill places” to visit in 2019. For the world heritage sites, Pakistan was placed top 25 percent of global destinations. These historical places like Mohenjo-daro, Harrapa, Mughal Era mosques, Rohtas Fort, Taxila, Wazir Khan Mosque, Katasraj Temples, Lahore Fort, KotDiji, Takht-i-Bhai, HiranMinar, Ranikot Fort, Nagarparkar Jain Temples, Tomb of Jhangir, and Baltit Fort have their own significance in archeology and history and Pakistan ideology. Along with these historical places the greenery, Mountains Rivers, lakes and desserts are more attracted in country. From northern area of Pakistan to Arabian Sea every place has its own value and beauty (PSDE, 2008). Total 565,212 tourist paid visit to Pakistan which contributes \$298 million and in 2018 the number raised up to 6.6 million tourists who visits Pakistan in summer vacation between May to August. The tourism business is growing at breakneck speed. In last 30 years tourism industry have massive bloom all over the world. Pakistan is one of the country where tourism like visiting mountain, valleys and other scenic natural sites particularly in the north. Tourist who are interested in other knowledge are one type of visitors. People must be culturally conscious to succeed in other cultures (FAROOQ, 2016). Cross-Culture marketing has been described as a key mediator in the connection between main factors (Hao et al., 2018). So cultural tourism has main importance.

In past Pakistan had faced many problems in tourism development due to terrorism, after 9/11 incident terrorism slowly capturing Pakistan due to which people and tourist get scared. Now

the situation is under control terrorism has ended and Pakistan's government played important role to develop tourism as it now wants to build its soft power idea of western nation, through democratic way relations should be established between countries (Baloch, 2008). The government of Pakistan sees tourism as a key role for promoting Pakistan favorable image around the world. Whether it's the construction of the Kartarpur corridor, the introduction of dedicated tourist channel Discover Pakistan, or the officially supported and well publicized inauguration of tourism projects, Pakistan's large pockets invest in tourism directly compliment Pakistan's soft power goal.

Pakistan's culture:

Pakistan is the country with multiple cultures and traditions. Every culture has its own identity, specific language and customs. There are several differences in every culture like dress code, food, songs and music, tradition dances, way of living and religion. Pakistan has five provinces in which multiple cultures and languages and practiced, somehow they relate with each other. All these provinces have their ideological history. These provinces are Punjab, Khyber Pakhtunkhwa, Sindh Balochistan, and Gilgit Baltistan.

Punjab:

The culture of Punjab can be traced from the Harrapan civilization which is 6000BC ago Indus valley civilization. Harappan have many trade routes for trading many valuable goods. This site gives an idea about lifestyle and culture of the Punjab in ancient times. Punjabis are cheerful and having a great time. Punjabis are varied society made up of many tribes, clans ,and a community who are realize on observe all their culture's tradition. Punjabi is the province dominant language. The majority of people in Punjab speaks it as a native language, and its also spoken and understood outside of Punjab. According to statistic 44% people speaks Punjabi as their mother language (Eglar, 1960).

Punjabi outfits review the people is colorful and energetic culture and way of life. Punjab is recognized for its Phulkari embroidery and its garments which are full of colors, comfort and beauty. In rural areas the traditional dress like dhoti, lacha ,churidar pajama etc are wear by people but in metropolitans cities, women and men follow the popular vogue and fashion. They often wear shalwar-kameez. Punjabi cuisine includes both vegetarian and non-vegetarian foods. The majority of Punjabi dishes are served with rice and roti. The beverages include tea, lassi, sugarcane

juice, doodh-sooda and aloo-bukharakasharbat. Its main course include of biryani, haleem ,nihari, makai roti cholayetc and its delights and deserts includes jalebi, gulabjamun, zardaetc

Punjabis have deep interest in sports. Punjabikabbadi and wrestling both are popular in others of Pakistan and are also performed on national level. Lahore's National Horse and Cattle Show is the largest celebration in Pakistan with sports, display, and livestock competition. Punjab have lot of literature and sufi have contributed much more to it. Punjabi poetry is profound for its profound meaning, as well as beautiful and hopeful use of language. Punjabi poetry is translated to variety of languages all around the world. UltanBahu, Mian Mohamad Balksh, Baba Buleh Shah, Shah Hussain, Anwar Masood, and others are notiable Punjabi poets.

Punjab is the Pakistan's most important manufacturing province, and each art form has its own space here. Basketry and pottery which are famous for its modern and traditional design all over the world and best creation of Punjabis,are the main crafts manufactured in highlands and other ruler area of Punjab, embroidery, waving, crafting, stone art, carpet manufacturing, jeweler, metal work, truck art, and other woods work all embroidery in rural areas on handlooms with magnificent prints and wavers manufactured colorful textile like cotton silk and other fibers. Punjabi Craft is its core soul and its craft is what gives it its identity.

Culture of Khyber Pakhtunkhwa:

The Pashtuns, who are known for their independence, make up the majority of population of Khyber Pakhtunkhwa. The Pashtuns are divided into various tribes and communities each of its take great pride in its ancestors. Pashto is the primary language of the province and it is entirely all Muslims there (Gazetteer of India). Men in Pashto typically wears partogh-kurta (shalwar-kameez in urdu) and pakol (pashtoon hat made from cloth). Traditional long dress are worn by women and girls, the long frocks in ancient time was decorated with stones, whit gold, silver and multiple type of embroidery with dupatta (head scarf) covering their selves. They also wear jewelry and long traditional dresses which are embodied. Women are famous for their hand made handicrafts and small cottage industry which give him power to earn from their home.

Cultural dresses, embroider dresses, bedsheet covers and other decoration piece are made by Pashtun ladies. Jirga or men sitting area is separate from the home to insure pardah system according to Islam (kp.gov.pk, 2010). Pashtun people are much strong and good sport players, cricket, hockey and basketball are much famous game among the region. The people of Khyber

Pakhtunkhwa do not eat much spicy and flavored dishes, they like simple food. They are famous for their hostility. They have grand Jirga system where all men sat and cook food for their self-called sobat or penda and sweet dish deserts like halwa. The people consume more meat group food and less vegetables. There are more than 100 different dialects of Pashto. Khyber Pakhtunkhwa is abundant with mineral resources and a great labor worker. Pashtuns are hardworking and intelligent people (Ayers, 2009).

Sindhi culture:

Sindh has faced massive migration from prehistoric times. Sindh has hosted a variety of races over the millennia, but none of them is persisted in their original form this race has emerged with the local races to the point where they can no longer be distinguished, thus the people of Sindh always be separate races indicating the Sindhi society has always been a mixed society, dating back from prehistoric times. Sindhi is fairly a rich language, with large vocabulary which had made it favorite of many writers, who have created a great deal of poetry in the language. Sindhi art, culture, literature and way of life has been influenced by it. The Arabic script can be used to write the script. Sindhis celebrate sindhi culture day on 6th December every year wear black shalwar-kameez with sindhi-Ajrak.

Balochistan Culture:

People of Balochistan believed that they have origin from Arabia and Asia. They are divided into eighteen different Baloch tribes. Balochistan is located near the border of Iran and Afghanistan, so some traditions are being adopted by them. Balochi needle work which known as Balochi embroidery is so much famous all over Pakistan due to its colorful work and neatness. This art is being recognized by UNESCO. It is the area where cross border trade is easy with three countries Iran, Iraq, and Afghanistan. Balochistan is full of metallic and nonmetallic minerals and beautiful stones and these stones can be exported on large bases to other countries. Balochistan is abundant with coal and it can be used to generate energy to meet country energy shortage. Like coal, marble, Sulphur, chromite, barytes, and limestone. Now Baluchistan Gawdar port is the best part of Balochistan through which trade is generated not only Pakistan but due to initiative of CPEC imports and exports from China, Afghanistan, and Iraq as well central Asian states uses the trade route of CPEC.

Gilgit Baltistan Culture:

The GilgitBaltistan has come into being by different factions and they have variance of cultures, tradition and heritages. Its local dress, culture and music has made the culture of gilgitBaltistan. The male dress consists of woolen cap with shalwarkameez with long woolen coat in wintersand the women dress contains a beautiful traditional cap, jewels called silsila, loose shalwarkameez and beautiful multi-color frocks (Hussain, 2018).

All cultures have its own identity there are multiple cultures in Pakistan which gives the message of peace and prosperity. Every culture has its own significance and promoting their culture through some specific things like pashtoons sandals (Peshawari Chaapal) are so much famous , Sindh Ajrak are most famous as well dates, GilgitBaltistan jewelry and stones are famous worldwide, Baluchistan embroidery dresses are so demanding, and Punjab spices are the best spices around the world.

Role of Media

The media is an important part of the state's soft power arsenal. BBC, TRT, CNN, for example have global reach enticing people to their individual countries political and cultural ideals. When it comes to media, Hollywood have been instrumental in strengthening Americanism appeal. Turkish drama Dirlis of Ertugrul have recently been translated and distributed overseas in an attempt to export Turkish culture. Pakistan media sources, despite having a well-established media sector, do not attract the worldwide audience, limiting Pakistan capacity to express its opinions with the rest of the world. Its internet and print media are mostly focused on domestic audience. Despite its vibrancy, Pakistani media has rarely produced work worthy of export (Khattak, 2021).

Regardless of amount of critics, the modern media has progressed to the point where it has established itself as a distinct entity in society. As a result, several idea has been proposed and debated in order to comprehend the size of media influence in today world. During the first world war and second world wars, the media serves as a sole mean of communication, and government took use of its reach to spread their message across communities and boundaries. As a result, the democracy came the desire for the right to knowledge, as well as freedom of speech and expression, which led the establishment of the modern media. Foreign affairs are a sign of democratic state and are necessary for state survival in the globe. Media has become a vital

instrument for communication and political stakeholders and general public, according to unconventional thinkers in the field of media and foreign policy. Media often regarded as a fourth pillar of democracy, has begun impact one specific and hitherto inconceivable area of state functioning foreign policy (Saeed, 2016).

In Pakistan there should be training of domestic and international institution for the training of media members. anti-state propagandas and programs should be a unlawful. Our film making producers like Sharmeen Obaid Chinoy are the honor of Pakistan media industry who get Oscar Award in 2016. Many tourism programs and cultural programs should be captured and broadcast on nation channels as it promotes our culture and identity. Reality based film and drama production should be appreciated by government so the producers deliver beautiful image of Pakistan. Pakistan government should aid national television PTV (Pakistan television) for broadcasting of best range of programs and shows for promoting the soft image of Pakistan.

Projection of Soft Power by Neighboring Countries

China:

Parallel to Nye's interpretation of soft power, China's notation of Comprehensive National Power (CNP) arose. CNP is defined as amount of countries total power or strength in terms of economy, military, science and technology, resources and influence. It is the mixture of hard power, soft power and coordinating power. Government, leadership, political structures, managerial competencies, organizational decision-making power and reforms coordinate's capacities are all parts of CNP. China stands on first in diplomatic influence according to 2019 Asian Power Index. Stood 2nd on after US in Cultural Influence.

SP projection is aided by China's active participation in peace keeping and healthy diplomacy. It has dispatched hundred of medical doctors to various African countries in 1964. It has aggressively broadened its scope by concentrating on cultural, academic, and language exchange programmes. As a result, numbers of overseas students in China's universities skyrocketed. Diplomacy has also been used efficiently as a soft power instrument. China considered its self as stakeholder in global affairs, as evidence by its leaders frequent travel to significant countries and vice versa.

China is now a producer country which supplies its good all over the world, its labor , machinery, education system with technical training have emerged it as developed country which

not only for the need of their own self but imports it to the world. China's traditional culture, its buildings, its various institution which train people regarding language and culture. Its education system is emerging a best in world because of so many foreign students and universities stood on top rankings. Chinas medical aid during covid-19 has been given "face mask diplomacy".

India:

India has been able to create the illusion of "shining Indian" Make in India "through deft manipulation and well-crafted techniques that combine public diplomacy and soft power. To fully comprehend the scope of Indian soft power, culture, and diplomacy, we must examine its sources while also acknowledging the forces that undermine it. India has a greater chance than China in the race "for global attractiveness and influence" because of its "liberal democratic government" Since the 1990s, India has placed a larger focus on soft power methods, which has recently manifested itself in the development of culture, and diplomacy, we must examine its sources while also acknowledge the forces that undermine it. India has a greater chance than China in the race "for global attractiveness and influence" because of its "liberal democratic government". Since the 1990s, India has placed a larger focus on soft power methods, which has recently manifested itself in the development of its relation with Afghanistan. India has also begun to experiment with the use of soft power through economic help.

The creation of a "Development partnership Administration" within the Ministry of External Affairs is a step in the right direction. In this regard, among the donor developing countries, the disbursement of nearly \$1.5 billion in 2011 was second only to China. The international market for Indian films and music is huge, mainly in Asia, Europe, Africa, and West Asia. It is also the world's largest sourcing destination for the IT Industry, demonstrating India's strength not just in terms of economic growth, but also in terms of soft power around the world. Three factors, however, contribute to India's failure to fully exploit its soft power potential: an overestimation of the above resources; a lack of sufficient hard power to underpin its soft power ambitions; and finally, unresolved elements of India's identity tend to undermine its efforts at gentle global influence through public diplomacy. India has been compelled to improve and project its soft power, which is led by its private sector, due to the failure of hard power projects in South Asia.

Recommendations

I. Establish opportunities:

Soft power can promote good bilateral relations, developed country politically, socially and economically. Country good image generates the opportunities doors for the strengthen position in international politics. Pakistan is on the process of developing and it needs to build up its soft power and increase exports and promote its soft powers in the world.

II. Cottage Industries:

Pakistan is the country having a lot of natural resources, beauty and varieties of climates. In Pakistan the tourism sector, cultural promotion and role of media in promotion of soft image in Pakistan have a huge role, some problems we can see that should be solve by the Pakistan government to enhance and promote good face of our country. We can use our traditional things like our handmade woolen clothes, carpets, rugs, football, surgical goods and vice versa have lot of consumer and highly demanded in other countries. We should promote cottage industries for the making of woolen stuffs and carpets etc and government should give subsidy to these cottage industries.

III. Progressive Tax system to promote Industrialization:

Government should imposed progressive tax which means with the rise of income the tax ratio also raises. I suggest this because in Pakistan to make collection of tax easy the departments have imposed proportional tax on all industries irrespective of the types of industries whether they are heavy, cottage or small and medium industries. They fixed a proportion and all have to pay same the tax. This led to social and economic inequality in Pakistan and make social classes.

IV. Pakistani Cuisines:

Pakistan herbs, spices, food cuisine, fruits and vegetables have the most delicious and mouthwatering taste and are famous all over the world. The spices used in Pakistan food are the core ingredient of its cuisine, they grant a flavorful taste. Pakistan's various cuisines are derived from ethnic, cultural and historical range. The bulk of Pakistani food has origin in the Punjab and Sindh and usually described as highly seasoned and spicy bordering with Indian cuisine. The cuisine of Azad Jammu and Kashmir, Balochistan, Khyber Pakhtunkhwa and Gilgit Baltistan, on other hand, is described as mild, sharing many features with Afghanistan, Iran and neighbouring Middle East and Central Asian regions. For promotion of these cuisine Pakistan should introduce

projects and programs on international level to promote its food culture, its spices , herbs and variety of fruits and vegetables which are grown in Pakistan, for instance; pakistan is the huge suppliers of world best mangoes, so these varieties of mangoes should be advertise internationally to increase their export as well great measures should be taken for storage and preservation of these foods.

V. Pakistan Sports Goods Industry:

Pakistan sports goods are famous all over the world and operate one of the main sport manufacturing industries of the world. It exports in large number to the well-known brands of the world who is famous for their production. Pakistan sports good are famous because of great quality manufacturing and low cost productivity, due to which our country gets a prominent place in leading world sports trade countries for years. FIFA football world cup in Brazil and Russia, Pakistan manufactured footballs were used. Pakistan government should promote and give subsidy to its industries that have share in its large exports and for promoting soft image of Pakistan.

VI. Pakistani Art:

Pakistani paintings and calligraphy are famous for its natural and colorful beauty presenting deep story guides, with this one of the main art of Pakistan is 'TRUCK ART' which is famous all over the world. This art is done on a huge vehicles used for transporting cargo, they are decorated and painted with colors, mirror work, wooden curve cutting work, calligraphy and much more. Various poetic stanzas, nature sceneries are most common. This truck art amazed all the foreigners come to Pakistan for tourism, it introduce the culture and colorful tradition and peace loving environment of Pakistan. Truck art should be made transmittable, schools of art and truck art institution should be made for promotion of these skills which is unique all over the world

VII. .Pakistan Music Industry

Pakistani music belongs to the mixture of pop, traditional music, Classical, raags, taals and rap. This music includes traditional folk songs, sufi music and Qawalis etc. International and local sponsor's works combine for promotion of Pakistani traditional and Pop music. For example, Coke studio, Kashmir beats and Pakistan Idol. Pakistani singers and musicians are the great source of Pakistan soft power and they do International and Local music concerts and programs. Different kinds of music instruments, international music instruments and local self-made

instruments are used. For example, rababs, sitar, matka, tabla etc. Pakistani local dances like bhangra, attan, jhoomar etc shows different historical and cultural traditions of Pakistan. These kinds of music and dances are performed on Pakistan's festivals and cultural events.

Pakistan is the country having a people who are hard workers and having capabilities of many skills. These skills and talent should be promoted and appreciated to preserve our country soft image. We ought to plan and develop methodologies to venture Pakistan as democratic and sovereign, dynamic, tolerant, and affluent state., which is peace at own self and others whereas rekindling trust , motivation, compassion, and certainty at domestic and overseas. With mental fighting and data innovation as a primary language of today's world legislation issue, the require for soul looking and in-depth looking for Pakistan point of view and approaches more extensive level our policy makers cannot be overemphasis.

Concluding Remarks

In international politics and in the world of power there are various powers like hard and soft power. Hard power is use in wars and conflicts but soft powers promotes peaceful element to get what we want by promoting good relations. Soft powers promotion and introduction in world politics is now compulsory to make a proper position and to stable up the economy.. Pakistan has many varieties of elements on basis of which we can build bilateral and democratic relations. These relations lead to economic and social stability which paved paths for growth and development. Pakistan's government should make several strategies and measures to enhance its soft.

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