

# Analysis of Pakistan's National Image and Media Construction in China

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## Abstract

**The national image is considered to be an important part of the country's "soft power." The shaping and dissemination of the country's image is highly valued by governments. What is the status of Pakistan's national image among the Chinese people, what existing problems are there, and how to construct its national image is an important task. Through questionnaires and surveys, we have found that Modern Chinese people mainly perceive Pakistan's social status through news and reports from state-level media. Furthermore research by surveys has helped to find some special characteristics of Pakistan's national image by Chinese people. This topic examines Pakistan's national image perceived in China and the challenges being faced, and thus to propose ways and means to improve Pakistan's image in China through media infrastructure.**

## Keywords

**Pakistan, China, national image, media construction.**

## 1. Introduction

The national image is a combination of a country's own perception and the perception of other actors in the international system; it is the result of a series of informational input and output, and is a "Information capital with very clear structure." The national image is considered to be one of the important components of the country's "soft power", from one aspect it reflects strength and influence for the country. Therefore shaping and propagation of the national image is highly valued by governments. [1] When promoting the construction of the national image project, the concerned media strategy is indispensable, mainly in two ways "self-painting" and "getting painted by others". "Getting painted by others", is the shaping of the national image by international public opinion and other countries' media projection, is an important part of strategic communication.

In today's era of globalization, research and analysis of Pakistan's national image kept by Chinese people, to strengthen the soft-power of Pakistan by promoting its culture carries important significance, for Pakistan and China all sorts of communication and collaboration carries an important significance. Despite the historical, social, cultural and many other good reasons, but still there hasn't been much exchange between the people of two countries. The only source of information for Chinese people's comprehension about Pakistan is from the state-level media—news reporting by China Central Television, that the Chinese media's conducting less direct interviews with Pakistanis, mostly the news coverage has been derived from western media; the negative reports on Pakistan are mostly discussed in the discussion of western media setup. Many Chinese people have a confused and unhealthy impression of Pakistan. It is widely believed that Pakistan is a country that is poor, dirty and backward, where terrorism is prevailing in the society. This kind of perception indeed has a difference from the real Pakistan. This study analyze the national image of Pakistan and media projection in China,

come up with practical suggestions for Pakistan's national image construction, and to promote and sustain the grace of China-Pakistan friendship. By accelerating the campaign in Pak-China media on high level dialogues, to arrange Pakistan media editors, exchanges between journalists and of Chinese counterparts; strengthening China-Pakistan media cooperation; promoting the use of Pakistani media content by Chinese media that will help to guide Chinese media in building the various aspects of Pakistan's national image thus to express positivity. [2]

The two research Questions: What is the national image of Pakistan? What are the characteristics of National image of Pakistan in Chinese people perception?

With the support of Media campaign, what efforts can be made to improve the national image of Pakistan in China?

## 2. Description of the Questionnaire

**Table 1.** Questionnaire composition

Part 1	Part 2	Part3	Part 4
basic information of interviewee	General Survey	State and the Society	Culture and Communication

In order to understand the cultural level and coverage of the interviewees, the very start of it except to the basic information such as of gender and age, the options for academic qualifications have been stated, and the interviewing candidates are required to fill in their academic qualifications and about their jobs. In the general survey section, questions about the geographical location, language, population and religion of Pakistan have been designed. These questions are purely objective, in order to grab the most basic and necessary information of the country, and from the researcher's point of view to get to the very initial phase of start of people's perception formation.

In the third part, lead respondents to the country and society in Pakistan. The questionnaire asked about the content of Pakistani leaders, the familiarity with Pakistan, and the impressions of Pakistani countries, society and people in the minds of respondents.

**Table 2.** Basic composition of respondents

Sex ratio	Age ratio	Education
Male:58, 57.4%	<18 years old: 13 persons, comprise 12.87%	Undergraduates : 1 in number, comprise 0.1%,
Female: 43,, 42.64%	between 18-30 years: 26 persons, comprise 25.74%	students who are either got graduated or going to be graduates: 89, comprise 88.1%
	between 31-40 years: 18 persons, comprise 17.82%	Masters degree or either finished the Degree :11, comprise of 10.9%.
	between 41-50 years: 21 persons, comprise 20.79% between 51-60 years: 14 persons, comprise 13.87%	
	above 60 years: 9 persons, comprise 8.91%	

### **3. Results Analysis**

#### **3.1. Currently Chinese People are not Familiar with the Things Related with Pakistanis**

Talking about the geographical location of Pakistan, her national language, population, religion are the main four points of focus. If we able to get suitable answer as we know 80.2% of the candidates believe that Islam is the major religion of Pakistan. Speaking about the geography of Pakistan, 49.5% candidates know that is from South Asia. From rest 21.8%, 23.8% and 2% of the candidate population believes that Pakistan is from Middle East, Central Asia and from North Africa. Moreover 47.6% of the survey population has distorted image of Pakistan, and if we add more 2% of survey population who don't have no image of Pakistan at all, the total gets close to 49.6%, great than the no who answer correctly about the geo graphical location. Urdu is the National language of Pakistan, very few people know that, and i.e. only 8.9% from the survey population. Moreover only 19.8% of the survey population thinks that Pakistan population is exceeding one billion.

#### **3.2. Chinese People don't Understand Much on Pakistan, Whatever is Understood that is not of Much Positive**

What it indicates that Chinese people understand a lot less or not completely have no concept at all, the proportion of survey population belongs to this category is 86.1%, we can see in this way that Chinese people familiarity level on Pakistan is very low. Whenever describing Pakistan, more than half of the survey population choose the answer that "society is not stable", this was among top of all the answers on this. And the second answer to the question was the "conflicting religious sects", "politically, culturally and economically less developed", "people are poor and backward", and in the end the words in answers were like "there could be cultural attraction", "good friendship feelings", "Peace loving", "enormous business opportunities" were chosen. That indeed all reflect that Chinese people don't understand much on Pakistan, whatever understood that is not of much positive.

#### **3.3. Chinese People Keep Negative Image of Pakistani Society, but Assessment on Pakistani People Comes Positive**

Pakistani society carries negative image in the minds of Chinese people. Most of the candidates from the survey population believes that society is backward, suppressed, not internationally groomed, out of order, slow paced, not safe, no maturity, one fold, old fashioned, but at the same time it's also be considered that it has potential for economic development, high moral level, competition level is average. In China, many people believe that Pakistani people have industrial skill, politeness, intelligence, trustworthiness, friendly, comparatively united and carry a happy attitude towards life; but at the same time Chinese people think they are short sighted, non-flexible, extremist and in daily life affairs of people you rarely find the people of substance.

#### **3.4. Extremism and Terrorism have Extremely Damaged Pakistan's National Image in the Minds of Chinese People**

If we describe the negative image have taken up by the people among that especially the description of people, a lot has been added up by the negative people extremis and terrorists. As because 97% of the Chinese people have never been interacted with Pakistanis, this type of negative news aired on media have been magnified in the minds of the Chinese people. Because of this, extremism and terrorism has seriously damaged the image of Pakistan in the minds of Chinese people. This result even appears to be same for the survey conducted third time. Mostly people don't want to go Pakistan for travelling just because of security reasons, instability in society. But in reality things are not appears to be that worst as people have imagined in their

mind. Among the millions of Pakistan population the number of extremist and terrorist are such a small number. But these small no group have destroyed the Pakistan National image.

### **3.5. Pakistan Falling Behind to Disseminate Chinese Culture, Which Directly Result into Loose Attraction in Chinese People**

After experiencing the Pakistani movies, soap operas, music, songs etc all of these cultural elements then you will find very less Chinese content, most of the people have never come across Pakistani cultural elements. This is the gap which needs to be filled. While reaching upto 90.1% of the Chinese people which to know more about Pakistan. The lot of people don't visit Pakistan and the only reason is that they don't have any prior information. And they are unable to find a channel to get their information for understanding.

### **3.6. Chinese People Speak Highly on Political Leadership, Cultural and Economic Sides of Pakistan and Give Positive Comments**

Majority of the candidates believe that Pakistan China friendship have Geo political significance, survey population more than 40% believe that cross cultural interaction can be effectively done, to contribute in maintaining the world peace, economic and trade cooperation's further can get advantage if both countries do cooperation in field of energy and security.

## **4. Conclusions and Recommendations**

There is no doubt that between Pakistan and China there is a traditional bond of friendship, but this research survey express that deep inside in the heart of Chinese people the image of Pakistan is not optimistic. In order to transform the image of Pakistan in modern time both countries need to take a step forward in order to develop and deepening the relationship and that holds importance. In the process of developing the National image communicating internationally is a powerful force influencing International politics. In order to lead the public opinion, international communication plays a vital role . [3] Since always, China and Pakistan are strategic partners in war, security, cooperation in international trade territory maintains warm and deep relations. In comparison, both countries progress in the sector of media is very slow. Hence, Pakistan needs to improve her image by effective campaign through media in china.

### **4.1. To Making Great Documentaries on History of Pakistan and Her Culture**

By historical and cultural documentaries we can make Chinese people understand better about Pakistan and it's also their most liked manner. At the same time, this could be a complete manner to understand a country in most liked manner. The channel CCTV 9 often air very good documentaries, but Channel 9 spectators are only foreigners. Hence, these types of documentaries need to be aired from CCTV 1 and of other same caliber TV channels.

### **4.2. By Using Owns Country's News Media to Broadcast in China Only those Programs which Carry the Relevant News of Pakistan**

At the moment, due to shortage of channels, mostly Chinese people rely on news reports of news channels to learn about Pakistan. And this information most of the time are not disseminated from Pakistan news resources, hence the content of these news is not in harmony what the govt. of Pakistan is communicating in the international arena. Much of the news takes the reality in to opposite direction. For example, the news about few terrorists from inside the boundaries of Pakistan damage the image of Muslims. They have distorted the national image of Pakistan, and left no good impression on the heart of Chinese people. News gathered by Chinese media are mostly positive, covering meetings of various leaders, and these are not liked by the majority of the Chinese population. Hence about the point of view of rebuilding the self-

image, it is necessary to broadcast information about Pakistani society and culture to China through own country's news agencies.

#### **4.3. Development of Dedicated Travelling Routes Suited to Chinese People Taste, to Improve Publicity for Travelling**

On the point, "How to understand and learn about Pakistan", the travelling falls to No 3. People often travel to a country. To fully experience the customs and people of the country. Pakistan do have the rich resource capability when it comes to travelling. But in China, the market to attract travelers to Pakistan hasn't been started yet. Remembering that Pakistan has once broadcast-ed a program on traveling to Pakistan by satellite TV, but this is not enough. Pakistan should increase her tourism marketing through the issuance of brochures and holding exhibitions.

#### **4.4. Pakistan Best Films and Television Program Needs to be Broadcast-Ed on Chinese Media**

In the recent years, many Indian movies and soap operas have showed up on the screens of Chinese population and have received the positive critics from it. On the contrary people unable to see the cultural works of Pakistan. As because of similarities can be found from Asian culture, Japanese and Korean dramas and movies have their share of cyclones, but attracted audience sympathies. There have been very quality traditions are preserved in the Pakistani cultural, and these have the capability to arouse the feelings of Chinese people on cultural recognition, thus the psychological distance between these two countries can be reduced.

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