

Significance of Soft Power for Pursuing Foreign Policy Objectives

Muhammad Musab Saeed

M.Phil Scholar at Department of Political Science and International Relations, University of Management and Technology, Lahore, Pakistan.

Email: f2019353021@umt.edu.pk

Dr. Muhammad Usman Askari

Assistant Professor at Department of Political Science and International Relations, University of Management and Technology, Lahore, Pakistan.

ABSTRACT

Soft power has become one of the most important determinants of foreign policy in the 21st century. It is a capability whereby people of one state get attached to the values, ideologies, culture, political system, or sports of other state in such a way that they view that state emotionally rather than rationally. This paper delves into the extent to which soft power is effective in today's international system vis-a-vis hard power. Furthermore, it looks into the question that to what extent, soft power of Pakistan contributes to its overall national power. This study has employed broader framework of liberalism to address this research. This study is conducted under the qualitative research methodology with more focus on documentary analysis. The theoretical and conceptual framework revolves around the image of soft power propounded by Joseph Nye. Multilateralism is the striking features of current day politic of the world. In such scenario, soft power has become the important component of national power and states use it to pursue their national interests. Developed and fast-developing states are relying more on their soft image building and less on their militaries. Peaceful rise of China in 21st century is the most pertinent example in this regard. Though soft power is largely determined by the factors beyond governments' control yet it has a role in taking an initiative and making soft power a state-policy

Key Words: **Diplomacy, Economy, Culture, Heritage & Religion Introduction**

Introduction

A country that makes a film like 'Star Wars' deserves to rule the world (Thayer, 2005). It clearly depicts to what extent winning hearts and minds of the people is important in today's world. In this globalized age which is marked by growing information technology and interdependence, the nature of national power of the states has changed dramatically. Huge piles of conventional weapons of warfare and deadly nuclear warheads are not the only means of states' power nowadays, rather the fact that how much a state's culture, political ideology and values are attractive to other states is also of great importance. This very 'attraction' became a popular concept in international relations in the post-cold war era and was termed as 'Soft Power'. It has become highly popular in the 21st century because of its cost-effectivity greater influence in comparison to hard power that depends on the warheads, armament and economic sanctions etc. One cannot justify the end of Cold war and the rise of the United States as sole superpower in isolation merely because of its huge hard power in comparison to the USSR; the major role

was played by the soft image of the US that was the result of its democratic political system, liberal values, Hollywood and literature.

Pakistan is placed at the bottom half in the list of countries ranked with respect to their soft power (Brand Finance, 2021). The element of soft power has remained missing in Pakistan's history, while its neighbours particularly China and India have gained regional and international influence through the application of their soft power in the form of their culture, language, values, diaspora abroad and advancements in information technology. Pakistan on the other hand is suffering from image crises and international isolation worsened by it being on FATF's grey-list. It is the chief reason of its inability to pursue its foreign policy goals effectively (Kayani, Karim, & Qaiser, 2017).

Theoretical and conceptual understanding of soft power

The idea of soft power gained immense significance in the concluding years of twentieth century, the period that was marked by emergence of unipolar world and domination of neo-liberal values. The term 'soft power' was first coined by Joseph Nye in 1990 in the scenario of post-cold war. This concept is still very relevant and popular in international relations. In 2018 alone, the original article of Joseph Nye regarding soft power from 1990 has been cited in more than 600 articles and books (Manor, 2019). This term has been defined and explained by various scholars keeping in view its multiple dimensions. It is expounded as "non-material capabilities such as reputation, culture, and values that can aid in the attainment of a state's objectives". Nye defined soft power as in the sphere of the international relations it can be seen as 'getting others to want the outcomes that you want'. Nye's definition of soft power manifests that it is much more than the power to influence other actors in global powers, as it is also, 'the ability to attract, and this attraction often leads to acquiescence' (Nye, 2004, p. 6). It is an idea because of which other (individual as well states) will tend to align themselves to the state asserting it and also to its policy preferences. It is because they get attracted to that state's "political and social system, values and policies" (Breslin, 2011). It is more effective and efficient concept in contemporary global politics because of its endurance and sustainability (Wagner, 2014).

Differentiating soft power from hard power

The significance of soft power can be understood from the classification of international power put forward by one of the pioneers of realism E. H. Carr who categorised it into three categories: military, economic, and power over opinion (Carr, 1939).

Significance of Soft Power for Pursuing Foreign Policy Objectives

Military Power	coercion deterrence protection	threats force	coercive diplomacy war alliance
Economic Power	inducement coercion	payments sanctions	aid bribes sanctions
Soft Power	attraction agenda setting	values culture policies institutions	public diplomacy bilateral and multilateral diplomacy

Three Types of Power (Nye, 2004, p. 31)

Hard power is characterized by military and economic power of states and is linked with coercion. Soft power, on the other hand, enumerates the attractiveness of a state owing to its culture, ideals and policies. In modern days, a superpower or regional power is supposed to put forth its policies, culture and values in such a way that other nations get attracted by them. Soft power is a promising way to ensure cooperation by other states in this age of globalization and interdependence. As hard power can be measured in terms of number of missiles, troops and tanks, similarly one can evaluate the impacts of cultural, ideology, non-state actors, diplomatic influence of a state in order to comprehend the importance of soft power for a state.

Moreover, soft power is a distinct concept from influence as the later may entail some form of hard power like threats and sanctions. Soft power, on the other hand merely consists of persuasion where people of other states get attracted emotionally rather than rationally. This very ‘attraction’ produces the desired foreign policy outcomes. It is considered as one of the surest ways to enhance national power by using the power of diplomacy, culture and values. Paul while discussing the realist concept of balance of power stated in his article that hard balancing which is characterized by the arms race and alliances is not enough to explain current global politics. There are other emerging elements of national power that are also required to ensure power balancing in modern days. (Paul, 2005).

Significance of soft power for achieving foreign policy goals

Soft power's significance in terms of foreign policy goals can be understood by dividing it in roughly five categories (Lee, 2009):

- (1) It helps in improving external security environment as it projects attractive and soft images of the country
- (2) It mobilizes support from other countries for state's policies;
- (3) It manipulates other countries' way of thinking and preferences;
- (4) It assists in maintaining the unity of a communities both individually and collectively;
- (5) It promotes approval rating of leaders, and enhance government's domestic support.

States successfully employing soft power

Several states individually and in the form of groups and alliances have made great progresses in terms of the soft power thus opening new avenues in achieving their foreign policy objectives. Some of the leading examples in this regard are given below:

Increasing televised-appearances of Chinese diplomats and improved communication skills indicate the realization of significance of soft power among China's decision-makers (Edney, 2012) and one can identify the fundamental role of 'soft power' in the peaceful rise of China after cultural revolution and economic reforms. China is ranked 8th in 105 states in terms of its soft power (Brand Finance, 2021). Though its global image suffered from the backlash that it faced when the corona pandemic was originated from its city, Wuhan. However, China has tried to improve its position by providing medical assistance and vaccines to not only under-developed and developing but also the developed nations when there were rising nationalistic trends.

Booming Chinese global power is largely the result of its "core values of righteousness, humility, discipline, loyalty and perseverance" (Javed, 2014). Chinese culture is based upon the values of Confucianism that are increasingly gaining influence across the world. China has expanded these Confucius centres in various countries including Pakistan. They are primarily aimed at exhibiting Chinese culture in other countries and portraying a positive and soft image of China by promoting its language, values, music and dance. According to Chinese council for language promotion, in the period between 2004 and 2011, China established 353 Confucius centres and 473 Confucian classrooms in 104 countries (Pan, 2013).

Beijing is leading in the sphere of information technology and it has become world's top internet using country in the world (Nature, 2019). It has achieved significant milestones in educational arena particularly physics and aeronautics. One of the recent examples in this regard is the development of world's first quantum satellite in 2016 in order to build worldwide secure quantum

Significance of Soft Power for Pursuing Foreign Policy Objectives

communications by it (Phillips, 2016). Moreover, it is increasing its presence in Asian, African and European markets under the umbrella of 'One belt, one road' (OBOR) initiative which is effectively connecting China to more than 65 countries economically and culturally giving it a significant edge in term of soft power (Kuah, 2019). It is one of its attempts to institutionalize its soft power presence across the world and creating harmony with rest of the world by the ways of regional connectivity (Khatri, 2019). Finally, China has employed propaganda techniques both at global and domestic level to promote its culture, values and system aimed at prompting nation-building at home and wielding more influence via soft power abroad respectively (Edney, 2012).

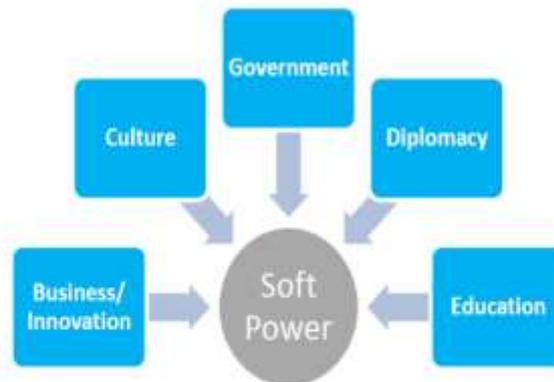
India is another example of successful utilization of soft power abroad resultantly earning a respectable position at both regional and global level. It was ranked at 36th out of 105th in the Global Soft Power Index, 2021 (Brand Finance, 2021). Its policies like 'neighbour first', 'look east' have created a sense of proximity and attraction in corresponding states and regions. Moreover, Indian film industry Bollywood is releasing its films in 20 different languages and subtitles. This industry along with its drama-production has not only earning huge revenue but also introducing the world to its culture, values and practices (Narendra, 2017). The Modi government made soft power a key part of state's policy. One of the depictions of it was recently seen when after highlighting of yoga as a soft power of India by the Prime Minister Narinder Modi, United Nations declared June 21 as the International Yoga Day (UN, 2019). Despite of its many unpopular features like growing Hindu-nationalism, accusations of human rights violations in Kashmir etc. its tourism industry is still intact. There was no significant pressure on India despite latter's changing the constitutional status of Jammu and Kashmir with the abrogation of article 35-A and 370. It is using its soft power abroad as a strategic weapon and employing mass propaganda via its media, drama and film industry (Hashmi, Hashmi, & Farooqi, 2018). Besides other reasons, a major factor is its diaspora abroad that is occupying key positions in international organizations and multinational corporations. For example, Satya Nadella, an Indian is Microsoft's CEO, Google CEO is also an Indian whose name is Sundar Pichai, Pepsi cola had also CEO of Indian origin named Indra Nooyi who stepped down in 2018 and this list goes on (Syed, 2019). Furthermore, the liberal financial assistance to some neighbouring states and vaccine diplomacy in the COVID-19 pandemic has greatly helped India in further creating its positive image in the world community.

BRICS is a forum whereby states are collectively relying upon their soft power. Owing to the waning of hard power, the cost and confrontation that characterize hard balancing and the increasing importance of soft power, BRICS countries rely on their soft power and soft-balancing capability to pursue their objectives (Tella, 2017).

On the other hand, the recent years have seen the decline of the US soft power and dent to its reputation as a global leader. One of the key reasons was its

persuasion of the anti-globalist and unpopular policies by certain administrations. At the beginning of the century president Bush vociferously opposed Kyoto accord on global warming and abandoned it (Sanger, 2001) and later withdrew from the landmark Antiballistic Missile Treaty (ABM) reached between the US and the USSR (Boese, 2002). In recent years, unilateral withdrawal by the Trump administration from the Joint Comprehensive Plan of Action (JCPOA) reach with Iran in 2015 has severely dented the US' credibility (Beauchamp, 2018). In the similar fashion, pulling out of the US from the ambitious Paris Climate Agreement has badly affected its soft power (Hersher, 2019). The power handling of COVID pandemic and the shortage of the PPE and other medical supplies also damaged the leadership position of the US. Finally, the violence during the presidential elections, 2020 and particularly the storming of violent mob in the Capitol Hill building badly impacted the image of the United States across the globe (Mathieson, 2021).

Sources of soft power



Scheme 1. Component parts of soft power
Source: The Institute for Government. *The New Prsuaders: An international ranking of soft power.*
London: Monocle; 2010

Fig. (Mukan Saken, 2017)

Joseph Nye enumerates three primary sources of soft power in his book, ‘Soft Power: The Means to Success in World Politics’ i.e., culture of the state, its political values, and its foreign policy. In addition to these three sources, there are a few others as well emphasized by many other scholars:

Public diplomacy

Public diplomacy by a state can be defined as a diplomatic strategy for creating understanding of that state’s position internationally on various issues by creating an emotional appeal on the people of other countries through effective publicity (Iwabuchi, 2015). Nye placed primary focus on propaganda and public diplomacy

Significance of Soft Power for Pursuing Foreign Policy Objectives

by governments to develop and use soft power. He classified public diplomacy into three categories:

- i) communication of regular foreign policy briefings to foreign audience thus countering opponents' views;
- ii) promotion of long-term government policies and themes to the outer world;
- iii) development of relationships with important foreign personalities through confidence building measures (CBMs) like scholarships, seminars, conferences and other forms exchanges (Nye, 2004, p. 106).

Furthermore, militaries often engage with other states in activities like exchange programs among the officers, joint-training, assistance with other countries in peacetime in order to form a softer image in the public of other state. The United States provides military training to the officers of many states. It helps creating a strong inclination in those officers to the people and values of the host countries and at many times prove a channel of influence in that states (Nye, 2004, p. 116).

Cultural diplomacy/policy

Culture is one of the most important components of soft power of any state. 'Cultural policy' and 'cultural diplomacy' are somewhat related terms to this concept of soft power. 'Cultural policy' refers to addresses various initiatives by governments, programs and discourses intended to the country's culture, values, traditions, language, and art. Nye defines cultures as "the set of values and practices" of any society. He further classifies into high culture and popular culture (Nye, 2004, p. 11). In the early 20th century, the Italian theorist Antonio Gramsci who was a communist made the same assertion in his Prison Notebooks. He put forth the concept of 'cultural hegemony' whereby ruling class or states control other societies by getting control over their culture and values (Vaughan-Williams, 2009).

Cultural policies aimed at varied objectives ranging from dissemination of values and traditions and creation of the soft image of the state in other states. Though it is primarily initiated by the state yet individuals yet private organizations also play a leading role in its successful dissemination and achievement of its objectives. These cultural policies are designed in order to appeal the public emotions and shaping the public opinion in its favour. Cultural policy can be in the form libraries, museums, archives, and performing arts. Furthermore, public monuments, zoos, battlefield sites, botanical gardens and parks (Otmazgin, 2012).

Brazil serves as the best example that has successfully used its culture as the major tool of its soft power. It exports its popular carnival, samba music, dance and remarkable successes in soccer to present its soft image in front of the

international community. Samba and Carnival have become a symbol of Brazil in at global arena (Tella, 2017). This is the reason, hundreds of thousands of people get attracted to Brazil every year to listen and watch their music and dance at its annual cultural events. The 6th largest population with huge diaspora abroad has served as remarkable exporter of its culture into other states. Furthermore, it has immensely benefited the tourism industry of Brazil and is major source of its revenue collection. In addition to this, this soft power of Brazil has helped it in getting a very respectable position in international community and international financial institutions.

As Pakistan has been a major victim of terrorism in the post-9/11 era, however, its arch enemy India has made repeated attempts to distort Pakistan image globally. Pakistan, being rich in both high and popular culture, had best available features to portray its softer image in front of international community and effectively respond to these allegations. Pakistan should have promoted the teachings of our Sufi saints like Usman Bin Ali Hajveri, Bulleh Shah, Shah Abdul Latif Bhitai, Waris Shah, Faridud Din Ganjshakar and Shah Hussain. Their teachings were of tolerance and peaceful co-existence. Their writings in various languages masterpiece of literature. Concerted efforts should be made to highlight and promote its contemporary poets and writers like Faiz, Jalib, Bano Qudsia and Ashfaq Ahmed (Syed, 2019).

Pakistan is one of the most multi-cultural societies having diverse and appealing culture. It is home to one of the oldest civilisations i.e. Gandara and Indus Valley. It has served as gateway to the great religions of the world: Islam and Buddhism. It has rich tourist spots, stretching from mighty Karakoram in North to vast delta of Indus River in South. It is home to various peaks having height above 7,000 meters. Pakistan has rich diversity of fauna and flora, but Pakistan failed to marketize its soft image and institutionalize its tourism industry. Music is another major constituent of culture and is a great source of soft power. Although it always ranked low in Pakistan's mainstream priorities yet it produced great names in the field of music. Legendary singers like Ghulam Ali Khan, Abida Parveen, Nusrat fateh Ali Khan, Alam Lohar, Madam Noor Jahan, Attaullah Esakhailvi and Mehdi Hasan ruled not only in Pakistan in music but across the Subcontinent. Pakistan should showcase their work as its product in front of the world.

Similarly, Lollywood, the film industry of Pakistan saw decline after its golden age 60s and 70s. However, its drama industry is still producing seminal work of art but without any national recognition. This industry should be supported by at official level in Pakistan. On the other hand, Bollywood, the Indian film industry is owned by its government, that is the reason, it has not only become a great source of revenue for India but has also inspired the people across the world and played a great role in moulding the world public opinion in India's favour over various issues.

Sports has become an important tool of states' soft power as they determine the identity of them. Admitting the significance of soft power, the states that had

Significance of Soft Power for Pursuing Foreign Policy Objectives

image of being an ultra-conservative and rigid regime like Kingdom of Saudi Arabia (KSA) are also striving to mend its international image. Saudi Arabia, in its recent attempts, is trying to use sporting events as a tool of its soft power in order to gain regional supremacy and to portray a moderate image of the regime. It hosted a boxing match between Andy Ruiz and Anthony Joshua, and a Formula E motor race in 2019. The biggest step is seen in this regard is the hosting of Dakar Rally, one of the most adventurous motor racing rallies that is broadcasted in more than 190 countries (Dawn, 2020). This attempts by KSA are aimed at attracting maximum international tourists and diversifying its economy that currently depends solely on oil reserves.

Soft image and Pakistan

Pakistan has not yet fully realized the significance of its soft power. Despite having immense potential, it has failed to cash its values, culture, ideology, and system at global level. Its place has declined to 63rd position in the Global Soft Power Index, 2021 from 53rd in the previous year among 105 countries (Brand Finance, 2021). At international level, Pakistan is more recognized with religious extremism, terrorism, poverty, illiteracy and political instability instead of its huge potential for tourism, great achievement in sports and a diverse ethno-lingual society.

Pakistan has produced supports heroes of global reputation in sports such as Squash, Cricket, Hockey, Snooker, Tennis, Wrestling, Martial Arts, Athletes, Car sports etc. Once Pakistan was one of the top countries in terms of excellence of its sportsmen, it had produced great names in hockey, squash and cricket. With effective state policy towards sports, Pakistan can again become a vibrant country in the world sports.

Food is another important ingredient of culture. Pakistan cuisines are world famous because of their taste and aroma. There is barely any capital city in the world where any Pakistani restaurant serving its 'desi food' is not present.

Steps taken by Pakistan for the revival of its soft power

The incumbent government of Pakistan seems keen to improve its soft power capita; by presenting a soft image to the international world. The current government came into power on the promise to improve the overall image and prestige of the country in international community. One of the practical sides of this election-campaign promise was seen when it presented its new visa policy in January, 2019, to boost its tourism industry. This new policy provides an e-visa option to 175 countries besides giving facility of visa-on-arrival to 50 countries. This policy has been described as an effort toward developing the country's positive image and making tourism a promising sector capable for tax collection, as impetus for economic growth. It is a concrete effort by Pakistani leadership to

sharpen Pakistan's soft power and national brand by the employment of cultural diplomacy.

Cultural assets and services undoubtedly have intrinsic value. Employment of cultural capital is the surest and promising ways of successfully pursuing foreign policy goals. Opening of the Kartarpur corridor is another step that the incumbent government has taken by using cultural diplomacy. This visa-free step is not only help promoting religious tourism for the Sikh community and generate the revenue, but at the same time it has also displayed a positive image of Pakistani leadership's pro-peace mindset, hence this step has earned acclamation from international community for Pakistan, and has positively impacted its foreign policy items.

Pakistan hosts half a dozen UNESCO heritage sites. It is the centre of historical monuments and holy places for almost all the religions of the world. It has shrines of great Sufis who preached and propagated Islam in south Asia. Besides them, there are many artistic monuments related to the Mughal emperors and their tombs. It also houses many historical Hindu temples and Buddhist relics in addition to rich natural landscapes. The emergence of social media in 21st century can be a surest tool to attract the world to these worth-watching sites.

The current government has employed multi-track efforts, by engaging nonofficial channels to promote a peaceful and culturally rich image of Pakistan. It has also invited various travel bloggers and vloggers in order to showcase the colourful and truthful diversity of its natural landscapes, people, culture, music and food. In the same manner, many renowned footballers were recently invited in Karachi to give them an opportunity to interact with sports-loving youth.

Improvement in security situation has had a very positive impact on the government's efforts to promote the soft image of Pakistan. It is also important to highlight that the security situation assuredly affects positive nation branding. Global Terrorism Index 2018, put forward by Institute for economics and Peace, has ranked Pakistan in the list of countries that had made successful efforts in combating terrorism and controlling deaths related to terrorism. It has highlighted that decrease by 64 percent terrorism related deaths has been seen in Pakistan in 2018 and Pakistan recorded lowest number of terrorism-related deaths since 2006 (Institute for Economics and Peace, 2018). In a related development, British Airways has resumed its flights to Pakistan after almost a decade which is a proof of its improved security situation (Asgar M. , 2019).

Successful diplomacy is the key constituent of national power in the 21st century. It is of utmost significance in case of Pakistan. For decades, Pakistan's image was of a state ridden with collapsed economy, corruption, sponsorship of terrorism and lawlessness. It was suffering from dangerous level of insolation at international level. Some hawkish elements at international arena were lobbying to declare Pakistan a rogue or failed state by international community and organizations to further push it to the isolation. This was clearly seen when the Indian prime minister Narinder Modi publicly announced his contentions to isolate Pakistan at international level (Dawn, 2016). This is the reason; Pakistan was put

Significance of Soft Power for Pursuing Foreign Policy Objectives

in FATF's grey-list implying that its current financial system is vulnerable to be exploited by the terrorist organizations involved in money laundering and terror-financing.

Pakistan has repeatedly offered to India for sitting at the negotiating table and resuming trade, and measured speech at in the 74th UN General Assembly session after the revocation of article 35A and 370 by India from its constitution has helped a lot in moulding world public opinion in Pakistan's favour. Release of Indian pilot after downing Indian plane on February 27, 2019, has placed Pakistan at a favourable position in international arena.

Additionally, the recent inclusion of Pakistan in Forbes's top 10 'underrated' travel destinations for 2020 is the evidence that the efforts being put by Pakistan towards highlighting its softer side and almost curbing the menace of terrorism, are bearing fruit (Dawn, 2020). Pakistan has recently approved the formation of strategic communication division (CSD) and ordered its full empowerment to efficiently project Pakistan's narrative abroad. He further stressed to improve the projection and public policy capacity by effectively engaging with the international world (Kiani, 2020).

Limitations of soft power

Soft power is not that simple to achieve, it is replete with various impeding factors and limitations. One of the key reasons is that it requires huge resources which are often outside the control of governments. Effects of policies and efforts in order to get influence in terms of soft power and soft image depends on acceptance by the people and governments at the receiving end to a great extent. Furthermore, as soft power is an indirect form of the national power, so it often takes years and decades in order to get the desired results and favours. Finally, despite all its attractiveness, sometimes there come circumstances when states have to resort to its hard power. So, the effectivity of hard power cannot be ignored as a tool for defence and creating deterrence. That is the reason the idea of 'smart power' is gaining popularity nowadays where states resort to a blend of its both soft power and hard power. As Machiavelli once said, "a prince should make himself feared" in a way, "if he does not gain love, he at any rate avoids hatred" (Coutu, 2008).

Recommendations

In this global age, development of soft power is a must for Pakistan to propagate its positive image. In this regard, the state should revisit and broaden its national policies from extremely military-centric to focusing human security. Since its independence, Pakistan has pursued its foreign policy giving priority to its security concerns specially from its eastern neighbour thus focusing on defence spending at the cost of its overall human development and economic progress. It is time for Pakistan to invest its capital and resources in education, culture, literature, democracy, social development, institutions, and public diplomacy that will lead to

create an 'attraction' and 'pull' for Pakistan for foreign citizens and states, which in turn will greatly mend its reputation and help pursuing its foreign policy objectives.

The workshop conducted by IPRI suggested that in order to counter negative narratives about Pakistan, application of soft power can prove to be important (IPRI, 2016). For the enhancement of soft power, the factors of national power, for instance economy, geography, diplomacy, governance and leadership, resilience, agriculture and other natural resources, population and demography, religion, information technology should be taken into consideration whilst formation of its regional and global policies. It was also noticed that these elements have to be 'recognized, developed, and integrated as without cohesion and integration, these elements would remain under-utilized' (IPRI, 2016).

Furthermore, Pakistan needs robust and coordinated efforts to improve its image and thus enhance its soft power. Being a multi-cultural nation, its diversity must be highlighted and media can prove instrumental in this regard. Moreover, public diplomacy is need of the hour at this critical time for Pakistan. It can only be done through a coordinated and consistent manner, not on ad hoc bases. Modern diplomacy consists entirely of the engaging and dialogue oriented public diplomacy (Rehman,2015). Additionally, it should invest and promote its Small Business Enterprises (SMEs) in order to boom it local manufacturing. Furthermore, though Coke Studio has recently gained popularity and it has provided the music community with support, yet the essential support and appreciation of the musicians and artists at national level is missing. State should embrace its artists and musicians and provide them with essential support as well introduce them to the world.

Finally, in order to build a softer image of Islamabad in the International Political scenario, Policy makers can make use of Track II diplomacy whilst drafting regional and global policies in order to curb stereotypes and improve the element of understanding among other nations- in consideration of this, Pakistan can strengthen its relations with the neighbouring states through exchanges of in the domain of sports as track II diplomacy can play a considerable role in building amicable ties on one other, and it would also enhance cooperation on the other hand.

Conclusion

To conclude, there is no denying that states pursue their own national interests and the extent to which they successfully achieve these goals as enshrined in their foreign policy largely depend upon their national power. In this age of information technology, the soft power is the largest contributor of the overall state's national power, thus, in a way, it is the key element that determines the success of foreign policy of any state. This is the reason developed and fast developing states are relying more on their soft image building and less on their militaries. This is evident from the example of rise of India and China in 21st century owing to their

Significance of Soft Power for Pursuing Foreign Policy Objectives

increasing soft power and relative decline of the United States despite of its unmatched hard power.

In the present context, Pakistan foreign policy needs to address many domestic, regional and international challenges, therefore it is immensely important to project the soft image of Pakistan via non-traditional means of influence i.e., through the application of the soft power. Though soft power has its own limits and can be relied absolutely ignoring the hard power, yet it can serve as a complementary strategy to the already existing dominant hard power. Pakistan needs serious efforts in order to mend its tarnished image due to corruption, lawlessness and terrorism, and needs a state policy to promote the lighter side of the country. This is the only way for Pakistan to secure a respectable position in the international comity.

References

- Asghar, M. (2019, May 24). *British Airways to resume operations with three weekly flights from June 2*. Retrieved from Dawn: <https://www.dawn.com/news/1484199>
- BBC. (2018, September 2). *US military to cancel \$300m in Pakistan aid over terror groups*. Retrieved from BBC: <https://www.bbc.com/news/world-us-canada-45386278>
- Beauchamp, Z. (2018, May 8). *Trump's withdrawal from the Iran nuclear deal, explained*. Retrieved from Vox: <https://www.vox.com/world/2018/5/8/17328520/iran-nuclear-deal-trump-withdraw>
- Boese, W. (2002, August 2002). *U.S. Withdraws From ABM Treaty; Global Response Muted*. Retrieved from Arms Control Association: <https://www.armscontrol.org/act/2002-07/news/us-withdraws-abm-treaty-global-response-muted>
- Brand Finance. (2021). *Global Soft Power Index, 2021*. London: Brand finance.
- Breslin, S. (2011, February 2011). The Soft Notion of China's 'Soft Power'. *Asia Programme Paper*, pp. 1-18.
- Carr, E. H. (1939). *The Twenty Years' Crisis: 1919–1939: An Introduction to the Study of International Relations*. London: Harper Perennial.
- Coutu, D. (2008). Smart Power. *Harvard Business Review*.
- Dawn. (2016, September 24). *Modi says India will work to 'isolate' Pakistan internationally*. Retrieved from Dawn: <https://www.dawn.com/news/1285839>
- Dawn. (2017, August 22). *Trump backs off Afghan withdrawal, lambastes Pakistan over terrorist 'safe havens'*. Retrieved from Dawn: <https://www.dawn.com/news/1353164>
- Dawn. (2020, January 8). *Pakistan among best underrated places to visit this year: Forbes*. Retrieved from Dawn:

- <https://www.dawn.com/news/1526966/pakistan-among-best-underrated-places-to-visit-this-year-forbes>
- Dawn. (2020, January 2). *Saudi Arabia uses sports 'soft power' as lever of influence*. Retrieved from Dawn: <https://www.dawn.com/news/1525854>
- Edney, K. (2012). Soft Power and the Chinese Propaganda System. *Journal of Contemporary China*, 899-914.
- Harris, M. L. (2018, January 4). *Trump, Citing Pakistan as a 'Safe Haven' for Terrorists, Freezes Aid*. Retrieved from The New York Times: <https://www.nytimes.com/2018/01/04/us/politics/trump-pakistan-aid.html>
- Hashmi, S. M., Hashmi, A. S., & Farooqi, J. (2018). Use of Soft Power by India as a Strategic Weapon: Media's Manipulation. *NDU Journal*, 1-16.
- Hersher, R. (2019, November 4). *U.S. Formally Begins To Leave The Paris Climate Agreement*. Retrieved from NPR: <https://www.npr.org/2019/11/04/773474657/u-s-formally-begins-to-leave-the-paris-climate-agreement>
- Institute for Economics and Peace. (2018). *Global Terrorism Index 2018*. Sydney : Institute for Economics and Peace.
- international relations org. (2020). *Soft Power*. Retrieved from international relations org: <https://internationalrelations.org/soft-power/>
- IPRI. (2016, October 19). *Potential of Pakistan's Soft Power and Public Diplomacy*. Retrieved from IPRI Pakistan: <https://ipripak.org/potential-of-pakistans-soft-power-and-public-diplomacy/>
- ipri. (2016, October 19). *Potential of Pakistan's Soft Power and Public Diplomacy*. Retrieved from Islamabad Policy Research Institute: <https://ipripak.org/potential-of-pakistans-soft-power-and-public-diplomacy/>
- Iwabuchi, K. (2015). Pop-culture diplomacy in Japan: soft power, nation branding and the question of 'international cultural exchange'. *International Journal of Cultural Policy*, 419-432.
- Javed, S. H. (2014). *Chinese Soft Power Code*. Lahore: Paramount Publishing Enterprise.
- Kayani, D. S., Karim, A., & Qaiser, R. (2017). Comparative Study of Soft Power in South Asia: India and Pakistan. *Journal of Contemporary Studies*, 1-19.
- Khatri, B. P. (2019). The Politics of Soft Power: Belt and Road Initiative (BRI) as Charm Influence in South Asia. *international journal on belt and road initiative*, 77-89.
- Kiani, K. (2020, January 10). *PM orders overhauling of public diplomacy, information policy*. Retrieved from Dawn: <https://www.dawn.com/news/1527408/pm-orders-overhauling-of-public-diplomacy-information-policy>
- Kuah, K. E. (2019). China's Soft Power: Culturalisation Along the Belt Road Corridors. In M. N. Islam, *Silk Road to Belt Road* (pp. 121-145). Singapore: Singapore.
- Lee, G. (2009). A theory of soft power and Korea's soft power strategy . *Korean Journal of Defense Analysis*, 205-218.

Significance of Soft Power for Pursuing Foreign Policy Objectives

- Manor, I. (2019, October 28). *Power in the 21st Century: The Banality of Soft Power*. Retrieved from USC Center on Public Diplomacy: <https://www.uscpublicdiplomacy.org/blog/power-21st-century-banality-soft-power>
- Mathieson, R. (2021, January 8). *Biden Faces Decline of American Soft Power*. Retrieved from Bloomberg: <https://www.bloomberg.com/news/newsletters/2021-01-08/biden-faces-decline-of-american-soft-power>
- Mukan Saken, E. S. (2017). *The critical analysis of "SOFT POWER" concept in international relations*. Retrieved from Articles: <https://articlekz.com/en/article/18033>
- Narendra, S. (2017, January 7). *Research: The Annual Turnover Of Indian Film Industry*. Retrieved from Filmmakers Fans: [http://filmmakersfans.com/research-annual-turnover-indian-film-industry/#:~:text=Right%20now%2C%20the%20Indian%20film,Crores\)%20in%20the%20year%202020](http://filmmakersfans.com/research-annual-turnover-indian-film-industry/#:~:text=Right%20now%2C%20the%20Indian%20film,Crores)%20in%20the%20year%202020).
- Nature. (2019, December 18). *The scientific events that shaped the decade*. Retrieved from Nature: <https://www.nature.com/articles/d41586-019-03857-x>
- Nye, J. (2004). *Soft Power: The Means To Success In World Politics*. New York: PublicAffairs.
- Otmazgin, N. K. (2012). Geopolitics and Soft Power: Japan's Cultural Policy and Cultural Diplomacy in Asia. *Asia-Pacific Review*, 37-61.
- Pan, S.-Y. (2013). Confucius Institute project: China's cultural diplomacy and soft power projection. *Asian Education and Development Studies*, 22-33.
- Paul, T. V. (2005). Soft Balancing in the Age of U.S. Primacy. *International Security*, 46-71.
- Phillips, T. (2016, August 16). *China launches quantum satellite for 'hack-proof' communications*. Retrieved from The Guardian: <https://www.theguardian.com/world/2016/aug/16/china-launches-quantum-satellite-for-hack-proof-communications>
- Rehman, D. S. (2015). Publib Diplomacy: A New Foreign Policy Paradigm . *Margalla Papers*, pp. 45-66.
- Sanger, D. E. (2001, June 12). *Bush Will Continue to Oppose Kyoto Pact on Global Warming*. Retrieved from The New York Times: <https://www.nytimes.com/2001/06/12/world/bush-will-continue-to-oppose-kyoto-pact-on-global-warming.html>
- Syed, A. R. (2019, May 5). *Pakistan's real challenge is to improve its soft power*. Retrieved from Global Village Space: <https://www.globalvillagespace.com/pakistans-real-challenge-is-to-improve-its-soft-power/>
- Tella, O. (2017). South Africa in BRICS: The Regional Power's Soft Power and Soft Balancing. *South African Journal of Political Studies*, 1-17.
- Thayer, C. L. (2005). *American Empire: A Debate*. New York: Routledge.

Muhammad Musab Saeed & Muhammad Usman Askari

- UN. (2019). *International Day of Yoga*. Retrieved from United Nations: <https://www.un.org/en/events/yogaday/>
- Vaughan-Williams, J. E. (2009). *Critical Theorists and International*. New York: Routledge.
- Wagner, J.-P. N. (2014, May 14). *The Effectiveness of Soft & Hard Power in Contemporary International Relations*. Retrieved from E-International Relations: <https://www.e-ir.info/2014/05/14/the-effectiveness-of-soft-hard-power-in-contemporary-international-relations/>
- WEF. (2015, July 17). *Which countries come top for 'soft power'?* Retrieved from World Economic Forum: <https://www.weforum.org/agenda/2015/07/which-countries-come-top-for-soft-power/>
-