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The Study on China-Pakistan Economic Corridor (CPEC) as a Language and Culture Changer in Pakistan

Abstract

This study aimed to explore the importance of China-Pakistan Economic Corridor (CPEC) and its impact on language and culture in Pakistan. There are some causes in changing the trend or ratio of some specific language learners in a region which has great importance. For instance, English language is famous among the students of some areas because they have their all academic subjects are taught in English. In such condition the people have become a bilingual or multilingual in the region. The CPEC is also expected to facilitate in promoting the language and culture and prosperity to both China and Pakistan. CPEC is also asserted a 'game changer' in economic development as well as language and culture changer in the region of South Asia, particularly in Pakistan. With numerous opportunities, it provides many challenges. The paper highlights the closer bilateral cooperation between two countries to create a community of cultural industries and language centers to build up a cultural ecosystem that could be shared by two nations. The researcher has applied qualitative type of research in the study. The secondary data is used in this study. The findings describe that the Chinese language learners' future will be bright and successful because they will have more good jobs opportunities in future as compare to other language learners. So, it has been proved via findings that CPEC is becoming a cause of language changer in Pakistan. Radio and television industry folk arts and crafts industry , performing arts industry , festival exhibition, cultural relic and museum systems, publishing industry, advertising industry, the entertainment industry, sports industry, printing and packaging industry, cultural education and healthcare, cultural agricultural tourism, emerging cultural industry and new cultural formats by using digital technology and network

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information technology, cultural equipment manufacturing industry, and cooperative training of creative talents in cultural industry, and some other related fields. It omens well that under the long-term plan for the CPEC, the two governments are setting up fiber optic which will enhance digital connectivity between the two countries. They will also launch TV programs under this plan to promote cultural and language exchanges between the two sides. This is in line with one of the recommendations made in this paper. The Pakistani Government is promoting Chinese language at different levels, i.e. schools, colleges and universities as well. The culture of both countries can be shared publically. So, the effectiveness of CPEC as a language changer cannot be denied.

Keywords: China-Pakistan Economic Corridor (CPEC), Chinese Language, Language Changer, Multilingualism

Introduction

CPEC stands for the words China-Pak Economic corridor, an oversized developmental scheme initiated by China. It is considered as pastime changer which will change the destiny of Pak. Of course, CPEC has great positive influences on the economy of Pakistan in different ways but it will not only affect the economy of Pakistan but languages also. The national and official language of Pakistan is Urdu but English was once the official language of this country. Basically English is a language considered as a lingua Franca, thus English language speakers are commonly found in Pakistan as the educated people can speak English. It has become a fashion to speak English in the country. The English language is considered a key to success in the country. People in Pakistan learn English Language to get good jobs in their life because it is considered a language of success. But with the significant step of CPEC and its expectations people in Pakistan think that they should focus Chinese language which has the largest ratio of its speakers in the world, as compared to English language. With the arrival of CPEC it is becoming a fashion to learn Chinese language in Pakistan because China is proving its strength and power in the economic war of the world. An economic revolution in the world is expected with CPEC success. The majority of Pakistani Students now gaining scholarships in Chinese language as compare to others. The several numbers of people in Pakistan learning Chinese language in the country and outside of the country because they think that in coming days definitely there will be significant revolutionary job opportunities for a person who can speak Chinese. Millions of the people have expectations here of getting excellent job opportunities in the mega project of CPEC. History tells that the Chinese language has a significant worth as is spoken by the largest population of the world and 2nd largest economy of the world. Now it is going to be the largest economic partner of the world.

It is assumed that establishing a context will facilitate the reader to understand the coherent association of linguistic expression across a given text. This analysis is based on the context of Pakistan-China economic corridor. The CPEC plan dates back to the 1950s to build a passage extended “from the Chinese border to Pakistan’s deep-water ports on the Arabian sea” and construction of the Karakoram Highway initiation in 1959. The present “project was proposed by Chinese Premier Li Keqiang and Nawaz Sharif on 22nd May 2013” for the establishment of Pak-China Economic Corridor (CPEC). It is “a stimulus for economic growth in Pakistan” due to many

projects which are supposed to be initiated. CPEC was labeled as “game changer” for Pakistan for being its curial geographical orientation.

There is an association of cultural exchanges between China and Pakistan. This will enable us to the existing status and formulating a future strategy. According to the Embassy of the People’s Republic of China (PRC) in Islamabad, the cultural exchange links between the people of the two countries go back to ancient times. After the establishment of the PRC in 1949, the two countries have taken a number of steps to promote two-way exchanges. The most important step in the promotion is The Cultural Cooperation Agreement of two-way exchanges was taken when on 25 March 1965. It is a fact that both the countries started the signing and implementation of the two-year executive program on regular basis. As a result, the “cultural exchanges and cooperation have made continuous headways ever since the diplomatic ties of the two countries.” Following are some of the high-profile cultural exchanges between the two countries: “On May 1983, a Chinese Government Cultural Delegation, headed by Mr. Zhu Muzhi, ex-Minister for Culture of China, visited Pakistan; In November 1991, a Chinese Government Cultural Delegation, headed by Mr. Xu Wenbo, ex-Minister for Culture of China, visited Pakistan; In November 1981, a Pakistani Government Cultural Delegation, headed by Mr. Niaz Mohammud Arbab, visited China; In June 1982, a Pakistani Government Cultural Delegation, headed by Mr. Masood Nabi Nur, ex-Secretary Ministry of Culture of Pakistan, visited China; In September 1999, a Pakistani Government Cultural Delegation, headed by Mr. Shahid Hussain, ex-Minister for Information and Culture of Pakistan, visited China.”

Besides this, Beijing and Islamabad have conducted a number of “fruitful exchanges and cooperation in art, literature, education, information, sports, youth affairs, cultural relics, archives, publications, health and women affairs, etc.” Chinese art troupes made visits to various Pakistani cities and performed dance, folk songs, played traditional instrumental and acrobatic.

It is also worth mentioning that Urdu which is the national language of Pakistan and Chinese which is national language of China is becoming popular in both countries. China, in particular, has long history of the promotion of Urdu. During the 1950s, China established Urdu department at Peking University, Beijing. The department since then has trained number of Chinese scholars with command on Urdu language. The department has also translated very important books from Urdu literature into Chinese and has published first-ever comprehensive Chinese-Urdu dictionary. The popularity of Urdu language in China could be measured from the fact that currently at least five universities offer Urdu language courses at different levels. Graduates from these departments serve in various government departments and offer their services to different business companies.

The popularity of the Chinese language in Pakistan is far greater. Pakistan has introduced Chinese at very basic level. The numbers of school across the country start teaching Chinese at the kindergarten level. Although this trend mostly is in private sector, central and provincial governments are planning to make Chinese language compulsory at public sector institutes too. At the same time, there is proliferation of China Study Centers at different universities in Pakistan. Confucius

Institutes established the help from Chinese government, which has been playing a significant role in this regard.

As mentioned before, out of six corridors being developed under the BRI, the CPEC is the “flagship” project. Under this project, Sino-Pakistan relations are poised to take a quantum leap in economic, trade, political and strategic arenas. It is critically important at this juncture that two sides take concrete measures to develop cultures exchanges. It will enable the general public of the two countries to further understand each other’s cultures, sensitivities, and essential aspects of society. It will also help with the overall growth of the two-way relationship. Against this backdrop, this study suggests three primary methods to further promote China-Pakistani cultural exchanges and cooperation.

First of all, it is necessary to establish a more effective mechanism of cultural exchanges and cooperation between the two countries. The current running mechanism of China-Pakistan cultural exchanges and cooperation is mostly confined to an official level between the two countries. Cooperation and exchanges at the non-governmental levels are not able to contact all segments of the society efficiently. Due to the leading role of governments in bilateral cultural communication and cooperation, governments should also play certain significant roles in the new mechanism. Thus, the leaders and runners of this mechanism should still be selected from various governmental organs, such as national and local cultural sectors. Moreover, this mechanism should be given powers and resources to make plans for cultural exchanges and cooperative projects. At the same time, some new organizations must be established under this mechanism, and then the mechanism should be responsible for setting the targets of the bilateral cultural exchange and cooperation projects, supervising and solving the problems in the implementation of different projects, and evaluating, checking, and accepting the effectiveness of the projects.

Secondly, both the quality and the quantity of China-Pakistan cultural exchanges and cooperation are relatively small which is unable to match the all-weather friendship between the two countries. An ancient Chinese saying has indicated that the contacts and mutual understanding between two countries are based on the close communications and intimacy of their people. Thus, it is essential to expand the participants in bilateral cultural communication and cooperation when there are massive opportunities under BRI. The participants can include the cultural celebrities and famous artists of both countries, the researchers of respective cultures, or they can be excellent people from different universities, educational institutions, cultural enterprises, media, film and television, entertainment, museums, tourism, catering and so on. All of them can take part in the groups of bilateral cultural communication to improve cooperation between two nations. In such exchanges both sides could develop links in similar fields and industries and explore ways to further expand such exchanges. In this case, it would be constructive to increase bilateral cultural exchanges at different levels from various social groups. For instance, two countries can follow the model of the CPEC to build up a China-Pakistan Cultural and Art Corridor, promoting more bilateral regular cultural exchange activities, including song, poetry, dance, folk arts and crafts, acrobatics, fine art, painting, and so on. Two nations can establish some large projects of the cultural industry by using the good artistic resources from both countries and then

jointly carry out some projects about cultural cooperation, in the forms of films and television programs. Then, they can also create some new cultural products, which can be consumed not only by people from China and Pakistan but also by people from other countries or regions. Therefore, this “CPCAC” will not only fully use some current relevant institutions, for example, the Culture Communication Centre of China-Pakistan Economic Corridor, but also will improve the mutual exports of cultural products, and create more opportunities for the other countries along the “Belt and Road Initiative”. Another effective method is expanding contacts and communications amongst people of two countries, especially the younger generations inside or outside schools. What is more, there should be more efforts in assisting more Chinese to learn Urdu and more Pakistanis to study Chinese, and then build up more exchange projects for students and scholars, as well as more culture-sharing circles to facilitate the businessmen to understand the difference between the business culture of two nations. It is evident that with the construction of the CPEC becoming deeper and broader, there will be demands of more professional and technical labors. Thus, it is essential that both the public and private sectors of China and Pakistan invest in the construction of human resources, making it a long-term task to benefit the CPEC and bilateral cooperation.

Furthermore, it is essential to develop closer bilateral cooperation between two countries to create a community of cultural industries and to build up a cultural ecosystem that could be shared by two nations. The current situations of cooperation between China and Pakistan in the cultural industries are very limited, and the scale is too small as well. However, the prospect of this area is promising, and thus it is good to do so. Regarding the background of this part, cultural industry is one of the most potent and powerful areas in the 21st century, and it has also become an emerging industry in the world's industrial development, and more countries are implementing it as an essential part of their economic development. For instance, the experiences of the western and developed countries mainly indicate that people's consumption structure will shift from material consumption to cultural products and services as well as spiritual needs when the per capita GDP is increasing. Nowadays, as the world's largest economy, the United States of America has the world's largest media and entertainment industry, making up a third of the entire global market and music, movies and television created in the U.S. are consumed worldwide.¹⁸ At the same time, the BRI is to create many opportunities for cultural industry's development for the countries along it. It is evident that China and Pakistan have great potentials and opportunities to improve their cultural industries and then to promote interaction and cooperation in this field. There are possible areas in the cultural industries that China-Pakistan bilateral cooperation could focus on different perspectives.

Radio and television industry, folk arts and crafts industry, performing arts industry, festival exhibition, cultural relic and museum systems, publishing industry, advertising industry, the entertainment industry, sports industry, printing and packaging industry, cultural education and healthcare, cultural agricultural tourism, emerging cultural industry and new cultural formats by using digital technology and network information technology, cultural equipments manufacturing industry, and cooperative training of creative talents in cultural industry, and some other related fields. It omens well that under the long-term plan

for the CPEC, the two governments are setting up fiber optic which will enhance digital connectivity between the two countries. They will also launch TV programs under this plan to promote cultural and language exchanges between the two sides. This is in line with one of the recommendations made in this paper.

Given the deep-rooted relationship between the two countries spanning over decades, the two sides have appointed diplomats to develop cultural exchanges between the two countries. These cultural sections should be further strengthened especially by allocating more funding. These sections can conduct research on how to further promote two-way cultural exchanges between the two countries. In fact, there are a large number of similarities between the two countries. For example, Zigong, a small city in Sichuan province is known for salt mines. On the other hand, Pakistan's Khewra's Salt Mine, in Jhelum District, is the second-largest mine in the world. Zigong has expertise and considerable amount of research on salt. It has extensive network of scholars doing studies on salt. The two cities can develop joint projects. This model can be applied in other common areas of research.

It is greatly expected that if the above ideas are going to become true, the frequency and activities of the China-Pakistan cultural exchange cooperation will be significantly increased, and more cultural areas and fields of bilateral communication and cooperation will be broadened. Apparently, combing culture and society in various fields and industries is a good way to build up different cultural industry bases, particularly in areas like culture and film and television industry, cultural tourism, cultural sports, cultural art, cultural science and technology, culture-oriented agriculture, cultural education and medicine. Moreover, it is also possible to establish cultural exchange center and cooperation institutes, in the forms as "China-Pakistan Film Center", "China-Pakistan Folk culture and Art Center" which can be excellent examples of the South Asia regions and some other countries along the "Belt and Road Initiative".

Cultural exchange and language should be seen as the main content and typical characteristic in the China-Pakistan bilateral relations, which will not only accord with the new trend of the regional development and the world economic developments but also conforms to China's and Pakistan's national interests. At the same time, this model can be promoted to other regions as different ways of developing due to the unique role of culture that plays in a nation, and only the cultural ties amongst nations can create the powerful attraction which would never be seen in areas such as economy and military. Moreover, the development of cultural industry is helpful to satisfy the people's needs for cultural and spiritual life in the 21st century as well.

It is believed that the construction of the "China-Pakistan Shared Destiny" can be presented before the world as an excellent model of cultural cooperation between two civilizations.

Research Objectives:

The key objective of the study is to investigate discourse analysis and the impact of social media on CPEC as a language and culture changer in Pakistan. The study explores to thrash out the significance of CPEC as a language changer for the people

in Pakistan. It aims to find out that the people in Pakistan now consider that learning the Chinese language will more effective and supportive as compared to English for a better future, especially in CPEC projects. The researcher discusses some research questions like does CPEC has any importance in the economy of Pakistan, has CPEC any impact on minimizing English language learning ratio in Pak due to CPEC, what are the challenges and expected benefits for a Chinese language learner in Pakistan due to CPEC. There are two basic questions for this research: What will be the impact on Pakistani culture through CPEC? How CPEC will be a language changer in Pakistan?

General Overview of the Research

History tells that the Chinese language has a significant worth as is spoken by the largest population of the world and 2nd largest economy of the world. Now it is going to be the largest economic partner of the world.

Under the framework of CPEC, an emphasis is placed upon cultural integration. Till date, CPEC has enhanced infrastructure development in various regions of Pakistan resulting in regional integration within Pakistan. The up-gradation of the road and railway networks will facilitate easy access to tourism sites in Pakistan, improving the tourism outlook of Pakistan. The security situation of Pakistan has been improved ever since the inception of CPEC due to the additional security measures taken for implementation of the projects. Moreover, to accommodate Chinese tourists, it is essential that information portals and brochures are made available in Chinese language.

The Ancient Silk Route served as a cultural exchange corridor and the revival of this route in the form of China-Pakistan Economic Corridor is an opportunity for China, Pakistan and the entire Asiatic region to engage in a relationship for trade, development as well as the promotion of cultural exchange. Culture is an integral component of the identity of people and a country, therefore it becomes crucial that concrete steps are taken to develop the cultural sphere of Pakistan to strengthen the identity of our people. Moreover, development of this culture and arts is necessary to sensitize our people of the rich cultural heritage of Pakistan. The strengthening of our cultural identity is bound to play an important role in the economy, acting as a catalyst for transformation. Art and culture are a necessity for engaging individuals intimately with their environment and have the ability to inform and empower people- makes them informed citizens. Therefore, it is crucial that the government play an important role in developing a national cultural policy to promote culture and arts in Pakistan in all forms.

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CPEC is providing an opportunity for the expansion of cultural exchange between the two countries, and this needs to be taken advantage of to preserve and promote the rich culture of Pakistan. Furthermore, it is also an opportunity for Pakistan to enhance its cultural infrastructure to be equal in this cultural exchange. It is emphasized that the government of Pakistan needs to take stringent measures in promoting culture and arts to preserve the rich culture of Pakistan and prevent

challenges associated with its expansion by developing a national cultural policy and promoting arts and culture education. The government, individuals and private institutions in their own capacity should explore possible cultural exchange opportunities in engaging with China, for the successful implementation of CPEC and gaining the maximum from this huge opportunity.

Pakistan-China Institute has published two travelogues and is the pioneer of the first bi-lingual cultural magazine. The cultural magazine *Youlina* promotes a deeper understanding of the rich Chinese civilization and history among the people of Pakistan, featuring a range of articles on the magazine's primary objective is to promote the contemporary Pakistani and Chinese culture and society. It also promotes a positive and soft image of Pakistan and its people. 'Youth', literally translates into 'friendly neighbors', appropriately reflecting the close-knit relationship that the venture looks forward to pursuing. The travelogue on China's Xinjiang Region titled, "From Lahore to Yarcian," by Pakistan's most celebrated travelogue writer, Mustansar Hussain Tarar accounts his journey across various cities in Xinjian, interactions with the locals, and narrates the diversity of culture.'

There is a deep link between the trend of Chinese language learning in Pakistan and CPEC. The majority of the students in Pakistan wish to learn Chinese language with the progress of CPEC. Not only the students but the teachers also show interest learning Chinese language for their bright future in the mega project of CPEC and the programs related to the project. According to Bao (2016) with the progress of CPEC, the Pakistani students' and teachers' demand for teaming the Chinese language is increasing day by day. One can claim that China is to be the greatest trade partner in the world. CPEC is one of the mega projects in the world which will be helpful in boosting trade internationally. Gong (2014) stated that China is becoming a great trader partner of the world so Chinese language is becoming important in the world.

As a friend, China is offering several beneficial projects to Pakistani citizens. Due to their support in economical zone the people in Pakistan have a deep interest in Chinese culture, and civilization. Pakistani people have great interest in Chinese language now due to its great interest in Pakistan nowadays. Ying (2013) admitted that the interest of Pakistani citizens, especially of young people, is growing in Mandarin language. One of the reasons for growing interest is that Pakistani citizens regard China as a well-trusted friend. International media believes that CPEC is a strategic corridor that will cover the development and trades needs of Pakistan and many other countries in the world. It will be helpful in person to person contact from both countries.

The current study explores the key problems regarding the impact of social media on CPEC as a Language and culture changer in Pakistan. The research also portrays the discourse analysis with particular reference to CPEC. However, the role of social media cannot be ignored in this study. Therefore, the impact of social media has been highlighted. It is a fact that there will be a great language barrier between the two countries at an initial level of interaction. Both the government is taking into account this matter very seriously. The Pakistani Government is promoting Chinese language at different levels, i.e. schools, colleges and universities as well. The

culture of both countries can be shared publically. So, the effectiveness of CPEC as a language changer cannot be denied.

Literature Review:

CPEC is a mega scheme initiated by China which has a vital role in the development of both, China and Pakistan as well as many other countries. It will be helpful in making prosperous to both countries. It does not only support China and Pakistan but dozens of many other countries in the world. Pakistan times (2016) announced that China - Pakistan Economic Corridor (CPEC) is an extra-large scheme of 45+ billion USD initiated by China which will be supportive in heightening the relationship and friendship between China and Pakistan. It is considered a foundation of China and Pakistan prosperity.

There is a deep link between the trend of Chinese language learning in Pakistan and CPEC. The majority of the students in Pakistan wish to learn the Chinese language with the progress of CPEC. Not only the students but the teachers also show interest learning Chinese language for their bright future in the mega project of CPEC and the programs related to the project. According to Ying (2017), with the progress of CPEC, the Pakistani students' and teachers' demand for learning the Chinese language is increasing day by day.

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Ramay (2015) acknowledged that CPEC and expectations from CPEC is a hot subject/ topic in Pakistan nowadays. International media believes that CPEC is a strategic corridor that will cover the development and trades needs of Pakistan and many other countries in the world.

Manzoor and Abid (2015) admitted in their research article that there will be special economic zones for explicit areas in Pakistan which will be beneficial for the common man also. CPEC will be supportive in creating more than two million job opportunities directly or indirectly. It will be helpful in person to person contact from both countries.

“We need to enhance strategic coordination, deepen practical cooperation and work together for common development. We will build the China-Pakistan community of common destiny and set a fine example for such efforts by China and its neighboring countries,” Xi said. (Pak trip like visiting home of ‘own brother’: Xi Jinping (2015).”



The map shows the routes of the corridor which facilitate China. The development and operationalization of Gwadar Port will be of strategic significance for both China and Pakistan.

New York Times

- "China's projects would promote growth in Pakistan, weaken extremists encourage the Pakistani Army to support peace efforts in Afghanistan and begin to knit together a fragmented region with new development & trade." – Apr 2015

Wall Street Journal

- "Beijing's plan would dwarf the multibillion-dollar U.S. assistance program in recent years for Pakistan." – Apr 2015

Washington Post

- "If China can ship more of its merchandise along this (CPEC) route instead of by way of the South China Sea, it will reduce transport times to some of the world's fastest-growing markets." – Oct 2015

Financial Times

- "After two decades of rapid growth, Beijing is again looking beyond its borders for investment opportunities and trade." – Oct 2015

Media is an integral component of cultural engagement in a digital world. The China-Pakistan 26 Economic Corridor is an inclusive project which involves multiple stakeholders, whereby it has become a significant discussion topic across the globe.

The Pakistan-China Institute in collaboration with the People's Republic of China, launched the China-Pakistan Economic Corridor (CPEC) Media Forum on 17 November 2015, to discuss the role of media in promoting the CPEC initiative along with serving as a platform for establishing media collaboration between China and Pakistan to promote cultural exchange. The second Media Forum was held in Beijing, China on 20th May 2016. The third Media Forum is scheduled to take place on 27th November 2017 in Serena Hotel, Islamabad.

The purpose of the forum is to deepen media cooperation and establish an information platform that will facilitate the people and institutions of both the countries to remain acquainted with the CPEC project. The bi-lateral exchange of journalists will facilitate better reporting and understanding of the initiative as well as foster a cooperative, win-win relationship between the two countries to ensure

the sound development of CPEC. Moreover, the establishment of the CPEC Media Forum has paved a path for not only international information sharing and news collaboration, but also for people-to-people connections whereby the people from both countries can exchange cultures.

The key role of this paper is to observe the role of media and discourse analysis with particular reference to CPEC. However, the impact of language and culture due to CPEC has also been investigated. Both countries have different cultures, but they are associated with each other. The complete procedure is explained in this section. Each member of the universe is considered sampling unit. This study elaborates the importance CPEC and also points out the impact of media and discourse analysis in respect of Pakistani context. The researcher has used the secondary data for this study to investigate the results of the effectiveness of CPEC as language changer in Pakistan. The whole data was collected in the context of discourse analysis and the impact of media on CPEC as a language and culture changer in Pakistan.

Discussion and Findings

China-Pakistan Economic Corridor (CPEC) is not envisioned to be exclusively a trade route. Belt and Road Initiative (BRI) is China's development vision for co-existence and peaceful cooperation of the greater South Asian region. The BRI is inclusive of the Silk Road Economic Belt and the 21st Century Maritime Silk Road. As a counter-strategy of waging wars to eradicate terrorism, BRI vision is to engage in cooperative development alliances whereby regional economic and technological integration can lead to stable growth and the socio-economic uplifting of the region. The 21st century being labeled as the Asian century is exemplary of the shifting of balance of political, economic and cultural power from the West to the East. Pakistan has welcomed the rise of China in the 21st century for being a source of stability and strength demonstrated via a strong and resilient leadership of China. The CPEC project is historically the first of its kind bi-lateral initiative whereby a tremendous amount, \$46 billion' have been invested in a country for development projects in another country. This project has placed a vote of confidence in Pakistan for being a safe and dependable environment for investment as well as for the people of Pakistan being highly accomplished and proficient in carrying out the implementation phase of the project. China-Pakistan Economic Corridor is the epitome of the all-weather strategic and cooperative partnership of China and Pakistan. Moreover, it is essential to discuss that CPEC is not only enriching this relationship through economic and development integration, rather is acting as a gateway for cultural and educational connectivity between the two countries.

China-Pakistan Economic Corridor is the epitome of the all-weather strategic and cooperative partnership of China and Pakistan. Moreover, it is essential to discuss that CPEC is not only enriching this relationship through economic and development integration, rather is acting as a gateway for cultural and educational connectivity between the two countries. The scope of OBOR stretches to being a cultural corridor and not restricted to the economic element as is the popular perception. For the emergence of a greater South Asian region and sustenance of a powerful region, stable growth is part of the equation, strengthening cultural ties and facilitating education is the way forward. The peaceful co-existence of regional

allies which are mutually benefiting from each other can result in the holistic steady development of the region.

The cultural connectivity aspect of OBOR is equally important to discuss for the successful implementation of CPEC. Although labeled as an economic corridor, CPEC embodies cultural connectivity and cooperation whereby mutual respect for cultures, societies and people is expected, along with promoting cultural exchange for the facilitation of growth, harmonious co-existence and development within Pakistan and regionally. CPEC is the actualization of the OBOR vision of acquiring stability and growth through economic and cultural integration. Therefore, there is a heightened effort for people-to-people contact through media, cultural exchange and educational opportunities carried forth via various cultural programs aimed at promoting Chinese and Pakistani culture and heritage.

The conversation about CPEC revolves around the economy mainly because of the name which identifies the project as an 'economic corridor' coupled with the notion of economic growth being a national objective. Therefore, any discussion regarding the project, positive or negative is contingent upon discussing the impact and feasibility of the project in economic terms. There is rarely any discussion on the impact of CPEC politically, socially and culturally. For this paper, we will limit the discussion on the cultural impact of CPEC.

The interaction of Chinese residents in Pakistan, currently a little less than 20,000, will in the future have an impact culturally and socially. The heterogeneity introduced by their presence in the homogeneous neighborhoods of Pakistan raises certain questions about the cultural shift and changing trends that may be visible in the future, in terms of cuisine, clothing, and perception of gender roles, business ethics and so forth.

Historically, it has been suggested that investment and encounter of this magnitude is bound to have political, social and cultural change. The Chinese imprint on the South Asian region is growing and is not restricted to the confines of the economic realm, rather it is diffusing into the social and cultural spheres. However, China-Pakistan Economic Corridor can provide opportunities for positive cultural engagement between Pakistan and China which will prove to be beneficial for future cooperation and the development of Pakistan.

The regional connectivity provided through CPEC is opening the boundaries between countries for trade and cultural engagement, an opportunity which can be utilized for promotion of Pakistani culture and sending a positive image of the country along with gaining economic benefits.

President Xi Jinping, in his speech at the Boao Forum for Asia Annual Conference 2015 held in China discussed achieving a common destiny and a new future for Asia whereby he emphasized the importance of cultural engagement for the successful implementation of CPEC. He stated that "China proposes a conference of dialogue among Asian civilizations to provide a platform upon which to enhance interactions among the youth, people's groups, local communities and the media and to form a network of think-tank cooperation, so as to add to Asian people's rich cultural life and contribute to more vibrant regional cooperation and development." Similarly, President Xi Jinping in his speech at the opening of the Belt and Road forum held

in Beijing, China in May 2017 highlighted the need for establishing a multi-tiered mechanism for cultural and people-to-people exchanges, building more cooperation platforms and opening more cooperation channels.

The achievement of a common development goal of CPEC is not only restricted to the economic and political sphere but also extends to language and the cultural sphere whereby people to people connections will foster growth and prosperity in the regions associated with this project.

Conclusion

People in the world have different opinions related to a different issue in their daily life. The discourses of the people are analyzed to find out results about investigated matters that what they have opinions generally about the subject or matter. The findings in the research prove that Chinese language is becoming famous and fashion among Pakistani students. They believe that due to CPEC, the number of Chinese language learners is booting day by day. The findings describe that the Chinese language learners' future will be bright and successful because they will have better job opportunities in future as compared to other language learners. So it has been proved via findings that CPEC is becoming a cause of language changer in Pakistan. It is also becoming source/cause of multilingualism in Pakistan as the students will be able to speak Chinese language with Urdu, English and their mother tongue like Panjabi, Sindhi, and Balti language, etc.

It may be recommended for further study that more researches can be done on the Chinese language in Pakistan and CPEC as a language changer in different zones and countries of the world. The analysis of discourse proves that this method helps build up an image of what highlights and projects an issue to the world. This perspective has implications on editorials and opinions which are subjective in nature. The global media cover the issue taking full cognizance of Indian policy on CPEC. This shows through extensive use of negative framing of China and Pakistan and maintaining a convergent stance. Reinforcement of this stance through statements of sources and reporters shapes public opinion in a particular direction.

The cultural products like cultural institutions, heritage opportunities and events can all be linked in an area, making it the focal point for special events that can attract tourism. The organizational capacity of tourism operators and heritage management authorities needs to be improved to facilitate tourism in the region. There needs to be an additional entrepreneurial Improvement in museums and heritage sites approach of solely meeting their heritage improvement in information service on mobility of tourists and volunteers in the cultural field. The developments of programs support movement of cultural tourists via CPEC. This is to re-invest in the preservation of the cultural and heritage site and making the cultural product unique for attraction of tourists. Cultural tourism products like institutions, heritage opportunities, lifestyles and events need to be moved in the right direction from being 'export-willing' to 'export-ready' to 'export-able', to become a significant tourist attraction due to this mega project CPEC.

China-Pakistan Economic Corridor is not limited to being an economic corridor as the name suggests, rather it is an opportunity for cultural integration and educational

enhancement. The vision of One Belt, One Road is that of shared responsibility, whereby everyone involved in the project can benefit and prosper. It is essential to highlight the advancements made in promoting cultural and educational cooperation between Pakistan and China under CPEC, in addition to illustrating the way onward for Pakistan in these realms. CPEC has a paved path for various opportunities for Pakistan to benefit, an aspect discussed in this monograph. The educational advancement is necessary for the evolving market whereby advanced skills, reduction in language barrier and adaptability to evolving technological landscape can facilitate in tapping into export markets, as well as add to the overall human resource development in Pakistan. The cultural engagement aspect of CPEC acts as a foundation for harmonious co-existence through people to people contact. A peaceful and harmonious relationship between the involved parties is essential for stable growth. The understanding and knowledge of various cultures facilitate widening mindsets, personal growth as well acts as a business opportunity which can lead to economic growth. The China-Pakistan Economic Corridor has provided enormous opportunities for cultural and educational integration between the two countries for the prosperity of Pakistan.

It is a fact that CPEC is providing an opportunity for the expansion of cultural exchange between the two countries, and this needs to be taken advantage of to preserve and promote the rich culture of Pakistan. Furthermore, it is also an opportunity for Pakistan to enhance its cultural infrastructure to be equal in this cultural exchange. It is emphasized that the government of Pakistan needs to take stringent measures in promoting culture and arts to preserve the rich culture of Pakistan and prevent challenges associated with its expansion by developing a national cultural policy and promoting arts and culture education.

There are further several accomplishments regarding CPEC:

- CPEC as a brand image.
- CPEC as a service providing infrastructure.
- CPEC as expanding economy symbol in the world.
- CPEC as promoting language and culture between Pakistan and China.
- CPEC promoting energy crises.
- CPEC has a great impact on social media.

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