



Minimizing and Reversing the Effect Caused by Misrepresentation of Electronic Media to International Image of New Pakistan: Possible Solutions

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Abstract

It is extremely evident that a global image is extremely important for a country, especially in today's world and climate. With this, it is also just as important to highlight the extent to which a country's global image can be changed and how this benefits the country. In International as well as national electronic media Pakistan has a terrible global image. The news and media talks shows and social media networks all report about Pakistan a state known for cases of honour killings, corruption, and domestic violence.

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Introduction

The most notable and effective way to actually improve the global image is through disseminating a better understanding of its culture, art and language through effectively utilizing the electronic media. When individuals from other countries feel like they have a basis on which to connect with the people from Pakistan, they will be more willing to accept a different, more positive image of Pakistan. The first step, though, is to humanize the country. It needs to be completely isolated from the image it has right now and be given a completely different narrative for other rest to see and accept. (1)

Managing the Negative Impact of Electronic Media on Pakistan's International Image

The challenges Pakistan currently faces are a few. In the international media, the country's

name has become so heavily affiliated and associated with terrorism, violence and injustice that it is the only way Pakistan's name ever comes up in a movie or TV show. Secondly, Pakistan itself has never paid much heed to national branding and, as a country, has a very confused national identity. Pakistan's national identity has always been very closely affiliated with a religion and this leads to a dilemma because, in reality, Pakistan's national identity is and should be a lot more than just Sunni Islam. (2) Furthermore, Pakistan does not enjoy the economic or political strength by which it can help promote a specific global image in the international community and this acts as a hindrance towards Pakistan's global image.

The inquiry confronting us presently is, by what means can this harm be turned around? Here are a few proposals.

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Right off the bat, let us claim our underlying foundations. Each cutting edge country state is a multi-ethnic, multi-religious element with various markers for its distinguishing proof. Almost certainly, Pakistan appeared for the sake of Islam, yet religion was one of the ID markers utilized by the establishing fathers to make a different state, dreading oppression in a post-pioneer India. Give us now a chance to build up an accord. Other than being a multi-ethnic Muslim larger part express, the region currently known as Pakistan was likewise home to a few old civic establishments having a place with the more prominent Indus Valley Civilization. We are South Asians, and ought to be pleased with our underlying foundations. Just an immovably tied down individual's direction regard, not moving stones. (3)

Besides that, we have to fortify our organizations. The Constitution must rule - even over the courts. The legal executive must limit itself with regard to political issues as should the military. Be that as it may, for this, the political world-class should assume an extremely proactive job, beginning with the depoliticization of state organizations. (4)

While these challenges do exist, it is not something that cannot be overcome. Countries over the world, such as Germany and Japan, have been able to improve and rebuild their global image after having had wars start in their lands. Therefore, it is definitely possible to overcome the negative global image Pakistan currently has and change it into a positive one through some effort and zeal. However, in order to do this, Pakistan has to realize it has a very serious problem of global image and then actively work towards solving it. (5)

The very step is to take this issue seriously at a national level. When the United States of America was facing an issue with its image back in 2005, the government hired a Secretary of State for Public Democracy. Her main task was to help improve the United States of America's image and rebuild diplomatic ties with a number of Muslim states. Pakistan also needs to do something similar by getting all the major key players together, and then accepting the problem of Pakistan's global image, analyzing it and then

coming up with a solid plan regarding what can be done to help repaint this image.

Possible Solutions-The Way Forward

Pakistan needs to very carefully rebrand its global image by first building a very solid national branding. The method for this is to find a way to negate the negative image and work towards making the international community forget such an image ever existed. The negative global image then needs to be replaced with a better, more positive image. This new image needs to constantly be shown and "remarketed". Furthermore, Pakistani media has to actively focus on good news within the country which will help the country overcome any bad news from outside sources. This can help balance out the bad that may be portrayed through the good that is being done within the country. With respect to this, Pakistan's achievements as a country and as a state need to constantly be focused on and presented to the international community to help them see all the positive aspects of Pakistan. (6)

Pakistan needs to fully focus on a quickened monetary development. In the event that a nation is encountering a sound development rate, its picture consequently begins improving. Nobody gives two thoughts about a nation that is continually asking for bailouts. Give us a chance to dedicate our energies to financial advancement, including human and social improvement for 10 years and perceive how Pakistan's picture changes.

While Pakistan's international image has constantly been portrayed in a negative light, it is important to note that very recently, Pakistan was portrayed in a very positive light in a famous TV series, *Money Heist*, which focused on a group of intelligent hackers situated in Islamabad. The idea surrounded the team searching for new, less expensive recruits to add to their team and coming across these Pakistanis – who they realized was immensely talented and not as arrogant or haughty as the experts they usually came across. So, for the first time in a very long time, Pakistan was referred to in a TV series in a manner of praise rather than criticism.

Furthermore, within every single

department of the government, there needs to be a forum for public diplomacy and public relations. The sole purpose of this will be to help better the image of that particular department towards the rest of the international community and will also be responsible for training all the senior ministers and secretaries who have work-related to personnel from other countries. (7)

From there, the focus needs to be just advancement. In spite of every one of its weaknesses, vote based system is as yet the best type of political administration for a nation. Once again, the inconvenience of military law has just left us injured and disrespected. To improve our picture, let the popularity based procedure be permitted to run its course. Successive and reasonable decisions are a definitive solution for remedying the supposed entanglements of the majority rules system. Intrusions to the vote based procedure under any circumstances make a bigger number of issues than arrangements. Every single real Pakistani ideological group should make a promise to maintain the authenticity of the parliament by talking about any issue on the floor of the house as opposed to falling back on agitation legislative issues. (8)

There are a number of Pakistanis living abroad in various parts of the world who can play a very important role in improving Pakistan's global image, especially in front of the communities with whom they engage regularly. Pakistan's government or a certain department can be tasked with being in touch with these expats in order to play on the Pakistani diaspora that exists all around the world and remains an untapped resource, especially in this regard. (9)

In this manner, the most eminent and compelling approach to really improve the global picture is through spreading a superior comprehension of its way of life, workmanship and language. At the point when people from different nations feel like they have a premise on which to interface with the general population from Pakistan, they will be additionally eager to acknowledge an alternate, progressively constructive picture of Pakistan. The initial step, however, is to refine the nation. It should be totally disengaged from the picture it has at this moment and be given a totally unique account for

other rest to see and acknowledge. (10)

Almost certainly, attention yields a picture, yet it could be diverse in various papers, periodicals or electronic media channels if their entrance to data and the realness of that data happens to appear as something else. The entrance of individuals to data relies on the media entryway keeping procedure or editors' attentiveness to print the material which they think will bear some significance with their pursuers. (11)

Experience tells that various news sources accord distinctive treatment to the exposure material gotten by them, influencing the image of the concerned element. In the event that the data has been conveyed accurately and in full, it will yield a decent and extremely astounding global image; while in situations where data has been conveyed somewhat or inaccurately it might prompt a flawed or awful picture. Along these lines, we have to utilize the media and strategy that is viewed as progressively proper and appropriate. Obviously, the media and procedure would shift from gathering to gathering, network to network, keeping their statistic and geographic attributes in view. (12)

When we are outfitted with the fitting data, we can dispatch productive and gainful crusades through different fora and channels, including the broad communications, the conventional media and current media, to amend or improve our picture. Abroad Pakistanis can likewise contribute fundamentally to endeavours went for improving the nation's picture abroad, in the event that we could arrange and persuade them and furthermore provide them with a feeling of guidance.

In the event that we keep on confronting the global image issue for an uncertain period, it could antagonistically influence our financial development. Subsequently, the sooner we achieve this errand, the better it would be for the country and the nation, (13)

The difficulties Pakistan at present faces are a couple. In the universal media, the nation's name has turned out to be so vigorously partnered and connected with psychological oppression, viciousness and treachery that it is the main way Pakistan's name comes up in a film

or TV appear. Furthermore, Pakistan itself has never paid much regard to national marking and, as a nation, has a very confounded national character. Pakistan's national character has consistently been all-around firmly associated with religion and this prompts a difficulty in light of the fact that, as a general rule, Pakistan's national personality is and ought to be significantly something other than Sunni Islam. Besides, Pakistan detests the financial or political quality by which it can help advance a particular global image in the universal network and this goes about as an obstacle towards Pakistan's global image. (14)

On the off chance that we wish to accomplish the objective for which we so vehemently yearn— improving Pakistan's global image abroad — we have to make a start by attempting, above all else, to discover what kind of picture or regard does Pakistan appreciate abroad, particularly in major or driving nations of the world? What do outsiders know or not think about Pakistan? What are their zones of misconception, for example threatening vibe, preference, detachment, numbness etcetera, assuming any? What are the reasons for their negative frames of mind? Which section of the general public do the important individuals have a place with? Who are their companions? What is their preferred media? What are their standards or propensities and social attributes that can be utilized to impact change in their demeanours or conduct, for example, convert their negative dispositions into positive properties?

Pakistan's global image has taken several blows from the international electronic media, worsened by its own media and India's media, the damage done to its international image is not irreparable. Many countries in the world have proven that an extremely damaging global image can be turned into a positive global image if there is effort and acceptance involved. Pakistan is no exception to this. What is required of the country is to seriously analyze all the damage that has been done and actively work towards improving its national identity and global image – much like our very own neighbour, India, has done.

Analysis Section

A country's global image is extremely crucial to the way in which it is seen in the international community and society. This has far-reaching impacts on the economics, trade, tourism and political ties of that country and goes a long way in either improving the country's status in the rest of the world or deteriorating it. Pakistan is one of those countries which used to be a hub of tourist locations and international conferences, it was front and centre in terms of diplomacy, education and even economic prosperity. However, the damage done to the country's global image since September 11 attacks has shaken the very foundation of its perception in the international community. All previous glory forgotten, Pakistan is now closely affiliated with words such as terrorism, extremism, corruption, lack of human and women's rights, and poverty.

We have constantly been hearing from our various leaders how they will help improve Pakistan as a country and make life better for all the citizens living within the country. We have constantly been hearing about a change in the direction of our international strategy, with a more prominent focus and discussion on open discretion of current policies as a means for improvement. However, be that as it may, unfortunately, no tenable and solid advances were taken to accomplish the goal. The need of the hour is a leadership that understands the importance of a sound global image and works towards improving it in the international media. Just as Khaleeq Kiani said that “other than just technical compliance, Pakistan needs to launch an aggressive diplomatic effort” This is necessary not just for Pakistan to exit FATF's Grey List but also to greatly improve Pakistan's international and global image. We have a terrible record concerning realigning our international strategy needs with the new developing worldwide ideas and notions. Rather than trying to improve ourselves in terms of understanding and evolving as many nations have, such as Malaysia and India, we have stayed adhered to a fairly backward methodology that is no longer appreciated or accepted in this internet-connected world of today where ideas travel faster than humans, perhaps.

Our focus and attention continue to be on conservative values and a number of deplorable traditions that we try to uphold, regardless of how they may present our country in the international media. The fact that customs such as child brides, acid throwing, honour killings, and other horrendous traditions that go against the rights of so many individuals, still remain are testament to the fact that we still have a very long way to go before we are able to show the international media anything positive about our country. However, there are still several routes that can be taken in order to work with what we have in the country – there are many success stories of people who have made themselves out of nothing. A shift of focus from everything that is wrong to the things that are positive can go a long way to improving Pakistan's international image. A focus on notable Pakistani individuals such as Abdul-Sattar Edhi, Faiz Ahmed Faiz, Asma Jahangir and so many more can help shift the focus from the negatives to the positives and this is all Pakistan needs right now.

Leader Imran Khan needs to give more thoughtfulness to reviving the press areas in Pakistan just like international safe havens abroad guaranteeing that they are likewise well-outfitted with the material needed to create the type of news reports needed. The entire nation is extremely hopeful that Imran Khan, or any other leader, will truly bring to reality what they claim and promise regarding improving the image of the nation at the international level and would fulfil their words with solid strides to get that going. The process can quickly be started by presenting the press officials to the stations which have stayed empty during the recent five years.

Pakistan is the most misjudged country in the world and the wonder of psychological warfare and religious fanaticism, no doubt, is the main factor in misshaping its picture on the worldwide level. Pakistan as a bleeding-edge state in the War on Terror has endured the most in terms of men and territory, however lamentably our neighbours and Western nations

question our intentions, and emphatically stay careless in regards to our national and vital interests in the district.

Although the damage has been done, many years have passed since the September 11 attacks in 2001 and Pakistan has had several opportunities to redeem itself as a nation and a state. Electronic media has slowly evolved in the past few years and given more avenues to diverse clout of voices and opinions. Pakistan must make use of these new developments to help improve its global image. There is significant work that needs to be done, and quite actively, to propagate a much more positive image of Pakistan as a country that is working towards stability, tolerance and economic prosperity. The country's own media needs to act and report responsibly so as to help propagate the national image of a stable state and developing country.

Conclusion

There has been extensive literature written, and a general increase in awareness of the fact that we need to improve our global and international image, and we need to do this quickly. Throughout the study, some of the major findings are that Pakistan lacks a solid plan to improve its international and global image, and while several agencies are aware of these needs, there has been no actual planning or solid steps taken to ensure this happens.

Pakistan needs to focus, first and foremost, on a basic strategy to improve its international image. With the examples are taken from what other countries such as Sri Lanka and Malaysia have done, Pakistan can opt for a strategy similar to this. By ensuring that national media focuses on the positive aspects of the community, by improving tourism and tourist sites in Pakistan, ensuring Pakistan's media is more responsible when it comes to reporting events and far less aggressive, and last but not least, by making sure that Pakistan works towards removing itself from FATF's Grey List – then and only then can Pakistan take a step in the right direction towards improving its global and international image.

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