

Image formation as an Epical Literary Device for National Identity: A case from the Indian Subcontinent.

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THE SOFT POWER 30

A Global Ranking of Soft Power

2016

Public diplomacy and soft power,
two sides of the same coin

1. Soft power composed of:
 1. Culture,
 2. Political values,
 3. Foreign policy (Nye, 2011, 2021)

Synonyms: cultural diplomacy, advocacy,
public relations...

China's soft power: transform resources into a diplomacy operation around a structured narrative

- ▶ An engaging narrative aimed at different audiences.
- ▶ A story in two topics.

Olivier Arifon

Le récit politique chinois Soft power, communication, influence

Préface de Barthélémy Courmont
Postface d'Arnaud Mercier



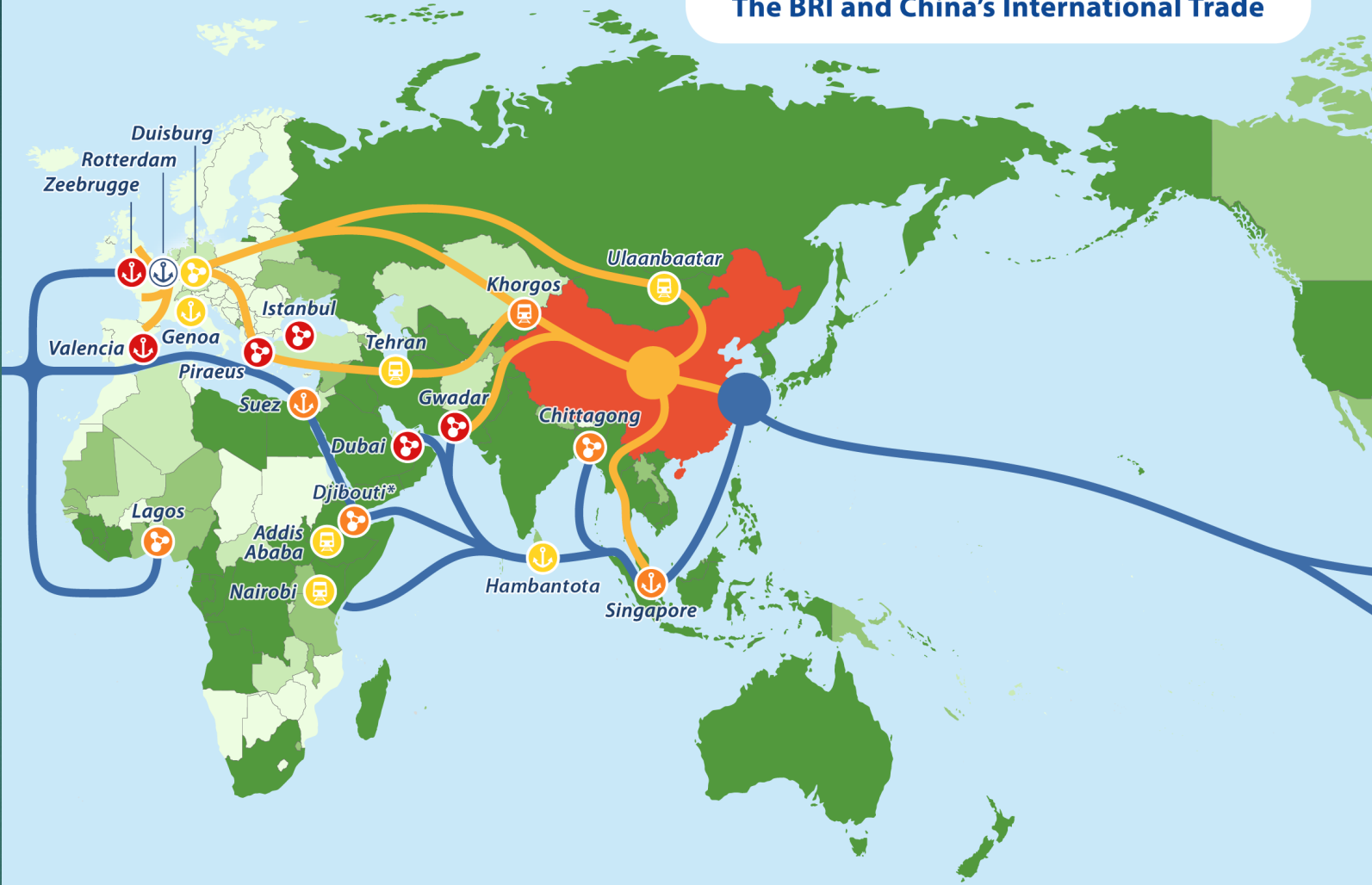
1 - Culture

1. Confucius Institutes
2. Média : CCTV, Xinhua, CGTN, China daily, Twitter, Facebook, YouTube
3. The Great Wall, The Wandering Earth, Wolf Warriors
4. TCM
5. Qi gong, Tai Chi



2 – Economic Development for the Benefit of Mankind

- Belt and Road Initiative + BRICS
- FOCAC, Africa
- Forum 1X+1, Central and Eastern Europe
- Global Security Initiative
- Global development Initiative



China's trade position per country**

- China is trade partner #1
- China is trade partner #2
- China is trade partner #3
- China not a top 3 trade partner
- No data

Corridors

- Major BRI overland corridors
- Major BRI maritime corridors

Important BRI hubs

- ⚓ Port
- 🚂 Railway
- 🔄 Multimodal
- Mainland Chinese majority stake
- Mainland Chinese minority stake
- Other type of Mainland Chinese involvement
- Involvement by Hong Kong-based company

* This is China's sole military base outside of China
 ** Based on IMF Direction of Trade Statistics 2018: Exports (FOB) + Imports (CIF) with China per country, relative to other countries

India Example Yoga Day, 21st June

- ▶ The idea of International Yoga Day, 2014,
- ▶ The date of June 21 was chosen as it is the Summer Solstice, the day when there is the most sun out of every other day of the year.



"Yoga, embodies unity of mind and body, thought and action, restraint and fulfillment, harmony between man and nature; a holistic approach to health and well-being."

--Narendra Modi

June 21st has been declared as the "International Yoga Day" by the United Nations General Assembly on December 11, 2014. The declaration came after the call for adoption of this day by Indian Prime Minister Narendra Modi during his address to UN General Assembly on September 27, 2014.

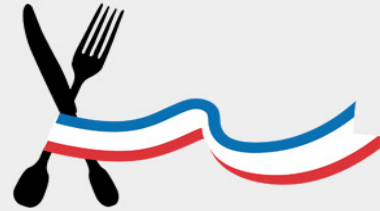
Gout de France/Good France



United Nations
Educational, Scientific and
Cultural Organization



Intangible
Cultural
Heritage



LE REPAS
GASTRONOMIQUE
DES FRANÇAIS
PATRIMOINE MONDIAL DE L'HUMANITÉ



- ▶ On presidential request in 2008, three ministries, culture, agriculture and, foreign affairs, use the 2003 Convention for the inscription on the representative list of intangible cultural heritage.
- ▶ *French cuisine or French gastronomy:*
 - ▶ Public all over the world
 - ▶ French embassies' network
 - ▶ International forum on gastronomy in Paris, for professionals
- ▶ Goal: increasing number of tourists visiting France

For public, outside France

Good France
@projetgoodfrance

Accueil
À propos
Photos
Évènements
Mentions
J'aime
GOOD FRANCE TV
Vidéos
Articles
Publications
[Créer une Page](#)

Photos

2000 CHEFS
2000 MENUS
5 CONTINENTS
MARCH 21

LE CORDON ROUGE

Voir tout

Vidéos
#GoodFrance in OCEANIA

J'aime S'abonner Envoyer un message ...

Envoyer un message

Communauté

Communauté

Invitez vos amis à aimer cette Page

8 205 personnes aiment ça

8 179 people follow this

À Propos Voir tout

Envoyer un message

france.fr/fr/gout-france-good-france

Communauté

Pages aimées par cette Page

Embajada de Fran... J'aime

L'Auberge Basque J'aime

Les Prés d'Eugénie - ... J'aime

Français (France) · Deutsch · Español · English (US) · Nederlands (België)

Confidentialité · Conditions d'utilisation · Publicité

Image formation and communication

Today

- ▶ States seek to maximise the perception of their qualities to international audiences
- ▶ Image building, often around cultural artefacts and a narrative.
- ▶ Soft power and public diplomacy = **Modern day epic?**

Bhutan and branding !

- ▶ At Brussels embassy
- ▶ Plus File and Video and DD.





Using (some) Indexes to frame a country.

Global Soft power index 2023

Pakistan: 84 out of 160

Methodology: Online survey in 54 languages, 111,364 people, panel of Specialists

35 attributes in 12 pillars:

Brand Value

Familiarity

Reputation

Influence

Commerce

Governance

International relations
























Culture

Media & Communication

Education

Population

Environment

Rank 2023	Rank 2022		Nation Brand		Region	Index Score 2023	Index Score Change	Index Score 2022	Brand Value 2023 (USD br	Brand Value Change	Brand Value 2022 (USD br
61	60	↓		Philippines	Asia	38.7	+5.4	33.2	\$526	+9%	\$481
62	84	↑		Slovakia	Europe	38.7	+7.7	30.9	\$133	+18%	\$114
63	66	↑		Uruguay	LATAM & Caribbean	38.4	+6.2	32.3	\$58	+17%	\$49
64	50	↓		Romania	Europe	38.4	+4.0	34.4	\$210	+10%	\$191
65	99	↑		Latvia	Europe	38.4	+9.1	29.3	\$44	+9%	\$40
66	53	↓		Cuba	LATAM & Caribbean	38.3	+4.3	34.0	\$43	-	-
67	71	↑		Mauritius	Sub-Saharan Africa	38.0	+6.1	31.9	\$11	+1%	\$11
68	58	↓		Cyprus	Europe	37.8	+4.5	33.3	\$27	+17%	\$23
69	59	↓		Vietnam	Asia	37.8	+4.4	33.3	\$498	+16%	\$431
70	54	↓		Panama	LATAM & Caribbean	37.7	+3.8	33.9	\$61	+0%	\$60
71	65	↓		Malta	Europe	37.5	+5.1	32.5	\$16	+4%	\$15
72	67	↓		Costa Rica	LATAM & Caribbean	37.3	+5.2	32.1	\$34	+14%	\$30
73	78	↑		Serbia	Europe	36.9	+5.7	31.2	\$70	+19%	\$59
74	90	↑		Seychelles	Sub-Saharan Africa	36.9	+6.9	30.0	\$1	+12%	\$1
75	80	↑		Paraguay	LATAM & Caribbean	36.8	+5.7	31.1	\$33	+11%	\$30
76	82	↑		Peru	LATAM & Caribbean	36.8	+5.8	31.0	\$148	+8%	\$137
77	63	↓		Iran	MENA	36.7	+4.0	32.7	\$192	+3%	\$187
78	97	↑		Montenegro	Europe	36.5	+7.2	29.3	\$4	+12%	\$4
79	88	↑		Kazakhstan	Asia	36.5	+6.4	30.0	\$218	+19%	\$184
80	93	↑		Barbados	LATAM & Caribbean	36.4	+6.7	29.7	\$5	+21%	\$4
81	61	↓		Dominican Republic	LATAM & Caribbean	36.4	+3.5	32.9	\$86	+17%	\$74
82	92	↑		Bolivia	LATAM & Caribbean	36.4	+6.5	29.9	\$23	+4%	\$22
83	76	↓		Tunisia	MENA	36.4	+5.1	31.3	\$28	+13%	\$25
84	83	↓		Pakistan	Asia	36.4	+5.4	31.0	\$232	+8%	\$215

WJP Rule of Law index

- ▶ Pakistan: 129 out of 140.
- ▶ Reflects the country's difficulties on subjects such as governance, fundamental rights, order and security, civil and criminal justice.

Source: <https://worldjusticeproject.org/rule-of-law-index/country/2022/Pakistan>

Filter By:		REGION ▼	or	INCOME ▼	Sort By Rank ▼						
	GLOBAL RANK	Government Powers	Absence of Corruption	Open Government	Fundamental Rights	Order and Security	Regulatory Enforcement	Civil Justice	Criminal Justice	OVERALL SCORE	
Mali	114 / 140	0.44	0.31	0.46	0.51	0.49	0.48	0.41	0.29	0.42	
Mexico	115 / 140	0.44	0.26	0.59	0.49	0.52	0.44	0.37	0.28	0.42	
Turkey	116 / 140	0.28	0.45	0.40	0.30	0.73	0.40	0.43	0.34	0.42	
Guinea	117 / 140	0.38	0.28	0.37	0.50	0.71	0.36	0.39	0.29	0.41	
Nigeria	118 / 140	0.49	0.31	0.42	0.42	0.36	0.41	0.46	0.38	0.41	
Iran, Islamic Rep.	119 / 140	0.33	0.39	0.27	0.20	0.71	0.45	0.54	0.35	0.41	
Congo, Rep.	120 / 140	0.36	0.30	0.34	0.40	0.62	0.46	0.44	0.34	0.41	
Honduras	121 / 140	0.36	0.32	0.44	0.43	0.65	0.39	0.40	0.26	0.41	
Mozambique	122 / 140	0.42	0.35	0.36	0.40	0.48	0.40	0.43	0.32	0.40	
Ethiopia	123 / 140	0.38	0.45	0.32	0.32	0.52	0.37	0.42	0.35	0.39	
Zimbabwe	124 / 140	0.32	0.31	0.33	0.34	0.67	0.35	0.46	0.36	0.39	
Sudan	125 / 140	0.39	0.36	0.37	0.34	0.62	0.33	0.37	0.35	0.39	
Gabon	126 / 140	0.30	0.24	0.37	0.44	0.63	0.47	0.37	0.30	0.39	
Bangladesh	127 / 140	0.38	0.34	0.41	0.30	0.63	0.40	0.37	0.31	0.39	
Uganda	128 / 140	0.38	0.27	0.38	0.34	0.59	0.42	0.42	0.32	0.39	
Pakistan	129 / 140	0.48	0.32	0.42	0.38	0.36	0.38	0.40	0.36	0.39	

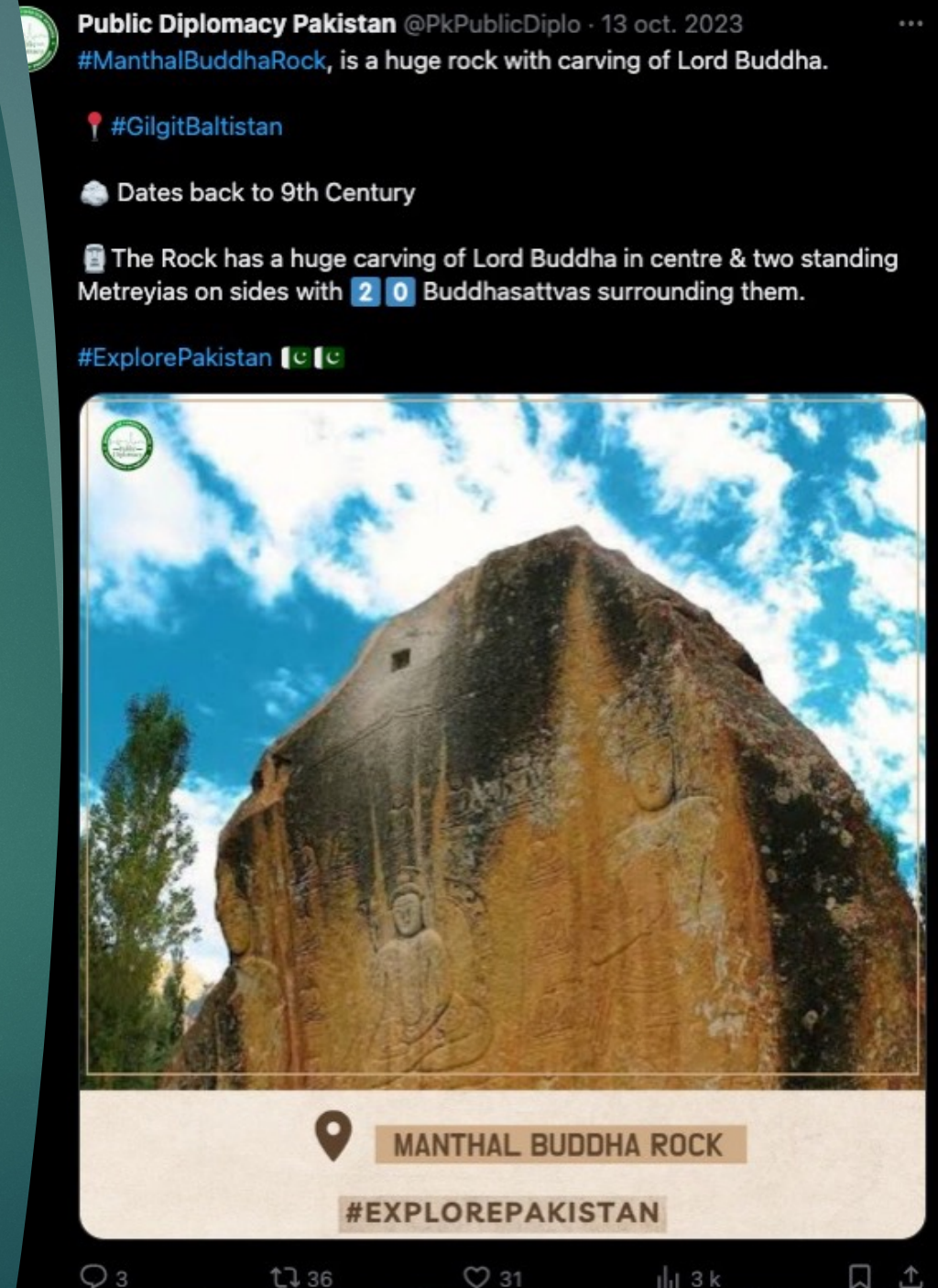
Pakistan, a public diplomacy in the making

- ▶ Nature and landscapes, including the photogenic massifs and peaks of the Hindu Kush, are visible on government websites and social accounts.
- ▶ A primary resource for public communication.
- ▶ Confusions and mix-ups between nation branding, tourism promotion and soft power.



@PublicDiplo X account

- ▶ Pakistan's Ministry of Foreign Affairs created the @PKPublicDiplo account in 2022. As of January 9, 2024, it has 162 subscriptions, 7,783 followers and 2,221 posts. Sample of 100 posts between September 23 and January 6, 2024
- ▶ 40% of posts devoted to culture and education
- ▶ 8% about sport, cricket and mountaineering
- ▶ 25% landscapes, places and natural spaces, mainly in the north
- ▶ 9% economic relations between Pakistan and other countries, or trade fairs, mainly regional
- ▶ 4% feature diplomatic activities
- ▶ 16% promote religious sites, dedicated Hashtag #ExplorePakistan
- ▶ One percent more political messages.



Buddhism for image building

1 - As resources for Public diplomacy

2 – For tourism

3 – Providing a more subtle image

IPRI-MISIS Webinar: "Gandhara Civilization and Buddhist Heritage of Pakistan"

GANDHARA CIRCUIT: A BUDDHIST HERITAGE TRAIL OF PAKISTAN

- Pakistan can achieve rapid economic growth by introducing a **Buddhist tourist circuit of Gandhara** through propagation and promotion of its heritage sites to attract international tourists.
- Buddhist country tour operators should be encouraged to bring tourist for heritage and religious pilgrimage of Gandhara. **Buddhist countries support for branding Pakistan as a custodian of Buddhist heritage** will go a long way in starting a global trend, among the Buddhist communities of the world, to visit Pakistan as part of their religious pilgrimage.
- A set of tourism related publications in the forms of coffee table books, catalogues, brochures, pamphlets and maps in addition to other quality printed materials **in the language of Buddhist countries** should be produced and disseminated to Pakistan's foreign missions to promote the cultural and religious heritage tourism of Gandhara.
- The role of Pakistan's foreign diplomatic missions should be enhanced to promote Buddhist religious tourism in Pakistan as part of public diplomacy.

Buddhist heritage and image building

- ▶ Resources and attraction enable the development of dialogue and communication with countries in the Buddhist tradition,
- ▶ In terms of public diplomacy, the art of Gandhara and the Buddhist sites in Taxila and the Swat Valley in the country represent an interesting avenue,
- ▶ If the process is carried out in a coherent manner, contribution to dissemination of the art of Gandhara inside and abroad.



MARCH 2 - 3, 2024

2nd INTERNATIONAL CONFERENCE AND ART FESTIVAL ON THE BUDDHIST HERITAGE OF PAKISTAN

Heritage for Peace and Progress:
Conservation, Education and training to promote
the Buddhist Heritage of Pakistan



FO GUANG SHAN EDUCATION CENTRE BHD



بیومستگ بدھزم ریسرچ سنٹر
Buddhist Research Centre



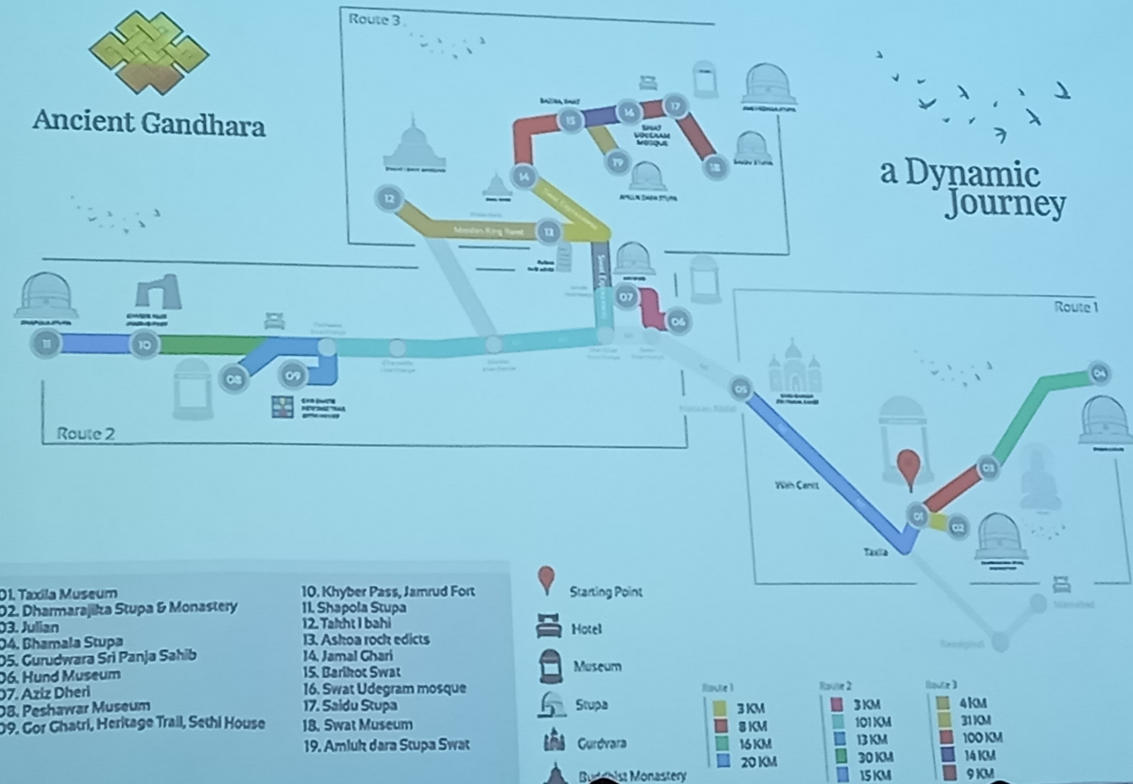
SILKROAD CENTRE
Connecting cultures for development



Archaeology
& Museums
KHYBER PAKHTUNKHWA



Routes to
Ancient Gandhara



- 01. Taxila Museum
- 02. Dhamarajita Stupa & Monastery
- 03. Julian
- 04. Bhamala Stupa
- 05. Gurudwara Sri Panja Sahib
- 06. Hund Museum
- 07. Aziz Dheri
- 08. Peshawar Museum
- 09. Gor Ghatri, Heritage Trail, Sethi House

- 10. Khyber Pass, Jamrud Fort
- 11. Shapola Stupa
- 12. Takhti I bahl
- 13. Ashoa roch edicts
- 14. Jamal Ghari
- 15. Barilhot Swat
- 16. Swat Udegram mosque
- 17. Saidu Stupa
- 18. Swat Museum
- 19. Amluit dara Stupa Swat

- Starting Point
- Hotel
- Museum
- Stupa
- Gurdwara
- Buddhist Monastery

Route 1	Route 2	Route 3
3 KM	3 KM	4 KM
8 KM	101 KM	31 KM
15 KM	13 KM	100 KM
20 KM	30 KM	14 KM
	15 KM	9 KM



MA
2
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UNESCO's intangible heritage list (ICH)

21

- ▶ **Article 2 – Definitions**
- ▶ 1. The “intangible cultural heritage” means the practices, representations, expressions, knowledge, skills – and the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, sometimes, individuals recognize as part of their cultural heritage (...)
- ▶ 2. The “intangible cultural heritage”:
 - (a) oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
 - (b) performing arts;
 - (c) social practices, rituals and festive events;
 - (d) knowledge and practices concerning nature and the universe;
 - (e) traditional craftsmanship.
- ▶ Source: <https://ich.unesco.org/en/convention#art2> - [2'2 ICH Video](#)

Date palm, knowledge, skills, traditions and practices

United Arab Emirates , Bahrain , Egypt , Iraq , Jordan , Kuwait , Mauritania , Morocco ,
Oman , Palestine , Qatar , Saudi Arabia , Sudan , Tunisia **and** Yemen

Inscribed in 2022 (**17.COM**) on the Representative List of the Intangible Cultural Heritage of Humanity



Typically found in deserts and dry, temperate climates, the date palm is an evergreen plant with roots that deeply penetrate the earth in search of humidity. Date palms grow in oases in desert areas with suitable water levels for irrigation. For centuries, many populations have been associated with the date palm tree, which has aided them in the construction of their civilizations in arid regions. The ancient historical relationship between the Arab region and date palms has enabled a rich cultural heritage that has been passed on through generations. Today, the communities, groups and individuals in the areas where the date palm has spread still maintain the related practices, knowledge and skills. These include caring for and cultivating the date palm tree and using its parts (leaves, fronds and fibres) for traditional crafts and social rituals. The date palm is also referenced in poetry and songs, among others. It has been associated with the



© Department of Culture and Tourism, United Arab Emirates (coordinating State), 2021

ICH resources concerning Pakistan

Falconry, a living human heritage

0:00 / 0:15

Nomination file No. 01708

- Nomination form: [English](#)|[French](#)
- Consent of communities - United Arab Emirates: [Arabic/English](#)
- Consent of communities

Falconry, a living human heritage

United Arab Emirates , Austria , Belgium , Croatia , Czechia , France , Germany , Hungary , Ireland , Italy , Kazakhstan , Republic of Korea , Kyrgyzstan , Mongolia , Morocco , Netherlands , Pakistan , Poland , Portugal , Qatar , Saudi Arabia , Slovakia , Spain **and** Syrian Arab Republic

Inscribed in 2021 ([16.COM](#)) on the Representative List of the Intangible Cultural Heritage of Humanity

Nawrouz, Novruz, Nowrouz, Nowrouz, Nawrouz, Nauryz, Nooruz, Nowruz, Navruz, Nevruz, Nowruz, Navruz

0:00 / 0:13

Nomination file No. 01161

- Nomination form: [English](#)
- Consent of communities - India: [English](#)
- Consent of communities - Iran: [English/Persian](#)

Nawrouz, Novruz, Nowrouz, Nowrouz, Nawrouz, Nauryz, Nooruz, Nowruz, Navruz, Nevruz, Nowruz, Navruz

Afghanistan , Azerbaijan , India , Iran (Islamic Republic of) , Iraq , Kazakhstan , Kyrgyzstan , Uzbekistan , Pakistan , Tajikistan , Turkmenistan **and** Türkiye

Inscribed in 2016 ([11.COM](#)) on the Representative List of the Intangible Cultural Heritage of Humanity

Pro action on Buddhism for image building

- ▶ To promote and propose Buddhism: a resource for image
- ▶ To avoid an image elaborated by others (media, think tank, NGO's...)
- ▶ Public diplomacy: image and reputation



Beyond tourism, towards Public diplomacy



CULTURAL



OTHER
RESOURCES



BY THE MFA



A LONG-TERM
STRATEGY

Conclusion



1. Epic to narrative
2. Resources to support and create stories
3. Literature: reflecting the movements of the world
4. Literature: explaining the societies
5. Politics and political campaigns: narrative for programs
6. Questions of identities