

Traditional and Online Media Journalists Exchange Program between Pakistan and China: A Soft Power Initiative

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ABSTRACT

Aim of the Study: This study explores the role of the journalists' exchange programme as a soft power initiative between Pakistan and China, since soft power is more powerful than hard power in changing opinion.

Methodology: The researchers used quantitative methods, although for the data collection, survey analysis technique was used. A questionnaire was used as a data collection tool for the target population, while data was collected via the probability sampling process from the Islamabad and Peshawar press clubs. The results of Cronbach's Alpha of Pilot study showed that the scale was 71 percent accurate. At the suggestions of the journalists, the questionnaire was updated and then circulated for final data collection. The scale's overall reliability is 79%.

Findings: 68% of the respondents are strongly agreed with China and Pakistan journalists exchange program as a soft power to encounter foreign propaganda through media. 54% of the respondents are agreed that China and Pakistan use journalists exchange program as a soft power to promote their culture and tradition amongst each other's. While, 30% of the respondents strongly agreed that they learn Chinese language to know about their behavior and attitude towards them. Additionally 18% of the respondents are strongly agreed about Chinese were also interested to come to our country when we met and talk about our culture, traditions and norms.

Conclusion: The study concluded that exchange programmers are beneficial not only for individuals, but also for a country. It has also findings also supported research questions and hypotheses of the study that bilateral relations and encounter of propaganda also rely on such kind of exchange programs. Overall, the entrants of the exchange of program were satisfied with the facilities, exposure visits and accommodation the host country.

Keywords: Journalists Exchange Program, Pakistan and China, Soft Power, Initiative.

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Introduction

Pakistan is an Islamic Democratic country located in South Asia emerged as an independent state on 14th of August 1947. It is a developing country with mixed culture and limited resources and depends upon the other countries of the world in respect to many resources until now since it is emergence as an independent state. Pakistan has been lacking and facing many problems since its birth until now (Ali, 1967).

While on the other side China became an independent country on the map of the world on first of October 1949. As like Pakistan China was also lacking and facing many problems and resources from its birth until 1978 (Eberhard, 2013). It is a highly populated country in the world with a rich culture and is fourth on area wise with unlimited resources the world second largest economy after America with an advanced technological system. China's economy has grown well with an economy reforms in 1978 with a fastest rate of gross domestic product (GDP). China is a developing country with rich resources of soft power (Chow, 2017).

Like other members of the society, Journalists are the core representatives and builder bodies of a country as they use to write, broadcasts and post casts problems and issues of the concerned country to keep the other people cognizant of (Kumar, 2009; Shabir et al., 2015). They are also the key of culture unlocking to defuse culture, values, beliefs and life style among and between countries and societies and play a pivotal role in society building as they write and report what happens around the world and within the country they live in. They work as a bridge between countries to give support to exchange of culture, isms, values and traditions. They educate, aware, inform and transfer the culture traditions and other basic of nation of the one to another and vice versa. They also play an important role in the development of a state, government and a society. In fact, they are very importance figures of any country and can better portray the culture, norms and value of the country they belong to in the front of other countries. They are also play a pivotal role in strengthening and making ties among the countries through media. They have the ability to portray their culture and to better represent the culture of society/country positively. They also have an importance role in showing the image and prestige of a country positively against others (Campbell, 1997; Shabir et al., 2015a).

Modern era is the era of information and everyone wants to get information through media regarding the world. Therefore, they expose more to media. They watch and see many programs of different issues including culture etc, which are especially related to their interest. Most of them are media addicted and the media makes them affected to imitate what they see on media regarding other countries. Media gave coverage to the issues that are written by the journalists to propagate the interest of one nation/country in the other nation/country. Journalists are the overseers and are professional in their work avoiding all conflicts and bias reporting but are always working as reformers and providing a reform bases accurate news and information. Pakistan being a democratic country has provided the Media and the journalists to enjoy full freedom of expression and report issues which they like beneficial for uplifting of the country. On the other hand, China is a communist country where media is presumed to have partly owned by government and should follow government instructions to propagate for government (Lyengar, & Kinder, 1987).

Unlike hard power soft power is the obtaining of desired outcomes and result from other countries you want through non-coercive and non-military power. The concept of Soft Power is considered to have been used for the first time by Nye in 1990 but some scholar oppose that this is a western concept. "Soft Power" is an ability/potential to achieve what you want through the way of attraction rather than coercive and military force" (Nye, 2004). According to him, that soft power could be differentiated from hard power in respect of culture (The attitude and behavior Characteristics that a particular social group have), political values (The persistent value and pursuit that are at home and abroad) and skills and intelligence of national diplomatic efforts. Soft power is more influential than hard power for the countries having low living facilities. Soft power is a very effective in turning and altering ideas, thinking, behavior and

attitude of people of the under developing and developing countries. Soft power is a power used by a country to spread its influence in other countries to persuade them instead of threats, coerce or any other disastrous and military force and violence. These influences are done through culture, investment, education, diplomacy and exchange and other ways (Nye, 2004). So it can be said that soft power is an advanced use of non-violent materials capabilities through which desired outcomes are getting by what the same one country wants from other, this is the capability of reputation, culture, value and other appealing process and ways.

China's Soft Power

Soft Power of China is an ability through which it achieves what it wants through the way of attraction rather than coercive and military force. Chinese soft power has started developing on large scale from the date of Huning in 1993, when he argued that Chinese culture and values should be infused into Chinese foreign policy (Nye, 2005).

China as world biggest economic emerging country of the world has expanded its influence through soft power in Asia and in other countries of the World effectively. China is using its soft power in the countries of the world to convince them to its peaceful intentions, economic growth, secure resource and to develop relation with other countries. China being a peace loving country, has focused more on soft power rather than hard power and is the pivotal instrument for China to infuse its culture, norms and intellectual in many other countries of the world (Wang, 2003). China is majorly opposing by America and there is present a multi polar power system in the world with a trade war among these countries such as USA, China and Russia especially between China and USA (Mor, 2018). They all such as US, China and Russia are using their influences on the other countries and there is a race among them. China is a most stable as compare to these both and use to have a greater influence on the world nations therefore trying to setup itself as leader in the world.

The spreading and increasing economic progress of China accompanied by expansion of different culture and exchange program has greater impact on developing of other countries. These exchange programs with other countries have portrayed a positive image of China in the world. As China is getting to be, a superpower of the world is appealing many countries to make ties with China. China is exerting soft power through foreign policy, Govt. institutions as well as non-govt institutions in the form of aid, trade, exchange programs, investment etc. China as very competent and peace loving country knows the strength and power of the media therefore, it has been inviting and sending many journalists to and from the country to other countries through journalists exchange programs. Along with other soft power, China has always supported and became the voice of developing and under developing countries in international forums and has demanded the end of rich-countries exploitation of developing countries. China presumably is playing role as a leader of the developing world. Soft Power of China is the indirect, non-coercive, and non-military power and influence in foreign countries (Viotti & Kauppi, 2013).

China due to stable economy steadily increasing its soft power in countries through different exchange programs such as in the sector of education, culture, through journalists, Doctors and Engineers in countries to work abroad and welcoming other countries to work in china. China culture through soft power initiative has increased and increasing with an influence evident in the world. China has built and created many institutions base on Chinese languages and culture around the world, since it also provided many scholarships to foreign students to study in China including journalism. Along with Pakistan, china has also attracted many other countries of the world to get study in China. China probably has the biggest diplomatic network in the world (Medeiros, & Fravel, 2003).

Need of Soft Power Initiative

As a matter of fact Soft power is an essential and effective power used by a country to spread its influence in other countries to persuade them instead of threats, coerce or any other disastrous and military force and violence. It is also a tool used to protect country from any kind of propaganda. These influences and

protect of propaganda are done through culture, investment, education, diplomacy and exchange, media and other ways (Nye. 2004). So it can be said that soft power is an advanced used of non-violent materials capabilities through which desired outcomes are getting by what the same one country wants from other, this is the capability of reputation, culture, value and other appealing process and ways. China-Pakistan has preferred use of soft power as to:

1. To encounter propaganda against each other from foreign countries.
2. To bring economic development in both the countries.
3. To avoid biased and conflict reporting for each other by journalist exchange program.
4. To create people-to-people contact between both countries.
5. To give economic and political support to each other's.

As a matter of fact the Hub city of Pakistan namely Lahore is similar to as China's capital Beijing in respect of roads, tunnels, buses, underpasses and many other infrastructures. The countries that successfully manage and control their resources and boost their economical, social and national power are able to influence on the countries of the world (Zhang, & Shi, 2016).

It may be through traditional hard power like, threats, military force and coercive power and or may be through soft power like investment, loan and other feasible ways to attract and persuade the interest of the other countries of the world. The soft power of a country depends upon the economical growth, external peace, education system international image and prestige. In such all matter, china is well fully attracted nation of the world. China has started taking interest in soft power in 1990 with an increase in economical stability. China more believe of soft power than hard power it presume until through the power of soft power the nations are not attracted, the global power cannot be achieved. China soft power through different ways is like a magnet that attracts other countries. China is used it is soft power more in neighbor countries because it has problem from neighboring countries like India, Japan, Philippine and Vietnam etc. (Fravel, 2005).

The research was conducted to find out the role of soft power initiative of China and Pakistan through journalists exchange program between them. China is expanding its use of cultural, educational, and diplomatic tools to increase its appeal across the world.

Statement of Research Problem

Both China and Pakistan use Journalists exchange program as a soft power to encounter foreign propaganda, biased reporting and to enhance culture exchange as well as people-to-people contact between the people of both the countries through media. While, both China and Pakistan use journalists exchange program as a soft power between them to get economical, political support for each other and to mold opinion public opinion so as to positively portray their images to the world.

Research Questions

1. Do you agree that China and Pakistan use Journalists exchange program as a soft power to encounter foreign propaganda through media?
2. Do you agree that journalists exchange program between China and Pakistan as a soft power play pivotal role in bringing economic development in two countries?
3. Do you agree that Journalists exchange program as a soft power is beneficial for them?
4. Do you agree that China and Pakistan use Journalists exchange program to create people-to-people contact between two nations?
5. Do you agree that both China and Pakistan use Journalists exchange program as a soft power to more strengthen relationships between both the countries.

6. Do you agree that China and Pakistan use Journalists exchange program to mold the opinion of journalists?

Objectives of Research

- To evaluate the role of journalists exchange program as a soft power between China and Pakistan in bringing economical change in both countries.
- To know about the objectives and goals journalists exchange program between China and Pakistan.
- To know about the role of journalists exchange program between China and Pakistan as a shield against foreign propaganda.
- To know about the importance of journalist exchange program as an agent of culture exchange and relation burgeoning between two nations.
- To know the that how these exchange program between China and Pakistan are beneficial for both the countries.
- To know the role of journalists exchange program in strengthening relationship between China and Pakistan.

Literature Review

Today whenever we are talking about soft power, our minds go to western thinker Josiph Nye 1980 as a coiner of the term soft power, but in fact, the term goes date back to seventeenth century and is attributed to Chinese philosopher Lao Tsu. Later on in 1939 E.H Carr was conversant of the term and distinguished international powers in three categories namely; military, economics and power of opinion (Palit. 2010). She further stated about China that soft power is a central to China's strategic vision and is a contemporary China's foreign policy at both global and regional level to show and portray China as a peace loving and a cooperative country to people other than Chinese. Soft power not only burgeon status of a country at global level but also insure and guarantee peace and stability in the region with an economic development (Palit, 2010). China exercises it is soft power in Asian countries to secure it is benign image in the region and have elevated it is strategic image in the the world as a peaceful and sympathetic country. China has produced and made multiple cooperative relationships with neighboring countries with aim to reinforce peace and development in the region. Chinese president Hu Jentao made this strategy of deploying peaceful development as a soft power to create a network of friendly neighbors in the region in 2003. Plait (2010) further stated that soft power in Chinese foreign policy is an integral part with aim to maintain stable relation with neighboring countries. Making closer relation with south Asian (the neighboring) countries is very important for China as some of the countries of this region are sharing common geographical borders with china through this plan and strategy China has corrected and modulated disparities in conflicts in the region. China has deployed various strategic soft power strategies to keep balance relation with regional countries, of them cultural diplomacy is prior in this scheme. China's culture in fact is a rich and ancient one and has used by china as a key soft power in it is foreign policy. To look china's efforts to promote it is culture has been evident from the Sixth Asian Art Festival held in China in the year 2014. Large number of spectators and artists attended the festival from 17 countries of the world. Besides culture, Chinese language is also playing vital role as soft power for china, for this purposes to promote Chinese language as soft power various (approximately 500 by the end of 2010) Confucius institution have been developed in different countries of the world. Therefore relation b/w China and Pakistan is cordial from decades long with a cultural agreements signed in 1965 had paved the ways now to other exchange programs. Today's world in fact is the world of information and technology. Media really is a powerful tool than any other coercive power, in today's world success and victory depends upon that whose story wins rather than whose army wins (McClure, J. 2015). Before New World Information and Communication Order (NWICO) the flow of information was not equal

between the developed and developing countries but was in the control of developed and powerful countries, so they were engaged in the exploitation of other poor and developing countries. The developed and powerful countries especially America and Russia before China emergence as an economically stable state were using relatively hard power to intimidate other countries of the world to attract them toward it is economic block and idealistic system to follow it. On the other side as China grew and used of deploying soft power to make effective bi and multilateral collaboration with other countries. The effective use of soft power and its implementation of China in other countries eventually enabled China to strengthen ties with countries for the long term. A clear understanding of soft power, its sources, and its utility is more important than ever (McClure, 2015).

China's soft power especially cultural strategy and exchange programs have grabbed and attracted the attention of the world toward it. Chinese central Government with the fastest growing of it is economy has intended and proposed to work towards building of a community of common destiny for all human beings. The international standing of China is evidently on the rise as a growing great power at the centre stage of the world. The cultural and exchange programs strategy of China is playing a vital part to promote and enhance Chinese value framework, demonstrating the attractiveness of Chinese culture, in addition to upholding the country's international image and augmenting its voice on the international stage (Kurlantzick, 2007).

With the aim of these strategies China's values, beliefs, norms, cultural and traditional system have gone popular in the world at large. Likewise, unlike eastern culture especially USA and UK the creative and cultural turnout have yet not so attracted the attention and imagination of people of the world. China to attract and capture the attention of the world to communicate it is culture effectively has to adopt more flexibility and pliancy in communicating its culture. For this there might be number of reasons, but the foremost may be the understanding of Chinese language, environment, life style and traditions so it might be able to easily communicate and transfer to others. As the culture grew high, become an appealing ability to attract the viewers. China probably in fact has emphasized on defusing it is culture through soft power greater than hard power as compare to other countries especially Russia and USA. Along with soft power China has also adopted cultural and creative industries to expand and communicate, it is culture into other people (Ching, 2000).

Pakistan and China's multidimensional relationship and friendship developed initially from geostrategic framework and further burgeoned with the post-cold war era. Pakistan has a strategic relationship with China on a state level but social contact and relation between people of Pakistan and China have not been increased and encouraged as compared to social relation between Pak-India and between Pak and USA (Ali et al. 2017).

Exchange programs such as culture exchange, student's exchange, journalists exchange and other relation boosting programs are playing vital roles in developing and strengthening social relationship between nations and countries. Such programs are important because through which people of the countries are exposed to the culture, norms, beliefs and others life styles of each other. Relationship between Pakistan and China since the beginning till now has been coming strategic and base on economic cooperation. Despite the fact their social relation and people to people contact has been static and remained as it is as it was before despite of strong and elaborated friendship between the two countries and biggest investment of China in Pakistani different sectors such as roads, highways, energy, communication and technology etc. in Pakistan (Ali et al. 2017).

They both Pakistan and China need to burgeon cooperation in media sector for understanding of people, promoting cultural ties and improving people-to-people contacts. The media of the two countries need to play a practical role as their cooperative strategy to remove misapprehension on various issues. Both China and Pakistan have to give more possible opportunities to Journalists community in form of exchange program to frequently visit each other countries to comprehend the situation, especially relating to security issues so that the western media negative propaganda could not damage their interest. While

expressing their strong desire for having maximum cooperation among the regional media, the journalists agreed to have regular news exchange programs. The dream of strong people to people ties can only be possible when media of both countries play such a role to meet the desire of the people and government of the two countries (Naveed, 2014).

Soft Power Theory: An Overview

Theoretical framework in research referred to that work which is undertaken primarily on hypothesis bases rather than practical application and concentration. This study is based on soft power initiative through journalists exchange program between China and Pakistan, therefore soft power theory of Joseph Nye has been applied for this study by the researcher.

It was the time just after the collapse of United Soviet Socialist Republic (USSR) and the end of cold war between USA and Soviet Union. Scholars of international relation were looking for a new concept and model to explain the ongoing phenomena. Finally, Nye in 1990 developed the theory of soft power, which is now widely used in the field of international relations (Vasilevskytė, 2013).

The founder of this concept of soft power was Joseph Nye. This theory of soft power for the first time has become popular in 1990 with Nye's book "Is the US destined to lead the world? The change of US power property". Nye found this theory in the late 20th century (1990) to find whether decline of USA has happened (Lin & Hongtao, 2017). This theory of soft power is the source of creating of international relation through traditional method and process unlike coercive and military based relation. Nye's soft power theory at early time was unsatisfactory towards traditional relationship in the pattern of realism. He was thinking that neorealism emphasizes too much on hard power, however but in reality soft power such as culture, policy and sense of value now a days have become much important in the international affairs. For Nye soft power was limited to culture, religion, traditions, norms and policy only at the early time. He stressed of soft power instead of hard power to learn new sources of soft power to meet their goals. He therefore named it as soft power. This theory of soft power gave significant insight to China to develop ideological and political ties with other countries. According to Nye, the success of any country in international politics stems and lies in fact from the other countries to set an example to accept the new rule followed by other countries. Soft power in fact is the power that guides the capabilities, culture, ideology and other social systems and traditions of a country (Nye, 2006). This was the original definition of soft power of Nye. Later on in the same year Nye published an article namely "The soft power" in which he much precisely defined the soft power. He pointed out in the article that soft power is the ability of the recognition of culture and guide for the others to follow, and this power is stemming from the attractiveness of the culture and sense of value of a nation. He further improved and developed the concept of soft power in his another article published later on with the title "The hard power and the soft power" and "the soft power—the success secret of international politics". In this article, he pointed out that along with hard power such as military force and economy US also has soft power such as culture and the sense of value. Soft power for Nye, is the ability to affect, attract, persuade, and induce other people/countries to accept and admit believe, rule, sense of value, social system, norms, traditions, life style and other spiritual and morals requirement of the people/country other than itself (Lin & Hongtao, 2017). Nye further stated that soft power is an ability to affect the hobbies therefore the democratic countries use soft power as attractiveness instead of use of coerce and command by dictatorial countries. The soft power in fact is the method of attraction and motivation in daily politics to work as magnet. In international politics, the achievement of one country is showing respect by other country in term of development and progress to follow the standard and process adopted. Thus soft power is not only the ability of persuasion and guidance but also power of attraction.

Soft Power especially of China is the main part of it is foreign policy and an image builder of china in the eye of the world countries. This becomes very vital to its foreign policy from the date of Huning in 1993, when he argued that Chinese culture and values should be infused into Chinese foreign policy. Through soft power China's influence in the world especially in Pakistan has grown an effectively. China is using

its soft power in the countries of the world to convince them to it is peaceful intentions, economic growth, secure resource and to develop relation with other countries through journalist exchange program. Media play key role as soft power in dissipation and sharing of information and culture among nations and countries. Therefore this theory has been choose for this study to evaluate journalists' roles in disseminating culture and encounter foreign propaganda between China and Pakistan as soft power.

Research Methodology and Technique

Research methodology is a procedure and principle of investigation and inquiry in a particular field of study and discipline (Kumar, & Ranjit, 2005). Different kinds of methods and processes have been adopted in research by researchers to find facts about the problem under study. Research methodology is a guideline and principle in research for data collection and analysis. For this study, the researcher has adopted quantitative methodology for data collection through self-designed questionnaire. Survey technique was applied to visit respondents and to collect data from them. Population of this study was Journalists who visited China through Journalists exchange program between China and Pakistan. Data was collected from Peshawar and Islamabad based journalists through non-probability sampling. The researcher adopted probability-sampling method for this study. Pandey & Pandey (2015) said that probability sampling is a technique in which each element of units of population has an equal opportunity or chance to be selected as sample. In the 1st stage, the researcher collected a list of journalists from Peshawar and Islamabad press clubs who visited china through journalists exchange program between China and Pakistan. According to the lists 133 journalists visited in this program. In the 2nd stage the researcher collected data through convenience sampling method, whereas the researcher contacted to journalists for filling the questionnaire. The researcher reached to the recommended place and time to collect the data from the contacted journalists in Peshawar and Islamabad. Due to easy accessibility and convenience of the respondents the researcher collected data from 50 journalists of Peshawar and Islamabad press club journalists. In this study the researcher collected data by questionnaire which has been self-developed on the bases of literature review, objectives and research questions. A pilot study was conducted to find out the reliability of the scale, whereas it has been distributed among 20 journalists and then data was put in Statistical Package of Social Sciences (SPSS). The results of Cronbach's Alpa showed 71% reliability of the scale. The questionnaire was modified with suggestion of the journalists and then distributed for final data collection. Overall reliability of the scale is 79%.

Table 1: *Reliability statistics*

Cronbach's Alpa	N of Items
.796	49

Findings and Results

Table 2: *Demographic information of the respondents*

Demographics		F	%
Gender	Male	45	90.0
	Female	5	10.0
	Total	50	100.0
Age	20-30	20	40.0
	30-40	26	52.0
	Above	4	8.0
	Total	50	100.0
Marital Status	single	13	26.0
	married	37	74.0
	Total	50	100.0
Education	Bachelor	8	16.0

	Master	9	18.0
	Post-graduate	7	14.0
	Other	2	4.0
	Matric	9	18.0
	Intermediate	15	30.0
	Total	50	100.0
Experience	1-3	6	12.0
	3-5	13	26.0
	Above	31	62.0
	Total	50	100.0
Provenance	Khyber Pakhtunkhwa	13	26.0
	Baluchistan	5	10.0
	Punjab	18	36.0
	Sindh	9	18.0
	Gilgit Baltistan	3	6.0
	Azad Jammu Kashmir	2	4.0
	Total	50	100.0
Time spent in China (in months)	1-3 months	26	52.0
	3-6 month	16	32.0
	Above	8	16.0
	Total	50	100.0
Job Nature	Correspondent	5	10.0
	Reporter	24	48.0
	Editor	7	14.0
	Administrator	6	12.0
	Camera man Photographer	3	6.0
	Freelancer	5	10.0
	Total	50	100.0
Association with Media Organization	Newspaper	6	12.0
	Magazine	7	14.0
	Radio	9	18.0
	TV	21	42.0
	News Agency	3	6.0
	Online Media	3	6.0
	Others	1	2.0
	Total	50	100.0

Table 2 shows that 90% of the respondents were male while 10% of the respondents were female. It illustrates that 40% of the age of the respondents were between 20 to 30 years. 52 % of the respondent's age was 30 to 40 years while the respondents having an age of more than 40 years were 8 %. It demonstrates that 26% of the respondents were unmarried while 74 % of them were married. It exemplifies the level of education of the respondents. 30% of the respondents were having higher secondary degree. Respondents having master degree and matriculate were 18%. Qualification of the respondents having bachelor degree had 16% and 14% of them were post graduate and 4% of the respondents having other qualifications. Table shows the level of the experience of the respondents. It shows that 12% of the respondents having an experience of 1 to 3 years. 3 to 5 years of experience of the respondents had 26% while more than 5 years of experience of the respondents were 62%. Table illustrates the province of the respondents. It shows that 36% of the respondents were belong from Punjab and 26% of the respondents belong from Khyber Pakhtoon Khwa. Respondents belong from Sindh were 18%. 10% of the respondents belong from Balochistan. Number of respondents belong from Gilgit Baltistan were 6% and 4% of the respondents were from Azad Jammu Kashmir. Furthermore, table

demonstrates that how much time the respondents spent in China during the visit. It shows that 52% of the respondents spend 1 to 3 months and 32% of the respondents spend 3 to 6 months. While, more than 6 months stay of the respondents were 16%. Table shows that 48% of the respondents were reporter. 14% of the respondents were editors and 12% of them were administrators. 10% of the respondents were correspondent and freelancer. Respondents doing their job were 6% of the respondents. Table exemplifies that 42% of the respondents were associated with TV. Respondents working in radio are 18%. Respondents working in magazine and newspaper are 14% and 12% respectively. 6% of the respondents are associated with news agencies and online media. While, 2% of the respondents are associated with other media organizations.

Table 3: *Response of the respondents about China and Pakistan journalists exchange program as a soft power*

		strongly agree	agree	neutral	disagree	strongly disagree
I think that China and Pakistan use journalists exchange program as a soft power to encounter foreign propaganda through media.	Count	34	34	11	3	0
	Row Total N %	68.0%	22.0%	6.0%	4.0%	0.0%
I agree that china and Pakistan use journalists exchange program as a soft power to promote their culture and tradition amongst each other's.	Count	18	27	4	1	0
	Row Total N %	36.0%	54.0%	8.0%	2.0%	0.0%
I agree that both china and Pakistan use journalist exchange program as a soft power is beneficial for them boost each other religion.	Count	16	20	10	1	3
	Row Total N %	32.0%	40.0%	20.0%	2.0%	6.0%
I agree that both china and Pakistan use journalist exchange program as a soft power to more strengthen relationships between the both countries.	Count	17	23	9	1	0
	Row Total N %	34.0%	46.0%	18.0%	2.0%	0.0%
I visited different religious and culture sights to know about their traditions, norms which change my mind towards them.	Count	11	22	13	3	1
	Row Total N %	22.0%	44.0%	26.0%	6.0%	2.0%
I tasted foods and sweets to know about their tradition and norms which change my mind towards them.	Count	14	21	13	2	0
	Row Total N %	28.0%	42.0%	26.0%	4.0%	0.0%
I somehow learnt Chinese	Count	15	16	16	1	2

language to know about their behavior and attitude towards ourselves.	Row Total N %	30.0%	32.0%	32.0%	2.0%	4.0%
Chines were happy when I visited different religious and culture sites.	Count	10	21	17	2	0
	Row Total N %	20.0%	42.0%	34.0%	4.0%	0.0%
Chines were warmly welcomed me when I talked to them in their language.	Count	14	20	12	3	1
	Row Total N %	28.0%	40.0%	24.0%	6.0%	2.0%
Chinese were also interested to come to our country when we met and talk about our culture, traditions and norms.	Count	9	22	13	4	2
	Row Total N %	18.0%	44.0%	26.0%	8.0%	4.0%

Table 3 illustrates that 68% of the respondents are strongly agreed with China and Pakistan journalists exchange program as a soft power to encounter foreign propaganda through media. While, 22% of the respondents are agreed with the statement. 6% of the respondents were neutral while 4% were disagreed about the statement.

The table also demonstrate that 54% of the respondents are agreed that China and Pakistan use journalists exchange program as a soft power to promote their culture and tradition amongst each other's. While, 36% are strongly agreed. 8% are neutral about the statement and 2% of them are disagreed. It is also exemplifies that 40% of the respondents are agreed and 32 % are strongly agreed with China and Pakistan use journalist exchange program as a soft power is beneficial for them boost each other religion. While, 20% of the respondents are neutral and 6% are strongly disagreed with the statement. 2% of the respondents were disagreed about the question. The illustrates that 44% of the respondents are agreed about visit to different religious and culture sights to know about their traditions, norms which change their mind towards them and 26% are neutral.22% strongly agreed and 6% are disagreed. 2% of the respondents were strongly disagreed about the statement.

Similarly, the table demonstrates that 28% of the respondents are strongly agreed about the food and sweets which they taste to know about the tradition and norms which change their mind 42% are agreed. 26% were neutral and 4% were disagreed about the statement. While, 30% of the respondents are strongly agreed that they learn Chinese language to know about their behavior and attitude towards them. 32% of them were agree and neutral. 2% were disagree and respondents strongly disagreed is 4% about the statement.

However, 20% of the respondents were happy when they visited religious and culture sites and 42% of them are agreed. Neutral respondents were 34% and 4% were disagree about the statement and 28% of the respondents are strongly agreed about Chinese were warmly welcomed me when they talked to them in their language and 40% are agreed. 24% were neutral, 6% disagreed and 2% strongly disagreed about the statement. Additionally 18% of the respondents are strongly agreed about Chinese were also interested to come to our country when we met and talk about our culture, traditions and norms. 44% are agreed, neutral respondents were 26%. 8% of the respondents are disagreed and 4% are strongly disagreed about the statement.

Table 4: *Response about the Role of Soft Power in Both countries Improvement*

		strongly agree	agree	neutral	disagree	strongly disagree
I think journalists exchange could improve investment in Pakistan in many sectors between Pakistan and China.	Count	23	21	6	0	0
	Row Valid N %	46.0%	42.0%	12.0%	0.0%	0.0%
I think journalists exchange could support trade and loan between Pakistan and China.	Count	11	23	15	1	0
	Row Valid N %	22.0%	46.0%	30.0%	2.0%	0.0%
I agree journalist exchange program between China and Pakistan as a soft power play pivotal role in bringing economic development in both the countries	Count	14	24	12	0	0
	Row Valid N %	28.0%	48.0%	24.0%	0.0%	0.0%
I agree that journalist exchange program between china and Pakistan give economic and political support to both the countries.	Count	15	22	12	1	0
	Row Valid N %	30.0%	44.0%	24.0%	2.0%	0.0%
Chinese were positive towards Pakistan economic stability.	Count	9	25	13	0	3
	Row Valid N %	18.0%	50.0%	26.0%	0.0%	6.0%
Chinese were interested to invest in our country to improve relationship.	Count	12	19	13	5	1
	Row Valid N %	24.0%	38.0%	26.0%	10.0%	2.0%

The Table 4 exemplifies that 46% of the respondents are strongly agreed that journalists exchange can improve investment in Pakistan. 42% of them are agree while 12% of the respondents were neutral about the question. While 28% of the respondents are strongly agreed bout journalist exchange program between Pakistan and China as a soft power play a vital role to bring economic development in the countries. 48% are agreed while 24% were neutral about the question.

Similarly, the table illustrates that 30% of the respondents are strongly agreed and 44 are agreed that journalist exchange program between Pakistan and China give economic and political support to the countries. Respondents are neutral 24% and 2% disagreed about the statement and 18% of the respondents are strongly agreed about Chinese were positive towards the economic stability of Pakistan. Agreed respondents were 50% and 26 percent are neutral while 6% are disagreed about the question. While 24% of the respondents are strongly agreed and 38% are agreed that Chinese are interested to in Pakistan to strengthen relationship. 26% are neutral and 10% disagreed about the statement while 2% are strongly disagreed.

Table 5: *Response about Future of Soft Power Role for both countries*

		strongly agree	agree	neutral	disagree	strongly disagree
I think soft power policy is better than hard power clash.	Count	30	18	1	1	0
	Row Valid N %	60.0%	36.0%	2.0%	2.0%	0.0%
I think soft power could better for development of both countries as compare to hard power use.	Count	23	23	2	0	2
	Row Valid N %	46.0%	46.0%	4.0%	0.0%	4.0%
I think journalist exchange could strengthen friendship between Pakistan and china.	Count	8	33	7	2	0
	Row Valid N %	16.0%	66.0%	14.0%	4.0%	0.0%
I think through journalists exchange could also play its role to initiate others exchange programs such as students, academia and military between Pakistan and china	Count	13	29	7	1	0
	Row Valid N %	26.0%	58.0%	14.0%	2.0%	0.0%
I agree that china and Pakistan use journalist exchange program to avoid conflict reporting between both countries.	Count	12	21	14	1	2
	Row Valid N %	24.0%	42.0%	28.0%	2.0%	4.0%
I agree that china and Pakistan use journalist exchange program to create people to people contact between two nations to adopt each other's policy.	Count	10	26	12	2	0
	Row Valid N %	20.0%	52.0%	24.0%	4.0%	0.0%
I agree that journalist exchange program between china and Pakistan play role as a agent of exchange between both countries.	Count	17	23	8	2	0
	Row Valid N %	34.0%	46.0%	16.0%	4.0%	0.0%
I agree that china and Pakistan use journalist exchange program to mold the opinion of journalist to avoid biased and negative of reporting.	Count	10	25	14	0	0
	Row Valid N %	20.0%	50.0%	28.0%	0.0%	0.0%

The table 5 demonstrates that 60% of the respondents are strongly agreed and 36% are agreed about soft power is better than hard power clash. While, 2% are neutral and 2% disagreed about the question. 46% each of the respondents are strongly agreed and agreed that soft power could be better for development for both the countries. 4% each are neutral and strongly disagreed about the question. 16% of the

respondents are strongly agreed and 66 % are agreed that journalistic exchange can strengthen the relationship of both the countries. 14% are neutral while 4% disagreed about the statement. 26% of the respondents are strongly agreed and 58 % are agreed that journalistic exchange can play its role to initiate other program like students, academia and military between China and Pakistan. 14% are neutral while 2% disagreed about the statement. 24% of the respondents are strongly agreed that journalist exchange program between China and Pakistan can avoid conflict reporting. 42% of the respondents agree with the statement. 28% of them were neutral and 2% disagreed about the question. While, 4% of the respondents were strongly disagree about the statement. 20% of the respondents are strongly agreed and 52 % are agreed that journalistic exchange program to create people to people contact between China and Pakistan to adopt one another policy. While, 24% are neutral and 2% are disagreed about the question.

Additionally, 34% of the respondents are strongly agreed that journalist exchange program journalist plays a role of agent between both the nations. While 46% are agreed and 16 % of the respondents are neutral. 4% of the respondents are disagreed about the question. 20% of the respondents are strongly agreed that China Pakistan use journalist exchange program to mold their opinion to avoid biased and negative reporting. While 50% are agreed and 28 % of the respondents are neutral. 2% of the respondents are disagreed about the statement.

Table 6: *Satisfactory Level from Journalist exchange program between Pakistan and China*

		strongly agree	agree	neutral	disagree	strongly disagree
I am satisfied from the journalist exchange program between Pakistan and china (overall satisfaction)	Count	18	22	9	1	0
	Row Valid N %	36.0%	44.0%	18.0%	2.0%	0.0%
I am satisfied with duration of journalist exchange program.	Count	7	35	5	2	1
	Row Valid N %	14.0%	70.0%	10.0%	4.0%	2.0%
I am satisfied with structure of journalist exchange program.	Count	8	26	14	2	0
	Row Valid N %	16.0%	52.0%	28.0%	4.0%	0.0%
I am satisfied with different sessions of journalist exchange program.	Count	13	20	9	5	1
	Row Valid N %	27.1%	41.7%	18.8%	10.4%	2.1%
I am satisfied from professional standard of the session of the journalist exchange program.	Count	12	26	7	3	1
	Row Valid N %	24.5%	53.1%	14.3%	6.1%	2.0%
I am satisfied from discussion of journalist exchange program	Count	17	15	14	3	0
	Row Valid N %	34.7%	30.6%	28.6%	6.1%	0.0%
I am satisfied from the atmosphere of journalist exchange program	Count	15	19	12	3	1
	Row Valid N %	30.0%	38.0%	24.0%	6.0%	2.0%
I am satisfied from the facilities	Count	17	15	13	1	4

and refreshment of journalist exchange program	Row Valid N %	34.0%	30.0%	26.0%	2.0%	8.0%
I am satisfied from the facilitator(s) of journalist exchange program.	Count	12	20	14	1	3
	Row Valid N %	24.0%	40.0%	28.0%	2.0%	6.0%
The journalist exchange program deepened my knowledge about soft power and hard power.	Count	12	20	15	1	2
	Row Valid N %	24.0%	40.0%	30.0%	2.0%	4.0%
This journalist exchange program encourage me to use soft power instead of hard power.	Count	13	24	11	1	1
	Row Valid N %	26.0%	48.0%	22.0%	2.0%	2.0%
This journalist exchange program able me to use my knowledge / skills in day to day in continuation of soft power instead of hard power.	Count	10	25	11	2	2
	Row Valid N %	20.0%	50.0%	22.0%	4.0%	4.0%

The table 6 demonstrates that 36% of the respondents are strongly agreed that they are satisfied from journalist exchange program between Pakistan and China. 44% are agreed and 18 % of the respondents are neutral while, 2% of the respondents are disagreed about the statement. 14% of the respondents are strongly agreed and 70% are agreed about journalist's satisfaction about duration of exchange program. 10% of the respondents are neutral and 4% disagreed about the question. While, 2% of the respondents were strongly disagree. 26% of the respondents are strongly agreed and 40% are agreed about journalist's satisfaction about different sessions of journalist exchange program. 20% of the respondents are neutral and 10% disagreed about the question. While, 4% of the respondents were strongly disagree about the sessions.

Likewise, 24% of the respondents are strongly agreed and 52% are agreed about journalist's satisfaction about the standards of the sessions of journalist exchange program. 14% of the respondents are neutral and 6% disagreed. While, 4% of the respondents were strongly disagree about the statement. 24% of the respondents are strongly agreed and 30% are agreed about journalist's satisfaction about discussion of the sessions of journalist exchange program. 28% of the respondents are neutral and 8% disagreed about the statement. 30% of the respondents are strongly agreed and 38% are agreed about journalist's satisfaction about the atmosphere of the sessions of journalist exchange program. 24% of the respondents are neutral and 6% disagreed while, 2 % of the respondents are strongly disagreed about the question.

Moreover, 34% of the respondents are strongly agreed about satisfaction from the facilities and refreshment about the sessions of journalist exchange program. 30% are agreed and 26% of the respondents are neutral about the statement. While, 2% disagreed and 8% of the respondents are strongly disagreed about the question. 24% of the respondents are strongly agreed that they are satisfied from the facilitators of journalist exchange program. 40% are agreed and 28% of the respondents are neutral about the statement. While, 2% disagreed and 6% of the respondents are strongly disagreed about the statement. 24% of the respondents are strongly agreed about the knowledge increase regarding soft and hard power. 40% are agreed, neutral respondents were 30%. While, 2% of the respondents are disagreed and 4% are strongly disagreed about the statement.

Furthermore, the table exemplifies that 26% of the respondents are strongly agreed that journalistic exchange program encourage soft as compared hard power. 48% are agreed, neutral respondents were

22%. While, 2% of the respondents are disagreed as well as 2% are strongly disagreed about the question. 20% of the respondents are strongly agreed that journalist exchange program able me to use my knowledge and skills in day to day in-continuation of soft power instead of hard power. 50% are agreed and neutral respondents were 22%. While, 4% of the respondents are disagreed as well as 4% are strongly disagreed about the statement.

Discussion

Findings of the study revealed that 90% of the respondent of the study were male. According to Nusrat (2018), less than 5 percent of the journalists are female in Pakistan. It is because of the risks and hurdles which are facing by women in the field of journalism. The study also found that 52% of the respondents' age is from 30 to 40 years. Weaver & Willnat (2012) explored that the 39.2 percent of the journalist's age around the world is between 32 to 53 years. Besides, the results exposed that 74% of the respondents were male. According to the (Williams, 2016) the report revealed that in British 55 percent of the journalists are male while 45 percent of the journalists are female. It showed that the numbers of male journalists are more as compared to female in journalism field.

The findings disclosed that intermediate level of education of the respondents were 30%. It shows that the journalists are not more educated as it is required. Most of the journalists in the country have not a degree of journalism. In addition the study also unveiled that 62% of the respondents were having an experience of more than 5 years. As, the number of media outlets have started after 2002, so most of the journalists are associated with the media organizations from a long time.

The results of the study revealed that the number of respondents belong to Punjab are 36%. As Punjab is the biggest province of Pakistan and mostly the head offices of a number of channels are in Punjab. So the number of journalist is more in the province as compared to other areas of Pakistan.

Similarly, the study found that 52% of the respondents of the study stayed in China for 1 to 3 months, while, 92% of the sample of the study visited China single time. According to globaltiesus.org (2018), Pakistani journalists stayed in the United States for 21 days and visited a number of media organization in different states of the country. Most of the journalists were interested to visit the country again. While some of the journalists explored that their perception is totally changed after visiting America.

In addition, the study exposed that 48% of the respondents of the study were associated to the organization as reporter. The numbers of reporters are more, because, a single media outlet required a number of reporters to collect information around the globe. While the ratio of editors and sub editors etc in media organization are less as compared to reporters.

Likewise, the research revealed that 46% of the sample of the study worked on contract basis in the areas from where that data has been collected. Spilsbury (2013) said that most of the journalist works on contract basis because some of them did not find permanent job. Some of the respondents said that due to health problem they prefer to do job on contract basis.

According the findings 62% of the respondents of the study had worked with national media organizations; because the numbers of national media organizations in Pakistan are more as compared to international media outlets.

Furthermore, results of the study revealed that 42% of the sample of the study is associated with televisions than other media outlets. As television is one of the popular medium around the world. Audience is interested to know from television because it shows both audio and video to the receivers. The number of the journalist linked with television will also be increased to collect news from different parts of the world.

While, the findings disclosed that 88% of the respondents are working as beat reporter in the field. Vos. and Craft (2016) said that 43.4 percent of the journalist revealed that they are covering a specific beat. While, 19.9 percent of the respondent are not working as specialized reporters.

The findings of the study explored that 48% of the respondents of the study are agree with the statement “journalist exchange program encourage me to use soft power instead of hard power”. As soft power can help the countries to make positive and peaceful relations with the countries. Natives of the countries which prefer soft power instead of hard power can make their country strong and it is also fruitful for the region as well. In addition, 50% of the sample of the study are agreed that “journalist exchange program able me to use my knowledge and skills in day to day in-continuation of soft power instead of hard power”. By taking a number of lessons on soft and hard power a number of questions come to the mind of the journalists. As the result, which lead the journalists to increase their knowledge and ask questions about such topics.

Conclusion

It was conceived that most of the journalists strongly agreed that China and Pakistan exchange journalists program as a soft power to communicate with foreign propaganda through media" as well as about China and Pakistan use journalists exchange programme as a soft power among each other to promote their culture and tradition.

"In addition, the outcome of the study concluded that the respondents agreed with the idea of "China and Pakistan use the journalist exchange program as a soft power to raise each other's trust. As well as the role of "China and Pakistan use the journalistic exchange program as a soft power to further improve ties between the two countries"

The respondents assume that they have sampled foods and sweets to learn about their customs and norms that change their mind. They also believe that they have mastered the Chinese language somehow to understand their actions and attitude towards themselves. It is a natural phenomenon when a person spends some time with individuals from other nations. They learn their language because people do not talk but act.

It is also concluded that this type of program is useful for promotion of cultures, economic conditions, changes in education and bilateral ties. Propaganda, hate speech, disruptive acts, misleading facts and misinformation are often encountered through this kind of program.

The results of the study confirmed the assumption of the "Soft Power Theory" that the exchange program for professionals is stronger than the hard power to improve the guest country's attitude about the host country.

The findings of the study supported the assumption of the “Soft Power” theory that professionals exchange program is better than hard power to change of mind set of the guest country about the host country.

The study's results achieved the study's goals that such forms of exchange programmes are beneficial not only for individuals, but also for a country. It has also findings also supported research questions and hypotheses of the study that bilateral relations and encounter of propaganda also rely on such kind of exchange programs. Overall, the entrants of the exchange of program were satisfied with the facilities, exposure visits and accommodation the host country.

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Conflict of Interest

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