



Cross-Cultural Communication Barriers in Chinese-Pakistani Media Collaboration

¹Sadaf Jabbar -Email- sjabbar@numl.edu.pk

²Saima Jabbar -Email- syemajabbar@gmail.com

¹Lecturer, Chinese Department, National University of Modern Languages

²Freelance Journalist, Media & PR Manager, Shifa International Hospitals Ltd.

Article Details:

Received on 06 June 2025

Accepted on 08 July 2025

Published on 11 July 2025

Corresponding Authors*:

Abstract

China and Pakistan have developed a multi-dimensional relationship encompassing politics, economy, infrastructure, education, and media. As media cooperation becomes increasingly significant under the China-Pakistan Economic Corridor (CPEC), cross-cultural communication barriers pose considerable challenges. This paper explores the linguistic, cultural, journalistic, and institutional factors that hinder effective media collaboration between the two countries. Through literature review, case studies, and media discourse analysis, the study highlights areas of miscommunication and suggests strategies to enhance mutual understanding and effective partnership in joint media ventures.

Keywords: China-Pakistan media cooperation, Strategies for effective media partnership, Cross-cultural media relations



Introduction

China and Pakistan have maintained a robust and strategic bilateral relationship for over seven decades, characterized by mutual trust, cooperation, and shared geopolitical interests. China-Pakistan Friendship is frequently described as an “all-weather friendship,” & higher than mountains, deeper than the ocean. This partnership has evolved far beyond military and diplomatic alliances to include deep collaboration in economic, infrastructural, educational, and cultural domains. In recent years, this bond has further solidified under the expansive framework of China’s **Belt and Road Initiative (BRI)**, a global development strategy aimed at enhancing regional connectivity and its flagship project in South Asia, the **China-Pakistan Economic Corridor (CPEC)** (Ali 2025).

CPEC, with investments exceeding \$60 billion, has not only transformed Pakistan’s infrastructure landscape but has also opened new avenues for **people-to-people exchanges** and **media cooperation**. Initiatives such as Chinese language programs in Pakistani universities, cultural festivals, joint film and documentary productions, and Urdu-language broadcasting by Chinese state media signal an intent to deepen cultural affinity. On paper, these efforts align with China’s broader soft power strategy, while also serving Pakistan’s interest in portraying itself as a reliable regional partner.

However, despite these ambitious goals and symbolic gestures, **media collaboration between the two countries remains superficial and sporadic**. Journalistic exchanges, co-productions, and editorial partnerships are often hampered by significant cross-cultural communication barriers. These include linguistic hurdles, differing journalistic ethics and practices, misaligned media agendas, limited cultural literacy, and bureaucratic constraints. Furthermore, content produced under joint initiatives frequently suffers from poor localization, lack of audience engagement, and inadequate narrative depth, limiting its impact and public resonance.

In the age of digital diplomacy and global media interdependence, the role of effective communication between national media systems cannot be overstated. For China and Pakistan to present a coherent and credible narrative of their partnership, their media institutions must overcome historical inertia and cultural friction. This research aims to explore the **underlying causes of cross-cultural communication barriers** in Chinese-Pakistani media collaboration, drawing upon communication theory, case studies, and empirical observations. It also proposes **pragmatic strategies** to bridge these gaps and create a more balanced, culturally nuanced, and mutually beneficial media environment.

Literature Review

Scholarly inquiry into Chinese-Pakistani media collaboration has grown alongside the expansion of bilateral ties under the Belt and Road Initiative (BRI), yet substantial gaps remain in addressing the complexities of cross-cultural communication. Most studies have focused on policy narratives, geopolitical symbolism, and development communication surrounding the China-Pakistan Economic Corridor (CPEC), while the nuances of intercultural media exchange have often been treated superficially.

Yang (2017) explore how China projects its global media narratives in the Global South, highlighting efforts to construct alternative discourses to Western media hegemony. In the context of Pakistan, their work underscores China’s reliance on state-owned media outlets like CGTN and Xinhua to disseminate curated content, often devoid of local contextualization. **Naseer (2023)** provides a comparative framing analysis of CPEC in Chinese and Pakistani media, revealing significant discrepancies. While Chinese media



predominantly frames CPEC as a symbol of prosperity and strategic unity, Pakistani outlets oscillate between nationalist pride and concerns regarding transparency, debt, and sovereignty.

A related theme is the instrumental use of the **Chinese language in Pakistan**, as observed by **Khan (2022)**, who argues that language education has largely been driven by economic opportunity rather than genuine cultural integration. As a result, media professionals with Chinese proficiency often lack the deeper intercultural competence necessary for accurate translation and effective journalistic collaboration. **Zhu (2017)** systematically compared cultural differences between China and Pakistan, highlighting key areas such as religion, values, and social norms that often lead to communication barriers. The study offers thoughtful and practical suggestions to reduce intercultural friction and encourage smoother dialogue between the two nations.

Institutionally, **Gul (2024)** and **Hussain (2018)** shed light on China's broader soft power strategy and media diplomacy in South Asia. These scholars identify Confucius Institutes, cultural exhibitions, and Urdu-language programming as tools of public diplomacy, but caution against viewing them as a substitute for genuine people-to-people dialogue. Similarly, the **Chinese Academy of Social Sciences (2021)** emphasizes the importance of grassroots-level communication, calling for a shift from top-down information dissemination to participatory storytelling.

From a theoretical standpoint, **Edward T. Hall's high-context and low-context culture model** proves highly relevant. Chinese communication patterns, rooted in Confucian traditions, tend to rely on implicit meanings, indirectness, and non-verbal cues, whereas Pakistani media, although also influenced by collectivist values, favors more explicit, direct messaging, especially in news reporting. This mismatch can result in significant distortions in media translation and interpretation. **Hofstede's cultural dimensions**, such as power distance, uncertainty avoidance, and collectivism, further explain how differing societal values shape media production and perception in each country (**Xu, 2023**).

While Chinese media prioritizes social harmony and national unity, Pakistani journalism leans towards sensationalism, political debate, and investigative reporting, often resulting in misaligned editorial agendas. The absence of joint research forums or co-authored media studies between scholars from both countries also indicates a lack of intellectual exchange, which could otherwise inform policy, curriculum, and practice.

In conclusion, existing literature paints a picture of well-intentioned but uneven media engagement between China and Pakistan. The theoretical and empirical foundations point to deep-seated communication challenges rooted in linguistic, cultural, and systemic asymmetries. There is an urgent need for more interdisciplinary research that combines international communication, linguistics, political economy, and cultural studies to construct a more holistic framework for future collaboration.

Theoretical Framework

Analyzing the cross-cultural communication challenges in Chinese-Pakistani media collaboration requires a firm grounding in intercultural communication theory. This section applies two foundational frameworks, **Edward T. Hall's high-context vs. low-context culture model** and **Geert Hofstede's cultural dimensions theory**, to explain the cognitive, communicative, and structural differences that contribute to media misalignment between China and Pakistan.



Edward T. Hall's High-Context vs. Low-Context Culture Model

Edward Hall (1976) proposed a model distinguishing cultures by how much information is embedded in the context versus explicitly stated in communication. **High-context cultures**, such as China, rely heavily on implicit messages, shared understanding, indirect cues, and non-verbal communication. In contrast, **low-context cultures**, like Pakistan's increasingly Western-influenced media landscape, prefer explicit, direct, and detailed communication (Gamsriegler, A. 2005).

In the Chinese media system, news is often structured with subtlety, layered meanings, and alignment with national priorities. Dissent or debate is muted, and ambiguity is used strategically to maintain harmony. Conversely, Pakistani media is characterized by open debates, outspoken commentary, a breaking news culture, and emotional appeals. This difference in preferred communication style creates frequent dissonance in joint productions and interviews. For example, Chinese media professionals may interpret Pakistani directness as disrespectful or confrontational, while Pakistani journalists may perceive Chinese restraint as evasiveness or censorship (Idrees, 2023).

The mismatch in communication logic also affects translation. A culturally sensitive concept delivered indirectly in Chinese may be misinterpreted as vague or irrelevant in Urdu, while bold Pakistani critiques may seem brash or politically risky to Chinese collaborators.

Hofstede's Cultural Dimensions

Geert Hofstede's six dimensions of culture offer another robust framework for understanding how deeply ingrained societal values shape institutional behavior, including media systems (Zhang, 2020). Below are selected dimensions especially relevant to the Chinese-Pakistani media context:

- **Power Distance Index (PDI):** China scores high on power distance, meaning authority is centralized, and hierarchy is respected. Media follow a top-down model where dissent is rare and editorial direction is usually state-controlled. Pakistan, while also influenced by hierarchies, exhibits relatively lower power distance in media, allowing for critical journalism and challenges to authority. This divergence impacts how stories are sourced, written, and framed in collaborative settings.
- **Individualism vs. Collectivism:** Both countries are collectivist societies, but the expression of collectivism differs. In China, collectivism is institutional and state-oriented, focusing on national identity and cohesion. In Pakistan, collectivism manifests more in familial, tribal, or political group loyalties, often influencing media bias, channel ownership, and reporting angles.
- **Uncertainty Avoidance:** Chinese communication culture prefers risk-avoidance, long-term planning, and cautious messaging. News narratives avoid speculation or ambiguity that could destabilize social order. Pakistani media, in contrast, tolerates and often thrives on unpredictability, controversy, and speculative analysis, particularly in political reporting.
- **Masculinity vs. Femininity:** Both cultures lean toward masculinity in Hofstede's index, valuing achievement and assertiveness. However, the aggressive, competitive tone in Pakistani journalism especially in political talk shows is not mirrored in Chinese programming, which tends to be more neutral and orchestrated.

These differing cultural dimensions create misalignments in tone, expectations, and definitions of journalistic success. A Chinese news documentary may be judged internally



on its loyalty to national interest, while a Pakistani production may prioritize ratings, audience reactions, and critical commentary.

Integration of Theories in Media Practice

When applied to real-world media collaborations, these theories expose the **hidden logic behind cross-cultural misfires**. For example, a joint panel discussion on CPEC might collapse not because of disagreement on content, but due to conflicting assumptions about tone, pacing, or hierarchy. A Chinese producer may expect deference to scripted narratives, while a Pakistani anchor may push for spontaneous and unscripted interactions.

Furthermore, these frameworks help in diagnosing training gaps. Media professionals are often unaware of how cultural variables shape journalistic practice. By integrating Hall and Hofstede's models into training curricula, media institutions in both countries can promote intercultural competence and improve collaborative outcomes.

Key Barriers in Chinese-Pakistani Media Collaboration

Despite shared diplomatic goodwill and institutional cooperation, Chinese-Pakistani media collaborations remain constrained by a series of deeply rooted communication barriers. These challenges are multidimensional, encompassing language limitations, divergent journalistic practices, perceptual biases, and restrictive institutional frameworks. Each of these barriers independently hinders progress, but when combined, they form a formidable obstacle to sustained and meaningful media engagement.

Language and Translation Challenges

Language is perhaps the most obvious but also the most underestimated barrier in Sino-Pakistani media interaction. While Mandarin Chinese is increasingly taught in Pakistani universities, and Urdu is incorporated in Chinese broadcasts (such as CGTN Urdu), the number of media professionals proficient in both languages remains minuscule. Even when linguistic translation is attempted, it often fails to convey the cultural nuance, tone, and idiomatic meaning essential for audience engagement.

Machine translation tools and surface-level language education lead to literal translations that distort the intended message. For instance, idiomatic expressions or culturally embedded references in Chinese news may be rendered nonsensically or even offensively in Urdu if not translated by culturally fluent editors. The reverse is also true; Pakistani content with religious, political, or social undertones often confounds Chinese translators unfamiliar with the region's sensitivities. This results not only in communication breakdowns but also in the erosion of trust between media audiences and content producers (Khan, 2020).

Differing Journalistic Norms and Media Systems

Another critical challenge is the fundamental difference in how journalism is conceptualized and practiced in both countries. Chinese media operates under a highly centralized model that prioritizes state narratives, national stability, and social harmony. Editorial independence is limited, and content production is tightly regulated to reflect government priorities.

By contrast, Pakistani media though not entirely free from political influence, functions in a more chaotic and pluralistic environment. Competing news channels, partisan ownership, and a preference for sensationalism result in a media landscape that often prioritizes speed and controversy over state alignment. As a result, Chinese journalists may perceive Pakistani media as undisciplined or unreliable, while Pakistani



journalists may view Chinese reporting as overly sanitized or propagandistic. These differences hinder collaboration at both the institutional and operational levels.

Stereotypes and Perceptual Gaps

Media representations of each country are often reductive and driven by outdated or overly simplistic narratives. Chinese media tends to frame Pakistan as a loyal ally and geopolitical partner, with little focus on its internal complexities, diverse cultures, or socio-political challenges. On the other hand, Pakistani media often presents China as an economic savior, primarily through the lens of investment and development, while neglecting issues like labor rights, surveillance concerns, or environmental impacts associated with Chinese projects.

Such selective framing reinforces stereotypes and deprives both publics of a well-rounded understanding of the other. The absence of human-interest stories, grassroots voices, or critical yet constructive discourse in both media ecosystems prevents the emergence of a truly empathetic and informed media partnership.

Lack of Cross-Cultural Training for Journalists

One of the most overlooked yet impactful challenges is the lack of formal cross-cultural training for media professionals. While academic exchanges and short-term fellowships exist between Chinese and Pakistani institutions, these rarely focus on media or journalistic practice. Consequently, journalists reporting on the other country often do so with limited cultural literacy, relying on second-hand sources or official press releases.

Chinese journalists may be unaware of the ethnic and linguistic diversity in Pakistan or the implications of sectarian and provincial politics. Pakistani journalists, in turn, may struggle to understand the ideological underpinnings of Chinese governance or misread the cautious communication style prevalent in Chinese officialdom. This absence of contextual awareness leads to reporting that is not only shallow but occasionally inaccurate or offensive.

Institutional and Bureaucratic Barriers

Finally, administrative and policy-related hurdles create structural limitations on collaborative journalism. Visa delays, restrictions on media travel, lack of long-term journalist visas, and surveillance concerns restrict the mobility and autonomy of reporters. Chinese journalists operating in Pakistan are generally confined to capital cities or CPEC zones, while Pakistani journalists often face difficulties gaining access to China's interior provinces or conducting independent reporting there.

Moreover, bureaucratic red tape affects the formation of joint editorial teams, the organization of media summits, and the establishment of bilateral journalism programs. The lack of a clear, government-to-government framework for sustained media exchange further weakens efforts to build institutional continuity.

Case Studies and Examples

To illustrate the real-world implications of the cross-cultural communication barriers outlined in the previous section, this portion of the study examines selected case studies that reveal the gaps, missed opportunities, and limited success of Chinese-Pakistani media collaborations. These examples not only reinforce the theoretical barriers discussed but also provide empirical evidence of the challenges media practitioners face in execution, perception, and reception.

CGTN Urdu and PTV Collaborations



The launch of **CGTN Urdu**, the Urdu-language service of China Global Television Network, in 2017 was seen as a milestone in China's media diplomacy in Pakistan. Designed to present China's perspective to Urdu-speaking audiences, the platform aimed to build cultural familiarity and promote mutual understanding through news, documentaries, and cultural programming. While symbolically significant, the practical impact of CGTN Urdu has been modest at best.

Content often consists of direct translations of Chinese state news, lacking local relevance and cultural nuance. There is limited editorial collaboration with Pakistani journalists, which results in programming that feels remote and disconnected from Pakistani audiences. Moreover, the lack of interactive platforms, investigative reporting, or localization strategies has hampered CGTN Urdu's ability to generate significant viewer engagement or loyalty.

Similarly, efforts by **Pakistan Television Corporation (PTV)** to co-produce content with Chinese partners, especially around CPEC milestones, have resulted in visually appealing but substantively shallow outputs. These productions often avoid controversial or complex topics and instead rely on overly scripted narratives with little journalistic analysis or critical engagement. This sanitized approach limits credibility and fails to meet the expectations of a dynamic and media-savvy audience.

Joint Documentaries under CPEC

Several documentaries and televised features have been jointly developed under the umbrella of CPEC and promoted as tools of public diplomacy. For instance, collaborative projects aired during the anniversaries of CPEC agreements or the inauguration of infrastructure projects such as the Gwadar Port or the Karakoram Highway expansion aimed to showcase the success of bilateral cooperation.

However, critical evaluation of these documentaries shows that most of them are **top-down communication products**. They rely heavily on official footage, staged interviews, and overly optimistic messaging. The absence of diverse Pakistani voices such as those of local communities affected by infrastructure projects, workers, independent analysts, or minority stakeholders, renders the storytelling one-dimensional. In one case, a 2021 documentary on Gwadar failed to resonate with both Pakistani and Chinese audiences due to its excessive use of technical jargon and lack of human-centered narratives.

Social Media Miscommunication

In the digital age, real-time communication through social media presents both opportunities and challenges. During the **COVID-19 pandemic**, the contrast in communication strategies between Chinese and Pakistani media became evident. Chinese media focused on promoting narratives of resilience, state efficiency, and international assistance, particularly in providing vaccines to Pakistan. Pakistani media, on the other hand, reported widely on vaccine shortages, political blame games, and skepticism from sections of the population.

This created a divergence in messaging, even when discussing the same issue. For instance, the announcement of Chinese vaccine shipments was met with celebratory tones in Chinese outlets, while Pakistani coverage included questions about efficacy and rollout plans. Although Pakistan was one of the few countries where trials of 3rd stage of Chinese COVID-19 vaccines took place in five hospitals of Pakistan, and the International media in Pakistan took deep interest in those stories of vaccine trials. The lack of alignment not



only created confusion among audiences but also raised doubts about the authenticity and transparency of reporting.

Moreover, social media platforms like Twitter and Facebook revealed a lack of coordinated media strategies. Chinese embassies and officials used formal, sometimes rigid language, while Pakistani audiences responded with memes, sarcasm, or emotional appeals. This disconnect highlighted the cultural gap in digital discourse styles and the need for tailored digital communication strategies.

Pakistan-China Friendship Center Events

The **Pakistan-China Friendship Center** in Islamabad was established to host cultural exchanges, exhibitions, academic conferences, and artistic performances that celebrate the enduring ties between the two nations. While these events are often well-organized and attract dignitaries and media coverage, their portrayal in the press tends to be superficial. Media reports are typically limited to photo galleries or summaries of keynote speeches, with little investigative follow-up or engagement with participants. Furthermore, journalists attending such events rarely contextualize them within broader societal or cultural debates. For example, when Chinese art exhibitions or language contests are held, their significance for Pakistan's education or soft power development is often not explored in the media.

Additionally, Chinese outlets covering these events tend to overemphasize the diplomatic and celebratory aspects, neglecting the nuanced, grassroots-level implications of cultural interaction. This results in **an overreliance on ceremonial narratives**, which do little to expand mutual understanding at the public level.

Recommendations

Addressing the cross-cultural communication barriers that hinder Chinese-Pakistani media collaboration requires a multifaceted and long-term strategy. These recommendations aim to offer pragmatic, research-informed solutions at the levels of media institutions, government policy, educational systems, and interpersonal exchange. The focus is not merely on increasing cooperation, but on making such cooperation more effective, culturally adaptive, and sustainable.

Strengthen Language Education and Professional Translation

Given that language is the foundation of media communication, both countries must prioritize investment in high-quality translation infrastructure and language education with sector-specific applications. This means not just teaching basic language proficiency, but developing specialized modules for **media translation, broadcast journalism, and editorial interpretation**.

Universities in Pakistan offering Chinese language programs (like NUML, GCU, or Punjab University) should collaborate with Chinese institutions to design **media-focused curricula**. Likewise, Chinese institutions teaching Urdu should incorporate real Pakistani media texts, news articles, political shows, and practice interviews. Certified translation bureaus focusing on Urdu-Chinese journalistic work should be established, offering services to media outlets.

Develop Cross-Cultural Journalism Training

Journalists need to understand not just each other's language, but also **values, news cycles, political sensitivities, and cultural expectations**. Media organizations and universities in both countries should develop **intercultural media training programs** that include modules on:



- Journalistic ethics and standards
- Newsroom norms and gate-keeping processes
- Framing and editorial decision-making in cultural contexts
- Sensitivity to religion, history, and political structures

Training can be delivered via short courses, workshops, or fellowships co-organized by Chinese and Pakistani journalism schools or press associations. Digital training formats could extend this opportunity to remote journalists.

Launch Bilateral Journalist Exchange Programs

Current exchange programs are often limited to language students or general scholars. There is a need for **dedicated journalist exchange initiatives** supported by both governments, where reporters, editors, producers, and digital media professionals from each country are embedded in each other's newsrooms.

A suggested model is a **3- to 6-month rotation** where selected journalists shadow their counterparts, co-produce multimedia stories, and engage in cultural immersion. These programs should target both state-owned and private media institutions to ensure ideological and editorial diversity. Participants should be selected based on merit and reporting experience, not just institutional affiliation.

Establish Collaborative Newsrooms and Media Labs

To move beyond symbolic cooperation, Chinese and Pakistani media outlets should set up **joint newsrooms or content labs** where teams can work together on real-time reporting, video features, or data journalism projects. These could be co-located physically or run virtually as digital partnerships.

A dedicated **“China-Pakistan Media Dialogue Platform”** could be created, combining the technical expertise of Chinese broadcasters with the narrative strengths of Pakistani journalists. Topics could include not only CPEC, but also climate change, technology, women's issues, public health, and regional culture.

Conduct Joint Audience Research and Content Testing

Successful media cooperation depends on knowing what the audiences actually want. So far, there is little evidence of **systematic audience research** regarding how Pakistani citizens engage with Chinese media or how Chinese audiences perceive Pakistani narratives.

Academic institutions or think tanks from both countries should collaborate on **biannual audience perception surveys, focus groups, and media usability studies**. Findings should be shared with newsrooms to guide culturally relevant storytelling and avoid content that feels distant or inauthentic.

Encourage Policy-Level Facilitation and Media Diplomacy

Governments can play a catalytic role by facilitating smoother interactions between media professionals. This could include:

- **Media visa facilitation agreements**
- Reduction of bureaucratic red tape for media teams covering joint events
- Bilateral media summits, held alternately in both countries
- Establishment of a **China-Pakistan Media Council** to mediate issues and promote dialogue

Furthermore, embassies and consulates could maintain **press liaison officers** fluent in both Urdu and Chinese to assist journalists with access, background information, and legal protocols.



Promote Youth-Led and Digital-First Storytelling

To future-proof the collaboration, both countries must engage the next generation of content creators **digital influencers, YouTubers, podcasters, and student journalists**. Co-creation of short-form videos, bilingual Instagram reels, TikTok explainers, and collaborative vlogs can drive interest in bilateral topics among younger demographics.

A **youth media innovation fund** could be established to sponsor joint creative media projects on themes like heritage, entrepreneurship, and student life. Winning entries could be broadcast on both national and digital platforms.

Conclusion

The China-Pakistan relationship, frequently celebrated as an “all-weather friendship,” has evolved from a strategic geopolitical alliance into a broader and more dynamic partnership encompassing infrastructure, education, cultural diplomacy, and media engagement. However, this symbolic and often state-centered narrative conceals the reality that meaningful collaboration in media and mass communication remains underdeveloped and riddled with barriers.

This study has shown that cross-cultural communication challenges especially those grounded in linguistic mismatches, contrasting journalistic norms, perceptual biases, and institutional restrictions significantly limit the potential of Chinese-Pakistani media partnerships. The failure to align on editorial objectives, storytelling techniques, or even digital communication tone has resulted in shallow joint content that fails to resonate with audiences on either side. Furthermore, the lack of cultural empathy and media literacy exacerbates stereotyping, reduces credibility, and stifles the development of authentic narratives that reflect the social complexity of both nations.

By applying Edward Hall’s high/low-context communication model and Hofstede’s cultural dimensions, this paper has provided a theoretical lens to understand how deep-rooted cultural paradigms influence not only communication styles but also newsroom behavior, audience expectations, and policy framing. The case studies from CGTN Urdu’s limited audience engagement to the top-down messaging of CPEC documentaries reinforce the empirical reality that symbolic cooperation without localization and contextual understanding is insufficient.

Despite these challenges, the opportunities for growth are substantial. A new generation of journalists, digital creators, and bilingual communicators is emerging, eager to tell more balanced, human-centered stories that transcend propaganda and projection. With the right mix of institutional commitment, cross-cultural training, and strategic investment in translation and co-production infrastructure, China and Pakistan can move from superficial engagement to **deep, dialogic, and mutually beneficial media cooperation**.

Ultimately, media is not just a tool of soft power or public diplomacy; it is a platform for shared meaning, dialogue, and identity-building. If approached with sincerity, professionalism, and cultural humility, media collaboration can become a cornerstone of the next phase of China-Pakistan relations, one that is not just strategic but also empathetic, inclusive, and enduring.

References and Sources

Afzaal, M. (2020). *The China-Pakistan economic corridor of the Belt and Road Initiative concept, context and assessment*: by Siegfried O. Wolf, Switzerland, Springer, 2020,



- 404 pp., £ 88 (hardback), ISBN 978-3-030-16198-9 (Vol. 26, No. 5, pp. 691-695). Routledge.
- Ali, S., & Khan, M. A. (2025). China-Pakistan Evolving Strategic Relations and Its Implications for South Asia. *Journal of Political Stability Archive*, 3(1), 1047-1061. CGTN Urdu. (n.d.). <https://urdu.cgtn.com>
- Chinese Academy of Social Sciences. (2021). *BRI and soft power: The role of media and culture*. <https://cass.cssn.cn>
- d'Hooghe, I. (2015). *China's public diplomacy*. Clingendael Institute.
- Garver, J. W. (2016). *The China-Pakistan Axis: Asia's New Geopolitics*.
- Gamsriegler, A. (2005). High-context and low-context communication styles. *Studiengang Informationsberufe*, 1-8.
- Gul, S. (2024). China's soft power diplomacy in Pakistan: cultural, educational, and media influence in strengthening bilateral ties. *Research Consortium Archive*, 2(4), 331-346.
- Hall, E. T. (1976). *Beyond culture*. Anchor Books.
- Hussain, M., & Mehmood, S. (2018). Chinese Soft Power Approaches towards Pakistan: An Analysis of Socio, Economic and Political Impacts. *MJIR| Malaysian Journal of International Relations*, 6(1), 47-66.
- Idrees, H. M. T., Nawaz, T., & Madni, A. R. (2023). Framing Biases Of Sino-Pak Media: A Comparative Content Analysis Of Official Social Media Accounts. *Global Digital & Print Media Review*, VI, 376-387.
- Khan, M. A., Zaki, S., & Memon, N. (2022). Chinese as a mandatory foreign language at a higher education institution in Pakistan. *South Asia Research*, 43(1), 49-67.
- Khan, Z., Zakira, M., Slam, W., & Slam, N. (2020). A study of neural machine translation from Chinese to Urdu. *Journal of Autonomous Intelligence*, 2(4), 29-36.
- Ministry of Planning, Development & Special Initiatives (Pakistan). (2022). *CPEC progress report*. <http://cpec.gov.pk>
- Naseer, H., Shah, S. A. H., & Ghani, A. (2023). Comparative Analysis of the Framing of the China-Pakistan Economic Corridor (CPEC) In the Dailies of Pakistan and China. *Pakistan Journal of Social Research*, 5(02), 1083-1090.
- Pakistan Television Corporation. (n.d.). <http://www.ptv.com.pk>
- Pakistan-China Friendship Center. (n.d.). <http://pcfc.org.pk>
- Xinhua News Agency. (2023, April). China, Pakistan pledge stronger cooperation under BRI. <http://www.xinhuanet.com>
- Xu, J., & Duan, R. (2023). How do US corporations communicate interculturally with their Chinese stakeholders: Analysis of GM Company's social media posts from the cultural value perspective. *Plos one*, 18(10), e0292552.
- Yang, S. X. (2017). Soft power and the strategic context for China's 'media going global' policy. In *China's media go global* (pp. 79-100). Routledge.
- Zhang, Q. S., Liu, Q. N., & District, B. (2020). A study of the differences between Chinese and Western cultures from the perspective of Hofstede's cultural dimension theory. *East African Scholars J Edu Humanit Lit*, 3(4), 125-128.
- Zhu, Y. (2017, December). Reflections of the cultural differences between China and Pakistan and corresponding suggestions. In *2017 International Conference on Economic Development and Education Management (ICEDEM 2017)* (pp. 364-368). Atlantis Press.