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**SOFT STRATEGIC DEPTH: CONCEPT OF MEDIA
CORRIDOR BETWEEN PAKISTAN AND CENTRAL ASIA**



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A thesis submitted in partial fulfillment of the requirements for the degree of
MS Media Studies

Media Research

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Dedication

This research work is dedicated to My Brother Dr. ABDULLAH FAROOQI who always motivated me to Get MS in Media Studies degree.

Preface

This thesis is based on analysis of Soft Strategic Depth: Concept of Media Corridor between Pakistan and Central Asia. The research in didactical Media and Communication studies. The research took place at the Department of Media and Communication Studies at Riphah International University. I am grateful for the Riphah Institute of Media Studies (RIMS) for allowing me to work with this research work besides my daily work, and for providing me with the working facilities. I express my deep appreciation to my supervisor Prof. DR MUHAMMAD RIAZ for supervision, provision, inspiring and sharing his complete knowledge of their area of interests.

I wish to express my thankfulness to my relatives and friends for their sincere interest in my work.

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ABSTRACT

This thesis presents an exhaustive review of the media environment and suggests a direction for the development of a Media Corridor between Pakistan and the Central Asian States. Since Independence Day the CARs have acquired the attention of regional and global powers because geographically this region has locked but very rich in oil and natural resources. Especially Pakistan and Central Asia have a common history, culture, religion, and agriculture. Their friendly relations are reflected in policy statements delivered by the Government's officials who are appearing in the national and international media. Theoretically, the Media can affect foreign policies through its agenda setting, agenda reflecting and agenda building policies. According to the different studies that the role of media has been less debated but this study makes an endeavor to fill up these gaps, moreover, in this research, the researcher has focused to develop a concept of "Media Corridor" between Pakistan and the Central Asian States. The objectives of this study are to find out the possible media's role in strengthening the relationship between Pakistan and Central Asia and to explore the prospects and challenges for developing a suggested Media Corridor between Pakistan and Central Asia. The main purpose of this research is to identify the obstacles and opportunities in relations between Media organizations and peoples belong to Media Houses in Pakistan and Central Asia. For this study, the researcher has opted for a qualitative methodology in which the 10 in-depth interviews (IDI) have been conducted for this study. Three of them with the media experts, six interviews with academic professors (two of them from Uzbekistan) and one with the Press Secretary from the Embassy of Kazakhstan in Islamabad. The agenda-setting theory has been applied to the theoretical perspective of the research. The key conclusion is that the media in both ends instead of playing a very important role in building the relationship between Pakistan and the Central Asian States follows the official narrative of the governments. For this purpose, the researcher concludes with the arguments that there is a die need to develop a Media Corridor in between Pakistan and the Central Asian States.

Keywords: *Soft Strategic Depth, Media Corridor, Pakistan, Central Asia, SCO, Media Forums, Print & Electronic Media*

مقالہ

اپنی آزادی سے لیکر آج تک وسطی ایشیائی ریاستیں علاقائی اور عالمی طاقتوں کی توجیح کا مرکز بنی ہوئی ہیں۔ پندرہویں لاکھوں سالوں سے یہ ریجن ایک بند لیکن معدنیات سے بھرپور ہے، خاص طور پر پاکستان اور سنٹرل ایشیاء کی تاریخ، مذہب اور کچھ ایک جیسا ہے، تمام ممالک کے علاقائی اور حکومتی میڈیا پر حکومتی ارکان کی طرف سے دئے گئے بیانات سے تمام ممالک کے پر محبت کے تعلقات عیاں ہوتے ہیں۔ میڈیا اپنے تعمیری، تخلیقی، اور پراثر ایجنڈا پالیسی کی وجہ سے ملک کی خارجہ پالیسی پر اثر انداز ہو سکتا ہے، یہاں پر میڈیا کا کردار بہت کم بحث کیا گیا ہے، یہ تحقیق اس کمی کو پورا کرنے بھرپور کوشش کرے گی۔ اس تحقیق میں محقق نے پاکستان اور وسطی ایشیائی ریاستوں کے درمیان میڈیا کو ریڈور کے بنانے کے تصور کی طرف توجہ دی ہے، اس تحقیق کے مقاصد میں سے پہلا مقصد یہ ہے کہ کس طرح میڈیا پاکستان اور وسطی ایشیائی ریاستوں کے درمیان تعلقات کو مضبوط بنا سکتا ہے؟ اس تحقیق کا دوسرا مقصد میڈیا کو ریڈور کو بنانے میں ممکنہ درپیش مسائل اور چیلنجز کیا ہو سکتے ہیں؟ اس تحقیق میں محقق نے کوالیٹیو طریقہ تحقیق (Qualitative Method) کا انتخاب کرتے ہوئے دس انفرادی انٹرویوز کئے ہیں، جن میں سے تین انٹرویوز ذرائع ابلاغ کے تجزیہ نگاروں سے، چھ شعبہ تعلیم سے وابستہ پروفیسر سے (جن میں سے دو کا تعلق ازبکستان سے ہے) اور ایک کا ازبکستان اسکیمپسی کے شعبہ ذرائع ابلاغ کے پریس سیکرٹری کا انٹرویو کیا ہے۔ ایجنڈا سیٹنگ تھیوری (Agenda Setting Theory) کو محقق نے اس تحقیق میں شامل کیا ہے، یہ تحقیق اپنے دلائل کے ساتھ اس نتیجے پر پہنچی ہے کہ اس وقت پاکستان اور وسطی ایشیائی ریاستوں کے درمیان میڈیا کو ریڈور بنانے کی اشد ضرورت ہے۔

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Glossary of Terms/ Acronyms

Soft Strategic Depth:

According to Mr. Davutoglu (2001), a country's value in world politics is based on its geo- strategic location and historical depth. So a country's value, image, history, location, and armed supremacy are called a strategic depth.

Media Corridor: "To Working with Media Corridor means engaging a team of people who have made the day's climb before, making your way Up to a little easier and a lot more enjoyable".

SCO Media Forum SCO media forum directly or indirectly is dedicated towards SCO family Countries; SCO media forum will have much more responsibilities in future than currently deserving.

CPEC Media Forum CPEC media forum is just related to Pakistan with China, it can be a part of Central Asian States because of BRI (Belt and Road Initiative) some of the Central Asian States are part of BRI, and CPEC is dedicated towards BRI and Pak-China relationship.

Shanghai 5 China, Russia, Kyrgyzstan, Kazakhstan, and Tajikistan. (26, 04, 1996)

SCO Shanghai Co-operation Organization

Central Asian States: Turkmenistan, Tajikistan, Kyrgyzstan, Kazakisthan, Uzbekistan

NATO North Atlantic Treaty Organization was formed in 1949, End of the 2nd world war.

USA United States of America

UNO United Nations Organization (24, Oct 1945)

CPEC China Pakistan Economic Corridor

PTDC Pakistan Tourism Development Cooperation

CARs Central Asian Republics (1991)

CRI China Radio International

AQTTA Agreement of Quadrilateral Traffic in Transit Agreement

APNS All Pakistan Newspapers Society

PTV Pakistan Television Corporation

USSR Union of Soviet Socialist Republics

EXECUTIVE SUMMARY

According to the oxford dictionary, the word “Media” is a plural of the medium used. In the world of today, the media have very important for advertising in food and clothing sales. The media is considered as a “Mirror and Tool” of the modern world, same as the Media is in charge of the latest information, education, entertainment advertising and correlation of parts of the society. The Question is that; what can media change? The answer is that the media can change our knowledge, our behavior, our attitude, our emotions, our actions, and our political thoughts. There have been several studies in the literature reporting of the Mass Media which are describing that the knowledge of the internet and Mass Media is very important for the better understanding of the role of the media in society because the media can give a chance to get the awareness for making the better attitude in our life”.

Importance of Media Corridor

A number of the studies show that the word global village has been given to the world just for because of media, prevent society from isolation and popular tool of communication and same as the strength of Mass Media is that an ability to bring the change in both on a social and governmental level which is the most powerful strength of media in our society. Over the past century, there has been a dramatic increase in the legislation of communication skills, to promote the press, building an institutional environment, which is conducive to free flow information.

Normally; the media strategies in comparison, entail broadcasting in foreign languages, on airing the favorable news stories to international media, marketing in print and electronic media and organizing the exchange programs for the journalists and media experts, this idea will seek to use the modern media to achieve policy objectives in the region. The policymakers and stakeholders from Pakistan and CARs would expect and demand the media co-operations between two sides will promote a better understanding of our policies and evaluate the success and failure of these projects accordingly. Journalist exchange programs will provide the travel grants to journalists in developing nations to visit the respected countries for better understanding and appreciation of democratic institutions to expose them to the norms, values and working style. In return mostly journalists will work to promote press freedom in their own countries.

A Positive Impact of Media on the Society

The media has a plethora impact on the world, it can make our society as a “Global village”, it can provide a chance for our business to make in easy trade, and Media always keep us updated in a critical situation and environment in the world by providing the full information regarding the matters. The Media can perform a role as a Watchdog, Mirror of society for the crimes and critical issues, but here are some negative impacts of the media on the society also available, which can show that the space of TV Screens for “the Fake News” is available for sale to on-airing time. Same as the media can provide support for the cybercrimes and false advertisements of the illegal products in the country. The current research work is a basic concept of the media corridor between Pakistan and the Central Asian States. And the Central Asian States Namely: Tajikistan, Turkmenistan, Kazakhstan, Kyrgyzstan, and Uzbekistan. As clear that Pakistan and Central Asia have very good relations from their independence days. There are no misconceptions or objections available between both sides. The people from both ends are love and liking to each other. They want to meet and understand their culture, values, and living styles. They have similarities in religion, culture, living styles, and also 70 percent similarities are available in their languages in the regions.

According to geogharafical history; Central Asia is the region that stretches from the Caspian Sea in the west to China in the east and from Russia, Iran, and Afghanistan. The region consists of the former Soviet Union namely; Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan. In the early Islamic times, the Central Asian Republics were predominantly Iran populated by eastern speaking people, chorasmians Songhai’ and semi-nomadic Scythians and Dahlia. After the expansion of Turkish people, Central Asia also became the homeland of the Uzbeks, Tatars, Turken, Kazakhs, Kyrgyz and Uyghur’s people. In this region, the Turkish languages largely replaced the Persian language spoken.

The researcher has a view that the object of this research is to present a review and develop a concept of media corridor for summarizing the media strategies for local decision-makers can employ to deal with the country image in the Central Asian States, it also can present some strategies to change the negative image into positive characteristics. It will promote independent media highlights remarkable successes and regrettable failures. The

researcher is giving the first systematic look at the Central Asian massive investment for helping to create a way for independent media around the globe. According to Walker (2011) in eight years past, “Public diplomacy is conducted into the 2 main frameworks, namely; “State to public and public to the public”. For the example, state to public active its aim to describe the state’s policies through the use of official channels to the public, And public to public diplomacy is describe the civil elements such as non-governmental organizations, public opinion tools, Print and electronic media, films, joint productions, research centers, universities, opinion leaders, journalists exchange programs and foundations of employees”.

The researcher describes the media environment in landlocked countries from Central Asia based on the reports from foreign governments and press rights defender institutions, and it provides evidence of the difficulties which come ahead if media freedom is not to develop in Central Asia. This concept like the “media corridor” will support the media associations, organizations, educational institutions that promote the media freedom and lobbying for appropriate legislation and journalists' rights. Besides, it will provide the financial and technical benefits for struggling media houses from both sides in currently sensitive political conditions. The journalist exchange program has covered up the global war on terrorism, deep mistrust remains between these countries. The journalists from all countries get this opportunity to improve the information and viewpoints and built up their relations with them. The same as unresolved issues continue to pose the challenges for these countries.

According to several studies that our media landscape reflects the multilinguistic, multi-ethnic and class-divided soconiety in the country, there is a clear divide between Urdu and English Media. Liecneses were issued on the marriot basis in which the private radio iostations have taken more space in the FM radio channels. The era of Pervaiz Mushraf came with the addition to the laws for the media industry and the laws were amended with the passage of time. One of the more significant steps to emerge from this study is that introducing the laws in Pakistan was done by a military ruler Pervaiz Musharraf.

This research is based on five States from the region of Central Asia, namely; Kazakhstan, Kyrgyzstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan and also

provide a general overview of the current situation of Media environment in the country concerned. The study will focus on the media legislations, close contact of journalists, common people from both sides and access to the information, and provide state-specific recommendations to the governments on what can be done to improve the media situation in the future in the region. This research like “Soft Strategic Depth: A Concept of Media Corridor between Pakistan and Central Asia” will bring together thousands of media experts, they will discuss not only the difficult current affairs in the media but also can be done to improve it in future.

Conclusion

Shortly; in these lines the researcher gives the conclusion as the Executive Summary for present study, after the compilation of this study it is our responsibility to think seriously about the revolutionary changes in the media, working for the development of a concept of a Media Corridor between Pakistan and CARs and making better future for this sector in the region.



CHAPTOER ONE

INTRODUCTION

1.1 Media Evolution

This study, starting with a brief introduction of the concept of a Media Corridor between Pakistan and Central Asian States. The aim of this study is to determine a cursory overview for developing a concept of a Media Corridor between Pakistan and Central Asia and also building up the cooperation with people to people contact in the Region. It is also dilates upon the easy availability of emerging concerns of the Media's Role and relationship with the media houses from the both sides of Pakistan and the Central Asia.

1.2 Media Corridor

Shortly, the definition of media Corridor is that: working with media corridor means engaging a team of people who have made the climb before making your way up to a little easier and a lot more enjoyable. According to the wheel (2010), the term Media Corridor is very important and it applies for a linear system of urban areas together with linking surface transport of media. Mostly corridors are very persistent historically and they are from one of the major types of the urban system in the world, and in current stage due to the development of CPEC, a media corridor is a real illustration of the concepts of corridor theory exemplifies all stages of development manifests the culture gradient mentioned in the theory. The researcher further said that there are a total of five stages for the development of a Media Corridor between Pakistan and CARs, namely; initial occupancy, commercial agriculture, transportation, metropolitanism, and public relations. "The power of Mass Media, in particular, is instrumental in delivering the conversation religious message to a large audience", said Ryan (2009).

The second major type was that the knowledge of communication in media is very important for understanding of different corridors and linkages between two nations, this study will describe the project of media corridor, which will offer the services in smartly constructing relationships between media houses, journalists, news agencies, common public, and governments, increase the economic benefits for the media and communication industry, make a chance for the common people to know more about

to each other's, to open a new era for governments and policymakers to produce the new ways for establishing the relationships between neighboring countries. This concept like the "media corridor" will support the media associations, organizations, educational institutions that promote the media freedom and lobbying for appropriate legislation and journalists' rights. In addition, it will provide the financial and technical benefits for struggling media houses from both sides in currently sensitive political conditions.

1.3 A Concept of Media Corridor

This study investigates the new trends related to Media Corridor between Pakistan and Central Asian Countries. "In the 1990s, the popular concept of corridors began to be expanded to reflect broader concerns of different sectors" (Alampay and Rieder (2008). The planning and development of a Concept of Media Corridor have commonly been defined as a lot of infrastructure which linked two or more than two urban areas (Priemus and Zonnefeld 2003). These areas may be connected for using of different models, like Public Diplomacy, Linkages of Media Houses, Journalists Exchange Programs, and Content Sharing. If the researcher reviewed the past history, he will find out the different Corridors that are working at the globe, namely; Culture Corridor, Rail Corridor, Development Corridor, Transport Corridor, Energy Corridor, Highway Corridor, Super Corridor, North Atlantic Corridor, and Diamond Corridor. Commonly, these Corridors simply represented the shortest route in their region, mostly direct routes and therefor fastest ways to move between two or more cities, countries, and the regions but this media corridor will developed for the media cooperation in between Pakistan and Central Asian States. For the purpose of planning point of view the Media Corridor will viewed as linear extensions of the large Media Houses between the respected countries. In this project, the Media Corridor would serve as a high speed medium to funnel social, education, information, and economic activities between all countries in the region. Processes of development a Media Corridor between the Pakistan and Central Asia operate on so many scales of communication like; local, regional, national, international.

These Corridors mostly used for concentrations of population and media industry in linear belts with the natural resources or fertile soil with help of news sharing. According to the Priemus and Zonneveld (2003), sometimes, if the researcher

is going back to antiquity, he will identify the example of road Corridors in different studies. According to the several researches that these Corridors are facing and proposing recommendations for enhancing effective and efficient transnational Corridors including Transports, Rail, Sea, Media, and Development Projects. The purpose of this study is to raise the awareness of Media Corridor among the Pakistan and Central Asian States in the region as well as to trigger a serious debate around the issues to identify on Television Screens and how to address them in the region.

With the reference of literature review, and pervious researches related to the Media Corridor, Transport Corridor, and CPEC Corridor in the region and available Researches and Documents related to the topic, the literature review examined not only problems and challenges but also success factors with regards to Concept of Media Corridor because the literature review is the main source and main structure in this framework, like; common factors, Political factors, financial factors, business factors, social factors, safety and security factors, technical and operational factors and last one is the Corridor performance evaluation the criteria. According to the different studies that the Corridor is also a tract of land that connects two places or runs along the side of roads. With the reference of researcher's personal visit, Malaysia is a digitalized country in Asia; A Multimedia Super Corridor is a governmental organized project in Malaysia, which has designed to leapfrog Malaysia into the information, communication and Knowledge age. This Corridor attracts to companies with temporary Tax relaxation and offers the facilities with high speed internet access and proximity to the KL International Airport.

The development of concept for the media corridor has been regarded as an important to development instrument in spatial planning and geography for many years. The literature review indicates that this concept plays an important role in the establishment of such corridors. Flows of information and news sharing between the countries are essential in creating conditions that are potentially favorable for journalists along with the communication axes connecting such centers. The researcher have concluded that the major Media Houses, News Agencies and Government's initiatives are the main driving force in this corridor to development in Central Asian Countries.

Mostly corridors are lines of concentration of communication activities that connect two or more sovereign countries. Multiple Media Corridors are viewed in a context of official agreements among the states facilitating centers through infrastructure investment and development of commercial services for information. Commonly, people take a large interest in the Media and entertainments for developing of society because media can provides awareness to the public for changing their attitudes and learning to the better things.

The development of Media Corridor will make the opportunities in future for both side of the countries governments to development their Media Organizations, infrastructure and take a positive step for economic developments in the region. It is clear that the development of Media Corridor in between Pakistan and the Central Asian States will provide the traction and opportunities for the long term to the people belonging from the both side.

1.4 Soft Strategic Depth (SSD)

The topic of natural convection in enclosures is one of the most active areas in heart transfer research today is the Soft Strategic Depth (SSD), so with the deep research from the google scholar, Wikipedia and several journals, the strategic depth is a term which is mostly used in military literature that broadly refers to the distances between the front lines of battle sectors and combatants, industrial core areas, capital cities, heartlands, and other key centers of population or military productions. During the period of Ex-Prime Minister “Benazir Bhutto” in Pakistan, first time the idea of SSD was perceived by “General Mirza Aslam Beg”, since then the Pakistani Military establishment has been repeatedly accused of forming a policy, which seeks to control the issue of Afghanistan, so this policy mostly referred to by all types of Media as a “strategic depth”.

According to Nye (1980), a concept of “Soft Power” is rooted in the idea that alternative power structure exists in global relations along with the economic, military and national power. He further says that “Soft Power” has an ability to get what you want through the attraction rather than payments and coercion, and the same as “buying out” and threatening to the others for your needs. The past thirty years have seen increasingly rapid advances in the field of soft power and the soft strategic depth

because both explain the attractiveness of a nation's culture, political image, and policies. Actually, a soft power or soft strategy defines the capacity of arts and culture, higher education, print and electronic media, film and dramas, literature, architecture, NGOs, science and technology, tourism, environment of trade and business and diplomacy and that elements give us an idea about the country wealth capacity like it is a rich or poor.

One of the more significant findings to emerge from the SSD study is that as Pakistan engages new regions and emerging actors as well as continues relations with its old friends, and old allies, Pakistan develops new capacities for the several elements of Soft Power, Soft Image and Soft Strategic communication in the regional and global level. Pakistan has its own official and private-public diplomacy and foreign policy, which is known as the smart power of the government's smartness for very good relations with regional and global levels, said by Ibrahim Kalin (2011). He further said that for the foreign policy, economy and public diplomacy "SSD" convert to education, media arts and science, and technology.

According to several studies that the media have the power and capacity to perform this job to improve the relationships for people to people contact, country to country relations, region to region and global level. In the current situation, international opinion has become a key point of reference for countries to define and implement their foreign policy. If we look at Central Asia they are very important states for neighboring counties in the region including Pakistan. For improvement of the relations of interdependency necessitated by the global media and raising the cost of controlling regional political system, it must provide an opportunity to the media for the formation of the new pattern of a relationship with Central Asian countries. After the development of CPEC Pakistan has become one of the most important countries in the region and the global system is experiencing this transformation in tandem with its unique condition here in Central Asia. A new idea of time and place geographical position makes it possible for Pakistan to produce its own concepts and generation and comprehension provides an opportunity for Pakistani writers, anchors, intellectuals, policymakers, and politicians to produce their own concepts and theories and expands the horizons of Pakistani intellectual life. In the past four decades, "Soft Strategic communication" spaces have been studied extensively, it considers as a tool

for public diplomacy, information, and influence nations. Same as the political communication by policymakers, states or organizations are defines as production, distribution and controls tools. The purpose of this diplomacy is just building up a strategic language of communication between nations, institutions, and governments from both sides. The following conclusions can be made by the Walker (2011) that in eight years past, a public diplomacy was conducted into the two main frameworks, namely; one: State to Public Diplomacy and two: Public to Public Diplomacy, for example, state to public diplomacy active its aim to describe the state's policies through the use of official channels to the public, and same as a public to public diplomacy is describe the civil matters and civil elements such as NGOs, public opinion tools, print, and electronic media, films, joint productions, research centers, universities, opinion leaders, journalists exchange programs and foundations of employees.

One of the more significant findings by the Davutoglu (2001) to emerge from this study about diplomacy is that a country's value in global politics is predicated on its geostrategic location and historical depth. The writer further says that Turkey connected with its roots to Balkans, Middle East and even with the Central Asian Countries by using to its roots and norms. So we can say a country's value, image, history, location and military power are called strategic depth in the present world.

1.5 A relationship between Pakistan and the Central Asia

Present research is based on five landlocked states from the region of CARs, namely; Kyrgyzstan, Kazakhstan, Turkmenistan, Tajikistan, and lastly Uzbekistan, the study describes a universal overview of the concern states of the media's environments in the countries interests by focusing on the media legislations, close contact of the journalists and access to the information and provide state-specific approvals to the managements on what can be done to increase the media environment in region in future.

According to Faisal and Asghar (2016) after the downfall of the USSR (Union of Soviet Socialist Republics) the energetic, rich and around the landlocked Central Asian States gained immense prominence in Pakistan's foreign Policymaking quarters. The Central Asia States' proximity to Pakistan has fortified Capital

Islamabad's enthusiasm for developing the close politically aware and financial ties with these countries in the region. After the independence of Central Asia, these countries have received autonomy, Pakistan developed over-enthusiasm for making the close relationship with these countries without completely understanding the multifaceted nature and differences of the Central Asia, Where every state had divergent national interests and rather conflicting perspectives". The Researchers have views that at those times the relationship between Pakistan and all countries is focused around mutual understanding like religion, customs, culture, fate and topographical vicinity. Moreover, the absence of a common border with Central Asia was one of the principal obstacles to approaching the region. Only Tajikistan is one of the closer states to Pakistan, which was only 14 Kilometers distance from the Pakistan Border. So it is proved that this time Pakistan is the most helpful, shortest and perfect way for worldwide trade passage to the sea for Central Asian countries. This trade route has remained nonetheless worthless and ineffectual for long way to insecurity and conflicts from Afghanistan, Pakistan can provide a valuable seaport and shipment accommodation to Central Asia via Gawader and Karachi Ports, because Pakistan has also a plethora interests in CARs like "Strategic and Economic interests", so the economic interest will always continue to be the prime reasons behind the establishment of relationships between the countries. The strategic interest of Pakistan in CARs is also a vital element of its outside arrangement for Indian attitude in the region. The exchange visits of officials have had a significant impact on the relations and these high-level visits should continue. The main barriers to the strong relationship between Pakistan and CASs are the absence of mutual border.

1.6 Kyrgyzstan

The relationship between Pakistan and CARs has been widely investigated that on 20 December 1991 Pakistan has started its diplomatic relations to the Kyrgyzstan, A protocol for foundation of strategic relationship between two countries was signed on May 10, 1992, and Pakistan send its diplomatic mission of Ambassadorial level at Capital of Kyrgyzstan "Bishkek" in 1995. it was a historical movement for region. In Bishkek, Pakistan and Kyrgyzstan signed some numerous treaties setting up cultural and economic relations, so in replay, Pakistan also offered to support Kyrgyzstan efforts to increase representation in any international

organizations. In 2004, Kyrgyzstan offer to give electricity to Pakistan when its president visits to Pakistan in the period of Pervez Musharraf.

1.7 Kazakhstan

According to the different Studies, Kazakhstan declared its independence on 16 December 1991 when the USSR has been collapsed; shortly Pakistan recognized it as an independent country on December 20, 1991. Both countries established their bilateral relations in February 1992 and opened the Embassy of Pakistan and Kazakhstan in the capital cities. They also established a joint ministerial commission in 1992 aimed at exchanging trade and financial scientific, technical and social collaborations in the region. Kazakhstan has a biggest landlocked area in the world and it is a very rich in natural resources likely, oil, Gas, Coal, Uranium, Gold, and Lead, Being a dynamic part of various international organizations namely: OSCE, OIC, SCO, CSTO and EBRD, Kazakhstan provides to Pakistan with an extraordinary chance to become a trade and energy route via Karachi and Gawader Ports. Pakistan has formalized an organized plan to advance participation in financial and business deals. The Joint Economic Commissions have been established with all States of Central Asia. Recently, Pakistan has opened E-Visa Policy for all Central Asian Countries including Kazakhstan citizens, after this initiative the Kazakhstani nationals can visit Pakistan after getting an E-Via facility and go around the whole country without facing any problem.

1.8 Tajikistan

History says that Pakistan is the shortest helpful trade way/passage to the sea route for landlocked Central Asian Countries; it is a perfect way for Central Asia to worldwide trade via sea route. Tajikistan is closest country to Pakistan rather than others, so there is a large volume of published studies which is clearly describing mature relationship between Pakistan and Tajikistan, In June 1992, Pakistan established its Political, strategic and economic relationship with Tajikistan after the collapse of USSR, Pakistan was in the list that's recognized Tajikistan as a separate Muslim nation and opened its embassy in Dushanbe in 1993. And same as Tajikistan also established its mission in Islamabad in 1997. A Border distance between Pakistan and Tajikistan is only 14 Kilometers wide, which is Afghanistan and China. Pakistan can be the most helpful for Tajikistan for Afghanistan. Accordingly, bilateral relations

between 2 brother countries began to establish in diverse fields. Head of states from both sides met five times and affirmed to venture up the endeavors to improve respective relations. The Pakistan and Tajikistan consented on more than 30 agreements, MoU's and conventions and to amplify participation in the fields of insurance, communications, financial, energy, and investments, banking sectors, air and transport, and industry, transport, and food industry. Tajik Government wants to access to Pakistani Ports (Both Gawader and Karachi ports) for their transit trades. Pakistan has also offered the shortest route to Tarkan's and other regions.

1.9 Uzbekistan

Uzbekistan was the fourth country that had announced its endurance status after the collapse of the USSR, and it was a very emotional time for Uzbek people. Pakistan was very happy to get the separation of Uzbekistan from Russia, so Pakistan was the initial couple of the countries which accepted Uzbekistan and the third one to have established an embassy in Tashkent. A Protocol was marked between two countries on the foundation of Diplomatic relationships in 1992. From the starting point, Pakistan showed enthusiasm in its relations with Uzbek People by sending an official delegation with initial support to providing US \$30 Million dollars credit facility that was the time when Pakistan started economic trade with Uzbekistan. That was the time when Pakistan signed almost 56 MOU's and treaties with Uzbekistan including trade, medical, services, traditions, science and technology, agriculture, sports, media and communication, banking, tourism, and transportation. The journey was continuing in the period of General Pervez Musharraf when he visited Uzbekistan and Kazakhstan in 2005. General Musharraf shares the importance of Karachi and Gawader the short passage to seaports for Central Asian Countries. Faisal said that "Uzbekistan sees Pakistan as an important South Asian country". And Pakistan also sees Uzbekistan as a trusted friend in the region and secondly, through the regular platform of different associations, namely; SCO, ECO, and others. According to "Mr. Beruniy Alimov" in our views Pakistan is not only a country which interested to complete a pipeline or a trade route with CARs but also in creating trade monetary, political and also security association". Pakistan offers to Uzbekistan, it can supply Gold, Cotton, Gas, electricity, iron, lead, copper, and chromium to Pakistan, and Pakistan will export to Uzbekistan cement, textiles, shoes, medicines, garments, machinery, telecom, football, and military gear.

1.10 Turkmenistan

The central Asian States especially “Turkmenistan”, in 1991, after the collapse of the USSR, Pakistan was the first Nation region who recognizes Turkmenistan as an independent state in the world; it made the formal relations with Turkmenistan in 1992. It was a very happy movement for Turkmenistan’s people that Pakistan stands by with them. That was the movement when two nations appreciate close relations which have already been established by mutual history, religion, culture, and traditions. Currently, Pakistan is providing free training to Turkman people in the field of Air, Naval, Land, Armed Forces, English Language courses, Banking sector, and diplomatic sectors. From 2012, Pakistan, India, and Turkmenistan are working on Gas Pipeline from Turkmenistan to Multan (Pakistan).

The history describes that the end of the Cold War represented an apparent victory for NATO, capitalism, free enterprise, and democracy over the Warsaw Pact, Marxism-Leninist communism, and the Russian Soviet Empire. In 1991, five newly independent republics of the Central Asia namely, (Kazakhstan, Kyrgyzstan, Turkmenistan, Tajikistan, and Uzbekistan) emerged from the wreckage of that watershed event. Eric and Richard (2014).

The Central Asian region carries historical significance as it has been a ‘Cradle of Civilization. The region is particularly important because its history embraces extremes of historical phases starting from pre-Islamic to Islamic era to the Russia Empire and the former Soviet Union. Khan (2012). The geographical positioning of the Central Asian Countries is very important and it has great impact on the entire region. This region has importance due to possibility of the transport passage through these countries. The other factors which increases their significance in the region are that these countries have natural wealth of oil and gas. China and Pakistan both are keen to make relationship strong with the Uzbekistan, Kazakhstan and Turkmenistan. These Central Asian States are also mutually interested to become a part in the game changing project of CPEC because this project has many economic benefits for whole region. These Central Asian States have the natural wealth and they need the shortest way to transport the natural wealth to other countries, for this China

can get benefit through CPEC because it will come easy for them to get this natural wealth in quick period of time. Gas pipeline routes can also more beneficial for the both counterpart with respect to trade and industry. These Central Asian States may have the opportunity to get separated from Russia as well. The states of Kyrgyzstan and Tajikistan can get benefit in terms of infrastructure and other trade options from the project of CPEC. They can create a closer link with international countries via CPEC and they improve their revenue in the field of railway as well through this CPEC.

PAKISTAN AND CENTRAL ASIAN MEDIA

1.11.1 Pakistani Media

Previous research findings into the Pakistani Media have been inconsistent and contradictory that the media can play an important role in providing the information to the people about everyday happening matters in society. Hardly anyone escapes the all-pervasive media institutions of press, Radio, Television, and online communication networks. The Media creates awareness and reinforces the public opinion and attitudes of the readers, listeners, and viewers. The Media has become so inextricably intertwined in every aspect of local and foreign policy. The Television, Newspapers, Radio, internet, Smartphones, Books, Hoardings, Billboards are considered as a kind of Media, such as Television, Newspapers, Radio and the Mass Media means more than just news because it may involve entertainment and propaganda or can be used for public service and educational purposes. The previous historical study says that the first printed newspaper was “The Relations”, which was published in 1605 from Antwerp in Modern Belgium, but the media industry flourished in the 19th century after the technology, printing press and Computer introduced. The press was followed by the broadcast media, and the radio was invented by Marconi in 1894 and it becomes more popular after 1910, and same as the Radio, TV, and Newspaper are considered as the most potent tools for the media professionals who are trying to use media as a source of information.

The Newspaper like the Dawn was funded by Mr. Qaid e Azam Muhammad Ali Jinnah (A founder of Pakistan) and first newspaper was published in 1941, dedicated to countering the Anti-Muslim propaganda and promoting for an independent Pakistan. During the past 80 years much more information has become

available in the historical pages related to the Pakistani print media; especially the oldest newspapers have been published in past hundred years. Daily Nawa-e-waqt was established in 1940, it was the mouthpiece of the Muslims young generation in India. Who was among the strongest supporters for an independent Pakistan?.

With respect to the role of media it is very interesting area for not only the journalists in Pakistan but also for the law makers to set the direction in right required direction. The era of 1960's has the negative footprints in Pakistan because in that period media industry faced many problems. Government posed banned on the newspapers and at that time it was difficult for the media industry to survive the economic restrictions imposed by the government. The official government channels were also under the restrictions imposed by the rulers of that era (Ayub Khan). Media industry got the freedom and boost during the 1st decade of 21st century when General Pervaiz Musharar created the space and opportunities for the media industry to grow at larger scale. Television broadcasting and FM Radio licenses were issued to private media organizations. It was the big step of the media houses for the development in Mass Media in the country in future.

In these days an Urdu media like the newspapers and magazines are mostly widely read by the masses in rural areas, English Media is elite centric is more liberal and professional compared to the Urdu Newspapers. English Channels, Newspaper and Radio have for smaller Audiences than their Urdu Audiences in Pakistan but have a little bit leverage among the opinion makers, business community, political and the upper class society. In the other way we can say that Urdu Media are mostly consumed by the rural population and the English Media targets urban areas and the elite class and is more liberal and professional in comparison. After the CPEC the role of media must be emphasized if the country is going to make a successful transition to economic development, democracy and getting important role in the region, the media must be able to perform its role as a watchdog, holding politicians, the state apparatus and army accountable and keeping the general public well informed.

One of the most significant current challenges in nanotechnology is media's role and challenges in Pakistan, if the researcher goes to detailed discussion; it is true that Pakistan has a vibrant media and this is a challenging task for media houses, journalists, and reporters, as a outline in this study that Pakistani media faced a lot of

challenges in past, Electronic media is powerful but still is young and needs to find a greater balance in coverage of political issues and needs more professionalism in its job. Mostly media workers need proper training and education in Mass Communication, mostly areas within the country suffers from lack of access to media properly, mostly journalists are reporting from the conflict areas having a lot of security issues for their lives. That was the main reason in 2008 Pakistan was the second deadliest country at globe for working journalists and other media workers and six journalists were killed in 2009, so it was a big loss for media industry for the safety of their workers. Mostly Journalists are working in media houses without salaries and incentives as a free lancers; they are facing a lot of problems in their lives. For the government it is necessary to work for the safety and security of working journalists and other media workers in Pakistan. There have been several studies in the literature reporting on the Pakistani media because Pakistan has a vibrant media landscape, among the most dynamic improvement in South and Central Asia, to a large extent the media enjoys freedom of expression spite of political pressure and direct bans some time administered by political Parties and Pemra. In Pakistan more than 97 TV channels, 212 Radio Stations, 1802 Newspapers and 9 News agencies are working in the country; they are on air during the news hours, political talk shows, religious programs, music series and films. Some times criticized for being unprofessional and political biased, the television channels have made a great contribution to the media landscape and to Pakistani society. Besides the Radio Pakistan, a number of Radio Channels carrying out an independent journalistic content and news bulletin, mostly Radio content is to on air the current news, music and entertainment to the audiences.

According to the researcher that in these days only the hope for Pakistani People is the media, they believe that the media will continue to mobilize them, will done a great job for giving the awareness to a common man, educate the nation even he is suffering a lot of problems in his life. Whether the Pakistani media, with its TV channels is able to take on such a big responsibility and make changes from within depends on improving general working conditions on the military, security situation of journalists, media laws revision, the bureaucracy, better journalism training and lastly on the will of the media and the media owners enjoying the relative media freedom compared to some of its south and Central countries in the region.

According to “ziaudding” during the darkest days of the worst kind of military rules, it was the media that has kept the hope for the nation and their future alive. No one the institution in the country, neither the political party nor the civil society could make such a claim, when every door has been closed, it has been the only the media crashed open alternatives for the willing to come out and take step on the worst dictator ship, after that we can expect that the media can take a bold step for the better co-operation in Mass Media with Central Asia.

1.11.2 Print Media

It appears from the aforementioned investigations that numerous investigation has been showed the effects of role of the broadcasting Media between Pakistan and CARs, However, no attempt was made to investigate that the role of media in our country in Pakistan. The printed newspapers are the oldest media in the world, dating back to earlier separation of Indo-Pak.

For many years backbone, the Books and newspaper were privately acknowledged as a media that took separation and dire stand towards the state authorities. Print Media available in almost eleven languages with nationwide language like Urdu and Sindhi as a major one in groups in the state of Pakistan, while the English publications are not as much as frequent quantities in Pakistan. In this country there are a number of Correspondents, columnists, journalists and anchor Persons, who mostly came from the dissimilar and upbringing backgrounds, Most of them are superannuated army and intelligence officers, academics organizations, and intelligentsias in their fields. They are financially well established in their lives, and belonging to the developed middle or upper class, they are often very significant and provide background information related to exact news reporting. In Media industry there are plethora organizations that are working in Media market in general. Some of them are very popular and influential in the country, like Jang Group, Dawn Group, and Nawa-e-Waqt Group, Dunya Group, Samaa TV, AVT Network, Exact like Bol News. A news agency like APNS namely; “All Pakistan Newspapers Society” supervision the specific and major newspapers, publishers and proprietors that are subjugated by the media tycoons since 1953 by 243 major revolutionary editors and publishers in the Pakistan.

1.11.3 Radio

The researcher summarized that the previous research findings into Radio Pakistan and FM Radio have been inconsistent and contradictory that the Radio is a medium way for the news, entertainment and commercial for a common people in Pakistan, the people can keep in touch and always trust at the Radio source in Pakistan. According to the researcher, that the Radio is a vivacious media in Pakistan and the leading media in many pastoral areas where the television does not infiltrate because of the extortionate broadcast costs or simply a lack of energy in rural homes. In urban areas, the radio is gaining in attractiveness as people are too busy to watch television and often listen the radio while the driving to and from work. Before the President “Musharraf” period the Radio was a domination controlled by the state until 2002, when the President Musharraf do unconventional to the media and established an authority for the lawmaking in media like the PEMRA, the PEMRA was unlocked for private FM radio stations by marketing of licenses to the maximum buyers in Pakistan. Now day’s more than 212 FM Radio stations are operating across the country in 24/7 in 365 days for the millions of the people both in pastoral, City and town areas. According to Najib (A founder of Radio Power: 99), that “in early couple of years radio license was very low-priced, around 3 million Rupees but today the license rate has been increased after the competition and superior demand for new FM licenses, “he further says that” the most great media tycoons were originally absorbed on gaining the television licenses, but now they have become attracted in radio as well”. PBC still leads the radio in Pakistan and has the largest audiences in the rural areas of the country, it have more than 30 stations including FM 101 and largest audiences around 96% populations in the country.

1.11.4 PEMRA

(PEMRA) stand for “Pakistan Electronic Media Regulatory Authority” for the electronic media in Pakistan it is an independent institution for the electronic media. And it is constitutionally established in Pakistan. It was established in 2002 in the period of General (R) Pervaiz Musharraf the (former) president of Pakistan. The PEMRA is responsible for roles and regulation and monitoring TV Channels in Pakistan. This institution like PEMRA has an authority to issuing the license for the establishment of Television to improve the electronic media and mass media culture

in Pakistan. The establishment of PEMRA for the purpose of a national, international, provincial district and local or special targeted audiences in Pakistan". The Monitoring wing in PEMRA is a strong part of the institution. The Monitoring Wing of STV channels started in 2005 through a conventional monitoring set-up, and then in 2006 a computerized recording monitoring system was installed, after that, a comprehensive and digitized software-based monitoring set-up was established in 2010 for monitoring of content and advertisements on private satellite TV channels. Currently, the Monitoring wing is working to monitor almost 90 Pakistani news channels and entertainment channels, 226 Radio channels, 123 Satellite channels, and 33 landing rights channels. The PEMRA also monitor Talk shows, Morning shows, news Bulletins, Dramas, Advertisements and other activities in 7/24 hours in week, if monitoring wing find out any violation they take action immediately, Sometimes they stop the channel's transmission and sometimes they charge the fines, "In recent months" the monitoring wing take action against some anchorpersons, dramas, morning shows, news, talk shows, vulgarity, and other programs. Actually, the electronic media is so powerful than a nuclear device that is the reason there should be a powerful monitoring system which monitors the Television channels, FM Radios, and electronic media. The scope of the electronic media is larger than the print media and social media.

This is the age of information explosion in which we are living. It makes the world a global village as it shrunk because of the rapid growth in communication and media has proven to be a vital part. The media is said to be the think portion or the brain of a society. There are total four types of media in Pakistan, Print Media, Electronic Media, Interactive Media, and Social Media. Pakistan has one of the most vibrant media landscapes in the region. Since liberalization in 2002, the number of media outlets in Pakistan has phenomenally increased. An increasing activism in the media has emerged along with the quantitative development of media outlets. On the one hand, this media revolution has played an important role in strengthening of democratic institutions in the country and on the other hand, like the activists of any social or political revolution, the media activists also have caused tremendous collateral damage to the society, Riaz and Pasha (2011). In Asian Countries media freedom is a controversial issue, on one side right to information and

freedom of expression are provided and on the other side media regulations and Press laws are ready to curb the media freedom (Naveen. Mishra (2008)). In Pakistan the media industry is playing an active role beginning from the first decade of 21st century. Many of the media houses have joined on the landscape of the Pakistan and they have revolutionized this industry. Now the people in Pakistan have enough information available on their electronic media screens and it's very easy to disseminate the information to the Pakistani people through the media.

“The Central Asian States” namely “(Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, and Uzbekistan)” always remained under the Soviet Union since 1922 when they came under the domination of “USSR” colonial power. At that time the media was under controlled the one community party, it was trying to control all types of mass media and communication. All types of News bulletins from Television, Radio, and Articles from the Newspapers were reviewed by the Soviet community party by the hidden way. In short, the media used the Soviet ideology in this period; the majority of journalists and media owners have taking directions indirectly or a directory from the politicians of the community. All journalists have good relations with the ruling party, and all broadcast and the media houses from the opposition are too weak in Soviet Central Asian States. Today and tomorrow free press media is under control in Central Asian States that are the reasons all types of mass media from Central Asian States are very weak and under control of government's censorships. Opinion maker media is considered as powerful tool in doing all that because through media it can be done in a more effective manner. So it is called that a controlled media can't set a powerful opinion of the nation.

1.12 Central Asian Media

“The relations between the different counties can be assumed through the television screens of particular counties. The Media is important and through its coverage can portray particular relations as a good or bad and for this assessment by the public opinion about the respected countries, (said by Sajjad, 2015). Due to the CPEC, recent developments in the field of communication have led to a reviewed

interest in media co-operation between Pakistani and CARs, because in these countries there is a plethora space available for development in media to media relations. The reason is that the media coverage in Pakistan and Central Asia is very poor at the regional platform for discourse; reporting from the neighbor countries is often erroneous and lacking balance. With the reference of several studies that the strengthening the relationship between both side's media houses, journalists and news agencies could pave the way for improved coverage of the conflict dynamics in the region and help address the six countries, mutual issues and disputes in a more balanced situation, initiatives for strengthened relationship and cooperation between media and communication should build upon existing know-how, such as the media discussion between these countries the existing links between media houses can potentially serve as a vehicle for building broader contacts between the media professionals in the these countries. The relevant media houses invited to take part in the discussion should include both local and regional media working from the border areas, as well as the national and international media houses that can develop influence opinion-making in both ends.

Due to the background information and academic knowledge, the researcher has made a theoretical base, reflecting how the Pakistani and central Asian media can play a role in their bilateral relationship. According to the different studies in Central Asia, the Media is a central part of all communication and an important determinant of the social and political activities in the region. Due to this communication, the media initiates the primary and secondary reactions or changes in the behavior of the nations. This study is based on the premise that conducts the foreign relations and formulations of foreign policy which are also communicated. Nowadays the media has become a permanent source of international communication in the region especially Pakistan and Central Asia. The researcher says that if the media follow the following four basic approaches to cover international communication it will take a lot of financial benefits for its development. No: 1 Idealistic and human approach, it means that international communication brings to more close to different people and countries. The second one is called the political proselytization identities; it means international communication is propaganda and ideological confrontation. The third is to present the information as a tool for the economic power which is used as an Aid, development and business venture to dominate countries. And the last one has

characterized information in the international arena as a subtle method for political issues. In Central Asia, the Media is growing on different stages, like in Kyrgyzstan the media totally under control by the Government. The Number of the newspapers, journals, and other press outlets registered in Kyrgyzstan is not more than 1000, according to the different studies in Kyrgyzstan only 30 newspapers are publishing in daily bases in four languages, 28 Television Channels, and 36 FM Radios are on-airing here in the country, with minor co-operation only 4 news agencies are giving their services in Kyrgyzstan.

1.13 Tajikistan Media

The primary goal of turbine cooling research during the past years was to develop the media environment in Tajikistan, and sounding countries, because after the independent of Central Asian countries, their media is very week to spreading the awareness. On the map of world Tajikistan is situated in Central Asia and dividends the boundaries with Kyrgyzstan, Uzbekistan, Afghanistan and China.

On the first February 2002, there are total 278 publications and 7 news agencies are registered in Tajikistan. There are 217 newspapers in Tajikistan, 61 Magazines including National, Governmental, and industry specific and private (Reported by Ministry of Culture). Only 60 % of print media are printed frequently. The nationwide state press club, newspapers and magazines are printed in the Tajikistani, Russian, Uzbek and English languages while the local papers are printing in Tajik, Uzbek and Russian only. There are total of 73 printing presses working in whole country in Tajikistan and four of them have lacated in the capital of the country.

1.14 Turkmenistan Media

During the past 28 years after the independence of Central Asia much more information has become available on media of the region, including electronic media, print media, mass media, social media, and also internet across the region. If the researcher has examine the print media, the most of the newspapers and magazines are printing in Turkmen and Russian languages, it is official so the content does not differ much from the other newspapers. Moreover, all the state employee and mostly students from the colleges and universities are obliged to subscribe the official publications, not private newspapers or magazines. “Daily Zaman” a newspaper from

the Turkey is one of the foreigner newspapers available in Turkmenistan, which even possesses its own printing press over there as the other papers, but its content is not strictly controlled by the government. The media in Turkmenistan is strictly under the controlled by the state government.

Before 2015, the Russian satellite TV was very popular in the country, but after 2015 the government starts to develop the private satellite channels, dishes and launch a new system for their own media organizations in the country. Turkmenistan broadcasts have their own seven public Television channels that have based from the Ashgabat the capital city of the country. All seven channels are broadcasting in Turkmen language, except “Turkmenistan News Channel” which is broadcasting in 7 different languages, same like “Pakistan Television” (PTV). All these channels have same content and same quality in their programs without any difference from the others. Any news or any opinion which is against the president of the state cannot be on air. The electronic media from the Turkmenistan also presenting the entertainment movies, sports events, and other informative programs which is dubbing in Turkmen language on-airing in the evening. A considerable amount of literature has been published on heavily controlled press by the government of Turkmenistan. The studies concluded that the media in Turkmenistan is one of the most tightly controlled in the world. “The press is heavily controlled by the government which funds all print media, the criticism of the president is absolutely not allowed. To avoid reprisal, domestic and foreign journalist, engage in self-censorship” said by Faisal. There are strictly role followed by the nation in the country.

According to the different studies that, only the national and domestic news agency is available which is controlled by the government. Another news agency belong to Turkey also maintains an office in Ashgabat. All type of press release is under controlled of the Turkmenistan Television Broadcasting Center, which is operates total 7 national channels. According to the “Reporters without Borders in 2019” in its 180 countries survey report that the Turkmenistan is the country which has consistently ranked at bottom of list of press freedom since the breakup of the USSR. Foreign News Channels and opposition parties’ websites are blocked and foreign social networks like Facebook, Twitter, YouTube, What’s App, and all other Social Media are often inaccessible. Some one can say that “Turkmenistan” is “ever expanding News a Black Hole”.

These studies show that Turkmenistan is the different country from the other Central Asian country as media. The Turkmen Media don't have any rights to contract with any financial substances with someone meanwhile there whole presence is founded on cuisine to one or others philosophical operations. The Media is totally under controlled by the government. And same as the subject of the information access for reporters is also absent-minded, as well as all community data is controlled and clarified by the government in the country. According to the ministry of information and affairs "the register of new broadcasting and media outlets are, so we can say the president will issue the license for TV channels, Radios and Newspapers, same as the Executive editor of any media house is selected by the president office with the specific guidelines relating to the editorial policies. All the broadcasting of Media House in the country is funded from the government funds, all advertising policies made by the city government. For easy access to information, all authorized communication requirements are done by letterhead forms having a copy prevention division, same as different accessories of regulations have complete data circulation a privilege individually appointed staffs officers, likely presidential media coordinator in Turkmenistan. No one have authority to provide the information except press office or a media coordinator.

1.15 Kazakhstan Media

The first serious conversation about the role of media in Central Asia emerged during the 1990s with the Eurasian Media Forum is an annual discussion platform that brings to more close over the 600 delegates from six nations around the globe. The first Eurasian conference was held in Astana the capital city of Kazakhstan, and aimed to start discussions on the most critical, social, economic matters in the region. Four countries namely; China, Pakistan, Kazakhstan and Kyrgyzstan were decided to start a Bus service that would not only increase the business but also be a significant tool for encouraging public diplomacy between the regions, Said by Zahid. The researcher has discussed the situation of media in Kazakhstan and whole Central Asia, according to the different studies that more than 11 languages are using in Kazakhstan, so if here are about 2900 print media like newspapers and magazines in the country, only 453 of them are publishing in the Uzbek language, 2303 newspapers and magazines published in Russian language and circulated in Kazakhstan in daily basis. Almost 2400 foreign Mass Media are represented in Kazakhstan, including newspapers,

magazines and TV channels and Radio programs. Most of them are publishing in English and Russian language. Similarly if we go to internet facility, only 5.6 percent websites have content in Kazakh, and 12 percent of all sites are in English language. So the same situation can be watched into the literature that is published in Kazakh. Same situation has in the majority of books sold in the country are published in Russian not in Kazakhstani language. Almost one dozen languages are using in television screens including Russian, Kazakh, English, Turkish, Uygur, Uzbek, Ukrainian, Polish, German and Korean and some other languages. So the researcher concludes that Russian language still remains predominant in Kazakh State Media. In Kazakhstan, there are total 215 central and local TV and Radio stations are working in the state. Only five stations are broadcasting in State language, same as news programs on the national channels are on-airing in Kazakh and Russian both languages.

1.16 Kyrgyzstan Media

In Kyrgyzstan almost 800 media channels are operating in the country. ALMOST 126 television channels followed by the 689 print media industry is serving for the audience needs. Most of the channels were built by the government. Village people have less access to the media. Obviously there are the few areas in which the transmission system is better and can be viewed by the people by using the various technological modes. More recent studies have confirmed that there are more than 10 TV channels working in Kyrgyzstan, the major one of them is “Kyrgyz National Television Channel”, the only TV channel that is covering the whole country. It is also transmitting the programs of various affiliated regional TV channels. The programs from this channel are transmitted in two major languages like Kyrgyz and Russian. Like; ELTR. ELTR is a national channel which has around 70% of the population 80% programs are broadcast in Kyrgyz language. Bishkek is the capital city of the country, mostly TV Channels are operating from this city, more than 5 channels namely; 5th channel, Piramida, NBT, NTS and EKHO Manasa are existing in Bishkek.

Over 75% content have dominated by programs in Russian and Kyrgyz languages, the Media houses rely heavily on retransmission of Russian TV Programs. Mostly foreign Dramas are dubbed in Russian but sometimes in Kyrgyz language

with subtitles. In 2010, three regional media houses have start operation from southern areas in Kyrgyzstan in Uzbek language, but unfortunately two of them closed after the Kyrgyz Uzbek conflict. And third TV channel had changed its ownership from Uzbek to Kyrgyz. Mostly foreign Television channels from Russia and Uzbekistan is available in Kyrgyzstan, Russian Televisions has regularly been founded the highest audience, specially (Pervyi TV) known as a public Television in Kyrgyzstan. Due to the special arrangements with the Kyrgyz TV and Radio Media Houses, the Russian channels have around 80% audience. And for the Uzbek Television Channels, they are available in southern areas in Kyrgyzstan via cable dish, and digital television.

“Previous studies have reported that the number of newspapers, journals, and other press outlets registered in Kyrgyzstan is more than one thousand. But analysts indicate that only 350 to 400 newspapers, magazines, journals are publishing and total 50 to 60 of them have become self-sustaining in the media market. Around 80 newspapers is publishing in Kyrgyz language and 20% in Russian, and limited number of newspapers in foreign languages like; Uzbek, English, Turkish and others”, (Reported by OSCE). More recent studies have confirmed that the Russian Print Media is greatest in terms of copies sold, Major Bookstore in the Kyrgyzstan are existing in Bishkek and most of the books are in Russian languages with the both literature local and Russian. According to several studies by the researcher the press in Kyrgyzstan is multiple, printed mainly in Russian, Kyrgyz, and Uzbek (Especially in South areas) and English in Bishkek. According to Ministry of Information and Affairs, “There are two “nationwide” newspapers in Kyrgyzstan, namely; “Kyrgyz Tuusy and Slovo Kyrgyzstana” with small circulation, and 30 national, 10 regional, 11 city, and almost 50 districts papers”. Russian papers are very popular in the country but they are not always meeting the standards of international Journalism but at least they tried to keep distance from the yellow journalism. Reported by (Reporters without Borders)

The first serious discussions and analyses of Journalists in Kyrgyzstan emerged during the 2000s with Local Kyrgyz language Media outlets that they don't have enough trained journalists, able to write according to international standards in Journalism; the researcher also added that “it is very important for the Journalists to have a plethora of contacts in many areas”, But Unfortunately, the young people who

just come from the university, they do not have such experience; that is why they have to do what the others say. He added more “It is very important for the journalist before coming to newspapers, work in the news service in agencies, radio, television, and dial his own contacts during this time”. Kyrgyzstan made better the situation with the Freedom of Speech in the country moving from 159 to 108 in the worldwide rating comparing to the 2010. (Institute of Media Policy, 2011) The different varieties of the press are viewed as an important condition for the development of Democracy, freedom of speech and source of information. “The Kyrgyzstan press plays its role as a “watchdog of the society” as it is the case elsewhere in the democratic world” said by “Hamidov”.

1.17 Uzbekistan Media

With the development on CPEC project the interest of media is increasing day by day not only in Pakistan but in the entire central Asian countries especially in Uzbekistan. With respect to Uzbekistan television is the dominant medium over there which has more viewership in the country. Media in Uzbekistan is not fully allowed to cover all the stories because the government has strong control over the media. Journalists do not have fully freedom to write or present the reports as it is other countries. The appointment of the heads and editor of national media outlets is made by the senior people having the authority in the management and they appoint/hire the management as per the policies of the government. Officers at the higher ranks tend to air the program on television and newspapers on regular basis.

Most of independent journalists remain under the threat of reprisals and some of them are in prisons separate law dealing with media outlets. In Uzbekistan there is not separate law dealing with the media industry in the country. Previous studies have primarily concentrated on roles of the media in Central Asian states. All the journalists can provide request letter for receiving information's from the state and public institutions and their functionaries. Comparing the environment for local/national journalist of the Uzbekistan with the journalist working in the international media outlets, the international journalists have more freedom in writing the stories.

In Uzbekistan, there are total 30 TV channels including four states channels, each of them is different in the coverage, broadcasting language and content.

Uzbekistan channel is the primary channel with specific of all government news, speeches, public events and regional activities. Similarly “Yoshlar Channel” also covers the half of the country, although the channels are intended to complete with Uzbekistan channel. Its coverage’s entertainments for youth, talk shows and political events. Virtually, all foreign productions are dubbed in Russian; it is very interesting to note the proportion of the viewership watching transmissions in different languages. In Uzbekistan there are two Russian TV channels also on airing in the country, namely; ORT and RTR, but all foreign channels are not broadcasting in the country. However, the several Russian and Korean channels like KBS are available via cable networks. Similarly CNN, BBC, RTR and ORT and discovery channels are also on airing here in the country.

There are 4 state main channels in Uzbekistan one Uzbek, 2 eshlar, 3 tashkant and the forth is international media organization. According to report “THE OSCE REPRESENTATIVE ON FREEDOM OF THE MEDIA” there is total 30 private Television broadcasting companies in Uzbekistan, they are completely state controlled and being avoided for the losing their business. Due to the lack of education in Mass Communication mostly companies offer the jobs for those peoples who are not professional journalists. They broadcast the Russian programs for getting a bigger audience. Same situation is available in Radio stations broadcasting in Tashkent, Samarkand, and in the Fergana valley. Total 15 radios are broadcasting over there in the country; most of them are focusing on music and entertainments.

1.18 Media as a Stakeholder

Alex de Tocqueville was perhaps the first major political thinker to analyze what was at that time a new and developing phenomenon - the emergence of the press as a powerful instrument of democracy. Media control to democracy is an old and well-known idea. The news media fulfill their 'Fourth pillar of state' of democracy. Media encourage self-government by exposing people to different ideas, increasing people's capacity to exercise citizenship and judgment as well as scrutinizing the power. Theoretically media is essential to ensure that all voters' possess adequate and equal information above the choices confront (Mishra, (2008).

The study shows that media of the two countries takes huge interest in their relations. The overall media coverage says that total 1509 stories were published in a country in 75 days at the rate of 20 pieces a day. The sheer amount of media coverage proves that media is not just an independent watchdog but also a stakeholder. The experts also accepted that media is a key player as every movement in the peace process of the Pakistan and India is reported in details. It also shows that most of the media coverage is linked with the events. In normal days, the coverage slips down as proved by low coverage in the days before the attack at the parliament in 2001 or the Mumbai attack of 2008. Also, the media coverage becomes anti-peace during conflict and pro-peace during peace talks as proved by coverage around the Agra Summit or the launch of the composite dialogue.

The study shows that Pakistani media reflects the official policy of successive governments and behave as an "official mouthpiece" for the coverage. Whatever media propagates is not always true or based on accepted canons of right and wrong. The official statements, which media frequently uses are often a twisted form of national interests. The running of official versions of events and policies, without exercising editorial control, has been termed by the researcher as "media following the official truth". The official truth is closer to propaganda but is subtler and more incisive. It offers a grand narrative of national interests. Media is lured to present it as the only possible solution to a given problem. In case of Pakistan and India, Kashmir offers a

good example. For the Pakistanis, Kashmir is a jugular vein of the country; for the Indians, it is an integral part of the Indian Union. The media willingly buys the official truth and splashes it across the country. The important part is that while presenting the official truth, media seldom feels playing in the hands of the officials. It considers it a duty to highlight the national interests, without feeling that official truth damages its impartiality and neutrality. The study shows that media of Pakistan and India more than often dances to the official tunes. For example, it dug up the trivial details of the Musharraf's visit to India for the Agra Summit to make it interesting and justify the talks. In the same pattern, media is positive at the launch of the composite dialogue and supports peace, but it takes lead to sour the ties after the Mumbai attack. It was also jingoistic in the coverage of the military standoff of 2002. The study shows that on all these occasion, there is a unique unity in the official version of the events and editorial policy of media. It leads the researcher to conclude that the Marc Genest concept of agenda-setting, agenda-building and agenda-reflecting media is only partially applicable to the media of Pakistan and India. Similarly, the 'political contest model' of Gadi Wolfsfeld has limited application. Also, all other theoretical parameters only partially help to understand the role of media in context of Pak-India ties. Hence, the model: 'media of official truth' has been introduced. The model allows deviations to the mainstream media while following the officials, creating an aura of freedom of expression. It does not use intimidation like the close societies but builds a narrative which media tends to follow. It inculcates a habit of subtle self-censorship. The model also operates by building a system of patronization that focuses on key media persons and media outlets, showcasing them as patriotic and representatives of the free national media.

1.20 Media's Role in developing the relationship between Pakistan, China and Central Asia

With the reference of different studies, the researcher says that the cooperation with the regional players meanwhile, the scope of Media cooperation has expanded. Here the researcher gives the example of China Radio International, In 2004 China Radio International established cooperation with its

counterparts in Sri Lanka to provide the radio programs and content sharing in Sinhala, introducing China to local audience. Chinese reporters are invited to join the local radio and TV shows via telephone to bring live news coverage; such cooperation has already been extended to other countries. Today in Pakistan, Nepal, Afghanistan, Bangladesh, and Sri Lanka, one can hear the China Radio International programs on local FM Radio Stations, and also in Pakistan and India and Nepal TV programs produced by Chinese Central Television station and also can be watched, or CCTV, the country's most influential and powerful TV Station. According to the different studies these channels have provided the quickest, convenient and effective means to learn current affairs related to China and the world Xiaohong (2012).

China is a country which has planned on various avenues and they have done the same with the media. China has made Media Forum to get help via media on national and international level. In this forum they have kept those people who have previous background in the media and they know the art of media. China aims to develop strong relationship with Pakistan and all other regional countries who are involved in this project of CPEC and they consider it as family members in this project. China and Pakistan both have agreed that they will use media by strengthening the relationship among themselves as well as all the other countries associated with this project. They have given lot of importance to media in designing the policies at diplomatic fronts and in promoting the national interests.

Role of media anywhere the globe is key to getting success in any of the desired field either it belongs to developing relationship with the neighbored countries or using the media for making the projects successful. An organized strategy is required to develop an effective media Forum plan on different available options like the radio, television, newspaper or social media and electronic media. One of the examples that can be added here is the Chinese entry to local audience of the Sri Lankan's community by the help of radio programs in 2004. They have aired the programs in favors of the Chinese people and governments; they have added the Chinese media's person/representatives in the local media organization so that they can mutually broadcast the desired transmission in the targeted direction as per the agenda

and plan agreed by both governments. Another effective program was carried out by the Pakistan followed by Nepal, Sri Lanka and India, they all have aired the programs via radio in strengthening the relationships with each other. In Nepal the same practice was followed by the Chinese to make the relationship better via talk shows to portray the common agreed agenda and policy as per the required direction. The role of Chinese radio is one of the best example. Chinese government mutually formed an organization which is known as China Radio International (CRI). The objective of this radio is to discuss the issues faced by the countries in which this radio station was functioning and to build a desired environment with respect to the public opinion. Other same examples can be noted from the European countries like after the World War II, they have opened the access of radio to almost every knock and corner of the Europe. They have given the access to the common people by the creation of Radio Liberation and Radio Free Europe (RL&RFE, which is broadcasting in Pakistan namely, Mashaal Redio). With comparison to this angle the British have set a great example on the global fronts in form of establishing the radio stations of BBC in Asia followed by the Africa and in other countries as well. They have aired the content as per their set plans and agendas and their radio programs have gained popularity among the audience.

How the media have helped the politicians, government is a key question in whole scenario of giving the importance to the development of media industry? The possible answer to this question is that the media provides the framework for not only the Politicians, Government policy makers but also for the diplomats to work jointly on the account of developing public opinion and making the relationship better. As the political interest changes from time to time which leads to impact on the countries relationship among each other and it becomes difficult for the state to continue with only the government media outlets hence they also filled the gap by the help of private media institutions as well as to bridge the gap.

1.21 Media Forums

There are total two types of Media Forums, which are working in the region. First is the CPEC Media forum and second is the SCO Media forum. CPEC media forum is just related to Pakistan with China, it can be a part of Central Asian States because of BRI (Belt and Road Initiative) some of the Central Asian States part of BRI, so if someone to see it on a large of factors or on a micro level then you will see that the CPEC media forum can strengthen or to ties towards Central Asian States. And SCO media forum directly or indirectly related, because China is big part of SCO, Russia has a plethora in SCO, India and Pakistan has also a lot of part in SCO, so all these if you combined together? CPEC is dedicated towards BRI and CPEC and Pak-China relationship and SCO is dedicated towards SCO Countries, But CPEC I see in the coming years, in future that CPEC media forum will have much more responsibilities than currently deserving (Rehman. 2019). There are total “four Media Forums Conferences” were planned in cooperation of CPEC in Pakistan and China. First CPEC Media Forum was detained in Pakistan dated on November 2015. The forum was organized by the Chinese embassy here in Islamabad. The Journalists, News Agencies, the Chinese Ambassador, Senator Mushahid Husain Syed, Pervaiz Rashid, and other Audiences were presented here in the event. Second Media Forum was held in 2016 in China and continuously third was in Islamabad. The fourth Media Forum was organized by the Chinese Embassy to promoting CPEC and organized a “Rapid Response System” for countering of fake news against the CPEC, it helped in 17, Nov 2018 in Beijing in China. Fifth CPEC Media Forum was held a few days back in Nov 22, 2019 under the co-operation of Chinese embassy in Islamabad, His Excellency Mr. Mushahid Hussain Syed, Chairman of Senate Foreign Affairs Committee, was a president of this event, Mr. Yao jing The Ambassador of China in Pakistan, Mr. Hameed Haroon chief Executive of “Down”, Mr. Shibli Faraz “Leader of the House”, Mr. Javed Abbasi (Senator), an 11 member delegation from china has participated in this event. Proffesor Tang Mengching.

Shanghai Cooperation Organization is an inter-governmental and regional institution, its located in Beijing in China. The SCO is working to make the mechanism of media corridor for the family countries from 2016. “The first SCO Media Forum” was organized in Beijing in June 2018

headed by the General Security Mr. Rashid Allimov. Journalists, members of News Agencies, International media, Chinese media, and media from 13 family countries participated in the event. The Chinese President Mr. Xi Jinping was the chief guest in this event, on this historical ocean he said that “it is necessary to develop a mutually beneficial strategy to address common concerns with the media help” and from Pakistan, Mr. Shafqat Jalil and SCO Secretary-General Mr. Rashid Allimov were present in the event.

1.22 Short Glimpses from the Past

In the Past the Studies have attempted to explain the history of Mass Media, Journalism, and its historical values, The Era of Mass Media started its journey in the early Sixteen Century with the advent to the Printing Press in Europe, since then this field has seen Innovation and progress that has shooked the foundation of the global world. The 21st Century Media enterprise is the one that holds the power beyond measure; it can name, tame and shame individuals and governments, multinational corporations. This incredible power has been endorsed and recognized by many. According to the Malcolm that “the Media are the most influential entity on world, it have the power to make the innocent general public to guilty and the guilty publics to innocent, and that power is because they control the minds of the masses”. According to the researcher, that media have plethora power to build up the opinions and changes the minds of the people, it can also makes and breaks the Governments.

According to the researcher that for the establishment of NGOs in Central Asia, and foreign news agencies, and training for the media professionals and media students, and bring the development in field of journalism, the European Union, foreign Universities and multinational institutions spent millions of dollars, because they want that the just training of journalists and students the skills necessary to do fact based on journalism, which have value able thing itself. They have faith in that professional growth without ideology can encourage fair-mindedness, balance, accurateness, morals, and use of reliable sources for information, said by Eric (2010).

1.23 Cultural Exchange and Transformation via Media Corridor

Media Corridor is not only a concept of Media Cooperation with has cultural Exchange benefits for all the entire region but it will be an opportunity for all the family member countries that there people can interact with other in a closer

touch which will result in bring the mutual transformation of culture. Directly people to people contact can result in sharing of learning and experiences with each other and it can be one of the positive result of this Media Corridor. The important question is that how the norms and values will become part from one culture to other culture, this question will be answered in the later years when the project will get functioning in the region.

1.24 Pakistan and U.S. Journalists Exchange Program

From 2011, EWC (East West and Center, headquarter in Honolulu, Hawaii) have been organizing an annually Journalists Exchange program for Pakistani and American Journalists. It was organized and designed to increase the relationship between two countries. This journalist exchange program has cover up the global war on terrorism, deep mistrust remains between the two countries. The journalists from the both countries get this opportunity to improve the information and viewpoints, and built up their relations with the each other's. Same as, unsettled matters remain to pose the challenges for the both nation-states. With the help of public affairs section from the American Embassy in Islamabad, this event offers to ten American and ten Pakistani correspondents a chance to achievement on the ground perceptions and actual info about the nation state. They participate in all types of the meetings with government, and military officials, policy makers, business men, political influential and a various group of other public followers for the future reporting and friendships with the professionals. All contestants come across the world at the EWC Headquarter before and after their learning trips for debates motivated on complex matters between United States and Pakistan. Predetermined attitudes between the publics and Mass media in the US and Pakistan, new perceptions increased over their learning trips, and the learnt, how the media reportage from both sides can be improved in future? This is a US-Pakistani professional partnership in journalism program, which will take along 230 Pakistani media experts to the America and refer 70 professionals from the US to Pakistan. In every year, total 10 Pakistani journalists will receive total 4 weeks internship programs at US media organizations and also 10 US Journalists/organization will enjoy two weeks in Pakistan.

Same as, since 2011, "the International Center for Journalists" (ICFJ) a non-profitable, certified institute from the Washington DC started a Professional partnership

program for Pakistani and American Journalists. It is multi year's program which will bring to more close for 230 Media professionals from the Pakistan and 70 Professionals from America. The Journalists will observe the values as they are occupied in the broadcasting studio in their respected countries. This event will provide to Pakistani and American Journalists to enjoy a tour for both countries, and conduct interviews of the officials and ordinary Pakistanis and Americans, and get opportunity to visit whole country. Pakistani journalists will enjoy total 4 week internships an U.S. Media Houses and American Journalists will received total 2 weeks.

1.26 Organization for Security and Cooperation in Europe (OSCE)

OSCE was established in 1970 in Vienna Austria, it is a world's biggest safekeeping concerned with international and high level institution in world, and it is working in Central Asia. When the conference related to security and co-operation was held to work for as a multidimensional forum for discussion and intervention between east and west nations. Recently, the researcher have shown an increased interest in improvement of Central Asian Media's role with the organization working in the region, so according to the different researchers that the aims of OSCE demonstrative on the independence of the broadcasting media is to see to related media progresses in OSCE participant countries and close coordination with the Central Asian motherlands.

According to conferences hosted by organization in the different times, the free and independent media are major source of the improvement of knowledge in the society, for this purpose the organization monitoring and demanding the accountability for attacks, harassment of female journalists and prosecution of member of the media for their professional activities. The representative activities include observing the mass media improvements as part of an initial threatening functions and supporting member countries tolerate by their promises to freedom of expression and unrestricted mass media environment. According to the charter of the organization, the OSCE is focuses on the field of safety of media workers, media self-regulation, and freedom of the expression, new media technologies, professional reporting, and access to the real information. It's monitoring and reviewing the improvement of the media regulators and media houses, supporting the national reforms in broadcasting system, and implementation of media legislation in member countries. The Organization is performing a very good role in the region, specially, in advising media outlets, training of media workers, monitoring of the

freedom of the media, documentation for cases of journalists violations, supporting independent media outlets, and holding public discussions.

1.28 Shanghai Cooperation Organization (SCO)

After the collapsed of “Soviet Union” at the end of 1991, when the western part of Russia was divided into four sections, China feel instability for her security issues then it was rejected negotiations with newly Asian states so, in 1996 China call for a meeting to all Central Asian States like Kazakhstan, Turkmenistan, Kyrgyzstan, and Tajikistan to establishment an organization like “Shanghai Five” and after a few years later in 2001 when Uzbekistan and Russia join the Shanghai Five it become Shanghai Cooperation Organization (SCO). Shanghai Cooperation Organization is as an inter-governmental and regional institution, it has remained one of the least world-know and least-analyzed multilateral group. In 2001 Pakistan first time join as an observer member of SCO and remain in this status for 15 years as an observer then in 2017 Pakistan become a full and permanent member of this organization, The president Mamnoon Husain participate in summit of 2017, The president Putin welcomed to Pakistan for join of SCO as a permanent member.

The two great international superpowers China and Russia have agreed that external political superpowers should be kept away from this Central Asian region and in this regard SCO have to play its role in performing the effective role. Russia may want to increase his own agendas implementations through SCO while the Chinese have tried to use this forum to get the economic benefits in the Central Asian Region, But on the neutral stand this organization has given the power to the member countries that they can sit together, discuss the desired issues of serious business and have the ability to get the right of equal voice to be heard in the region. The aims of SCO are to avoid the conflicts and provide the solutions among the membered countries. To increase the trust among each other and to build the good relationship among the member countries in the positive direction.

The objectives of this organization were Security, military Cooperation, Cultural, Economic, Terrorism, and Transportation, SCO covers the “largest areas of any regional Organization” such as (“Kaliningrad to Vladivostok and from the

White Sea to the South China Sea”) if we add the observer states the it will cover the Indian ocean and whole middle east also, SCO’s members and observers collectively processes 18 % oil reserves and 47-50 % natural gas reserves, 50 % population of the world and 20% GDP of the whole world. SCO is the large then NATO and the European Union in the rear of the population, natural resources, and land sizes, it has 4 permanent nuclear power countries like Pakistan, China, Russia and India, and from two of them are a permanent member of the United Nations Security council like Russia and China.

According to the different studies, the researcher gives some explanations regarding the Shanghai Cooperation Organization. The organization has shown adoptiveness and flexibility by its rapid growth, the creation of new institutions and a broadening agenda. It serves as useful forums where the states can promote cooperation also bilateral, and discuss differences. It has helped to preclude conflicts among the members and promoted cooperation against transnational terrorism. The Russia and China have tried to use the Shanghai Cooperation Organization as a means to keep external powers out of Central Asia. For the Russia it is also a forum for checking Chinese co-operation with the Central Asian States, while maintaining its own predominance in the other ways. For the China the most interested party, the Shanghai Cooperation Organization legitimizes ties with the Central Asian States not existing before and through which it can project its growing economic strength and for the Central Asian States, the Shanghai Cooperation Organization helps to underpin their independence by giving them an equal voice with Russia and China as well as vetoing powers, while not preventing ties with the west.

1.29 SCO and Media Co-operation

On 2018/09/05, a meeting was held in SCO HQ in Beijing, Senior Journalists and representatives from the ministry of information and ministry of foreign affairs and representatives from the news agencies from the member countries of SCO, and representatives from the member countries were invited in SCO Headquarters in Beijing. On 27. February 2018. Mr. H.E. Yao Jing expressed his thoughts in his speech, he told that China suggesting setting up for a mechanism of a media cooperation and media corridor towards the member states

of SCO, and China would like to be the host of the first media summit in here in Beijing. On 2018/6/1 SCO member states held a media forum in Beijing and Secretary of SCO Mr. Rashid Allimov expressed his thoughts about the media cooperation in the region, after 2 days he also arranged a press conference in the leading Chinese and international media to explain SCO's future plan regarding the media cooperation.

1.30 Significant of the Study

First of all there is not existence any type of Media Corridor between the countries, regions, or organizations at the globe; it is a 1st step taken by Pakistan and Central Asian States for the Media Industry Relationship in the region. Secondly; after the development of CPEC between Pakistan and China towards the Central Asia, the international media needs to know more and more about its updates; it is our needs to establish a Media Corridor between Pakistan and Central Asia. This study will examine the prospects of Media Corridor in light of different experts relevant to project; the study involves a qualitative approach to propose a Media Corridor between Pakistan and Central Asian Countries to project the CPEC within the region and across the globe. The Media Corridor has capacity give a chance to build up People-to-People contact and to establish the relationship between all types of Media Houses, News Agencies, and Policymakers. After the development of this Corridor the whole region will get the plethora benefits, especially; Media Organizations, News agencies, Journalists, TV Channels. The study will give a new chance to create the new opportunities for the Journalists and Media Industry.

1.31 Statement of the Problem

Media plays an important role for the building of a strong relationship with the neighboring countries as well as with other countries at a diplomatic and regional level (Haroon and Shahzad 2018). Media provides a platform to the policymakers to discuss the conflicting issues among the Pakistan and the Central Asia by increasing communication among each other. (Akram ISSRA Papers, 2010). The Media's role is vital among Pakistan and The Central Asia as it creates an environment of normalizing/balancing the situation in the required direction (Riaz, 2017). The Researcher will develop a concept for the policy makers to look in to the possibility of framing a

Media Corridor between Pakistan, and Central Asia for bridging the gaps among people to people contact.

1.32 Limitations of the study

The researcher will not be able to visit the countries namely, (Central Asian States) that are being mentioned in the concerned opinions due the time constraints. Also, because of the limited resources it will not be able for the researcher to conduct interviews all the politicians and journalists, who involved in the analysis. Moreover, this study is limited only to define soft strategic depth and a role of media with respect to developing a concept of media corridor between Pakistan, and Central Asia. This study will not cover the other issues related to Pakistan, and the Central Asia.

1.33 Research Questions

- What are the elements that can use for developing a strategy of Media Corridor for bridging the gap among the people to people contact between Pakistan, and Central Asia?
- What are the prospects and challenges to developing a suggested Media Corridor between Pakistan and Central Asia?

1.34 Research Objectives

- To find out the possible media's role in strengthening the relationship between Pakistan, and the Central Asia.
- To explore the prospects and challenges for developing a suggested Media Corridor between Pakistan and Central Asia.

CHAPTER TWO

LITRATURE REVIEW

Government Report (2010) The study says that difficulties of media in the Past in Tajikistan was due to many reasons, at the same times structure and liked to the general political economic circumstances and common political in here in the country. The major consequences during the civil war the loss of professional journalists, high cost of media houses, self-censorships pressure exerted on journalists and producers, editors and reporters by the political parties not use to relatively free press ruined economy. According to the several studies that in the past many political leaders were involved in killing and murder cases of the professional journalists during the civil war start after the collapsed of USSR. The history of the media and journalism in the post-soviet Tajikistan is on the one hand marked by a short period of relative openness that the media experienced at the time of the independence until the beginning of the civil war, the lot of journalists were killed in front of their houses. The study further says that the self-censorship was accompanied by low professionalism form the local media professionals and analysts' opinion makers are unilateral in criticizing the low level of journalism present journalism study in Tajikistan.

Akram (ISSRA, 2019) "In the present days, the world media has become a driving force in opinion making and shaping of perceptions. First, we shall have to understand the media and its impact on sociaty. The word media denotes the main means of communication with large number of people, especially television, radio and neswspapers: the mass media". The Media is known as the fourth pillar of the state and fifth pillar in United Nation Organization. Its reach, scope and ever-present nature make it an important factor in any nation as well as in the international politics. It plays an important role in conveying information, forming opinions and setting of trends. Media even affects social behavior of the people. Mass Media has four basic functions; to inform, to entertain, to educate and to influence.

Abbas (2001) in his work argue that for the media industry it is important that they hold a strong economic position in the country so that they can work in more effective way in covering the different issues with the

required direction. He says that it is the media that creates the elite culture through the various media modes like newspaper and television. He is with the view that number of Muslims living in United Kingdom is less than the other religious groups and this is the reason that they are depicted as weak in the Central Asian States because the other religious groups are controlling the media outlets and they are creating their own culture as per their own hidden policies and political agendas. He says that the future of the Muslims depends upon the white English people, how they make their policies for the Muslims and how they shape or frame them at the electronic screens of the media. He argue that projection of Muslim religion has also a major role to play in the global politics as well as for the Central Asian States because how the British press portrays Islam at international level leads to the huge impact on the entire Muslim community.

Nichol (2002) in his research work says that United States has a strong relationship with the Central Asia and they have provided the security and communication support to these newly shaped countries. He is with the view that some of the experts in the United States view as Pro-Central Asian policies for the Central Asian States by the United States because of providing the Media Assistance (Exchange Programs) and military facility. Due to the United States provided security to the Central Asian States for the objective of human right and economic stability in the region because without the safe environment it is impossible to gain economic benefits for themselves and also for the benefit of the other regional neighbored countries as well. The researcher is with the view that in the last decade of 20th century Russia has provided this facility to the Central Asian countries but after the event of 9/11 United States has taken this responsibility in this region. The researcher argue that United States not only provides Exchange Programs for the Journalists and the military aids but also give aid to the international organizations and Non-government organizations who are working in this region for the development of these Central Asian States.

Hafez (2002) in his work argue that media in the west and east especially in the Central Asia have different perspective with regard to the angle of sex, religion and politics. It becomes difficult for the media to cover

this triangle. He says that west has different values and east has different as they have different culture and languages so that the drawing of the guidelines for the good journalism is difficult to define for the Central Asia as well as for the west. According to the writer that the balancing the personal, national and international interest is very difficult, Like that as the west has democratic system in their government bodies which allows everyone to exercise his freedom and the citizen is allowed to express in any positive or negative direction but the Central Asian States have different ruling system in which neither the citizen nor the journalists are allowed to criticize the government policies in the country. The Researcher found that government restriction on the media is one of the biggest hurdles for the freedom of journalists over there. He argue that why such limitations are imposed on the journalists in these states with what purposive.

Priemus and Zonnefeld (2003), the researchers have with the views that the development of a Concept of Media Corridor has commonly been defined as a lot of infrastructure which linked two or more than two urban areas, this corridor have been connected to different models, like Public Diplomacy, Linkages of Media Houses, Journalists Exchange Programs, and Content Sharing. They have with the views that there are total nine corridors working in the world, namely; Culture Corridor, Rail Corridor, Development Corridor, Transport Corridor, Energy Corridor, Highway Corridor, Super Corridor, North Atlantic Corridor, and Diamond Corridor, they are representing the shortest route to move between two or more cities, countries, and the regions. According to the researchers, sometimes, if we go back to antiquity, we will identify the example of different Corridors in different studies for example, Transports, Rail, Sea, Media, and Development corridors. They are with the view that the Corridors are also a tract of land that connects two places or runs along the side of roads, highways, Railway Lines.

Nye (2004), the strategic depth is a term which is used in military literature that broadly refers to the distances between the front lines or battle sectors and combatants, industrial core areas, capital cities, heartlands, and other key centers of population or military productions". He further says that a policy mostly referred to by all types of Media as a "strategic depth" because a soft power or soft strategy defines the capacity of arts and culture, higher education, print and electronic media, film and dramas, literature, architecture, NGOs, science and technology, tourism,

environment of trade and business and diplomacy and these elements are given to someone an idea about the country's wealth and capacity, like it is a rich or poor country. He concluded that a concept of "Soft Power" is rooted in the idea that alternative power structures exist in global relations along with the economic, military and nation power. According to researchers it has an ability to get what you want through attraction rather than payments and coercion" same as "buying out" and threatening to others for your needs. The past thirty years have seen increasingly rapid advances in the field of soft power and soft strategic depth because both explains the attractiveness of a nation's culture, political image and policies.

Kumar (2006) the researcher has a view that the Mass Media including print media and electronic media is a tool for achieving some specific goals in education, health, economic. In recent development Media have started to assist and focus on the structure for the journalistic practice for the media workers. The researcher thought that media has a "fourth estate" role, where the press serves as a complement and balance to the three major branches of the power, namely; legislative, executive and judicial system and now the media have become the fourth branch of the state system. The researcher further said that the international community started providing media assistance since the 1980s, (unfortunately the data are unavailable at the moment), and multilateral and bilateral donor agencies, private foundations and civil society also have spent one billion dollars on the media assistance. In the past the majority of media projects focused on training of media workers, journalists and reporters to improve the professionalism skills and editorial content skills. The governments have provided programmatic support to local media houses to improve the quality of news coverage and to increase audience taste.

Weitz (2006) in his work argues that SCO is the most important security institution in the Central Asia with respect to the creation of a peaceful environment in the region. SCO Media Forum is one of the newly and most important events which has organized for Media and communication environment in the region. He is with the view that different regional countries are involved in this organization with the common objective of reducing terrorism in the region and creating a positive healthy environment for the entire region. He says that Russia, China and United States get many benefits from this institution at global level with their own objectives according to their personal

interests in the region as well as at global level. He argues that in his view that it is good that Central Asia does not have important regional location in the global sphere in terms of developed countries. These developed countries have no threat from one another after working mutually in this area. He argues that these developed nations should support these Central Asian States so that they can open new horizons of opportunities for the regional benefits and also for the global politics.

Saleem, (2007) in his work says that at international level the media of United States gives more coverage to those countries where they have their economic and military interests. He argues that the purpose of this coverage is to support the government policies and plans in their desired direction. He is with the view that only in few of the media reports they do the negative reporting regarding their government policies but the number of such reporting is very less. He says that their media focus on these issues as per government policies and as per the need of their interest in the region. The U.S. media tries to project the events in a way that it protect the interest of ruling class and also gives supportive coverage to the issues related to themselves. He concludes with the argument that their media takes the information from the focal persons of the government a lot so that it should become easy for them to frame the event as per their plans and actions.

Levine, Waite and Bowman (2007) in their research work says that Pakistan has very good relationship with the Central Asian States with an important link as well. They says that Pakistan has started different projects as well like Karakoram Highway with the partnership of China. China and Pakistan has closed ties with one another and these two countries have agreed that they will make the new four roads with the purposive of increasing trade with the Central Asian States and bridging the gap between the countries so that they can progress more in the 21st century. They are with the view that with the development of the roads with increase interaction of the common people and in this way they will have the opportunity to learn from the cross cultural interaction among the different states of Central Asia, Pakistan and China. They says that in this entire economic activity the media will play a

key role on every angle of the developmental projects which will carry out in the today's period. They are with the view that with the development of new roads reminds the past history of Indus valley civilization which has played a great role in the past in terms of cultural angle and trade. They say that the pace of economic activity will get boost due to the media campaigns as it builds the public perception in the required direction as per need.

Silova, Johnson and Heyneman (2007) in their work says that reason behind the social connection among the countries at regional level and global level is lacking not because of the religion but the reason behind this is the state controlled secular government institutions. They says that the presence of the secular educational institutes is the major threat for these Central Asian States for the social cohesion. The researchers argue that though these States have long history of various people from different cultures were living together from the past many centuries and they have rich combined culture as well in the Central Asian States but due to these secular educational institutes can lead to the negative impact on the regional level as well as for the other international countries in building or making a good relationship with these Central Asian States. They says that there are the various factors which creates many problems for these Central Asian States such the global politics of language is one of them, these Central Asian States have been ruled by the Russia and they hold a great influence of their culture and language on them. They argue that these secular educational institutes should be dealt in a way that they should built the national identity for the betterment of the Central Asian States and also for the other countries as well at global level.

Kenny and Gross (2008) in their work says that it is important to do such efforts which leads in creating an environment where the journalist can work independently with the objective of fair reporting. They argue that in Central Asian states environment for the journalists is not supportive as they have to follow certain guidelines in a fixed paradigm of rules and regulations. These rules and regulations limit the journalist to a certain boundary which results in accurate reporting about the focused issue. They are with the view that in West the situation is different with regard to media due to democracy

but in the Central Asia it is quite different due to the ruling system of the states in the region. They says that from Uzbekistan to Kazakhstan what media reports is not on the accurate basis due to the reason of government policies which creates hindrance in the way of media reporting about the required addressed issue. They argue that situation in Central Asia with regard to media is not good because of the censorship imposed by the government on the media outlets. The reason for this may be the political environment of the states is different than the other countries in the regional level followed by the government level as well. Mostly journalists have isolated by the criminal cases that are related to insulting the president, insulting representative of the state, or delivering the wrong information about the bank secret or commercial matters. According to the court decisions in past thirty years, mostly of the time the media and journalists were punished for publishing their own views and opinions.

Shichor (2008) in his work argue that Post-Cold war has created a space in the relationship of Central Asian countries with other international countries and this vacuum has been filled by the Chinese. He says that there were two misconceptions about the Central Asian States that it is difficult to counter the influence of the Russia in these states and second that these states have learned to manage the Russian against Chinese government. TV programs, talk shows, dramas, text books, newspapers and literature are available in Russian language commonly in Cetral Asian States. He is with the view that with the development of Shanghai Cooperation, it has increased the trade among the Chinese and Central Asian States in which China has been given a leading role. He argue that Russia still have control on the military affairs and oil market in Kazakhstan but with the addition of China in the market the situation will become different as Kazakhstan government officials has said that China is there major partner in business affairs in the region. He says that China's role in the Central Asian covers both positive and negative sides such as on the positive side China has become major trade partner, making security arrangements as well in the Central Asian States but on the negative side China needs to develop such policies to cope up with the Russian influence in the Central Asian regions.

International Media Support. (2009). The report says that Pakistan is a country which has a vibrant media landscape, So mostly the media remain under pressure of Government or private authorities, Some times the media directly bans or sometimes media is subject to an indirect ban from the state. According to this report that after getting the liberalization in 2002; the TV sector experienced a media boom, the independent media promote quality journalism and start a new area of investigative journalism in the media industry. The radio sector is also getting growth and independence, nowadays in the rural areas; the radio is numerous and considered a very important source of information. According to several media studies that the media have divided into three parts, namely; multi-linguistic, multi-ethnic and class-divided society. The media in Pakistan is divided into multi-languages like Urdu, English, Punjabi, Pashtu, Ski, and the same as in three multi-classes namely; Newspapers, Television, Radio, Magazine, Internet, and Social Media. The newspapers are mostly read by the masses in rural areas, and English media is particularly used in the urban area, like offices and elite class, especially politicians, businessmen, opinion-makers. The Internet is specially used for the young generation.

Whebell (2010) there are total five stages for development of a media corridor between Pakistan and Central Asia, namely; initial occupancy, commercial agriculture, transportation, metropolitanism and public relations. This concept like “Media Corridor” will support the media associations, organizations, educational system that promotes the media freedom and lobbying for appropriate legislation and journalists rights. He further says that this corridor will provide the financial and technical benefits for struggling media houses from the both ends during the currently sensitive political conditions. According to researcher, that the term of corridor is use for a linear system of urban areas together with the linking surface transport of media. The knowledge of the communication in media is very important for an understanding of corridors and linkages between two nations, these corridors are offering the services in smartly constructing relationship between media houses, journalists, news agencies, common public and governments and it is increasing the economic benefits for the media and communication industry. He further says that these projects are making a chance for the common people to know more about to each other’s, to open a new era for governments and policy makers to produce the new ways for establishing the relationship between neighboring countries.

Qureshi (2010) the researcher says that the responsibility of media to become a medium way of communication for the society. In the history of Pakistan, there are golden examples of print and electronic media to promoting the national cause and thereby safeguarding the national interest. The researcher says that Pakistani media have a lot of potentials to promote the nation with value able norms, provide the awareness regarding the role of law to the nation, to support the educational system in the country. A few years back that it was media, who provided a positive awareness to the people related to a game-changer project of CPEC.

Eric, Richard and Slavka (2010) in their research work found that in Kazakhstan, the government has strong control over the media outlets and the government owns these media houses. They found that during two years 2009 and 2010 they have amended the laws of media but still the government has key role in controlling the media outlets in this country. They says that when they have made changes in law they have introduced the internet in their country and also they have made changes in the administrative structures of the media houses that are responsible to propagate the news with the required angle and coverage of the desired issues. They says that they have followed the same guidelines for the social media and traditional media in form of introducing the certain limits for the users of the country and they have given clear directions about the usage of social media in that particular region. They have also banned the websites which were against the normative structure of the states. They are with the view that on the international level in different global events the issue of poor press freedom has been highlighted by the United Nations and they have given stress on the freedom of media in that particular region.

Aminov, Jensen, Juraev, Overland, Tyan and Uulu, (2010) in their work that they are with the view that according to Kazakhstan rules and regulations it is cleared that the state media will follow the language which is according to the law of the country and in this regard article 3 was approved by the concerned government bodies to implement the rule in the media. They says that there are total 215 media outlets in the country consisting of radio, television and newspaper outlets. They says that news is aired in Kazak and Russian language over there on the official media channels. They found that still 70% of the advertising is done through the Russian language in the media

houses. They says that there are total 83 foreign television and radio programs are aired in the country. They have found that there are total 11 languages exist in their country based on the different ethnicities belonging to Russia, Kazak, Ukrainian, Polish, German, Korean, Uighur, Turkish and Dungun. They says that there are total 2900 newspapers are published in the country in which 453 newspapers are published in the state language and the other are in Russian language. They also found that in Russia there are total 5248 newspapers and magazines are published which are spread to Kazak as well. They says that 90% of the media in forms of newspaper, radio, and magazine are using the Russian language.

Jahangir, Khan, and Husain (2011) the researchers has discribed in their study that information is the right of every citizen and they should have access with the help of proper institutions. In a democratic country, such policies should be designed which provides the support to the public in getting access to their required information and it should empower the democratic system in the Pakistani society. The researchers' explains that the responsibility lie on the government and policy makers that they should develop such mechanism and system that public should be informed through media in a way that norms and values should be followed. The researchers says that often hurdle comes from the policies in the media environment/system which are done by the government officials who do not have the enough experience to design that. Further more they suggest that it should be done by that group of people who have proper knowledge and experience about the required area in which they are designing and making strategies and getting implementation through laws. The researchers argued that there are sevral studies, which enables the viewer to know about their required area.

Freedman and Shafeer (2011) in their work argue that the political philosophy of Russia emerged in the first decade of 19th century and in that philosophy, the press was given a certain role to perform in the given direction. Author says that ruling government has started to control the press. For this the government has designed a training program for the journalists at government level. Author argues that after the Moscow revolution many Central Asian Journalists have got the training from the Moscow School of Journalism. The Researcher is with the view that the journalists who has got the training from that program were given certain direction in which they have

to play their role. The Author says that the same training plan was applied to the academic institutions where the journalism students were given training in different departments like editing, advertising and publishing. Author is with the argument that the major objectives of those training programs were to promote the ideology of socialism which was the agenda of Communist Party at that time in Central Asia.

Anwar (2011) in his work is with the view that when analyzing the media of landlocked countries of Central Asia, it is very important to know about the history of these countries as it can give the broader vision to understand their media policies. The researchers says that before the year of 1991, “after the colapedes of Soviet Union” the political rulers who have ruled in these particular states have imposed ban on the media freedom and they have tried to control the media with various laws for their own certain political objectives. He is with the view that another reason with regard to media is the socialist system ruled by the Russia over there has limited the powers of media and restricted to certain boundary. He says that in 1920’s communist have launched campaign with the propaganda against such policies which were opposing the policies of the media which were followed in the Central Asia. He says that in designing the media campaigns were run through the press of that time. The researcher argues that one of the other reasons which have been found that was the lack of literacy level in the region which has not supported the number of newspaper circulation at that time and this was one of the important reason during that time. Mostly newspapers are publishing in Uzbek, Russian, Kyrgyz, Tajik and English languages with Russian favorable contents from the whole region.

Sohail, S. A. (2012) the researcher have a view that the past thirty years have seen increasingly rapid advances in the field of information and communication technology, which has quickly paved the way, not only in developed countries but also the world at large part to convert into a global information technology. The researcher further said that the advance of this communication revolution is uneven within and between the countries. The researcher explained in her research work the major difference into regulatory authorities like PEMRA and OFCOM and IRAs between Pakistan and UK, the major difference in between both authorities are the

values and patterns that applied for regulatory regimes of media. Ofcom and PEMRA are two main information Regulatory Authorities from the respected countries of different socio political environments. Ofcom belong a UK based regulatory system with more autonomous especially in political and economic undertakings and PEMRA on the other side belongs to an Asian region, where an agency of this sort is conspicuous by its absence. The objectives of both authorities are to achieve the goals and maintain the standard of information and communication in their respected counties. She further said that according to the several studies the media policies are usually the product of mediation between state and media enterprises and is aimed to achieving the goals within win-win situation. Both the democratic and authoritarian regimes adopted different values carries for reaching implications for the media environment of the country from the media policy structure through patterns of media affected by this policy to practical forms of media operations.

Nazarova (2012) According to the researcher that based on the data gathered in the process of the research, several conclusions can be made on the Mass and Print Media in Kyrgystan, during the presidential election or any other event mostly the Print media publish the metirial in negative tunes for the political entrests, because who pay the money will call the tunes. So it is very important that who the owner of these newspapers is? The researcher argues that the demand of high quality media is going to rise in these landlocked countries of Central Asia. Here the researcher mentions the example of an international organization report that “The variety of the press is viewed as an important condition for the development of democracy, freedom of speech and information”, so after the fellow os these roles the “Kyrgyzstan made better the situation with the Freedom of Speech in the country moving from 159 to 108 in the worldwide rating comparing to the 2010” because the situation of media in Kyrgyzstan is critical, it has always been remained totally under controlled by the government.

OSCE (2002, Vienna) This is an annual report on the media freedom in Central Asian Countries published by Organization for Security and Co-operation in Europe. (OSCE) in Vienna, Austria. The researcher has given an overview of the freedom of media and media situation in Tajikistan, Turkmenistan, Uzbekistan, Kazakistan, and Kyrgystan. The report for the situation of media has provided a general overview of the current state of media affairs in the country concerned, focus on the media legislation, and reasons of the harassment of journalists and provide

country-specific recommendations for the governments on what can be done to improve the situation in the region. According to the different studies that the media is working under controlled the governments of the countries. The researcher has summarised the report with the total calculation of the Newspapers, Radio Stations, Television Channels, Cable Networks, Mobile networks, and internet connections in all respected countries in Central Asia. The researcher has been discussing critical situations of harassment of female journalists; civil and criminal cases against the Journalists, legal and legislation and censorship cases faced by the Media Houses in all countries in Central Asian countries. After the law implementation of free access and dissemination of information, the country's the Media Law, Journalists not only can be provided with all information but also have access to relevant documents for their officially required. The language policy has applied in the region that a total of seven major languages have used in Central Asian Countries since independence like Uzbek, Turkmen, Kyrgyz, Tajik, Kazak, Russian, and English languages.

Eijaz, Rahman, Ahmad & Butt (2014) According to the researchers that the first serious discussions and analyses regarding "Challenges and options in future for Pakistani media" which has emerged during the last 10 years related to the press as a "fourth pillar of state" due to its considerable importance in the world. The researchers give an example of "Wilbur Schramm, (1964), "Mass Media should perform at least three functions in developing countries, to serve as watchdogs for the policymakers and teachers, for real change and positive modernization". The researcher says that the Media has to work as a watchdog for national interest and formulate a vigilant public option. During the 21st century Pakistani Government already has given a tremendous growth and development to the Print and electronic media, the mushroom growth of television and Radio channels are influencing attitudes and behaviors of general public. This significant increase drew attention towards media regulation, defining objectives and role of media for the development of Pakistan. Day by day, a lot of hot blood is coming into media houses from the top ranking universities of across the globe and same as the PEMRA also offering to more legislation and permits to new companies.

Yousuf & Rahman (2014) have views, that during the past 30 years much more information has become available on subject of Media but the result of this study support the past studies that the media commonly talk less regarding to accountability of media personalities like Anchor Persons, reporters, and

management but its focus only media freedom and related issues, Pakistani press has give more coverage to media freedom than media accountability. The researcher have a view that “the discussion on the media accountability is new in Pakistan, under the garb of media freedom, the private media frequently abuses freedom and whenever, voices are raised against the unethical behavior of the media personalities, they has started protest and construe that is a curtailment of their freedom”. According to researchers after making accountable to media personalities media will be more developed in the region. The researcher have a view that in recent years, there has been an increasing amount of literature on media accountability, the coverage, relegated lack of enforcement provisions in case of violation of media ethics, the trend to have minimum activities that might undermine the media rule of business was quite apparent. The development of electronic media accountability mechanism has made the terms of media accountability, as a concept has origination from responsibility, if the media want to more freedom and powers then it should to be play a responsible role for the society and if it failed to do that so it should also be held accountable.

Ritzinger (2015) in his work says that according to several media reports that China is deeply interested in functioning and completion of CPEC project and their government has announced to invest forty six billion dollars in this project. The Researcher is with the view that, this project has created the deeper concern for the policy makers sitting in United States and they view it as China’s long term strategy in the region and as well as on the international level, they will get many economic benefits. According to researcher that through this project is facing many of the problems related to the security of the route and peaceful condition in the country which will have great impact on the trade that is going to be done via this project. He argues that political situation within the Pakistan is not very good and it needs to make stability so that their country can get stability and can benefit from trade as well.

Butt and Butt (2015) in their work says that the project of CPEC will play an linking or bridging role that will connect China with Central Asia via Pakistan and Tajikistan and this may be considered as a financial beauty of this project in long term perspective. They argue that CPEC will open new opportunities for the investors to invest on the new roads and schemes and can benefit from this project on individual and collective levels. They are

with the view that this project is very mega in nature and due to that it has activated the many regional actors and players to think about the CPEC project with the angle of creating disturbance or making it unsuccessful because they have their own political and economic interests in the region depending upon their own policies and actions. They conclude with the argument that emerging relationships of Iran and India is may be a matter of serious concern for Pakistan and China in the region, so the media have plethora responsibility to play an active role for resolving their issues.

Mahmood (2015) in his work says that China has long term goals at their foreign policy level with greater future impact for their country and for the entire region. He is with the view that China is working as per their vision and they are preceding it towards the desired direction gradually. He says that in completion of its policies they have to build strong relationship with their neighboring countries like Pakistan and Central Asia are vital in this regard. China has already good relations with Pakistan on every avenue and they have given equal chance to Pakistan in terms of development via opening and beginning of working mutually on the project of CPEC. He says that is mutually agreed project has great positive impact in long run future perspective for the both countries Pakistan and China. He further says that it is important to think about the other gas project which are signed and agreed by Pakistan and Iran; with those projects how China will deal in future this is a key question to address.

Irshad (2015) in his research work says that with the beginning of the CPEC project the local residents of the area may have to leave their existing place and they have to move towards the other area which is totally new for them so it will create difficulties for them as they have to adjust according to new area requirement. The government has to make such supportive and adjusting policies which can address the problem of those affected areas. He is with the view that land which is harvested by the local farmers in the region of Hunza is around 73000 kilometer area, with the project beginning of CPEC work, the people have to sacrifice their cultivated crops and they need the reimbursement in this regard from government policy makers. He further says that government should address the grievances of the local residents by announcing the policy and clearly informing the public about the

reimbursement process and procedure via media and the Media can spread awareness to people that are suffering plethora problems through CPEC.

Hameed (2016) in his research work argue that CPEC is a great opportunity for the entire region in the Asia, it is not only beneficial for the China and Pakistan but it carries the importance for the Central Asian States as well. The Author says that in Pakistani print media they consider the CPEC as an opportunity but there are some fears are also there. Author is with the view that Pakistani media has agreed on the positive image projection of Chinese President visit in Pakistan. He says that the international world feels that Pakistan is safe place for the terrorists and it is difficult to do developmental projects continue in Pakistan but with the visit of Chinese President and the agreement they have signed with Pakistani government clearly conveys the message to the international world, the investment in Pakistan is fruitful. He argues that projects like CPEC opens new doors of development for Pakistan not only with the Central Asian States but with other countries at global level. Author is with the view that China has enough capability to produce the products by using their skills and the same can be replicated in Pakistan by giving training to the Pakistani labor via the projects like CPEC which can help in positive direction. He is with the view that these projects can be started in the two roots one on the CPEC belt and the second the common border on the Jammu and Kashmir region where they can mutually make a common project and can built an old silk route.

Dashti (2016). According to researcher that in 1991, after collapse of USSR, Pakistan was the 1st country; who has accept Turkmenistan as an independent state in the world, and in 1992, it start formal relations with Turkmenistan. Now two nations, who have already similar history, traditions culture and religions, are enjoying close relationship to each other's. Both countries relationship focused around kinship, shared understanding, social affinities and customs. They have the agreements in oil, gas, livestock, agricultures, energy, education, health and tourism. "One day, these agreements will further concrete Pak & Turkmen relations and in turn will support the economy from the both sides". The researcher further says; that Pakistan is providing to Turkmenistan free training to naval, Armed Forces, and land armed force and air forces. It also gives in banking training, free diplomatic and English courses for

Turkmens people in Pakistan. TAPI gas pipeline is one of the most important examples for the relationship between all partner countries in the region.

Javaid (2016) the researcher in this view that the Central Asia is a landlocked but very rich region in resources, importantly, Pakistan and Central Asian Republics have a good relations and common history as a religion, culture and landscape. Geographically; Pakistan can provide to these countries the shortest routes to the world sea trade. After the collapse of USSR, in 1993, Pakistan has started relationship with Central Asian States and accept their separately identification on the globe and open its embassy in these respected countries. Pakistan was one of the first countries that recognized the autonomy of Tajikistan. From the both sides are focused around the mutual history, topographical vicinity, culture, fate and customs in the region. Geographically; Tajikistan is first country which is closest state to Pakistan, the distance being only fourteen Kilometers, but unfortunately; our foreign policy circles did not craft prudent strategies to be a friend on Central Asian States. According to researcher, Pakistan and Tajikistan are always dealing with illegal medicine trafficking religious and regional terrorism. Talisman always needs to access to our ports via the Mughob-kulma road that links thajisktan with the Trans Asian kurakulam highway. Both countries need to improve in reciprocal monetary and business relations, because they have a rich potential to expand them.

Khan, Farooq and Gul (2016) in their work argue that media has played an active role in portrayed the positive image of any project at international level. They says that media has done this portrayal through columns, editorials and by giving the more coverage to any particular issues. They are with the view that this practice has done by the Indian media on the project of CPEC and they have covered this project with the Indian perspective of policies and implications in the region. They says that they have portrayed Pakistan and China in a negative image building which is according to their policies and plans in the region and also they have tried to build this narrative at international level as well. They argue that this negative coverage by Indian media is considered as sensational approach in framing of the event and the India media is more conscious about the Indian interest in the region.

Faisal (2016) the researcher in this view that after the collapsed of USSR, Pakistan was the initial couple country, which accepted and supported to Uzbekistan as a newly independent state in the region, and was 3rd one who established an

embassy in Tashkent, and start its diplomatic relations in 1992. On the beginning stage Pakistan send an official delegation with 30 million support funds to his newly independent Muslim friendly country. The researcher has a view that both countries have almost 56 bilateral treaties and MOUs to providing an official structure to growing co-operation in different stages, including media, medical services, science and technology. In 1995, during the President Musharraf Term, Pakistan officer Uzbekistan to use the shortest passage to seaport of Gawader and Karachi for supplies and cotton from region to whole world. Both countries see one another as profitable friends for the business, trade, social relations. Uzbek nation see Pakistan as an important South Asian friend, which holds political and military potential, same as Pakistan also seeing to Uzbekistan as a regular supporting partner in SCO, ECO and United Nations.

Rawan, Hussain and Khurshid (2018) in their work says that through the CPEC China and Pakistan are going to Central Asia for development their economy and relations and same as China and Pakistan have strong close relationship at international level and their Chinese print media give more coverage to the stories related to Pakistan and China in their newspapers. They says that same is the situation in Pakistani media as they give more coverage to China on television screens as well as on newspapers to build a positive image on national and international level. They argue that any visit of Chinese official in Pakistan is given more coverage on Pakistani media with positive narrative. They are with the view that both countries do this practice with the objective of making relationship strong with another. They gives example of Sino-Pakistan relations is the best one to describe the relationship among both countries as per their study findings suggested/resulted the same.

THEORETICAL FRAMEWORK

2.3 Agenda Setting Theory

The beginning stage of agenda setting theory can be traced as far as in 1992, when the Walter show his concerns on the vital role that the Mass Media can do influencing the setting of certain picture on the public opinions. This theory explains the ability of Mass Media to influence the importance placed on the topics of public agenda. Belonging to the public agenda setting this is a social sciences theory. As acknowledged by the Payne and Mattagami, the agenda setting theory is vastly developed in which more than 300 scholars were done after Shaw and Macomb's research in 1972. These can be seen from the research as done by Lippmann. Before to start further discussion is put forwarded, it is proper to set the objectives of this dynamic study. The study stands with 2 main objectives; One: the study is aimed to study on what is meant my agenda setting theory. Two: the study tries to identity the whole inter media building in connection to agenda setting theory. And total there are 2 research questions, where the study will answer, these two questions are developed to the objectives of the study. Question No: 1 what is the agenda setting theory? And Question No: 2 is that what is inter media building? The significant of this study to providing a comprehensive understanding on the agenda setting theory with the implication to the public at large is a real truth behind the role of Mass Media in influencing on the public opinion.

The agenda setting theory that discuss on how the Mass Media influences creating the issues as a public agenda, the public agenda is the main focus on the issues of society. The Agenda Setting Theory is elaborates the connection is term of relationships between the emphasis that the Mass Media put the issues which begins as an explanation on how the Mass Media affects to change the pattern in political behavior during elections.

2.4 Types of the Agenda Setting Theory

International Scholars believed that the agenda setting theory in the connection with Mass Media stands with interrelationships between three agendas, such as agendas are identified as public agenda, as a media agenda, as a policy agenda and as a Government's agenda. They claims such policy agenda can be developed based on the issues that creates by the policy makers and Government. The Media can influence on the opinions of the media audiences and common people at large. Such can be done through the agenda setting of Mass Media on certain a particular issue or agenda. Faster the device used in delivery of information, more the influential the Mass Media is. In catering the influences of Mass Media to the society or media audiences.



CHAPTER THREE

RESEARCH METHDOLOGY

3.1 Introduction

“A system of broad principles or rules from which specific methods or procedures may be derived to interpret or solve different problems within the scope of a particular discipline” (Methodology Definition, 2018). This study is essentially a mixture of qualitative and quantitative. This chapter is going to talk about the research methodology adopted to conduct this research. It will also describe the scope of the study, research approaches research samples and variables that are used in this research, and the required data collection tools, which are adopted for research.

In this study the researcher presents a theoretical and methodological framework, based on the data gathered from the In Depth Interviews, in the process of the research, and several results from the previous studies to give a general overview of the relationship established between Pakistani media and Central Asian Media, And develop a positive concept for media corridor between Pakistan and Central Asian Countries.

3.2 Research Method

According to the topic of the paper, the qualitative research method is appropriate; there for it includes content analysis and in-depth interviews. The theoretical background of this research is based on the agenda-setting theory. To fully examine the key populism concepts considered here as a multi-methodological framework and approach were adopted. For this purpose, several media houses are especially pertinent to and were analyzed for this study, especially from Tajikistan, Turkmenistan, Kazakhstan, Kyrgyzstan, and Uzbekistan. The official websites of those channels were visited for understanding how these media houses construct meaning in their own self-represented online media outlets? And the date was captured from those websites on weekly bases. “To Collected material including the outgoing to media houses in Pakistan, which had a variety of date ranges of posted news and blogs”. Search popular journalists from the Central Asian States and contact them for interviewing via Telephone, What’s app, skips, Facebook, emails and other

use full sources for this purpose. With the guidelines of the department from RIMS total 10 interviewees were selected for conducting interviews

For this academic research purpose, total 10 interviews were conducted, from the five interviewees of them chose from Central Asian Countries, (at least one person must be selected from one country) and five interviewees should be selected from Pakistan, related to the field of the expertise from Media, Academic Professionals, Government Officials, Ph.D. Doctors, and Scholars. The five interviews have been conducted in their respected offices in Pakistan and three interviews have been conducted via E-mail, What's App, Facebook from the Central Asian Countries with Cell Phone, Lab-Top and Digital Voice Recorder Device.

The study considers qualitative method, in-depth interviews, content analysis with the collecting data from the online websites from Pakistan and Central Asian countries media outlets, including Newspapers, Television Channels, Radio Stations and New Agencies. Same as, taking into consideration the nature and significance of the present research and for the fear of missing some articles that are dealing with the media; researchers studied every part of the population during this study. This study has focused on three points; First: The critical situation of media in Pakistan and Central Asia, Second: To build up the concept of media corridor between Pakistan and Central Asia, Third: To provide a positive way for public diplomacy to policymakers from both sides. The media content was categorized into “media to media” contact, media freedom into both ends, and provides a new opportunity for the regional state governments to build up a media corridor between Pakistan and the Central Asian States. If any article or any interview present on the failure of the current regulatory mechanism, or lack of information or related to ethical violations need to be replaced with the other article. While the article dealing with government censorship, a ban on certain media houses, and threats to senior journalists and media outlets are grouped under the media freedom category.

3.3 Qualitative research`

The relationship between qualitative and quantitative researches has been widely investigated in past studies, here the researcher is discussing in detail about their definitions, differences and advantages and disadvantages: A Qualitative research is involves in several methods of collecting the data, these methods are focus

group, field observation, In-depth interviews (IDI) and case study, in every method; the questioning approach is different. There should be some follow up questions as well. Another important fact of the qualitative research is that, the variables are involve in certain studies, May or may not be quantified or measured.

3.4 Advantages

In some cases, the qualitative research is more importance. This method supports the researcher to study the behaviors in a natural environment and without creating an artificial approach, like the settings are involves in experimental and survey research. A qualitative research could also be enhancing the level of understanding of the phenomena that has not been studies previously. The qualitative methods are providing more flexibility and help the researcher to discover new areas of the interest. The Questionnaire approach has more limited, while in a field observation of a focus group; the researcher may discover more effects that were not considered before.

3.5 Disadvantages

The Qualitative research has some disadvantages as well. In some of the cases, the sample size is very small; even one person can be a sample. This much smaller size affects the study to be generalized. So it leads the researcher to conduct more studies rather than to finalize the project. The information collected may need to more quantitative analyses to elaborate. The reliability of the data may also be questioned because a single observer is describing the events of unique value. The objectivity, while collecting the data can be loosed as the researcher gets involved with the respondent closely. Being a close part of the study, the researcher may avoid some important professional detachments.

3.7 In-Depth Interviews (IDI)

With the some objectives, the researcher conducted 10 interviews with the relevant field experts belonging to the area of Media, Academic, Analyst, Government Officials, and Political personalities. To find the answers for the findings in content analysis 10 in-depth interviews were taken from the different experts. All the interviews are presented here; to view the whole text of the interviews. All the interviews have the same opinion about the improvement of covering the media

situation in Pakistan and the Central Asian States. All of them argued that the media should be balanced; based on the facts, have neutral and clear objectives. Of course, everything should be within the limit and in-laws. Certainly, all the interviewers showed their interest in improving the freedom of speech in all countries, namely; Pakistan, Kyrgyzstan, Kazakhstan, Turkmenistan, Tajikistan, and Uzbekistan.

3.8 Delphi Method

According to Mr. Norman Dalkey, Olaf Helmer and Nicholas Rescher, “Delphi Method is a forecasting process framework, which is based on the results of multiple rounds of the questionnaire sent to a panel of experts, and the anonymous responses are aggregated and shared with the group after each round. This method was developed in 1950. This method is a structure of the communication; normally it is created as systematic and interactive forecasting that relied on the panel of experts. This method also used for “face to face interviews”, at that time it is called the Mini Delphi method. Commonly this method is used for quantitative research because it is focusing on statistical consensus, and opens ended interviews. There are several advantages to the Delphi Method; it is used for expense area and versatility. It is also used for creating works breakdown structures, identifying the risks opportunities, compiling the learning lessons and lastly conducts a brainstorming session. Delphi Method helps the researcher to the likelihood of future changes and their impacts on his projects. For this method the researcher has needed to find the field of experts, facilitators, understanding the problems and round one by one question. At the end of the interviews, the researcher will compile the results and findings.

3.9 Nature and Scope of the Study

Pakistan and Central Asian Courtiers are very good friends since independence, but unfortunately, they are still living in beginning stages, this research will explain their earlier period and the relationship between Pakistan and the Central Asian States. The situation of media in Central Asia is very bad; all types of media are remaining under control of the Governments since independence. The freedom of the press became a reality in the beginning days of Central Asia after the fall of the Soviet Union. The researcher has discussed the current situation of all types of media in Central Asia and developed a concept of co-operation of the media houses in between

Pakistan and Central Asia. And this study is also exploratory and seeks to find the media role in Corridor between Pakistan and Central Asia.

After the development of CPEC, the international media needs to know more and more about its updates, it is our needs to establish a Media Corridor between Pakistan and Central Asia, this study will examine the prospects of Media Corridor in light of different experts relevant to project, the study involves a qualitative approach to propose a media corridor between Pakistan and Central Asian Countries to project the CPEC within the region and across the globe. The study will also give a chance to build up people-to-people contact and to establish the relationship between all types of media houses, news agencies, and policymakers.

3.10 Population

As the researcher believed that Pakistan is trying to reach to the Central Asian Market through CPEC (China Pakistan Economic Corridor), so it is need to establish a Media Corridor, a Media Collaboration, it is dire need to have some Media Industry Linkages that is unfortunately has always been missing in the past. So with this Corridor Pakistan can develop Media Cooperation between the countries. With this research paper the reseacher have to develop a concept for Media Corridor between Pakistan and Central Asian States. So the population for this unique research are the government's spoke persons, Journalists, Media Houses, News Agencies, Business Community, all other institutions that are working in the region and common people witch are belonging to the Pakistan, and Central Asia.

3.11 Variables

As a definition of Variable that is a symbol, which is used to explain anything like Numbers, characters, character strings, and memory addresses, Quality, and Quantity are called Variables. It is a tool for understanding of problems related to graphing. In this research, a variable can play an important role for presenting the data and comparing it, so someone can called, anything that have different values is called variable.

Some researchers believed that the anying thing which can change the experiment is called variable. Commonly there are total six types of variable, namely; Depended Variable, In-depended Variable, Intervening Variable, Moderator Variable,

Extraneous Variable and last one is Controlled Variable. In-dependent variable is that where the researcher is interested in and same as it is variable where the researcher is believed to effect on the depended variable. In this research the dependent variable actually depends on the independent variable, so without in-dependent variable, a researcher can't have any depended variable. There are total two variables that are used in this unique research: namely, dependent variable and independent variable. Soft staretigic depth is the dependent variable in this research and a Concept of Media Corridor is an independent variable.

3.12 Data Collection Tools

All of the data has been taken from the in-depth interviews conducted by the researcher from the experts in their field, the useful articles related to this topic available on google scholar, and Ceminars organized by SCO Media Forums and CPEC Media Forums.

3.13 Sample

Total 10 participants have been interviewed in this research, detailed are given below in table: 1/3 and the focus of all concerns was on the themes witch are given below in the table 2/3. The Researcher personally has conducted all interviews to all selected interviewees via “Digital Voice Recorder Device” and “cell phone” via what’s app “physically and face to face” in interviewee’s respected offices and due to the lack of availability of the interviewees face to face, some of the interviews were conducted on phone calls (what’s app), especially from the Central Asian Countries all interviews were conducted through cell phone (what’s app). The interview of Mr. Rehman Azhar was conducted in office of Express News, “Mr. Yasir Rehman” in Pakistan Television (PTV) Head Quarter, “Doctor Zafar Nawaz Jaspal” Interview was conducted in the University of Quad-e-Azam and same as “Dr. Saqib Riaz” was available in Allama Iqbal Open University Islamabad, and the time was fixed with “Mr. Alisher” inthe Embassy of Kazakhstan in Islamabad, Pakistan.

A LIST OF INTERVIEWEE

Sr. No:	Respondents	Interviewee	Designation/Subject	Organization
1	Respondent No.1	Mr. Rehman Azhar	<ul style="list-style-type: none"> a. Anchor Person (Center Stage with Rehman Azhar) b. Lecturer c. Adviser in 2012 Sixth Committee d. Lawyer 	<ul style="list-style-type: none"> a. Express News Islamabad b. Quade Azam University c. U.N.O. General Assembly
2	Respondent No.2	Dr. Zafar Nawaz Jaspal	<ul style="list-style-type: none"> a- Ph.D. Doctor/ Professor b- International Relations/Politics c- Opinion Maker d- Writer 	<ul style="list-style-type: none"> a. Quade -Azam University Islamabad b. BBC & PTV c. Al-Jazeera d. Local and International Media
3	Respondent No.3	Mr. Yasir Rehman	<ul style="list-style-type: none"> a- Anchor Person b- CPEC Times c- Seedhi Baat with Yasir Rehman d- Member of CPEC Media Forums 	<ul style="list-style-type: none"> a. Pakistan Television Islamabad b. CPEC Media Forums Pakistan and Central Asia
4	Respondent No.4	Mr Alisher Mukhamedkali	<ul style="list-style-type: none"> a. Attaché (Press Secretary) 	<ul style="list-style-type: none"> a. Embassy of Kazakhstan in Islamabad Pakistan
5	Respondent No.5	Dr. Saqib Riaz	<ul style="list-style-type: none"> a. Ph.D. Doctor/ b. HOD 	<ul style="list-style-type: none"> a. Head of the Department of Mass Communication in AIOU
6	Respondent No.6	Dr. Berunily Alimov b_alimov@yahoo.com	<ul style="list-style-type: none"> a. Ph.D. Doctor b. Assistance Professor c. Media Trainer 	<ul style="list-style-type: none"> a. Department of International Journalism UzWLU (Uzbekistan State University of World Languages) b. Uzbekistan
7	Respondent No.7	Mr. Nikita Makarenko	<ul style="list-style-type: none"> a. Political Journalist/Lecturer b. /Blogger/Social/ Safer of Media 	<ul style="list-style-type: none"> a. Journalist from Uzbekistan b. Oberlin College Uzbekistan
8	Respondent No.8	Dr. Manzoor Khan Afridi	<ul style="list-style-type: none"> a. Associate Professor b. Head of Department, Department of Politics and International Relations 	<ul style="list-style-type: none"> a. Head of Department of Politics and International Relations b. International Islamic University Islamabad
9	Respondent No.9	Dr. Asad Munir	<ul style="list-style-type: none"> a. Lecturer. Ph.D. 	<ul style="list-style-type: none"> a. AIOU. Islamabad
10	Respondent No.10	Dr. Ayesha Qamar	<ul style="list-style-type: none"> a. Assistant Professor/Ph.D. 	<ul style="list-style-type: none"> a. FJWU Rawalpindi

CHAPTER FOUR

DISCUSSION

Introduction

This chapter is based on the discussion and analysis of the ten (10) In Depth Interviews (IDI) conducted by the researcher from the professional field; details of the Interviewees are given below:

Questions for in depth Interviews

This questionnaire is the part of partial fulfillment of research work of MS Media and Communication Studies. The title of research work is Soft Strategic Depth: Concept of Media Corridor between Pakistan and Central Asia Researcher is a student in Riphah International University. The purpose of this research is only academic degree completion as per university research guidelines. All the information collected through this research will be used only for research work purpose and the data/information will be kept confidential and it will not be used for any other purposes. Your cooperation in this regard is highly appreciated.

- Question No: 1 How Media Corridor will bridge the gaps in between Pakistan and Central Asian States?
- Question No: 2. How Media Corridor will create a positive atmosphere among people to people contact the Pakistan, and Central Asian States?
- Question No: 3 How Media Corridor will strengthen the relationship between Pakistan and Central Asian States?
- Question No: 4 what do you say about Media's role in the past with regard to Pakistan and Central Asian States?
- Question No: 5 What do you say about the impact of Media Corridor on both Pakistan and the Central Asian States in future?

- Question No: 6 How do you see the role of Media Corridor with respect to Pakistan, and the Central Asian States?
- Question: No: 7 what do you suggest any changes in the policy with respect to increase people to people contact in Pakistan, and the Central Asian States?
- Question NO: 8 What do you say about the role of Media Corridor and Media Forum of SCO on the relationship of Pakistan, China and Central Asian States?
- Question: No: 9 Any further suggestions?

Question No: 1. How Media Corridor will bridge the gaps in between Pakistan and the Central Asian States?

When the Respondent No: 1. “Mr. Rehman Azhar” was asked to share his opinion on the Media’s role on bridging the gaps in between the Pakistan and the Central Asian States, the respondent replied that due to its multiple impacts the Media plays an important role all around the globe, not only on the individual Country but also to the other Countries. He replied with the following major points, according to his views/thoughts about the media’s role in bridging the gaps among Pakistan and the Central Asian States. Due to the cultural similarities the Media can play its role that exists in between Pakistan and the Central Asian States. These similarities can make them closer to each other on the basis of the historical background which begins from the period of Mughal Empire in the region. He said that “The Heroes of Indian Muslims are also the Heroes of the Central Asia as well. Babar is one of them. Many others are also there who played there role in this region”. And the religion is the second factor that can dominate, because the people of both Pakistan and the Central Asia have the same following of the religion and in this way they can come closer to each other. Even the Tombs of religious scholars are also in that particular region. Mosques exist in both Pakistan and the Central Asian Countries.

Respondent No: 2. “Professor and Dr. Zafar Nawaz Jaspal” replayed of the above question in this way; the Media is the effective tool of communication. Through Media there is possibility of connecting the people through communication

programs and campaigns. It can also bridge the communication gaps among the people.

Respondent No: 3. “Anchor Person from the Pakistan Television; “Mr. Yasir Rehman” express his thoughts regarding bridging the gaps of Media Role in between Pakistan and Central Asian Countries, he replayed that it is important to learn about the common language at the both ends so that people of both countries can communicate easily. As English is an International Language which is read and understands at global level. Language of such type is the need of the Pakistan and the Central Asian Countries that they should developed mutual consensus on the issue of developing a common language. And it is also very important to increase the gap among the people with respect to the cultural interaction by conducting the workshops and seminars initially via embassies of the both sides and with the coverage of these seminars on the media screens can make it more effective, modern way of communication is also the Social Media which can bridge the gap among the people. All the professional organizations should develop the common social media pages for the people of both countries so that they can communicate with each other on these platforms. He suggested that few types of the Exchange Programs that can be helpful in this regard, one the Journalists Exchange Program with the official government visits as it happened during the “Prime Minister Nawaz Sharif” tenure. Prime Minister Nawaz Sharif in his last government took the Journalists along his team members with the objective to enhance the relationship among the Central Asian Countries Journalists with the Pakistani Journalists.

Respondent No: 4. When the same question of Media’s role in bridging the gaps was asked to “Mr. Alisher Mukhamedkali” a Press Secretary from “the Embassy of Kazakhstan in Islamabad”, he replied in the following way: due to availability of the limited resources it is difficult for the people to interact with each other as they do not know about each other. For this the respondent puts stress on the media’s role to bridge the gaps among each other through cinemas and cultural interaction with other so there becomes the possibility of the bridging the gap in the future among Pakistan and the Central Asian States.

Respondent No: 5. “Mr. Beruniy Alimov” (an Assistant Professor of International Journalism at University of (UZWLU) Uzbekistan) was replayed in the

following way of the first question that was asked by the researcher, He said that sometimes people not know, that how Media can be make so I respect media can play a very big role because some Journalists don't thinking about it, they don't do job, they don't make much attention that Media can help to build up good relations in between the Countries, he further said that as you know, "and off course" media is a very important tool for information.

Respondent No: 6. "Mr. Nikita Makarenko" is a "Journalist and a Media Safer" from Uzbekistan. When the researcher was asked the same question to "Mr. Nikita" through "WHAT'S APP" telephone call, his answer was very disappointing for the Media Organizations from the both Countries. He said that "we know nothing about Pakistan originally, we no tie connections, people probably cannot say anything, even what is the capital of Pakistan? So through media could bring our Countries close together".

Respondent No: 7. "Dr. Saqib Riaz" (Head of Mass Communication Department) have views about same question like the media's roles in Pakistan and Central Asian Countries. He replayed that We have our historic relations and the geographic part in our north and north west the region of Central Asian States which are very important for Pakistan, actually, after the disburse of Soviet Unison, it was hope that we will be able to do very good relations, all kinds of relations, like economic, social, religious with these states, but unfortunately, we could the benefited from these States Even we could not successful to establish good relations with Central Asian States because of many factors, at that time it was ignored but I think it is time to revisit our foreign policies and concentrate the better mate and advance mate relations with these States because there is a lot of potential. If we established our good relations with these Muslim States, first of all they are Muslim States, and we have many things, one of the most important factors is religion that is colonnade. We know that, even people, even I remember, when Soviet Union collapsed in 1979, people of Pakistan was very happy, when these Muslim States indolence, but unfortunately we could established very good relations with them because of many reasons, and now Media can play a vital role and establishing in these good relations between Pakistan and these States. Unfortunately the situation is that there is no formal arrangement in these relations between Pakistani Media and those Countries

Media, if we successful and establishing some kind of relationship with these Media Organization of those Countries

Respondent No: 8. “Dr. Manzoor Khan Afridi”, (an Associate Professor and Head of Department) have views that it is really important because we can't ignore the role of Media, especially today's globalized world. So I would say that, that is totally Media's role, so the Media frames and presents the information, it creates sensitivity among public and it construct a narrative among the public, among the citizens of the Country, and of the two Countries or more than two Countries, so that is why Media can play a role of bridge, so Media can use for both purposes, for constructed purposes as well as for destruction rights, but unfortunately if we see the role of Media in between Pakistan and Central Asia States; that is not been much vibrant, which should be there, even we don't know to each other's, There is not people to people contact, but Media can bridge these gaps between Pakistan and Central Asian States, firstly; If we jointly organize some workshops among the Journalists of Pakistan and Central Asian States. Second; if Pakistani Media approach the business community, common people and the politicians and also the some bureaucrats or bureaucracy, so than it is possible. Since 2017, Pakistan now is already a full fledge and permanent member of Shanghai Cooperation Organization (SCO) after that it can also evaluates Pakistan's position over there, so Media can play its important role, which is not played since the birth in these Central Asian States, so off course there is a dire need that it can reduce the gaps between Central Asian States and Pakistan, not only for government level but also among the people.

Respondent No: 9. When the Same Question was asked by the researcher to “Dr. Asad Munir” he was with the view that first of all Pakistan has strong and very good relations with all Central Asian States, because many of the Pakistanis are working there, they are in millions, we have so many wasted interests, although these States have interest because they have need mane power from Pakistan, and they rely on our man power because we are producing a large number of skilled workers in Pakistan, so we have some mutual interest one and others, and yes media can play a vital role, media have already been playing a vital role, like we have some issues with Saudi Arabia, when Prince visited here, it was the media that has highlighted the issue, then Imran Khan requested them to do certain things for the Pakistanis working there that they have facing some problems and some of the problems were

immediately addressed, similarly other Central Asian States like in “Gulf” then that Central Asian States, we also there a lot of interests, we need their investment, they are investing in Pakistan, media can really work in establishing the good relations with them.

Respondent No: 10. “Dr. Aysha Qamar” has with the views that the media can bridge the caps between Pakistan and Central Asian States with covering more news related to their issues.

Question No: 2. How Media Corridor will create a positive atmosphere among people to people contact the Pakistan, and Central Asian States?

Respondent No: 1. “Mr. Rehman Azhar” replied the question number tow by considering Afghanistan as a separate case. He said that first of all the positivity is available there in the Central Asian States for the Pakistani people and the same feelings exists in our Country as well. In his view these feelings are based on due to the Islamic identity in between the people of both Countries. The commonality in the Islamic identity can uplift the people to people contact and it can create positive environment on the both ends. But when it comes to the people of Afghanistan, the people followed by their Media consider Pakistan as their enemy. It is difficult to change this mindset of the people over there in Afghanistan. Though the Pakistan has hosted the Afghan people in 1990’s but still they consider the Pakistan as their enemy and in Pakistan, flexibility available in our narrative but it is not exist there in the Afghan government and Media narrative so it becomes difficult to create a positive atmosphere in such situation.

Respondent No: 2. when the same question was asked to the “Dr. Zafar Nawaz Jaspal”, his response was in this way: A media can create awareness in the people through programs, analysis on the current scenarios and by increasing cooperation at different levels. The Media can create a positive atmosphere through sharing common cultural programs. In short media can educate the people and it can be used as a tool to create positive atmosphere for the people to people contact.

According to the Respondent No: 3. “Mr. Yasir Rehman”. There are some reservations on the Afghan government’s policies followed by their media as they are playing not a positive role, but with respect to Central Asian States the Media can play an active role and there are no reservations on the government policies as well as

on the media's role in that. He suggested that media programs while airing in these states can use the dubbing technique in the local languages so that people can understand the content of the program and the required message portrayed to them. It can increase the people to people contact among Pakistan and the Central Asian States. He further said that visa relaxation policies should be introduced by doing this it can lead to increase people to people contact.

Respondent No: 4. "Mr. Alisher Mukhamedkali" was asked to same question, his answer was in that way, the current situation in Afghanistan is different as compare to Central Asian States. There is a need to do plethora efforts for all the Countries, those have shared their interests in the regions and in this regard media can play a very good role in creating a positive atmosphere.

Respondent No: 5. "Dr. Saqib Riaz" was reply in this way, when the question was asked by the researcher. He said that, the Media can do this but there is a lot to do, there are many people don't know about these Countries, even our people can't aware of the circumstances of these Muslim Central Asian States, many people don't know what their Currencies? What are their weathers? How is the climate of these countries? What are their languages? What are their religious status and sex? What their economic conditions and what are their foreign policies? Many people are not aware regarding these States so in this way the Media can play a vital role in making awareness in this society, and as well as the society of those Countries. I think the situation will be same in those countries like Central Asian States, the people will not be aware about the things happening in Pakistan, so this is the case of both side if priorities this kind of relationship it can be very useful.

Respondent: No: 6. "Dr. Berunily Alimov from Uzbekistan" was replied of the same question that "i think the Journalists from these Countries have to write more articles for their Countries and Pakistani Correspondence they should come to Uzbekistan and Afghanistan and Uzbekistani Correspondence go to Pakistan and Afghanistan.

Respondent: No: 7. "Mr. Nikita Makarenko, a "Journalist from Uzbekistan" have a views that We are trying to do it but there is a big problem, mostly through the media "negative information" which are coming to our States about Pakistan and Afghanistan, so mostly media reports about terroristic acts, in warrer zone, report,

“for example” like this but never rarely report about positive things. So that, we are sure media will do positive things that will change the atmosphere but we can report about which are not happening, so we arrange positive events between our countries. Actually, with Afghanistan we doing good more and more positive .news because our collaboration more quickly in a positive way, but with Pakistan, sorry so far, does is nothing to report.

Respondent No: 8. “Dr. Manzoor Khan Afridi” give a detailed analysis regarding this question, he said that There are two kinds of wars, one; it is the regular warfare, and other that is unregulated warfare. So, we can call it just war through weapons, and other one that is war of narrative and this narrative building of prime importance of Media, so Media narrative globally, so there are a lot of excursions against Pakistan, on the other hands, Pakistan is also a land of opportunity due to the Pakistan’s geographical position, Pakistan costal line, Pakistan contact with Arabian see and also with gulf, Persian gulf, on the other hands Pakistan enjoys four seasons of the year and a lot of seen, even population of the country, so all these things impact that the Pakistan is play an important and significant role in future, especially; under the umbrella of China Pakistan Economic Corridor (CPEC). In this age of integration so this is really important to know to each other, not only on governmental level but also to know people of Central Asian States like; Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan besides Central Asian States and mostly and importantly the Afghanistan because the Afghanistan is in between Pakistan and Central Asian States, even Thajisktan is very near to Pakistan through “Wahan Corridor of Afghanistan”, that is the nearest point of Tajikistan is only sixteen (16) KM . If we see near to china and through “Wahan Corridor” through the Pakistan’s Northern Areas so that is why one thing the quay people, they are far a way of Central Asian States from Pakistan that was Afghan people from Pakistan, so one the natural thing, natural hurdles, what we can say? I mean there is no, there kind of way passage between Pakistan and Central Asia because of these maintains and weather but the other hands the most important that is the role of Media so Media is not played that kind of role what should be there if since 1991, these countries has got independence, if the Media had played its role so now we could know to each other’s in better way, so the knowing to each other and also opens news, eve news the cooperation so that is why and today is Constance Pakistan’s more importance, and role and the CPEC and

the war on terror and regional integration and also Afghanistan on the insure about Pakistan and US-Talban Talks, in the Moscow conferences about the Afghanistan Problems, and the QCG coordinators grow PEMA Pakistan Afghanistan, China and the US. So all in, the hot of Asia conferences, Istanbul Peace Process. All these things shows that the initiatives and role what Pakistan is played in this regards and also the joint military exercises with China, with Russian, and also with the Central Asian States, it means that now Pakistan is more integrative with these States, so that is why Media can create a positive atmosphere among people to people contacts, among Pakistan Afghanistan and Central Asian States, and really it is not the responsibility on the side of Pakistan Media but also that of Afghanistan and Central Asian States. So these Countries, the five Central Asian States and Pakistan and Afghanistan total seven (7) Countries must create a council or Forum our conslosiam of their own Media analysis, Media Journalist, and they can create a really good well among the people.

Respondent No: 9. According to the “Dr. Asad Munir” that Pakistan has a strong history with these States since the inception of these states, because most of these States were established in 90s after the USSR was demolished, and in the whole scenario in Afghan war, Pakistan had an important part to played, these Nations have some certainly some gratitude towards Pakistan, although they were also some movements of freedom already running there, but the Russian side never allowed them to speck their heat out. And when the whole Afghan War started they got an opportunity and they cashed it but after the inception of these States there was some miss confusion and miss information about the perception about the positive related to Pakistan but the Media can play certainly a vital role by bridging this gaps by making the things clear, specifically if we talk about the Afghanistan we call it a brotherly country, a friend of Pakistan but in recent Years we have seen then the things did not met well, that Pakistan and Afghanistan are some of the very clear bitter realities for the European world and for rest of the world because they have already dreamed about rolling this region and if they have never been succeed in governing over in Afghanistan it was because there was Pakistan on the back to Afghanistan, we have always in there and it was our west interest as well, that no other country the role Afghanistan. He further said that we have always safeguarding our interests in the region, in this scenario the media actually needs to the address the conflicting the

situation between Afghanistan and Pakistan, because the questions are arising, a lot of questions are rising, we daily Listen about the cross border firing, attacks, terrorist including Pakistani land from Afghanistan and they are escaping through Afghanistan, and these kind of things, especially Mullah Fazal-ullah incidents, Talebanization, so Media really need to play a very important role in bridging the gap and in removing the conflict between the countries. As for as the Central Asian Countries are concerns I think some of these States that some of these States the majority of Muslims living there, and we can actually build up good relationships on the basis of our religion, it is work effectively, in some of the States we have a good relations, our students are going there, they are studying there and similarly we have some business connections as well, we are buying agricultural products like, recently we have buying some products from Belarus, and other countries like there in the region so we can further strengthen our relations in the industry linkage.

Respondent No: 10. “Dr. Aysha Qamar” have believed that the discussion related to Afghanistan common people have some reservations but still, media can create a positive attitude by different techniques. For example: dramas. And for Central Asia there are no reservations available in the region.

Question No: 3. How Media Corridor will strengthen the relationship between Pakistan and Central Asian States?

When the Respondent No: 1. “Mr. Rehman Azhar” was asked to share his views about the media’s role on strengthening the relationship, the respondent replied that there are two major points: Media has the soft power which is very powerful and influential. It can bring change through cultural changes and campaigns. There are many misconceptions exists on both sides which are required to be dealt timely. And if the program content should be shared on media screens than it can be the other possible way in strengthening the relationship in between Pakistan and Central Asia. Like the Indian media uses this technique by the help of films which propagate their messages and they share their culture at international level. With comparison to Pakistan, their movies are not seen internationally so Pakistan also can use this technique.

Respondent No: 2. “Dr. Zafar Nawaz Jaspal” express his thoughts that unfortunately, our media and our media houses have failed to create and producing

environment and cooperation between these states like Pakistan and Central Asia. Some time we hear but now the things are changing, you can say if we review the history prime now in the cool war, you are looking to Central Asia as a part of Russia nothing happening, but only the Mass, during the past three decades we are seeing, we are moor seen, dramas, the historical dramas but we don't have historical programs coming in witch can generate our interest, let's say to see the Samarkand, these kind of things they can come and see here such a thing so media's media role in previous years was not very active.

Respondent No: 3. "Mr. Yasir Rehman" was with the view that media can definitely strengthen the relationship but there is a need to apply filters on the news so that only that news should be broadcasted which is in favor of the both sides. For this there is need of applying filters on the news can be fruitful.

Respondent No: 4. "Mr. Alisher Mukhamedkali" was also in favor of the media power for strengthening the relationship. He was with the view that people to people contact is very important so for this purpose media can play a very good role to strengthen the relationship in between the people of both sides. Cultural exchange programs are the other way to strengthen the relationship among the people. And he further said that there is dire need of e-visa facility should be available for common people so they move from one Country to another easily and the roles should also be simple to follow in this regard. So that more people to people direct contact can be strengthen the relationship among Pakistan and the Central Asian States.

Respondent No: 5. "Dr. Saqib Riaz" was agreed with that Media can strengthen the relationships, but there is need to develop some strategy, some plans that how these relations could be established and how can strengthen the relationships with the people and governments of those Countries, there is need to develop some strategy, because till now we did not to develop any kind of strategy and plan, we can't see any sustained efforts to develop these kind of relationships.

Respondent No: 6. "Dr. Berunily Alimov" said that we have historical relations between Pakistan and Central Asian States, but now days the people don't know much about these Countries, as you know, even they don't know we have? What kind of cooperation we have? You know, "for example", how many tourists go to Pakistan and how many Pakistani tourists come to Uzbekistan, nobody knows so I

think “for example” those people don’t write enough materials about it, so they have to be more active in the future. This is my personal opinion because I don’t read plethora articles in our newspapers or websites, I don’t remember, last time when I have read an original article from Pakistanian, may be one of the Pakistani Journalist. It means writers and Journalist’s contact is very important, very important, in Pakistan very much because when the Journalists write more articles people understated their articles, people understand what’s going on between these Countries. For example, if Pakistani content go to Uzbekistan in that respect Pakistani businessman can come here and he can invest more money he can be more active, you see, the Media can play an active role for strengthening all of life, because agricultural tourists.

Respondent No: 7. “*Mr. Nikita Makarenko* from Uzbekistan” was answered that if there is a robot some to report for strengthening the relationship then we could create a positive media environment for our people, historically and politically move on.

Respondent No: 8. “*Dr. Manzoor Khan Afridi*” told that there is no like these kind of direct passing way between Pakistan and Central Asia because of these mountains and weather but on the other hands the most important is that the role of Media, so the Media is not played that kind of role what should be there since 1991, these Countries has got independence, if Media had played its role so now we could know to each other’s in better way, so the knowing to each other and also opens news, eve news the cooperation so that’s why and today is Constance Pakistan’s more importance, and role and the CPEC, so that is why Media can create a positive atmosphere among people to people contacts among Pakistan Afghanistan and Central Asian States, and really it not the responsibility on the side of Pakistan Media but also that of Afghanistan and Central Asian States. So these countries, the five Central Asian States and Pakistan and Afghanistan total seven (7) countries must create a council or forum our conslosiam of their own Media analysis, Media Journalist, and they can create a really good well among the people.

Respondent No: 9. “*Dr. Asad Munir*” was asked of the Question regarding strengthen the relationship between Pakistan and Central Asia, he said that It is the same question, I think I have answered previously...

Respondent No: 10. “Dr. Ayesha Qamar” has refused to reply of this question.

Question No: 4. What do you say about media’s role in the past with regard to Pakistan and Central Asian States?

When the Respondent No: 1. “Mr. Rehman Azhar” was asked the Media’s role in the past between Pakistan and Central Asian Countries, as reply he was the views that media has not played any role in the past because there was no interaction at any level with regard to media either at government or at media organizations. There is a dire need to work on this area with the certain required steps. Though Pakistan and the Central Asia have good relationship since 1991’s but they have to work better in this area.

Respondent No: 2. “Dr. Zafar Nawaz Jaspal” was replied the answer of Question No: 2. in short way, he said that “yes” it can strengthen the relationship.

Respondent No: 3. “Mr. Yasir Rehman” was the view that media has played very marginal role in the past with respect to Pakistan and the Central Asian States. Though this area has too much potential and the role of media is missing at government to government level and public level.

Respondent No: 4. “Mr. Alisher Mukhamedkali” was the view that one of the major factors that have left great impact on the media’s role in our Country with regard to the Central Asian States was the foreign policy. Almost 27 years ago many changes has occurred in our foreign policy with respect to Russia and Central Asian States.

Respondent No: 5. “Dr. Saqib Riaz” was reply that unfortunately, it is not so good and it is not appreciable, most of the time media ignore this phenomena’s, ignore this relationship, in other words “very very significant”, not only for Pakistan but also those Countries.

Respondent No: 6. “Dr. Berunily Alimov” was very disappoint about the media’s role in past he said i don’t remember, if media played any role in the past, i am not sure. I know only one gentleman who is working in Tashkent from Pakistan; I

don't know how many Journalists are working here? You know, from Uzbekistan? I think none of them, so in the past it is very boring.

Respondent No: 7. “Mr. Nikita Makarenko” said that the media’s role in the past, I can’t say about Pakistan but I could say about Central Asian States, especially, Uzbekistan, our media’s role is very very about transforming in the Country, and we doing good, previously our media’s environment very close but few years ago we change the president from “Islam Abduqaniyevich Karimov to Shavkat Mirziyoyev”, so Media started Drama Serials and important role, now Country because we have right of the reforms and we demand the reforms, and regarding Pakistan this is not very much feel.

Respondent No: 8. “Dr. Manzoor Khan Afridi” share his detailed analysis with regard the media’s role in the past, he said that Media has not played their kind of role, what should be there between Pakistan and Central Asian Republics (CARs). Pakistan was one of the first countries, who recognized the Central Asian Republics, even Pakistan helps to Central Asian States financially, and even at that time Pakistan’s Prime Minister “Benazir Bhutto” also visited to the Central Asian States, but unfortunately, we could not enhance our trade with Central Asian States because these CARs (Central Asian Republics) are rich in hydrocarbon resources, natural resources, and mineral but we could not exploit the opportunity and that is why the media also did not perform very well. So languages barrier is also there, because Central Asian States speaks either their own languages like “Tajik, Uzbek, Kazak, or they speak Russian Language” but on the other hand we Pakistani people, we speak Urdu or English so this also a kind of hurdle but Media role is not very much vibrant. If we see in last 28 years since 1991, that was not here, that is why there is the gap between people of Pakistan and Central Asian States.

Respondent No: 9. “Dr. Asad Munir” was with the view that in past we don’t see well good or well positive for the role that the media has been playing, In Pakistan or in Pakistani media we hardly hear any news from Central Asian Countries, our news bulletin start from our Governmental issues then we talk about America and Russia, and China but we do not actually address the relationship or the events that happening in the Central Asian Countries, we are not actually in touch with them, although we are signing a trade agreements, our students have been visiting there, and

the people from these state have been coming to Pakistan for seeking new Market Places, but the media coverage seems to be Nil, almost Nil, media; I don't thing that media have been playing any part in establishing a relationship with these countries although these countries could prove a good market for us as well, we have certain products that no one in the world produces, we can import to them they are a good market for us, and they are a prime for students as well, and we really need to sign some media partnerships and media collaborations with these countries because actually these countries also need some acknowledgements on the international forums, in any of immerging countries in the region, I guess we don't find any of their cultural products, their presence online, their presence in the mean stream media from these countries.

Respondent No: 10. "Dr. Ayesha Qamar" has also refused to reply of this question.

Question No: 5. What do you say about the impact of Media Corridor on both Pakistan and the Central Asian States in future?

Respondent No: 1. "Mr. Rehman Azhar" was with the views that the current study "a Concept of Media Corridor" contributes to our knowledge by addressing importance of Media's Role in the region, that the Media Corridor is the positive step but for this there is requirement of private and state media followed by the government officials to look into the serious issue of developing a Media Corridor. The reason behind this is that media in the Central Asian States is controlled and governed by the state so to cope up with that situation state involvement within the Pakistan is very important.

Respondent No: 2. "Dr. Zafar Nawaz Jaspal" also said that the contribution of this study is obvious as the resulting outcomes can be capitalized as guidelines to establishing a Media Corridor in the region and impact of Media Corridor is a lot but for this before developing the Media Corridor it is important that the Journalists should visit one Country to the other on frequent basis. In this way they will be to understand their culture and needs of the people.

Respondent No: 3. "Mr. Yasir Rehman" was the view that the long term implication of this study will impact media's role because the media is considered as the forth pillar of the state and by the development of Media Corridor it can give

boost to the state policies while dealing at internal level within the Pakistan but also dealing with the Central Asian States. There is need that media should be involved in a positive manner so that fruitful results can be gained in the required desired direction.

Respondent No: 4. “Mr. Alisher Mukhamedkali” was with the view that hence the goal of this Corridor is to find out if there exist a possibility for improving the heat transfer using the Media which was not favored in the past and the same as currently focus of the Pakistani media is towards the drama and entertainment, in which they cover the content that is related to the local audience needs. There is need to change this content with the different focus on the issues which are needed to be addressed with the national and foreign objectives. For this media collaboration is the possible way to move in the right direction.

Respondent No: 5. “Dr. Saqib Riaz” is also express his thoughts that actually, it is depend upon the foreign policy, and priority of the governments, one of the biggest hurdle is that it has not been among the top priorities our foreign policies, there is first, if government take this issue in priority then media will follow the government policies only media can do anything without the support and help of the government and foreign office. Ultimately; foreign office will have to play its role, then media can do something.

Respondent No: 6. “Dr. Berunily Alimov” believes that the present initiative is motivated by the need to take into consideration Media’s Role; I think Pakistani Journalists come to Uzbekistan and same time Uzbek Journalists also have to do, so in the future we have to be more active, that what we have to do more? It is time to move ahead, In Uzbek media, we don’t have more information about Pakistan and it is not good, and i am sure in Pakistani media also you don’t have any information about Uzbekistan. And for the “Media Corridor”, it is good idea. And hope this “Corridor” may play a very active role.

Respondent No: 7. “Mr. Nikita Makarenko” was replied this Corridor concept is to provide a more detailed investigations regarding the effects of media collaborations, because we don’t have a Media Corridor, we don’t have a connection with Pakistani Media and Central Asian Media, but about the future; I could say the topic which either is ask about very different, I can say it is very different, I don’t

know what interest felt in Pakistan, but in Central Asia, the audience is more about local things, so we all about local things, and it is very hard for international event to find is gaps in this local agenda.

Respondent No: 8. “Dr. Manzoor Khan Afridi” I think with the each passing day the importance of “Media Corridor” that is increasing, however, to the best of my knowledge, no report has been found so far using the Media efforts in the past decades, if we are striving for Economic Corridor between Pakistan and China and if we are having struggle of Knowledge Corridor between Pakistan and the U.S. so off course there is a dire need of “Media Corridor” between Pakistan and Central Asian States. Is i talk about the importance and the evil increasing the significant of Media, Relationship among the governments, among the people that is why we can’t ignore at ever increasing crucial roles that is why the impact of Media Corridor on both Pakistan and Central Asian States that can be very much positive because Pakistan is now already a member of Shanghai Cooperation Organization (SCO). Historically, culturally, religiously we are very much connected with Central Asian States, but now in this age of globalization and since they are independent Countries for the last 28 years that is why. And also Pakistan and Central Asian States they facing almost same kind of problems of drug trafficking, of terrorism, extremism, also the trade blocked and climate change, so that is why Media should play very vibrant role in this regards, and Media should shapes the minds and build up a narrative which should be fruitful and positive for the people, for the government of Pakistan and the Central Asian States, then the “Media Corridor” can have very positive for the both Pakistan and Central Asian Republics.

Respondent No: 9. “Dr. Asad Munir” has appreciated the term of Media Corridor, which is used in this study by the researcher, he further said that actually we are trying to reach to the Central Asian Market through CPEC (China Pakistan Economic Corridor), so we need a Media Corridor, we need as I have talked to earlier that we need to establish a Media Collaboration with them, we need to have some Media Industry linkages, that unfortunately has always been missing in the past, but in the recent times we have listen about a joint media adventure of Pakistan, Turkey and Malaysia, although that could not be realized treated but it indicates that there is certain need a “Media Partnership” across the globe, the respondent give the example of “Rupert Murder”, he is a person who is an Australian by birth and living in US, but

he is US citizen, he owns more than four hundred Television channels across the globe, “Fox News Network” is one of them, he is considered as world’s most influential powerful person, even the American Presidents thinks to voice before talking to him, it is because of the power he have got that in couple of secants, he can disseminate anything across the globe, he can capture millions of billions of minds, so on the same patterns, if we need to, if we realized to, if we establish our own media network, a chain of networks, we can also have good authority, good command over the region, and we can nullify the effect of western media that is actually causing anything always in the region, it is a big market, big place for the media as well.

Respondent No: 10. “Dr. Ayesha Qamar” has hoped that the Media Corridor will bring the prosperity in the region for the media industry.

Question: No: 6. How do you see the role of Media Corridor with respect to Pakistan, and the Central Asian States?

Respondent No: 1. “Mr. Rehman Azhar” was with the view that media is Afghanistan is playing a negative role with respect to Pakistan and they are developing an anti-Pakistani narrative over there in the country which can damage the relationship of Pakistan and Afghanistan. With respect to Central Asian Media; there is weaker relationship with less impact on each other.

Respondent No: 2. “Dr. Zafar Nawaz Jaspal” have thoughts that there are many ways for people to people contact, “People” because people to people contact requires there is a visa, liberation, there is an exchange programs, educational cooperation, but in this case of media, who offhocsing I think that three Governments sign a memorandum of understanding, Central Asia, Afghanistan and Pakistan, this memorandum of understanding (MOU) the start increasing cooperation and Exchanging the Journalists or young new students from the mass study “Mass Communication”, so that they have exposure before going into the practical life, and then they create a media houses or facilitate the media houses to cooperate with the other media houses let say Afghan media houses, Central Asian Media houses, and then they make a joint programs like documentaries and other things so their people should see them and that will be connectivity.

Respondent No: 3. “Mr. Yasir Rehman” was with the view that the most of the media in Afghanistan and Central Asia have only been carried out in a small

number of areas, but the media can play an active role in between all the countries with mutual interests. Media has capacity to play both positive and negative roles but it depends upon the policies and direction that is followed. Media can create the possibility of new roles, for the state to state interaction and people to people contact, as it has plethora potential for creating the positive environment in the region.

According to Respondent No: 4. “Mr. Alisher Mukhamedkali” that as Pakistan has got freedom before the Central Asian States and they have the active private media in the country. While the Central Asian Media has shorter history of working independently and it is also controlled by the government. For this there is need to develop the common ground of media environment to be created for the fruitful outcomes in the right required direction.

Respondent No: 5. “Dr. Saqib Riaz” I think most of the things are repeated questions that I already mentioned that the role of media in making good relations between Pakistan these Countries has not been so encouraging; however, there have been no controlled environment which compare differences in the other countries, media did not constraint and did not make it, it is priority in establishing good relations with these Countries.

Respondent No: 6. “Dr. Berunily Alimov” he said that I think the uniqueness of the Media exists in the fact that the role of media is very important; Mass Media has very important because people believe in Media you know; Media can play very important role for strengthening the relationship between Pakistan and Central Asian Countries including Uzbekistan.

Respondent No: 7. “Mr. Nikita Makarenko” said that the role of media is transform to our countries, because how much we say, we are still or not very well developed as the most developed country in the world, and we want to developed, so Media should show the way and show criticizes/politicize the government, if it will do something wrong? This is our role.

Respondent No: 8. “Dr. Manzoor Khan Afridi” I think I have the answer.....

Respondent No: 9. “Dr. Asad Munir” was replied that question in this way, he just reply that the scope Media is huge and need to addressed, so i think it is a new business opportunity as well for people who want to invest in the Media Industry.

Respondent No: 10. “Dr. Ayesha Qamar” Have with the views that media’s Role in Pakistan, Afghanistan and the Central Asian States is very cold not so much warm.

Question: No: 7. what do you suggest any changes in the policy with respect to increase people to people contact in Pakistan, and the Central Asian States?

Respondent No: 1. “Mr. Rehman Azhar” was with the view that visa policies play an important role for people to people contact. For this there is need to take some certain initiatives which can create easy access to the visa facility for the common citizens. Visa facilitation centers should be developed on both sides. With respects to Afghanistan there is need to settle the political disputes than there is may be the possibility to move in the right direction.

Respondent No: 2. “Dr. Zafar Nawaz Jaspal” is with the view that there is need to make changes in the policies at state level from the both ends. People of both sides have the same thoughts and beliefs and they have common thoughts on the religious angle as well. There is need that to open the policies from the both ends which will create the possibility of opening the cultural interaction in between the people, business opportunities should be increased so that people can travel from one place to other on easy notes.

Respondent No: 3. Mr. Yasir Rehman is with the view that it is important to make changes in the visa policies from the both ends and they should make it easier for the common people to obtain the required visa. In central Asian states they have less information about the Capital of Pakistan and they are needed to share more about. E visa facilities are one of the possible solutions in this regard.

Respondent No: 5. Dr. Saqib Riaz give some positive suggestions against this question. He told that yes, they can be many steps, if 22 States of Europe can make their collaborations and can waive of their visa policies and can have a single currencies then why not these Muslim States of Asia can do like this? There are many steps can be useful for establishing between people of Pakistan and those counties for example, facilitation in visa policies. For example, economic and business relations import and export. There are so many things that we can import from them and there so many things we can export to them, this import and export should be one of major

priorities of the governments but this is the job of the government to do this, when the government make some policies then media will follow these policies.

Respondent No: 6. Dr. Berunily Alimov I think it is very good question, I think we have to improve people diplomacy “you know” more exchange programs, like people diplomacy, we have to send more tourists to Pakistan and same time you also send more tourists and Businessmen to whole region. We need people diplomacy. This is my point. All journalists must be more active in future, what we have done in future, it’s not enough, and we don’t have enough information about Pakistan, especially about current relations between our countries.

Respondent No: 7. “Mr. Nikita Makarenko” said that we have almost no contact with Pakistan as speaker, With Afghanistan it more easy we have tie economy connections, we have universities, where the Afghan students learn, we have common language, because in Northern Afghanistan people speak Uzbek, we have really tie connections, but regarding Pakistan it is up to say, we don’t have such connection, and Central Asian States its very different,

Respondent No: 8. “Dr. Manzoor Khan Afridi This is really important question, I think track to diplomacy can be very influential in this regards, already some Think Tanks and some Journalists, they have took them to bring not only governments of Pakistan and Afghanistan but also people of both countries to one and other through the track to diplomacy, so in this regards Media can play a very important role, Joint Conferences can be established, can be held between Pakistan and Afghanistan and also between Pakistan and Central Asian States. Joint Workshops can be established; the exchange visited of the Media personalities, i mean the Journalists and also the Bankers, the Academia Professors, Researchers, Politicians even the Businessmen they can be interacted to one and others should be mechanism to established such kind of linkages and also more important that Flights should be regular and should be more among Pakistan, Afghanistan and Central Asian Republics. That airline, they can have contact with one and other and not only from Islamabad and from the Capitals of these Countries but other major Countries there, that kind of facility, and even through this we can also develop our tourism and the tourism of these countries as well, such like of these of Diplomatic Studies, Institute of Peace of Diplomatic Studies in Islamabad is took the initiatives, also the Centre of

Research of Security Studies in Islamabad is also took the initiative, CRSS has took the initiatives to bring the people of Pakistan and Afghanistan closure and IPD institute of Peace of Diplomatic Studies Islamabad took initiatives to bring closure the people of Pakistan and the Central Asian Republics. So in this regards Media should also come forward to reduce the gaps and also to increase the cooperation among these Countries.

Respondent No: 9. “Mr. Asad Munir” presented his thoughts about that question in following way. He said that there is always no “people to people contact” except with Afghanistan, with the people of Afghanistan we have some relationships, because due to the same language people of KPK region are related to the people living in Afghanistan, they have some family ties, commitments, they attend events from the both sides, but other than that we got no people to people contact with these States, the States actually middle region of the Asia, we know nothing about them, if I ask someone who is the president of Kazakhstan, the prime minister of this country or that country, he know nothing about them because we are not told about them, it is possible only through the media, we know who is Trump? We know who is Condoleezza Rice, we know who Pulled Mir Putin? But we know nothing about these countries; it is obviously responsibility of the media similarly we know nothing the culture of these countries, although these countries has been part of USSR, and there is some Russian Culture, including these countries, but now these are independence States, they have their own such of values, culture, religion and living styles and standards, we need to understand them, we need to have culture exchange programs, we need to have University to university linkages, media partner ships, student exchange programs, scholarships for the countries, and to obviously some joint media adventures, some joint media partnerships, some joint media production, that these counties collectively made, make and representatives, it is typical has a lot bringing the people closer.

Respondent No: 10. “Dr. Ayesha Qamar” has replied shortly of this question like “Yes”.

Question No: 8. What do you say about the role of Media Corridor and Media Forum of SCO on the relationship of Pakistan, China and Central Asian States?

Respondent No: 1. “Mr. Rehman Azhar” is with the view that Shanghai Cooperation Organization (SCO) can play a positive role with respect to economic development for both sides. There is need to increase more economic activities to make the economic relationship better day by day. This will also increase people to people contact.

Respondent No: 2. “Dr. Zafar Nawaz Jaspal” is with the view that SCO can be used as a source that can set the right direction for Pakistan as well as for all other States. It may have the possibility of creating positive images in the region.

Respondent No: 3. “Mr. Yasir Rehman” is with the view that forums like SCO have great importance in the region because of the multiple advantages. All what is required to do the right required initiatives that can make the SCO an example. Through SCO enemies can be made friends at global level.

According to the Respondent No: 4. “Mr. Alisher Mukhamedkali” that the main object of SCO Media Forums into the current situation is to come close the media organizations in the region, SCO’s role is very for everyone who has common shared interests in the region and in this regard the role of media is vital in all that. Media has the power to bridge the gap and can create the positive atmosphere where all the countries can work together for mutual benefits.

Respondent No: 5. “Dr. Saqib Riaz” believes that It is not been so much encouraging in the past but now the name of china comes in it has become significant because of CPEC, during, recent past and even present media focused on the activities related to CPEC. And now I believe that in coming years, the relations between these countries will be strengthen.

Respondent No: 6. “Dr. Berunily Alimov” presents the apologies that he doesn’t have much information about the SCO Media Forums; and don’t have enough information related this Forum.

Respondent No: 7. “Mr. Nikita Makarenko” said that Sorry for the enough information regarding SCO Media Forums “Sorry I can’t say anything, because I never reported on media forum of SCO, and I never was the part of this media forum.

“In general” I am not involved in SCO activities in the region, we have connection between Pakistan and Uzbekistan is not developing, yes it is not.

Respondent No: 8. “Dr. Manzoor Khan Afridi” replied a detailed answer of this question, he said that this is also very important Question; Pakistan is now a full fledge and permanent member of Shanghai Cooperation Organization (SCO). Before Pakistan was an observer state in SCO in 2005, but the last two and half years now Pakistan is a permanent member of SCO. On the other hands Pakistan also enjoys good, friendly cordite relationship with China and with Central Asian States. Historically, culturally, and religiously we share the same bounds, and about the role of Media Forum of SCO just like there is in a body with in SCO that is rates regional anti-terrorism structure, so Pakistan is playing its dual role over there, same is the question of Media Forum of SCO, so in this age of regional integration; off course, we have to look for east policy ”right”, so in this look for east policy, we have to connect over since not only way with middle east and east Asia, South Asia, for East and not Eastern Countries but also with Central Asian Counties. So because geo strategically, and also through minerals they have importance, there is already and ongoing new great game in Central Asia so the Media Forum of SCO can play a very important role but for this all these Countries of Central Asia, Afghanistan and Pakistan they should come forward under the pattern age and under the supervision of China, because China is also very active and this Media role, China is also hits his services in “Urdu, in Pashto, In Tajik, In Uzbek, in Turkmen languages that is why China Radio International (CRI), CCTV, Nine of China, is playing important role and also Press of China, Shirk News Agency which is an official news agency in China, The Beijing Review Magazine, The People Daily Newspaper of China” all of they are playing important role, so under the pattern age of China Pakistan, Central Asian States and Afghanistan Media can perform very well and they can have Joint Coordination but regular meeting should be held the Media Forum of SCO can be instrumental.

Respondent No: 9. “Dr. Asad Munir” give the detailed answer of this question, according to him SCO can be one of the strongest forum across the globe, if it is utilized properly, because everyone knows china is going to be the next super power and may be it is the super power, but it is not expressing itself, it is not showing at all, they are the actually focusing more on their economic development

rather than going on the military side and wading the countries, and opening the war everywhere, but it will talk about the economy yes, they are the only across the globe who are the panniers and have no competitors even the Americans have invested the lot in the China, even the Americans are under duct to china, they need to pay a lot of money to them, even china is the considered as the safest place in the world for the investment because there no such conflicts, no such issues, we don't hear about the terrorism we don't hear about the policies that are actually killing the foreign investors, they are investment friendly countries, they are also engaging the other counties of the region, to have joint adventured like the CPEC (China Pakistan Economic Corridor), so ovesily the problem is that although the SCO forums is playing its part, they are holding meetings, signing the agreements, but their media linkages not so strong in the region, That world is not actually getting the true massage that what they are going to do, they need some strong public rationing, they need some media engagement skin, through which they can actually disseminated to world, tell the world that they are going up to rise, what is the future of investments, culture and economy.

Respondent No: 10. “Dr. Ayesha Qamar” gives the answer of this question that Pakistan and the States of South Asia have cultural ties, beliefs, and culture mostly. From a geo-strategic perspective, Pakistan provides the shortest route to global sea trade to these regional States. Pakistan, on the other hand, has resources and energy deficiencies and has, therefore, remained willing to receive benefits from these States. Several deals, agreements, and memos have been signed.

Question: No: 9. Any further Suggestions?

Respondent No: 1. “Mr. Rehman Azhar” refused to give further suggestions regarding this question.

Respondent No: 2. “Dr. Zafar Nawaz Jaspal” suggested that media can be used as a tool of connection in between the people to people contact. Media can be used for the constructive use in the right required direction as per need. There is need to encourage the domestic media houses.

Respondent No: 3. “Mr. Yasir Rehman” suggested that all the state institutions should joins hands together and work together for making the relationship

better in the right required direction, and also Communication gaps should be filled with media campaigns.

Respondent No: 4. “Mr. Alisher Mukhamedkali” suggested that media should promote such messages which can make the relationship better with all the neighboring countries.

Respondent No: 5. “Dr. Saqib Riaz” suggested that there should efforts to make good relations between the governments although between publics of these countries, there should be much more social and cultural activities, their people can instruct with each other’s, but the major role it would be played by the government, by the foreign office, they drive the vehicle, because they are true drivers, the role of media is not as a driver but sometimes like follower of the public policies, if the government makes this phenomena, this factor as a priority, this issue as a priority then I believe media will follow those policies.

Respondent No: 6. “Dr. Berunily Alimov” suggested that we may organize some kind of new formats, like joint media clubs or Journalist’s friends clubs, and also we can makes exchange group of Journalists and so they can write more free articles.

Respondent No: 7. “Mr. Nikita Makarenko” give the further suggestions, that if Pakistan and Pakistani people want to come closer to Uzbekistan itself, there should be some very important political roles, and we will be closer in political way, when after us the agriculture could put some attention but so far. We are for from

Respondent No: 8. “Dr. Manzoor Khan Afridi” was replied that I think I have answered of this question especially in this last question.

Respondent No: 9.”Dr. Asad Munir” was with the view that in the last I would suggest that we the scope of the study should not the lemmatized only to counties that you have mentioned, if the researcher add the gulf countries like UAE extra, it will strengthen his study, because we have already established the relations with those countries, we have also got some history with those countries, but with these countries Pakistan don’t have some kind of direct interaction as have with gulf countries, so according to him that this is the scope of the study.

ANALYSIS

After going forward through various aspects of media and its impact on policymakers and their developed policies, the discussion has come to the main point of formulating a framework for the research. Regarding the researcher's background information and academic knowledge, he has built up a theoretical base set a question: that, how media in Pakistan and Central Asia play a role in their bilateral relations? Then the researcher himself reply that the media plays an important role in providing information to the people about everyday incidents in the world because the media is sitting at the central stage to all types of communications and an important determinant of the social activities and political system. During this process of communication, media changes our attitudes and behaviors. All types of media create awareness and reinforce the opinions and attitudes of the listeners, readers, and viewers. According to the several studies that in future the new power game will be the "medialism" and "teledemocracy".

Among the plausible explanations for these findings during the interviews is that the researcher will bring together hundreds of Journalists, who discuss not only the difficult current affairs in the media but also can be done to improve it in the future, mostly intervenes has appreciated the team of media corridor using in this study, they believed that Pakistan and China are trying to reach the Central Asian States, so both countries have to need a "Media Corridor", Media collaboration, media adventure, and media industry linkages, but unfortunately this portion of the relations was always missing in the past in the region, but today it certainly needs a media Partnership across the globe, because media can capture millions of billions of mind, Media can shapes the minds and build up a narrative which would be fruitful and positive for the people, for the government of Pakistan and the Central Asian States, so it is clear that the scope of the media is huge and need to address it is a new business opportunity as well for the people who want to invest in the Media Industry. Most interviewees have suggested that our own media network, media chain, and media collaboration should be available for the guidance of our region because Central Asia is a big market, big place for the media and have a plethora potential for the media industry. Due to the controlled media situation in Central Asian Countries by the governments, the States involvements is very important, only private or National Media can't do anything in the region, due to the religion, culture, and

geographical similarities it is very easy for media to bring the real change, upgrading the thoughts, educating the people and providing the more opportunities for development of the region. So these similarities can also make them closer to each other based on the historical background which begins from the period of the Mughal Empire in the region. Pakistan and the Central Asian States have good relations since the 1990s but the role of media was missing in past, there was no interaction at any level concerning Media Houses, either Government level, but today it dies to need to bring the development in this area with certain required steps, but this is the job of the government to do this when the government make some policies then media will follow these policies.

The finding of the present study suggested that many steps can be taken by the Governments from both sides, like easy visa policies, having single currencies, public diplomacy, economic and business relations between the business community, joint conferences, regular flights, Cultural exchange programs, frequently visits of Journalists, Researchers, Professors and Politicians, Content sharing, joint productions, film making, programs sharing, students exchanges programs, track to diplomacy and built up a knowledge corridor with Central Asian Countries. The single most striking observation to emerge from the data comparison was described that each passing day the importance of media corridor is increasing if Pakistan has stink CPEC, Knowledge program with the U.S., and permanent membership in SCO, then why not a “Media Corridor” with Central Asia? While having our cultural, geographical and religious relations with them. From Pakistan a few institutions are working together with Central Asia namely; Institute of Peace of Diplomatic Studies in Islamabad, the Centre of Research of Security Studies in Islamabad, CRSS for Pakistan and Afghanistan and IPD institute of Peace of Diplomatic Studies Islamabad the people of Pakistan and the Central Asian Republics. So in this regards Media should also come forward to reduce the gaps and also to increase the cooperation among these countries.

“Almost 27 years ago many changes have occurred in our foreign policy concerning Russia and the Central Asian States”, said Alisher. Nowadays Uzbek media going to introduce some reforms and transforming situation in the country, in the past media’s environment was very close but few years ago after change the president namely; Shavkat Mirziyoyev” the government introduced reforms in media

industry, entertainments and Drama Serials and important role, now the industry has rights to reforms and can demand for reforms. Now all the state institutions are trying to join hands together and working together for making the relationship better in the right required direction, and also fulfill the communication gaps in media houses.

CHAPTER FIVE

CONCLUSION, FINDINGS AND RECOMMENDATION

Pakistan has a strong history with these states since the inception of these states because most of these states were established in the 90s after the USSR was demolished, and when the Afghan War started they got an opportunity and they cashed it. Tajikistan is one of the closest states to Pakistan, which was only 14 Kilometers distance from the Pakistan Border. So it is proved that currently Pakistan is the most helpful country for the Central Asian States and has the shortest and perfect way for worldwide trade passage to the sea. Kazakhstan and Pakistan have established a joint ministerial commission in 1992 aimed at exchanging trade and financial scientific, technical and social collaborations in the region. When Uzbekistan had announced its endurance status, it was very emotional time for the Uzbek people, at that time Pakistan was also very happy to get separation of Uzbekistan from Russia, and same as Pakistan was the first country who recognizes the “Turkmenistan” as an independent state in the world, It was a very happy movement for Turkmenistan’s people that Pakistan stands by with them.

A Soft Strategic Depth was created in Pakistan by “General Mirza Aslam Beg” for controlling and covers the Afghanistan issue. More recent studies have confirmed that a soft power or soft strategy defines the capacity of arts and culture, higher education, print and electronic media, film and dramas, literature, architecture, NGOs, science and technology, tourism, environment of trade and business and diplomacy and that elements give us an idea about the country wealth capacity like it is a rich or poorer. According to several studies that media have the power and capacity to perfume this job to improve the relationships for people to people, country to country, region to region and global level. If we look at Central Asia they are very

important States for neighboring countries in the region including Pakistan. For growing the relationships of interdependency necessitated by the global media, and raising the cost of centrally controlling regional political system, it must provide an opportunity to the media for the formation of the new pattern of a relationship with the Central Asian States.

According to the wheel (2010), “the term of the corridor is a unique and applies for a linear system of urban areas together with the linking surface transport of media, mostly corridors are very persistent historically and they form one of the major types of the urban system in the new world”. The researcher further said that there are a total of five stages for the development of a media corridor between Pakistan and the Central Asian States, namely; initial occupancy, commercial agriculture, transportation, metropolitanism, and public relations. This corridor will support the media associations, organizations, educational institutions that will promote the media freedom and lobbying for appropriate legislation and journalists' rights.

Media Corridor is very important to build in between Pakistan and the Central Asian States. People in both regions have few commonalities among themselves. The history tells that the cultural similarities are available between Pakistan, Afghanistan, and CARs. Religion is one the most dominant factor which is common in between them and it has a great impact on the people of all these countries. Due to this commonality in the religion increases emotional bonding strong in between the people.

Electronic Media has the power to influence the mob of the people and in this research, the researcher has found that media can work as a tool in creating a desired environment for the people to people contact in between the Pakistan, Afghanistan and the Central Asian States. For this, there is also a dire need to develop a common language that should be understood by everyone on all the targeted ends/people. There is also a need to create such opportunities in which people should interact with each other in easy ways so that they can learn from each other.

The more surprising correlation is with the electronic media, it creates sensitivity among public and it constructs a narrative among the public, among the citizens of the country of the two countries or more than two countries, and as the Social media is one of the new emerging media and it has great impact in the modern

arena, so on this platform people of Pakistan, Afghanistan, and Central Asian States can also interact with each other on this platform as well. There are limited information resources available in getting the desired information in between Pakistan, Afghanistan and the Central Asian States so there is dire need to add new information resources that increase the access for the public to know about each other. For this, there may need to conduct seminars and joint cultural conferences so that people should come closer to each other.

Generally, the public in the Central Asian States and Pakistan have a positive public opinion about each other and it is a good sign for better interaction with more fruitful results but in Afghanistan, there is more negativity existence about Pakistan which is needed to be addressed in the required desired way. In Pakistani narrative on international forums, there is flexibility which shows that if the efforts should be made on both ends than it may lead to fruitful results. It can be done through media campaigns as the media has the power to create awareness among the public. Media in Afghanistan has some reservations on Pakistani narrative. For this, there is a need to create possible ways to resolve this issue.

The researcher has summarised that Indian films are presented in the Central Asian State that represents Indian culture through films but there is a big gap about the Pakistani films, dramas, cultural shows which are not represented over there. There is a dire need to do some efforts in this area as well followed by the content sharing process on both sides of the media groups. Content sharing with dubbing techniques can lead to more fruitful outcomes. Filters should be applied to the news before airing it on the media outlets.

In the past role of media has been found less among Pakistan and the Central Asian States, now there is a need to increase this role on both sides. As there is a positive atmosphere found at both ends in Pakistan and the Central Asian States. Pakistan is now a full-fledged and permanent member of SCO; on the other hand, Pakistan also enjoys a good, friendly cordite relationship with China and with the Central Asian States. Historically, culturally, and religiously Pakistan share the same bounds, and about the role of Media Forum of SCO just like there is in a body within SCO, these forums can play their role in bridging the gaps among the economic level activities and such forums activities are needed to be covered by the media with

more positive news stories so that it can get more public attention. With comparison to Pakistani private media with Central Asian Media, it is better than their media so there is a need to develop common learning academic or professional institutes that should share the common experience concerning media with each other.

In Central Asia, the Media is growing on different stages, like in Kyrgyzstan the media totally under control of the Government. The Number of the newspapers, journals, and other press outlets registered in Kyrgyzstan is not more than 1000, according to the different studies in Kyrgyzstan only 30 newspapers are publishing in daily bases in four languages, 28 Television Channels, and 36 FM Radios are on-airing here in the country, with minor co-operation only 4 news agencies are giving their services in Kyrgyzstan.

The results of the present study also suggest that the visa facilitation centers should be increased from the people of both sides, same as the journalists from these countries; they have to write more articles for their countries, and Pakistani Correspondences they should visit Uzbekistan and Afghanistan and Uzbekistani and Afghan Correspondences come to Pakistan.

The researcher conclude with the argument that all types of the media has lot of power to use its soft power with greater impact on the audience so with the development of media corridor in between Pakistan and the Central Asian states can lead to fruitful results of not only to the economic activities but also to the other required activities that can strengthen the relationship among each other.

A List of Media Houses in Pakistan and Central Asia

Sr. No	Country	Languages	Newspapers	Television Channels	News Agencies	Radio Channels	International	Magazine	Total
1	Kazakhstan	Kazak/Russian /English/Turkish	2900	125	18	3	83	366	3495
2	Kyrgyzstan	Kyrgyz/Russian /English/Turkish	99	28	4	36		23	190
3	Tajikistan	Tajik/Russian/English/ Persian/Uzbek/Kyrgyz	217	24	7	20		61	329
4	Turkmenistan	Turkman/Russian/ English	36	7	3	4		24	74
5	Uzbekistan	Uzbek/Russian /English/	664	36	5	37		410	1152
6	Pakistan	Urdu/English/Pashtu/ Sindhi/Sreki/Balochi/ Arabic (Total: 11)	1802	97	9	212	12	550	2682

RECOMMENDATIONS

This document summarises the main considerations and recommendations debated by over ten (10) conducted interviews of the government officials, journalists, academic professionals from the field of media and academics, so on the basis of those interviews the main recommendations are summarized through the following recommendations.

1. First of all, as per the right of information, it should be made mandatory on the government bodies to share all the information regarding Pakistan and Central Asian relationship to the public.
2. Frequently state level journalist's interaction and Students exchange programs should be given more importance for Pakistan and Central Asia.
3. Usefull Changes in Visa policies and E-Visa facilitation centers should be more easy, morebeneficial and more effective for the people of Pakistan and Central Asia.
4. To organize the Cultural exchange programs, official language learning centers, Journalists friends Clubs and joints media clubs should be developed for the better understanding of media activists for the both sides of the countries.
5. Due to the close relationships with the Central Asia, no news should be allowed to go on air against the region.
6. The Content sharing, like dubbing the movies, films, dramas and all types of entertainment should be on air on the Television Screens from the both sides of the respected countries.
7. To Increase the close contact with the media houses (Print Media and Electronic Media) and news agencies for the content sharing between the Pakistan and Central Asian States.
8. Promote the Pakistan-Central Asian media relationship through dialogues forums and professional journalist's cooperation.
9. Promote the establishment of a self-regulatory mechanism that can Improve the standards for Pakistan Central Asian journalism.

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