

## Inter-Services Public Relations Creating Narratives through Visuals: Pakistan's Nation branding and Public Diplomacy

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### Abstract

*As the public relations wing of the Pakistan army, the Inter-services Public Relations (ISPR) is tasked with managing and shaping the narrative about Pakistan on a global scale. The opponents spread misinformation and false news to harm Pakistan's image. Pakistan was viewed as a state that supported terrorists. Through various initiatives, the ISPR aims to project a positive and delicate representation of the country, highlighting its rich culture, its accomplishment and contributions. This study would be qualitative and would utilize articles, reports and secondary research on the subject. This study further explores the variables of nation branding and public diplomacy employed by ISPR to influence international perceptions, counter negative stereotypes and promote a favorable image of Pakistan through its involvement in the production of films, dramas and songs. This commitment to originality helps to showcase the true essence of Pakistan's culture, heritage and values to both national and international audiences.*

**Keywords:** Pakistan Army, Inter-Services Public Relations (ISPR), Nation Branding, Public Diplomacy, International Image

### Introduction

Narratives have an important place in nation building and state cohesion. It crafts a society to think and visualize a particular world view in general and an ideological and philosophical foundation of a state in particular. Several studies have been done about how to build a constructive and positive image of any community, organization, political party, nation and state. In addition, it is being observed that tools of narrative building and nation branding can act as counter efforts against anti-state campaigns, militancy and conflicts. In this context, it is an interesting phenomenon that how public diplomacy has been

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conducted by the public relations wing of Pakistan armed forces particularly from the last two decades. The content produced by ISPR production intends to praise Pakistan's heroic soldiers and counter propaganda that spreads negative misconceptions about Pakistan. The trends of power, foreign policy and diplomacy have transformed the global politics and means of power projection. One of the significant factors in developing networking and strengthening a nation's diplomatic power in foreign affairs is its status and positive image. States are investing considerable resources to build their positive narrative internationally and promote themselves as soft power instead of hard power players. In case of Pakistan, nation branding and narrative building is not only promoted by civilian institutes but the role of armed forces has been considerably visible and active. Though, it is not unusual for the entertainment industry to interact with military sectors to present a soft power image as evident in the manner. Hollywood has a track record of working with the US Defense department. Through this, the military establishment maintains a higher degree of influence over the narrative and consequently shapes the opinion of the society and thoughts of people (Lodhi, 2021). Among the academic circles, Joseph Nye, a Harvard professor who popularized the idea of soft power, described it as the capacity to influence other's preferences and achieve desirable results by the attraction, rather than with force. He characterized the soft power and hard power, according to which, the coercive power presented by the hard power of military and economic force, on the other hand, the soft power is presented by co-option and persuasion. He also believed that the key sources of soft power include foreign policy, political ideas, and culture (Nye, 2011). One of the viable tools for the perseverance of soft power is through nation branding. In addition, the process of nation branding and public diplomacy is somehow interpreted in a same way. Public diplomacy aims at understanding the requirements of other cultures, countries and peoples, conveying own views, addressing misconceptions, and seeking out opportunities when they may cooperate. It is based on the concept that a nation's reputation and image are public assets that may either boost or block the communication. Work on specific issues would feed off the overall impression of the nation and reflect back on it, both positively and negatively and that is also similar nation branding. Moreover, both contain the communicator's communication and implication of the messages to the domestic and international audience. The communicator's goal is to bridge the identity-image gap by promoting national identity and reflecting the nation's image. There are three characteristics of public policy operation that also explain how the communicator is used in the context of nation branding.

- Responding to important news in a way that benefit the nation's strategic goals.
- Proactive news agenda-setting through activities and events that aim to build narratives and influence views.
- Build effective and lasting relations with populations around the world in order to get recognition for nation's values and capabilities and learning from theirs as well.

Public diplomacy could not be a one-sided method of message delivery; the three dimensions that could be applied to the axis of nation branding are societal/cultural, political/military and economic also these would carry different relevance at different times and context. Since, every country has different objectives of the dimensions and strategies for nation branding, administered by a varied set of institutions based on the nations. Some are part of the government, while some are independent. Each would have its own priorities and goals, but in order to exercise public diplomacy efficiently, it is necessary to examine the institutions on the whole and check if there were any gaps which have yet to be filled (Leonard, 2002). The concept of nation branding and its relevance to public diplomacy therefore supports the point that the nation branding is a possible solution for the social, economic and political problems that many countries in the world are now facing. In this context, this article intends to identify the following questions

Q No. 1. Why the elements of Nation Branding positively affected the image building and public perception towards Pakistan's armed forces and government?

Q No. 2. How ISPR has used nation branding for narrative building and public diplomacy?

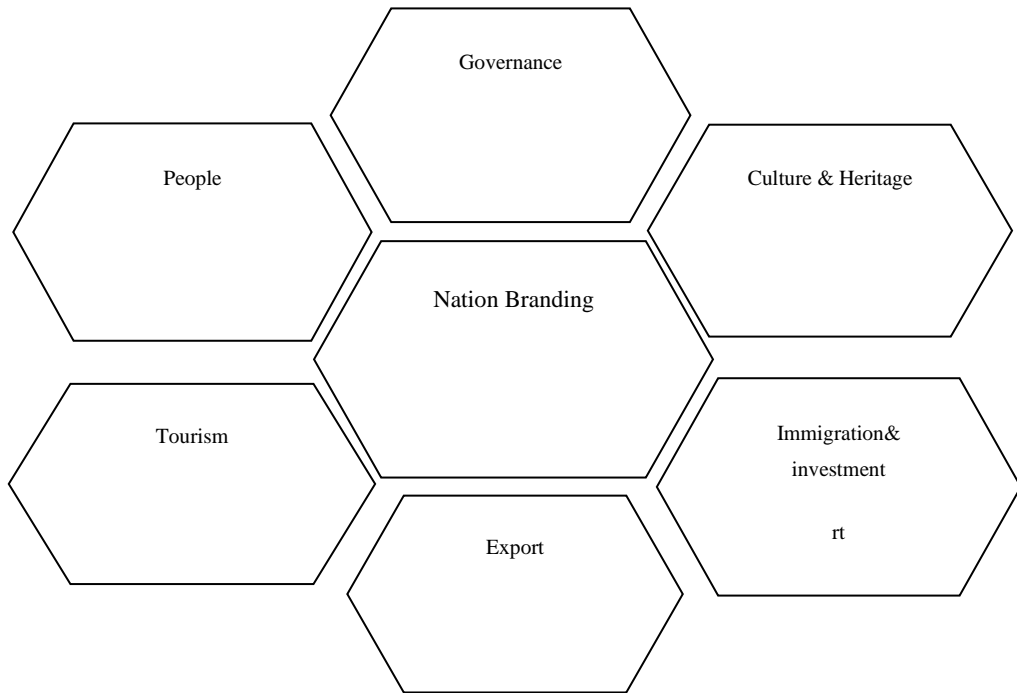
### **Visual Communication Theory**

The use of symbols and images to convey information is known as visual communication. Images are often used to symbolize concepts, emotions, or objects that exist. People can share information more effectively and readily when they use visuals. Additionally, it can foster good relationships with others. Historically, paintings and drawings have been used in visual communication. But with the rise of electronic media, visual communication now mostly uses images and videos. Theory of visual communication also about how visual components, such as graphics and pictures, transmit concepts and messages to viewers. It covers a wide range of themes, like advertising, public relations and the visual arts.

According to the idea of visual communication, ISPR's visual productions help a human mind to perceive, categorize, and particularly estimate Pakistan's image. These visual productions also build an emotional connection between viewers. The primary objective of the ISPR's visual production is image building and nation branding.

### The Concept of Nation Branding

Nation branding has become more visible among academics, corporate executives, economists, and politicians, since globalization is increasing at an accelerated rate and countries are involved in fierce competition for markets and resources. For Jean-Noel Kapferer, the classifications of brand include position, culture, relationship, reflection, self-image and personality (Kapferer, 1992). The British brand consultant Simon Anholt first used the term nation branding in 1996. Anholt also presented the branding hexagon idea in 2002, highlighting six key elements that influence a nation's image (Kayani, 2022).



Source: (Tinne, 2013)

**Figure 1: Elements of Nation Branding**

The focus of nation branding incorporates the state structure, people, governance, culture, heritage, immigration, investment, export and tourism. For Anholt, a brand is associated with three elements: the designed or visual identity of the product, the organizational culture, and the reputation of the organization. Therefore, nation branding refers to how different nations present themselves to the world at large and a positive image of that nation is considered as a source of power and an asset. In this context, several scholars have explained tools of nation branding. Anholt considers strategy, substance, and symbolic actions as three main methods of nation branding (Anholt, 2013, pp. 7-8). Strategy means understanding a nation's future plan, where it is today and where it wants to be in the future. Strategy provides a plan of action to achieve the intended goals of the state. States intend to craft a developmental, inspirational and achievable strategy that overall strengthens state and the society. Substance is the effective implementation of that plan in the shape of new political, legal, social, educational, cultural, and economic activity. Finally, symbolic action is a type of substance with inherent communicative power. They communicate the story of the nation and its foundations. Furthermore, Roland Bleiker listed the following reasons for the increasing importance of a state's image in global politics. Roland's work is significant in understanding the case of ISPR in Pakistan as it has incorporated new technologies with public diplomacy for nation branding and building narratives.

- **Revolution of Visual Communications**

Modern communication systems, such as the internet, have revolutionized the globe. With the internet, any image or news can go worldwide, and local news can become international news within a second. Facebook, Twitter and Instagram is the social media platform that is most frequently used for political communication, though Twitter is the most popular platform globally. Since 2008, the impact of social networking sites on Pakistan's political scene began to increase quickly (Eijaz, 2013, p. 117). To give an example, Pakistan *Tehreek-e-Insaaf (PTI)* is a political party that is most active and liked political group in Pakistan on social media. They successfully used it to establish the government by winning the 2018 general elections (Fatema, 2022).

- **Democratization of Visual Politics**

Visuals effects influence events and perceptions. Photographs, films, and television dramas have an impact on how states view or react to events like war, protest movements, humanitarian disasters, political campaigns and financial crises. Visual politics' dynamics expand much beyond the boundaries of traditional media as well as the omnipresence of visuals is social, and it has

completely altered how people live and interact in the modern world (Bleiker, 2018). Similarly, the study of Heimonen and Hebert supports that patriotic songs are commonly related with enthusiasm, with the intention of inspiring a sentiment of devotion for one's country, specifically during wartime. Military actions have a significant impact on Pakistan's image in foreign countries (Musarrat, 2021).

### **Visual Communication Theory**

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### **Nation Branding of Pakistan**

Pakistan has produced limited scholarly literature on this subject. Branding a nation is different from branding the origins of Goods (Made in Pakistan), neither about branding National Airline Carriers (PIA) etc. The essence of nation branding aims to glorify the attributes linked with the nation's soul and core strengths. Some examples include promoting Israel as the 'Promised Land', branding Malaysia as "Truly Asia", and Singapore as "Open to the World". Conversely, there were some serious issues in Pakistan, such as security, and the majority of support for this branding stemmed from the narratives propagated by the international community. Particularly, after the 9/11 incident, Pakistan was labeled as a safe haven for militant groups and their affiliates despite the country has made the ultimate sacrifice and have lost more than 80,000 lives(Nagi, 2019). In this perspective, a poll on Pakistan's image in the international community was conducted in 2016, and the results were not particularly favorable. In an article (Ying & Shahani, 2014) discussed the results of the Country Rating BBC Poll-2011, which revealed a quick increase in the unfavorable perception about

Pakistan among various states. In this regard, ISPR took a lead in developing a digital branding strategy that promoted Pakistan as the "Land of the Pure" and "Emerging Pakistan," (Nagi, 2019).

### **Role of ISPR in Nation Branding**

The main pillar of nation branding is national identity. There are many different aspects of national identity, including politics, shared values, national history, and ambitions for the future. It develops unity and a sense of belonging in any difficulty. The national identity is conveyed and reflected in the national culture and the international audiences perceive it in their own unique way. The national identity of Pakistan is Islamic, multi-ethnic, and multi-cultural. However, after the incident of 9/11, studies on image of Pakistan often linked it to terrorism, political instability, and corruption. The international image of Pakistan was shaped linking Pakistan society with extremism, radicalization, intolerance and staleness. Therefore, Pakistan blended the strategies of nation branding with the strategies of public diplomacy to develop a positive image of the state (Kayani, 2022, pp. 38-39).

Inter-Services Public Relations, popularly known as ISPR, is a prominent institution, which was founded in 1949. The staff of the ISPR consists of both military and civilian officers. It belongs to the media wing department specifically to present the soft image of Pakistan as a country and foster connection between the forces and community. Over the years, the engagement of military in the entertainment sector of Pakistan has evolved. The performing arts industry had severe censorship from 1977 to 1988 under General Zia-ul-Haq regime. Later, the industry was liberalized under President Pervaiz Musharraf (1999–2008), which led to the expansion of private television networks. Inter Services Public Relations (ISPR) has established itself as a reliable institution that primarily focuses on improving and maintaining the image of Pakistan and Pakistan army. ISPR has been actively working to enhance and improve the country's image, primarily through movies, docudramas, documentaries, dramas and national songs. After 1990, the Pakistani military increased its investments in the organization for the purpose of developing positive narratives and projecting power through mass media influence. ISPR released the first two family dramas, *Khajoor mein Atka* and *Sunehre Din*, in 1992, both featuring the lifestyles of army officers in Pakistan. Some other productions of ISPR including *'Aik Pal Ki Jannat, Aik hai Nigaar, Alpha Bravo Charlie, Faseel-e-Jaan Se Aagay, Humein Dushman k Bacho Ko Perhana Hai, Jaa Chordey Meri Waadi, The Price of Peace, Shukria Pakistan, Sounds of Silence, Yeh Ghaazi, and Ragon Main Jitna Khoon Hai,*' have effectively laid the groundwork to link the people to

their country. *Sinf-e-Aahan*, was a recent project that had a significant influence on various grounds. The basic objective of this project was to raise awareness about the lifestyles of female army cadets along with portraying a softer impression of the Pakistan armed forces at both national and international level. The intention was to show women empowerment and the role female can play in armed forces.

In the post 9/11 years, ISPR predominantly played a vital role in developing a narrative and national rationale for the military operations<sup>1</sup> against militants in the tribal belt of Pakistan. In addition, patriotic songs were produced to evoke national sentiments and glorify scarifies of armed forces, their families and the nation. For example, the song "*Hamein dushman ke bachon ko perhana hai*" released after the incident of Army Public School in 2014 was instrumental in developing a national narrative to root out militants through kinetic operations. It gave a new dimension to Operation *Zarb-e-Azb*.

ISPR also projected a scene of squadron leader Abhinandan Varthaman (who was captured by the Pakistan's military in the 2019 Balakot air attack) in the drama series *Eid-e-Wafa*. Furthermore, another positive outcome is that ISPR productions are motivating and inspiring young people to join the military (Subramanian, 2021). Major General Asif Ghafoor, Director General (DG) of ISPR, has appreciated the media for its contribution to Pakistan's collective national journey toward peace. In his tweet, he urged the country to work together for long-term peace and stability. He said that Pakistan must be rightfully seen as positive and peaceful country in the world (Times of Islamabad, 2018).

ISPR highlighted some domestic and foreign policy concerns, including, promoting trade boost up projects in Baluchistan under the grip of '*Khush-hal Baluchistan*' as well as officially recognized the violence in Jammu and Kashmir by promoting songs like '*Sangbaaz, Ab to Azad hai Dunia, Kashmir ko Haq do Bharat*', also produced a documentary video '*Azaadi*' that reflects a fair request coming from a people under siege.

Besides, a seminar on the theme of "Potential of Maritime Tourism Development in Pakistan" was held at the Pakistan Maritime Museum in Karachi under the sponsorship of the Pakistan Navy in 2019. This was the first seminar of this kind on marine tourism, brought together maritime players, media representatives, researchers, academics, and tourism industry experts to increase awareness

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<sup>1</sup>Operation al-Mizaan, Operation Zalzal, then Operation Shair-e-Dil, Operation Raah-e-Raast, Operation Raah-e-Haq, Operation Raah-e-Nijaat, Operation Zarb-e-Azb, and Operation Radd-ul-Fasaad



among the public, to promote economic development as maritime tourism is important for the economic growth of any country with high potential for growth and innovation. ISPR covered this seminar and published it on the press release of ISPR's official website (ISPR Press Release, 2019).

### **Pakistan's Advocacy Strategy**

Pakistan is changing international perception through advocacy by promoting the real Pakistan that it is not a land of terrorists or extremists instead a country is packed with natural beauty, talented people and a responsible member of the international community (Kayani, 2022). In Pakistan, the security situation has improved due to military operations and country's reputation has improved as a result of ISPR activities. World-famous singers include Ali Zafar, AsimAzhar, Atif Aslam, Rahat Fateh Ali Khan, Sahir Ali Bagga, Shafqat Amanat Ali and many other singers sing songs for ISPR and these songs are also on spotify application that has been lauded for transcending boundaries. The branding of Pakistan also includes a diverse range of themes, including eco-tourism, cultural festivals, religious tourism, UNESCO<sup>2</sup> world heritage sites, and the highest peaks in the world (Kayani, 2022). The variables of Pakistan's nation branding and public diplomacy strategies are as followed;

- **Tourism**

ISPR productions, i.e., songs '*Jaag Raha Hai Pakistan, Aik Qaum Aik Manzil, Charhta Suraj hai Apna Pakistan*' etc, documentaries including '*This is our home, Journey to Peace, Manzil se agy*' etc, have a beneficial impact on tourism in Pakistan. It became marked when Prince William and Princess Kate Middleton visited Pakistan in October 2019. Furthermore, in 2019, a group of foreign media journalists, mostly from India, and Defense attaches & ambassadors of various countries in Pakistan, visited Indian air violation impact site near Balakot. Director General of ISPR briefed the delegation about facts of the event and negated the false claims of India with ground reality. Bomb craters from a denied air attack attempt from India were showed to visitors in barren open areas with no casualties or damage to infrastructure. A nearby madrassah that India claims were targeted and killed a number of terrorists was also visited by the group. Visitors interacted freely with teachers and students and actually witnessed how well the madrassah stood on undamaged ground only with innocent and nice local students. Group later visited Army Public School (APS) Swat, an educational complex including science and computer labs, an

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<sup>2</sup>United Nations Educational, Scientific and Cultural Organization established in 1945 to encourage international cooperation in the fields of education, sciences, arts and culture.

auditorium, and a sports stadium. Due to the fact that terrorists had specifically targeted academic institutions during the crisis, Pakistan Army established this as a reward for the humble people of Swat in gratitude of their sacrifices and efforts in combating terrorism (ISPR Press Release, 2019).

In 2020, Pakistan was among the top travel and tour destinations in the world. Pakistan also offers unique national and cultural festival attractions as the Shandur Polo Festival, Silk Route Festival, Sibbi Mela and Thal Jeep Rally. Subsequently, out of total 14, the top five highest mountains in the world are in Pakistan. The British Backpacker Society rated Pakistan at the top of its list of 20 adventurous travel destinations, describing it as one of the friendliest nations in the world with breathtaking sceneries of mountain that would positively change the false narrative about Pakistan (Kayani, 2022).

- **Environmental Protection**

In honor of Pakistan's 71<sup>st</sup> Independence Day, the Inter Service Public Relations (ISPR) department of the Pakistani Army has released a new song called '*Ker Agaaz Pakistan, Sar Sabz Rahe Shadaab Pakistan*'. Rahat Fateh Ali Khan sings Song '*Ker Agaaz Pakistan*' by ISPR, which represents a new trend in the organization's promotional efforts that would be remembered. This song symbolizes the Pakistan Army's commitment to upholding its good role in various areas, such as environment protection and national defense. As a result of the timber mafia's logging operations in northern side of Pakistan, soil erosion has become one of the country's most serious issues, contributing significantly to floods in plain areas (Haroon, 2018). Later, in another initiative, Pakistan launched an ambitious effort to plant ten billion trees all across country by 2023, restoring landscapes while delivering much-needed jobs. This initiative, popularly known as the 10 Billion Tree Tsunami, involves in planting & naturally recovering forests (Hess, 2021).

- **Trade**

The China-Pakistan Economic Corridor (CPEC) is a regional connectivity framework. In a globalised world, it is a step toward economic regional integration. It established a system of progress, peace and win-win situation for the region. The short documentary on CPEC was released by the ISPR. CPEC is claimed as the major Chinese investment in any country, and it is also symbol of Pakistan and China's strong ties. In addition to bilateral benefits, it would bring peace and stimulate economic growth in the region, mainly in Pakistan. The ISPR documentary begins with a Baluchi traditional song and then moves on to natural Gwadar scenery. It primarily highlights the hard work and effort of the Pakistan

Army in the region, while also highlighting the significance of Gwadar and CPEC for Pakistan and the whole Asian region. CPEC would not only benefit China and Pakistan, but also Afghanistan, India, Iran and Central Asian Republic, and the neighborhood. The improvement of geographical linkage with a better road, rail, and air transport system with regular and free exchanges of growth and individuals contact, enhancing knowledge and understanding through academic and culture, more activities of trade and businesses and increase in overall of cooperation would result in integrated and well-connected region.

From the discussion above, it appears Pakistan has some where succeeded in portraying itself as a friendly tourist attraction, a site for sports lovers and a reliable trader. Undoubtedly, change in the global reputation of Pakistan takes more than wishful thinking and that both short- & long-term strategies by Pakistan military, civilian government and ISPR.

### **Thematic Analysis**

ISPR serves as a collective public relations network for the military of Pakistan, which consists of an army, a navy, air force and a marine force. The ISPR manages the public relations responsibilities of military and is handled by a combination of military and civilian staff. ISPR has produced outstanding content to boost the genuine patriotic feelings in society. Pakistan's media industry produces a wide range of dramas about social concerns, but ISPR developed unique themed dramas to honor the national military heroes, to develop courage and enthusiasm in the mind of young generation and to develop an image that Pakistan aims to combat terrorism to make a prosperous and peaceful country. Thus, two main themes of ISPR productions are promoting nationalism and narrative building. It is clear that ISPR productions have boosted Pakistani youth motivation and confidence, which has helped to promote nationalism. Additionally, ISPR productions are produced with the goal of strengthening Pakistan's reputation around the world.

#### **1. Thematic Analysis of Dramas**

ISPR produced dramas like '*Sipahi Maqbool Hussain*' in 2008, based on the real-life story of Sipahi Maqbool Hussain, who was captured as prisoner by Indian forces during the war of 1965. '*Aik thi Mariyam*' produced in 2016, was based on the real-life exploits of Pakistani fighter pilot Maryam Mukhtiar. '*Sunherey din (1991) and Ehd-e-Wafa (2019)*' based on the experiences of young men joining the Pakistan Military Academy in Kakul for military training. In dramas and documentaries like '*Aahan (1990), Azeem Maa (2015), Dastan (2015), Khuda zameen sey Gaya Nahee Hai (2009), Manzil se agey (2017), Sisters in Arms*

(2018), later, in 2021, ISPR presented a 26 episodes military reality television show '60 Hours to Glory,' which was based on one of the most difficult military contests called the 'Pakistan Army Team Spirit' and featured 8 local and 4 foreign teams ISPR promised to present the rigors of the Pakistan Military's training routine, demonstrating 'Why We are the Best'. The program was designed to encourage the entertainment sector to produce unique stream of exciting and thrilling content (Subramanian, 2021). Basically, ISPR produced content that highlights the sacrifice of Pakistan's brave soldiers their mothers and sacrifice of female soldiers for the sake of safe land of Pakistan. It also promotes patriotism and state ideology.

## **2. Thematic Analysis of Songs**

Moreover, some songs were specially designed by ISPR with the efforts to build and boost the image of the country. For instance, the words to the song 'Nara-e-Takbeer' (Shout for the declaration of the majesty of Allah), contain the national religious slogan as religion is one of Pakistan's founding ideologies and continues to function as a unifying force for the whole country against a clearly identifiable enemy. Songs like 'Bara Dushman Bana Phirta Hai and Mujhe Dushman k Bachon ko Perhana hai,' are tribute to the victims of Peshawar school attack in Pakistan. While the theme of the tribute was resilience in the face of adversity, these songs calling for peace for Pakistan's future generations represent one step in the right direction, motivating children to get an education and defeat the enemy. The idea of public involvement is also applied in this song, with the country being asked to get involved and unify against such an evil enemy who targets the country's children. Moreover, the songs with these themes also glorified the image of soldiers, stimulates the patriotic feeling and hatred for terrorism. Patriotic songs helped to lift the spirit through difficult times like after the Peshawar school attack; these songs strengthened the willpower and inspired pride in who we are and what we stand for as a great nation.

## **3. Thematic Analysis of Movies**

ISPR also produced some thematic movies like, 'Azzadi, Salute, Sher Dil, Parwaz hai Junoon, Waar, Waar 2, Yalghaar, etc.' These films featured the stories of the heroic soldiers of the Pakistan military, also, these films were based on themes that outlined their lifestyle, including their relationships, performances at service, and the hardships they suffered throughout their lives especially at the time of war against terrorism. In the same way, movie 'Azzadi' is inspired by a man (Nadeem Baig) who has devoted his entire life to the cause of Kashmir and is currently passing on his vision to the youth in order to keep the cause of Kashmir alive. The message of hope and unity in the movies contributes to the

goal of boosting patriotism by winning people's hearts and minds. The carefully choose dialogues and songs are interconnected with socio-political environment that impact the thoughts and feelings of viewer and it improved their understanding of that event.

On the whole, ISPR interacts with the general population and the state through social media, content, and gave world a message to create equilibrium and harmony. Along with that, it attempts to inform the government and the citizens on safety measures, army activities for the country, and preventative measures, as well as Pakistan's global and domestic security stance. Because of social media, news cartels, and conspiracy development, there would be some responsible organization that can deal with these conspiracies, and the ISPR is one of them. Additionally, it is noted that several conspiracies have evolved since Pakistan's formation. Sometimes it could be as simple but absurd as claiming that Pakistan sent detective pigeons, or it can be as extreme as claiming that Indians have been shooting or downing Pakistan's fighter jets to demonstrate their strength and dominance. With the use of the media's plate form, ISPR strives to inform the general public about all sides of military activities, and they often give the country's claims much attention; when they do, it's often with a neutral response, and if not, they avoid making derogatory remarks. The perception of Pakistan among youth has changed significantly in recent years. They are now aware of almost everything going on around them. They are aware of the status and reputation of their homeland and wish that it flourishes. Therefore, such productions have given them the courage and zeal that they have. Besides, Pakistan has a firm international position that it would always stand with People of Kashmir and Pakistan will not permit its soil to be used against them.

## **Conclusion**

The soft power image of Pakistan has increased by using strong public diplomacy methods and effective nation branding strategies. According to Cohen, there are militaries that maintain their country's borders; and there are some who are busy with defending their social position in society as well as those who protect the ideology, the military in Pakistan, perform all three. The primary mission of the Pakistan's military is to protect the country against all internal as well as external threats; nevertheless, because of all its proven performance, devotion, patriotism, and professionalism, it shares the country's economic burden by executing nation-building activities. Through the involvement in the production of patriotic songs, film festivals, and television dramas, the ISPR has been able to develop a narrative within the public, pertaining to multiple security issue of Pakistan. Moreover, the policy of nation branding by ISPR also includes

information operations and cyber instruments as a counter measure against any conspiracy. The counter measures of any conspiracy include effective interactions with the public, informing them of current measures, as well as in the case of conspiracies, being unbiased in responses in order to avoid aggravation or heap on the conspiracy being thrown by the other state. Moreover, the taglines used by ISPR like ‘*Amazing Pakistan, Live Long Pakistan,*’ and other catchy phrases would also enhance the international reputation of country.

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