



中国传媒大学  
COMMUNICATION UNIVERSITY OF CHINA



Institute for a Community  
with Shared Future  
人类命运共同体研究院



## Cultivating Cultural Diplomacy Along the China-Pakistan Economic Corridor

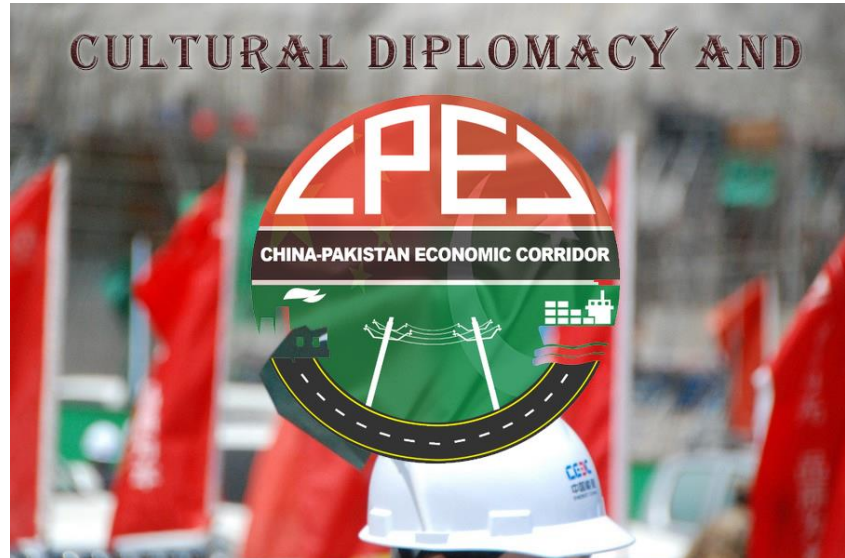


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*Published on 4<sup>th</sup> May 2024*

## **Introduction:**

The long-term extensive cooperation between China and Pakistan is embodied in the China-Pakistan Economic Corridor (CPEC), which goes beyond economic spheres to include cultural diplomacy. In addition to being well-known for its infrastructural and



economic significance, the China-Pakistan Economic Corridor (CPEC) offers a means of promoting cultural interaction and strengthening interpersonal relationships. Initiatives supporting cultural diplomacy along the CPEC route, which acknowledge the importance of shared heritage and cultural linkages, have the potential to significantly deepen the relationship between China and Pakistan and promote greater regional integration and understanding.

## **Exploring Shared Heritage:**

China and this region (present Pakistan) have had close historical ties for millennia, with the ancient Silk Road acting as a bridge for trade and cultural interchange. These exchanges shaped the languages, customs, and cultural manifestations of both countries, leaving an enduring impression. Cultural collaboration can be facilitated by the common heritage along the CPEC route, which spans from the Gandhara civilization in Pakistan to



the Silk Road heritage in China's Xinjiang state. Through exploring their shared past, China and Pakistan can enhance their understanding of one another and create a foundation for long-lasting cultural cooperation.

### **Celebrating Diversity:**

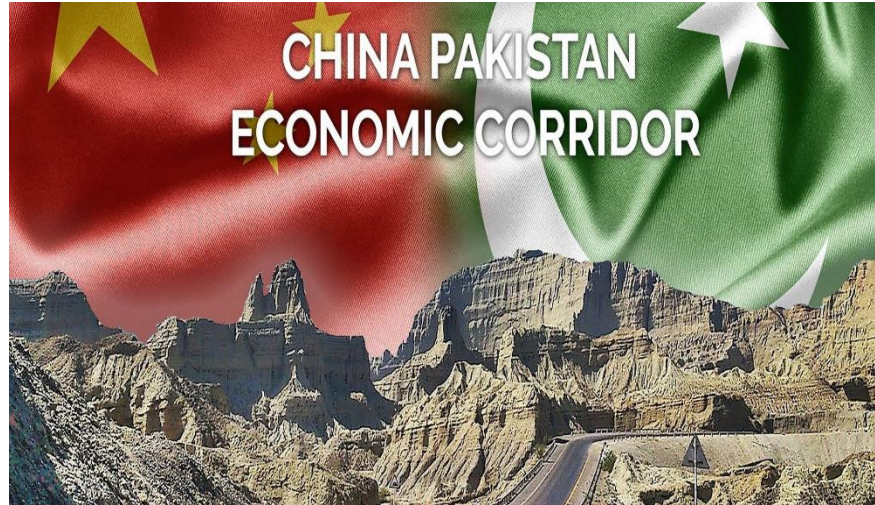
The rich cultural mix of the area is demonstrated by the diversity found along the CPEC route. Communities along the corridor can demonstrate their distinctive customs, cuisines, music, and dance forms through festivals, art exhibitions, culinary showcases, and cultural exchanges. CPEC can encourage tolerance and respect for one another between many ethnic groups and geographical areas by embracing variety. Occasions like the Pakistan-China Cultural Week and the Silk Road Cultural Festival provide venues for cross-cultural friendships and collaboration.

### **Encouraging the interchange of language and knowledge:**

Language acts as a conduit for cultural knowledge and communication. Deeper relations between the peoples of China and Pakistan can be facilitated by language learning initiatives like Urdu language programs in Chinese colleges and Chinese language classes in Pakistani schools. Cultural relations and mutual learning are further enhanced by educational exchange programs, which include student exchanges and collaborative research initiatives. CPEC develops a generation of culturally aware people who can support bilateral collaboration and understanding by funding language instruction and intellectual exchange.

### **Reviving Sites of Cultural Heritage:**

Numerous cultural heritage sites along the CPEC route attest to the rich history of the area. These sites, which range from medieval forts to ancient Buddhist stupas, provide insights into the intertwined cultural legacies of China and Pakistan. These



locations can help both nations protect their cultural heritage and advance tourism and economic growth if they are preserved and restored. Cooperation in the areas of conservation and promotion can draw tourists from all over the world, promoting cross-cultural communication.

### **Utilizing Digital Channels:**

In the age of digitalization, technology is essential to cultural diplomacy. Digital platforms that enable cross-border communication and cultural exchange include social media, virtual exhibitions, and online forums. Cultural organizations can use these venues to promote awareness and understanding by showcasing to a global audience the rich heritage of the CPEC region. In addition to traditional forms of diplomacy, virtual museum tours, language study applications, and online cultural exchanges broaden reach and foster intercultural communication.



## **Conclusion:**

Along the China-Pakistan Economic Corridor, cultural diplomacy has enormous potential to improve mutual understanding and build bilateral relations. China and Pakistan may establish a more peaceful and interwoven relationship by focusing on their shared heritage, accepting diversity, encouraging language and educational interchange, revitalizing cultural landmarks, and utilizing digital platforms. Along the CPEC path, the peoples of China and Pakistan have the opportunity to act as cultural ambassadors, fostering peace, building bridges, and establishing a more prosperous and inclusive future.