

# **Draft Input for Ambassador's Speech for China-Pakistan Media Forum-2021**

Organized by: Institute of Peace and Diplomatic Studies

Theme: Strengthening Pakistan-China Friendship through Informed  
Dialogue

**Distinguished Guests,**

**Ladies and Gentlemen,**

It is a great privilege for me to address today China-Pakistan Media Forum and share my thoughts on role of media for expanding our bilateral friendship.

I would like to congratulate the Institute of Peace and Diplomatic Studies for hosting and organizing this important event. I am confident that fruitful exchange of views today would enhance media cooperation between our two countries and help us deepen our friendship and understand each other's point of view.

**Distinguished Guests,**

In today's Digital Age, media has assumed greater significance not only for the dissemination of news but also due to its ever-increasing role in national development and growth of inter-state relations. Media's importance for shaping public narrative has been amplified by the ubiquitous spread of the social media and its captivating influence on general public and intelligentsia.

Such powerful is media's grasp that it is no more a peripheral force in our societies but, in fact, a formidable vehicle of social change.

**Dear Friends,**

The media cooperation between our two nations has played a historic role to promote our bilateral relations. It is a tribute to the professionalism and patriotism of our media organizations that Pakistan-China friendship has evolved into 'Iron Brotherhood and

All-Weather Ties' permeating across all sections of our societies. Our journalists and reporters have keenly observed the sentiments of bilateral trust, understanding and admiration at the leadership level and spread the message of fraternal love and affection to every nook and cranny of our two countries.

### **Distinguished Guests,**

Our world today finds itself at the threshold of new changes unseen in recent history. The technological revolution accompanied by shifting geopolitical landscape has amplified the importance of media to present a true and unbiased narrative unfettered from bias and sensationalism. In this regard, we look forward to media organizations, opinion makers and journalists of our two countries to play their role for national development of our two countries and strengthen our bilateral friendship. To pursue this objective, I would like to propose few ideas:-

- Our media houses may highlight the success of BRI, its universal legitimacy and success for spurring economic growth and development in partner countries. The discourse on CPEC should particularly bring to fore its concrete and tangible achievements for eliminating Pakistan's energy crisis, expansion of our development infrastructure and role in socio-economic prosperity of people of Pakistan.
- No media strategy is successful without stirring hearts of our peoples to the symphony of friendship. Our media houses should galvanise public support for our bilateral relations, educate masses about the historic significance of bilateral friendship and its strategic importance for both countries.
- Media should help expand bilateral cultural linkages between the two countries and build upon the impressive gains made in people-to-people ties and cultural cooperation.

- Pakistan and China are celebrating 70<sup>th</sup> anniversary of establishment of diplomatic ties between the two countries in 2021. This year also marks the centennial of Communist Party of China. Media houses of the two countries should keep organising special programmes, documentaries and seminars to celebrate this important milestone and renew our resolve to take our ties to new heights.

### **Honourable Guests,**

Friendship between Pakistan and China is not merely the result of convergence of bilateral interests but, in fact, determined by geography, history and culture. Our media, therefore, needs to play a crucial role to help nurture our historic ties, educate our peoples, propagate our stories of friendship and continue advancing new and innovative ideas for achieving our shared destiny.

Playing this role successfully would be a great service to our friendship, regional stability and most significantly, for the prosperity of our peoples.

I thank you all!