



RESEARCH PAPER

News Valance of CPEC: Exploring the variables of Treatment, Issue Projection and Image in English Press of China and Pakistan

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| PAPER INFO | ABSTRACT |
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| Received: February 08, 2019 | The image, treatment and Issues projection of CPEC become significant when there are extensive reports appeared in foreign media with the apprehensions from the countries intend to maintain status quo. This study examines the magnitude, treatment and difference of coverage of CPEC in highly circulated English newspapers of China and Pakistan i.e. People's Daily, China Daily, Dawn and The News. The quantitative content analysis technique is employed for this study during March, 2014 to December, 2017. The theoretical foundation of this study is Grunig (1992) model of Public Relations. The findings of the study reveal that the newspapers of both countries are reflecting significant positive image of CPEC. Both newspapers give significance to economic, political and strategic aspects whereas inadequate significance is given to social and legal aspects of this corridor. Moreover, significant difference observed on the treatment of CPEC. However, the Image projected falls in the domains of Press Agency and Public Information |
| Accepted: June 24, 2019 | |
| Online: June 30, 2019 | |
| Keywords: China, CPEC, English Press, Grunig Models Public Relations, Issues, Pakistan, Treatment | |
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Introduction

Southern Pakistan and China have kept solid economic and political ties since 1960s. The relationship of the two nations are more fortified step by step as China-Pakistan relations additionally reinvigorated with the Karakorum Highway (KKH) in the 1970's which set up an interesting exchange between two nations. The newspaper The Nation revealed, Chinese Prime Minister Mr. Li Kegang put forth an extremely noteworthy open explanation on his visit to Pakistan on May 13, 2013, saying, "China will give you (Pakistan) every support and assistance and by helping you, we have to help ourselves." The ongoing understanding of the type of China Pakistan Economic Corridor is an appearance of this dedication. This improvement venture thought to be a "distinct advantage" on financial and geo-key grounds,

which incorporates ventures up to \$46 (US) billion. It is a leadership task of China's "One Belt One Road" to further improve the system (Ali, 2018). CPEC has turned into an excellent help for vitality starved Pakistan, which has offered a plan to its devastating financial state. With the help of this project, Gwadar will offer life to Baluchistan, which has no priority for financial improvement. This will fill in as an entryway for comprehensive transportation of gas and oil spread from Central Asia to other nations, which have demand to meet their industry needs. This advancement of Baluchistan will itself make Pakistan more grounded as it will profit by abundant anticipated Iran-Pakistan gas pipeline while in the meantime modernizing rail systems which will end up being the exchange courses between the Arabian Sea and China and in addition, Central Asia CPEC is not against anybody. It is to make an agreeable political and financial condition for joint effort among other provincial and worldwide accomplices.

Grunig and Hunt (1984) created four models of Public Relations that depict the field's different management and commanding practices. These models plug-in as directions to make strategies, projects, and organization structure (Verhoeven, 2016). In the first model of Public Relations press agent or publicity model, experts use persuasion to shape the echoes and valuations of key groups of onlookers. It is a one-way type of communication. The second one is the public information model. In this model, manipulative approaches are used as a part of the press operator model, and as compared to the first model, it shows more precise data. One-way communication exists in this model. Some official declarations and newsletters are made according to this model (Davis, 2007).

The two-way asymmetrical model is the 3rd model of PR, introduces all the more "scientifically persuasive" technique for communication with important gatherings of people. Still, influential communication is used as a part of this model, which is more profitable for the association than the audience. Consequently, it is viewed as asymmetrical or imbalanced. Forth one and last one model of PR is the two-way symmetrical model. It resists that the advertising professional should create a relation between the association and key publics instead of as a persuader. This model is measured as the most moral model in PR professionals should try to use in their regular approaches and techniques.

So, it's significant to investigate media contents, primarily how Pakistan and China mainstream newspapers represent CPEC in the news contents.

The following hypotheses are framed for this study:

- H₁. It is more likely that Pakistanis selected newspapers more dominantly covered the CPEC rather than Chinese selected newspapers.
- H₂. It is more likely that the news contents of Chinese selected newspapers represent CPEC on Economic Aspect

H₃. It is more likely that the news contents of Pakistani selected newspapers represent CPEC in a political aspect.

The Philosophy of One Belt One Road

China revealed to the world its vision to resurrect the ancient Silk Road by undertaking substantial infrastructure projects and adding value to ports around the Silk Road. China named it as One Belt One Road or OBOR (Chinese 一带一路) or Belt and Road Initiative (BRI or B&R)

This scheme has two key mechanisms: one of is the Silk Road Economic Belt, while the other is named the Maritime Silk Road. Once this scheme is recognized it has a substantial economic impact on the countries of its roadmap like Pakistan. Chinese crusade to pursue its projects worldwide under the “One Belt One Road” policy that will have a marvelous effect on China-Pakistan Economics (Shah, 2016). China's Silk Road activities will require an exceptionally smooth strategy to make them truly work. From domestic point of view, OBOR expects to rebalance territorial improvement between the progressed beachfront areas and the immature western districts inside China (Jisi, 2012; Yun, 2013; Du, 2016; Muzaffar, et. al 2018).

The China Pakistan Economic Corridor

A vast economic project, “China Pakistan Economic Corridor” is signed between Pakistan and China. This project is an initiative of OBOR and considered a Game Changer for Pakistan and respective region from the perspective of economics and strategic grounds. This venture also helps China achieve foreign policy goals to enlarged form, China Sea to the Arabian Sea, and the Indian Ocean. It would be economic growth in Pakistan and the subcontinent. The Chinese government is also interested in a partnership with other South Asian countries. Pakistan is very important for China to achieve its geo-strategic goals of this region from all aspects. CPEC is one of the enormous ventures in which both nations are unwavering to implement and see the envisioned assistance. This is a fact that Pakistan and China's relationships based on mutual trust and reliability, and it have been infrequently renowned in academic circles as well. Pakistan also can play a vital role in secret diplomacy and helped in bridging the gap between China and the USA. Its improvement paved the way for China's position in world politics (Khan, 2014).

Economics ties through CPEC

President of China, Mr. Xi Jinping, wants to involve more than 60 countries, including his neighbors in Asia and outside, in this economic zone to improve the economic status of the region. Mr. Xi has made a program that focuses on foreign policy and domestic economic situation (Kennedy & Parker, 2015). At the beginning of Twenty-first century, Chinese phenomenal economics development observed the beginning of a multifaceted reconfiguration of the world strategic picture. In terms of export and import China has gradually seemed as Pakistan's largest trading

partner. When both nations involved in a long term trade agreement, mutual trade and commercial links between both nations were recognized since January 1963 (Wasti, 2014).

Pakistan-China Bilateral Trade

To reduce the balance of the trade with Pakistan on the foundation of friendship, China has immense potential for the mutual trade and investment with Pakistan that could be prolific for the grounds of the economic relationship. Recently China has become Pakistan's leading trading partner. Between Pakistan and China, bilateral trade is 20 billion US\$ beleaguered at the end of Phase II. Under the FTA, total trade between Pakistan and china increased speedily from 3.5 billion US\$ to 14.3 billion US\$ in 2013. So, China was the second major importing partner of Pakistan, with a share of (16.17%) of Pakistan's total imports in 2013 (Irshad & Xin, 2015). China heartens the economic corridor projects with the help of its strong power in energy, infrastructure, and transportation with strong collaboration of China and Pakistan think tanks, educational exchange, and mass media and make preparations for the complete execution of the "One Belt and One Road" initiative.

Societal Challenges of CPEC

According to Haq and Farooq (2016, p. 12), the effect of CPEC on social wellbeing for all states/provinces and areas of Pakistan relates to major measurements of welfare, which include education, housing, and health facilities. The advancement essentialness of this super venture demonstrates that there will be approximately (5.21%) development in social wellbeing in Pakistan up to 2020. At the regional level, the social welfare effect can be positioned as; in Baluchistan (6.4%), Sindh (6.31%), KP (5.19%), and Punjab (3.5%), individually. So the net effect can similarly be portrayed by its three measurements of social welfare; education (3.85%), health (4.74%), and housing (8.6%). Districts have more unemployment, and poverty significantly advances the excellence of life compared to other districts. The acknowledgment of CPEC is an indication of the mutual dream of extraordinary flourishing for the area.

Political ties between Pakistan and China

Pakistan-China's vital relationship exemplifies continuing companionship, paying little heed to various conviction frameworks and societies. The two nations have found a way to promote their relationship into a key organization in light of shared qualities and interests. There is a well-known Chinese saying, "the journey of thousand miles begins in a single step". When Pakistan accepts China as an independent state in 1949, then it was the initial step of build up a new relationship between both countries in 1950, then initial steps towards essential overtones has been taken in 2005. This friendship of both nations is marked as cooperation and neighborly relation. This relation carries 55 years-long period of time, and it strengthens time by time. This examination endeavors to give an itemized record of

authentic improvements of Pakistan-China closeness through the viewpoint of the Cold War and post-Cold War legislative issues in South Asia from 1950 to 2005.

Limitation and Legal terms of CPEC

State courts in China and some other One Belt One Road accomplice nations are broadly seen as falling flat fine authenticity gauges, the global assertions and financial contracts administering the connections between OBOR giver and beneficiary nations, speculators and their temporary workers ought to accommodate the current debate settlement strategies in universal exchange, venture, business and contract law instead of for accommodation of question to national locales. The 'Chinese activity' for joining the TPP Agreement and multilaterally super territorial FTAs among WTO individuals' merits bolster by OBOR accomplice nations as the most productive method for transforming WTO law (Bown, 2017; Muzaffar, et al. 2017; Nazim, et al. 2018).

Material and Methods

Using quantitative content analysis, a coding sheet was constructed. According to the framework of research for textual analysis, researchers selected the most prominent two English newspapers of China (People's Daily, China Daily) and two English Pakistani newspapers (Daily Dawn, The News). News storied related to the CPEC project have been analyzed. All these above four newspapers are considered as the universe or population. The purpose behind selecting these newspapers is the quality of written stuff, policy of newspaper, and presentation of news popularity and the largest circulation among the masses of both countries. The news contents regarding the CPEC project from March-2014 to December-2017 are gathered by researchers through content analysis using the coding sheet. All news stories related to CPEC published in selected newspapers during a specific period is the population of this study. In the present research study, "News Stories" of selected newspapers are the unit of analysis in which sample size is about 760 News stories. News stories are included to examine the news framing of CPEC in leading the English press of Pakistan and China. News collected from the National, International, and Business sections of the above four newspapers by researchers. Newspapers' contents are analyzed four alternate weeks for each newspaper is the sample of the study. The People's Daily is analyzed the first week of every month. China Daily is analyzed in the second week of every month. Daily Dawn is analyzed 3rd week of every month, and The News is analyzed every fourth week of every month during a specific period of time.

Results and Discussion

Results and Finding deals with a graphical representation that have been concluded by researchers. News stories related to CPEC have been analyzed. CPEC coverage comprises of five aspects; Economic, Political, Social, Strategic, and Legal. Each aspect has its components.

Table 1
Inscription of Newspapers regarding CPEC

| Newspapers | Category | Total | F ¹ | UN ² | N ³ | (%) of Weight of News | |
|----------------|------------------|-------|----------------|-----------------|----------------|-----------------------|----|
| The News | Economic Aspect | 81 | 72 | 1 | 8 | 44686 | 44 |
| | Legal Aspect | 4 | 2 | 2 | 0 | 2606 | 3 |
| | Political Aspect | 64 | 44 | 8 | 12 | 38608 | 38 |
| | Social Aspect | 12 | 11 | 1 | 0 | 4707 | 5 |
| | Strategic Aspect | 26 | 20 | 4 | 2 | 9906 | 10 |
| Daily Dawn | Economic Aspect | 118 | 95 | 15 | 8 | 67415 | 63 |
| | Legal Aspect | 5 | 2 | 2 | 1 | 3680 | 3 |
| | Political Aspect | 46 | 27 | 14 | 5 | 20813 | 20 |
| | Social Aspect | 9 | 5 | 3 | 1 | 3462 | 3 |
| | Strategic Aspect | 24 | 23 | 1 | 0 | 10929 | 10 |
| China Daily | Economic Aspect | 133 | 130 | 1 | 2 | 53859 | 73 |
| | Legal Aspect | 0 | 0 | 0 | 0 | 0 | 0 |
| | Political Aspect | 35 | 32 | 0 | 3 | 14606 | 20 |
| | Social Aspect | 9 | 9 | 0 | 0 | 2899 | 4 |
| | Strategic Aspect | 8 | 8 | 0 | 0 | 2806 | 4 |
| People's Daily | Economic Aspect | 71 | 70 | 0 | 1 | 27128 | 44 |
| | Legal Aspect | 0 | 0 | 0 | 0 | 0 | 0 |
| | Political Aspect | 67 | 64 | 0 | 3 | 23795 | 38 |
| | Social Aspect | 17 | 13 | 0 | 4 | 4122 | 7 |
| | Strategic Aspect | 31 | 22 | 4 | 5 | 7288 | 12 |

1=favorable, 2=unfavorable, 3=neutral

Keyword of a. Economics aspects includes Infrastructure, Investment, Industry, Power Projects, Import/Export, and Employment. b. Political Aspects include Governance, Bilateral Relationship, Foreign Relationship, Education, and Health Care. Keywords of c. Social Aspects include Culture, Norms, Language, Moral Values, Ethnicity, and Religions. d. Strategic Aspect includes Military, Terrorism, Nationalism, Ethnicity, and Equilibrium with India, while in e. The legal aspect includes Inter-provincial coordination, Constitution, License, and The Status of the region. Based on these components, researchers investigate the all-news contents related to CPEC during a given time of period. This chapter deals with the descriptive representation of data taken from Daily Dawn, The News, China Daily, and People's Daily.

Table 1 depicts that Total 187 News Published in "The News" Newspaper regarding CPEC. Highly Significant published news is related to Economic aspects. There is 81 news related to Economic aspect, 64 News related to Political aspect, 26 News related to Strategic aspect, 12 news related to Social aspect while 4 news related to Legal Aspect published in The News newspaper. Further, it shows that the category of Social aspect based on 12 news items (11 favorable, and 1 unfavorable news) have published. Under the category of Economic aspect, 81 news (72 favorable, 1 unfavorable, and 8 neutral news) published. Under the category of

political aspect 64 news (44 favorable, 8 unfavorable, and 12 neutral news) has been published. Under the category of strategic aspect 26 news (20 favorable, 4 unfavorable and 2 neutral news) has been published. While under the 5th category legal aspect, only 4 news (2 favor, 2 unfavorable news) has published. It also shows the weight percentage of published news by its categories. The data shows that (5%) of published news under the category social aspect, (44%) of published news weight under the category economic aspect, (38%) of published news weight under the category political aspect, (10%) of published news weight under the category strategic aspect while (3%) of published news weight under the category legal aspect.

The data shows that a total of 202 News items have been published in “Daily Dawn” Newspaper regarding CPEC project. Most of the news is under the category economics aspects, so there are 118 news items fall under the Economic Aspect and under the legal aspect category 5 news items have published, 46 News related to political aspect has published, and 9 news related to Social Aspect. In comparison, 24 news items related to the strategic aspect has published in the Daily Dawn newspaper. It shows that 5 categories of published news, under the category of Social Aspect 9 news (5 favor, 3 unfavorable, and 1 neutral) has published. Under the category of Economic Aspect 118 news (95 favor, 15 unfavorable, and 8 neutral) has been published. Under the category of Political Aspect 46 news (27 favor, 14 unfavorable, and 5 neutral) has been published. Under the category of strategic aspect 24 news (23 favor and 1 unfavorable) has been published. While under the 5th category legal aspect, only 5 news (2 favor, 2 unfavorable, and 1 neutral) has been published. It depicts that weight percentage of published news by its categories, (3%) of published news under the category Social Aspect, (63%) of published news under Economic Aspect. (20%) of published news under the category Political Aspect, (10%) of published news weight under the category Strategic Aspect while (3%) of published news under the category Legal Aspect.

Table 1 shows that a total of 185 News has published in “China Daily” Newspaper regarding CPEC. The numbers of news item 133 include under the category Economics Aspects which is significantly high in the above table. 35 News related to Political Aspect has published, 9 news items related to Social Aspect while 8 news related to Strategic Aspect has published, and no news published regarding the category Legal Aspect in China Daily newspaper. It shows that 4 categories of published news in China Daily, under the category of Social Aspect 9 news (9 favor) has published. Under the category of Economic Aspect, 133 news (130 favor, 1 unfavorable, and 2 neutral) has been published. Under the category of Political Aspect 35 news (32 favor and 3 neutral) has been published. Under the category of Strategic Aspect 8 news (8 favor) has been published. The table shows the weight percentage of published news in China Daily by its categories, (4%) of published news under the category Social Aspect, (73%) of published news under the category Economic Aspect, Which highly significantly shows in the above figure, (20%) of

published news under the category Political Aspect, (4%) of published news weight under the category Strategic Aspect.

Table 1 shows that a total of 186 News has published in "People's Daily" Newspaper regarding CPEC. 71 news items include under the category Economics Aspects, 67 News related to Political Aspect has published, 17 news related to Social Aspect. In contrast, 31 news items related to Strategic Aspect has been published, and no news published regarding the category legal aspect People's Daily newspaper. Data shows that 4 categories of published news, under the category of Social Aspect 17 news (9 favor and 13 neutral) have been published. Under the category of Economic Aspect 71 news (70 favor and 1 neutral) has been published. Under the category of Political Aspect 67 news (63 favor and 3 neutral) has been published. Under the category of Strategic Aspect 31 news (22 favor, 4 unfavorable, and 5 neutral) has been published. The data shows the weight percentage of published news by its categories (7%) of published news under Social Aspect, (44%) of published news under the category Economic Aspect. 38% of published news under the category Political Aspect, (12%) of published news weight under the category Strategic Aspect.

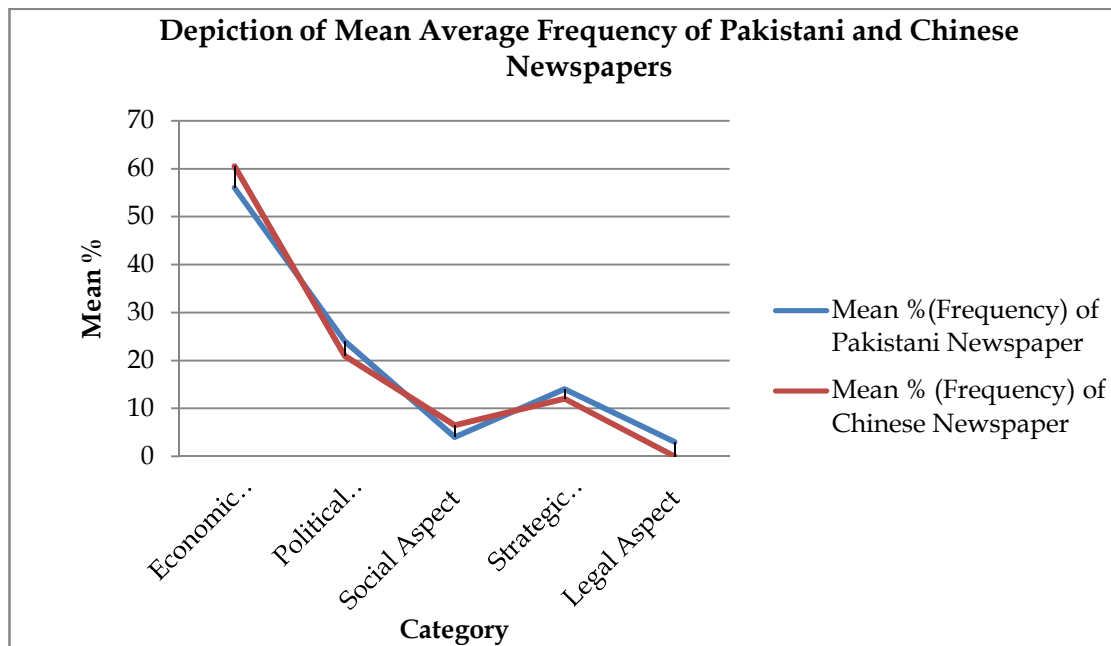


Figure 1: Depiction of mean average frequency of Pakistani and Chinese newspapers

Figure 1 shows the frequency means the average of Pakistani and Chinese newspapers by its category. Under the Economics aspect (56%) frequency in Pakistani newspaper while (60.5%) in a Chinese newspaper, under the category of Political Aspect (24%) frequency in Pakistani Newspaper and (21%) in Chinese Newspaper, under the Social Aspect (4%) frequency in Pakistani newspaper besides (6.5%) frequency in Chinese newspaper are published. Under the Strategic Aspect

(14%) frequency in Pakistani newspaper while (12%) frequency in a Chinese newspaper. Under the Legal Aspect (3%) frequency of published news in Pakistani newspaper, there is no news regarding the Legal Aspect in a Chinese newspaper.

Table 2
Pakistani and Chinese Newspaper according to its categories

| Category | Mean (%) of Pakistani Newspaper | | | Mean (%) of Chinese Newspaper | | |
|------------------|---------------------------------|-------------|---------|-------------------------------|-------------|---------|
| | Favor | Unfavorable | Neutral | Favor | Unfavorable | Neutral |
| Economic Aspect | 85 | 7 | 8 | 98 | 0.5 | 1.5 |
| Political Aspect | 64 | 21 | 15 | 93 | 0 | 7 |
| Social Aspect | 74 | 21 | 6 | 88 | 0 | 12 |
| Strategic Aspect | 86 | 10 | 4 | 85 | 6 | 8 |
| Legal Aspect | 45 | 45 | 10 | 0 | 0 | 0 |

Table 2 shows that the mean percentage of published news in Pakistani and Chinese newspapers by its categories. Under the Economic aspect (85%) favor, (7%) unfavorable and (8%) neutral news published in a Pakistani newspaper, while in Chinese newspaper (98%) in favor, (0.5%) unfavorable and (1.5%) neutral news has published. Under the Political Aspect (64%) in favor, (21%) in unfavorable and (15%) neutral news has published in Pakistani Newspaper whereas in Chinese newspaper (93%) in favor, (0%) unfavorable and (7%) neutral news has published under the category of Political aspect. Under the Social Aspect (74%) favor, (21%) unfavorable and (15%) neutral news has published in Pakistani Newspaper, while (88%) in favor, 0%unfavorable and (12%) neutral news has published in a Chinese newspaper. Under the Strategic Aspect (86%) favor, (10%) unfavorable and (4%) neutral news has published in a Pakistani newspaper, while (85%) in favor, (6%) unfavorable, and (8%) neutral news in a Chinese newspaper. Under the Legal Aspect (45%) in favor (45%) unfavorable and (10%) neutral news has been published in a Pakistani newspaper, and surprisingly there is no news related to the Legal aspect has published in a Chinese newspaper.

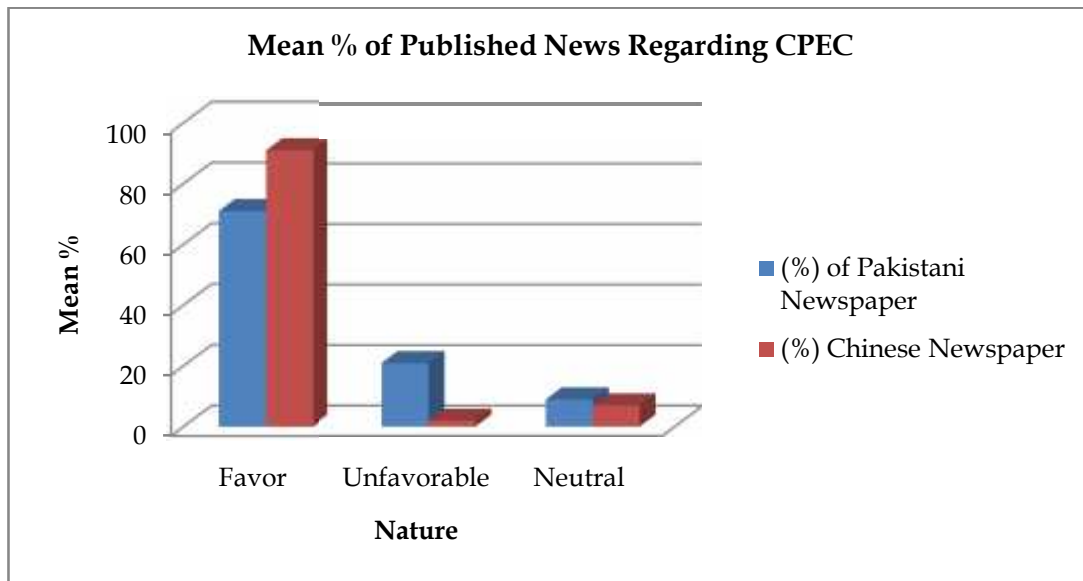


Figure 2: Mean percentage of published news regarding CPEC in Pakistani and Chinese selected newspaper

Figure 2 shows that Pakistani newspaper published CPEC (71%) in favor, (21%) unfavorable and (9%) neutral by its nature in all category, While Chinese newspaper published CPEC (91%) in favor, (2%) unfavorable, and (7%) neutral by its nature in all categories.

Table 3

Analysis of treatment of Pakistani and Chinese newspaper on CPEC using t-test

| Treatment | Pakistani newspaper | Chinese newspaper | Sig |
|-------------|---------------------|-------------------|-------|
| Favorable | 150.5 | 174 | 0.96* |
| Unfavorable | 25.5 | 2.5 | |
| Neutral | 18.5 | 9 | |

*sig at the 0.05 level.

By using two-tailed t-test, researchers analyze the treatment of both newspapers. The table shows the mean of Pakistani and Chinese newspapers which are categorized as favorable and unfavorable and neutral. The significance level is 0.96 (Table 3).

Table 4

Difference between Pakistani and Chinese newspapers on CPEC portrayal using t-test for analysis of mean

| Category | Pakistani newspaper | Chinese newspaper | Sig |
|------------------|---------------------|-------------------|-------|
| Economic aspect | 628.5 | 573.5 | 0.99* |
| Political aspect | 270 | 187.5 | |
| Social aspect | 41.5 | 57 | |
| Strategic aspect | 156 | 88.5 | |

| | | |
|--------------|----|---|
| Legal aspect | 29 | 0 |
|--------------|----|---|

*sig at the 0.05 level.

Table 4 shows the mean average of Pakistani and Chinese newspapers by its categories. By using two-tailed t-tests, researchers analyze both the newspaper by its categories. The table shows that two groups, one group represents the mean frequency of the Pakistani newspaper and other group represents the mean frequency of the Chinese newspaper by its category. , The significance level of both newspapers is 0.99.

Chinese newspaper significantly represents CPEC on economic ground. The data shows the frequency of Economic aspect is (61%) which shows that the Chinese newspaper represents CPEC on the economic aspect.

News contents of Pakistani selected newspaper represent CPEC insignificant on the political aspect. Findings show that the frequency of political aspect is (24%) while the economic aspect is (56%). Here the news contents of Pakistani newspapers significantly represent CPEC on economic ground.

News contents of Pakistani newspaper are (71%) in favor of CPEC, (21%) unfavorable, and (9%) contents are neutral. As the highest percentage of Pakistani newspaper is in favor, so news contents of Pakistani newspaper is significantly in the favor of CPEC.

The news content of the Chinese newspaper highly significantly in favor of CPEC and its contents, are (91%) in favor of CPEC.

News contents of Pakistani newspapers cover all the aspects of CPEC, which are mostly in favor. Results show that the news contents of Pakistani newspapers are mostly related to Economics Aspect, but these contents are also related to political, social strategic, and legal aspects. Data shows that the frequency of Economic aspect is (56%), Political Aspect (24%), Social aspect (4%), Strategic Aspect (13%), and Legal Aspect is (3%).

News Contents of Chinese newspapers cover Economics Aspect, significantly. The contents of Chinese newspapers do not focus on the legal aspect, but these newspapers covering Political Aspect, Social Aspect, and Strategic Aspect. Among all these aspects, mostly are in favor of CPEC. News contents of Pakistani newspapers are significantly positive. Data shows that (71%) contents favor CPEC and portrayal positive image of CPEC among the public. News contents of Chinese newspapers are highly significantly positive. Data shows that (91%) of news contents in favor of CPEC and portraying a positive image of CPEC among the public.

Pakistani newspapers are playing a vital role in promoting CPEC in public, but on the other hand, both newspapers focus on the economic aspect and lesser the social aspect. Another study also claims that Pakistani organization uses one-way

communication and mostly focus on press agency and public information model of PR (Mukhtar et. al., 2018).

English Leading newspapers of China (People's Daily, China Daily) portray the image of CPEC under the umbrella of their policies. News contents of Both Newspapers are highly significant in favor of CPEC. This news is (91%) in favor, (2%) unfavorable, and (7%) neutral. These contents cover almost all aspects of CPEC, which contain Economic aspect Social Aspect, Political aspect, and strategic aspect. Chinese newspaper significantly focuses on the Economic aspect of CPEC. With reference to context, the study shows the policy of the selected newspaper regarding CPEC. The researchers proved it under the light of the literature review, the contents of the Chinese newspaper significantly giving information regarding CPEC, but these newspapers do not pay attention to the public point of view. In this scenario, the Chinese Public Relations industry works under the Public Information model of PR.

Media is frolicking; it's an important role effectively in eradicating the information gap through building a favorable image in the concentrations of the investors. The contents of the print media of Pakistan, creating a positive image of CPEC and build an association and bridge the gap between investors. With reference to context, this study shows that the print media of Pakistan playing an important role in building a positive image of CPEC. Similarly, Results reflect that Pakistani selected a newspaper portraying a positive image of CPEC as this table shows that (71%) news is in favor of CPEC. While news contents of Daily dawn are (75%) in favor and the contents of The News newspaper is (66%) in favor of CPEC.

Similarly, researchers found in this study that the news content of Pakistani newspapers significantly playing a positive role to build the CPEC project, Pakistani newspaper are (71%) in favor of CPEC and (21%) unfavorable.

Researchers exploring the news content of both countries selected newspaper which related to the political aspect. News contents of Pakistani newspaper covering the political aspects in a positive manner, and the frequency of political aspect in Pakistani news is (24%), which is higher than the Economic aspect. Through which (64%) positive in nature, 21% unfavorable, and (15%) neutral news has been published. Similarly, Pakistan has a not only a solid economic association with china but also a social relationships as well. For example, Pakistan helped China enormously to increase its network everywhere throughout the world. Pakistan selected a newspaper covering all aspect of CPEC, but mainly contents of the newspaper focus on the economic aspect and political aspect. There are some concerns of provinces and their public, which were not discussed in the contents of the selected newspaper in detail. Also above mentioned researchers explore that public relation practices of Pakistani organization are lies under the press agent and public information model. According to this scenario, selected newspaper of Pakistan creating an image of CPEC positively and these practices are lies under the public information model of public relation.

Conclusion

This study deals with comparative image building analysis of CPEC in the English press of Pakistan (Daily Dawn, The News) and China (People's Daily, China Daily). According to finding, it observed that Pakistani and Chinese newspapers covered CPEC dominantly in their news contents. Both countries significantly cover the economics aspect of CPEC. Since China started this project with Pakistan, the whole world has turned its attention and covers this millstone event of the 21st century. Pak-China friendship is evergreen the whole time of period. Pak-China has joined together to make all dreams come true through initiatives of the economic corridor. These projects improving the socio-economic conditions of Asia, both nations welcome these initiatives as they boost up the economy. Quantitative analysis is used to collect data from both countries' newspapers. Researchers explored the contents of four newspapers regarding CPEC. According to finding newspapers of both countries, cover CPEC in all aspects. Newspapers of both countries significantly cover CPEC in their news content. The focus of both countries newspapers are on the economic aspect while political, social, strategic, and legal aspects also disused in the news contents. Chinese newspapers portraying a highly significantly positive image of CPEC as compared to the Pakistani press. Contents of Pakistan newspapers also portray a positive image of CPEC in all aspects of CPEC. But they also discussed some limitations of CPEC as well. Public relations practices of both countries lie under the public information model of PR. News contents of both countries' newspapers primarily focused on the information regarding CPEC.

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