



RESEARCH PAPER

Sino-Pakistani Sports and Cultural Cooperation under the 'Belt and Road' Initiative: Soft Connections and a Community with a Shared Future for Mankind

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ABSTRACT

This study explores China–Pakistan sports and cultural cooperation (1951–2021) within the Belt and Road Initiative (BRI), focusing on its role as a “soft connectivity” mechanism beyond economic infrastructure. Sports and culture function as non-linguistic channels that transcend linguistic, religious, and cultural boundaries. They provide cross-cultural adaptability, fostering mutual understanding, cultural identity, and national image within the “all-weather strategic partnership.” Using historical analysis, case studies, and interdisciplinary theory, the paper examines stages of exchange and their evolving functions. Findings reveal four stages of development: exploration, institutionalisation, diversification, and synergy. Exchanges have shifted from symbolic gestures to structured collaboration, creating new platforms for youth, education, and social integration. Challenges include weak institutionalisation, communication barriers, and limited evaluation mechanisms. Strengthening institutional frameworks, enhancing cross-cultural dialogue, and advancing Global South cooperation through sports and culture are recommended for sustaining long-term people-to-people connectivity.

Keywords: Sports Diplomacy, Cultural Cooperation, Belt and Road Initiative

Introduction

The China-Pakistan relationship, characterized as an “all-weather strategic cooperative partnership” within China’s diplomatic framework, holds a unique position in the study of international relations. Since the establishment of diplomatic ties in 1951, the two countries have developed a highly trusting cooperative framework across political, security, and economic domains, while cultural and people-to-people exchanges have provided a solid social foundation for this collaboration (Muzaffar, et.al., 2018). In recent years, under the deepening influence of the Belt and Road Initiative (BRI), sports and cultural cooperation have gradually become a significant component of China-Pakistan exchanges. Bibiet.a., 2025). From early ping-pong diplomacy and cricket friendship matches to contemporary youth sports camps and martial arts programs in schools, sports and related cultural activities serve not only as platforms for competition but also as channels for communication and bridges for cultural exchange. In the current context of increasingly complex international relations, sports—with their non-political nature, universality, and strong affinity—are widely integrated into public diplomacy and cultural strategies of various nations. Sporting events, athlete exchanges, and industry collaborations increasingly transcend traditional official interactions, becoming vital bonds for promoting mutual understanding and enhancing cultural trust between peoples. Particularly under the joint influence of the Belt and Road Initiative and the concept of a Community with a Shared Future for Mankind, China-Pakistan sports and cultural cooperation demonstrates institutionalized, strategic, and multidimensional development trends.

Existing research has predominantly focused on the political and economic dimensions of China-Pakistan relations, with insufficient attention paid to the role of sports and culture in bilateral exchanges. Even studies involving sports often remain at the case-study level, lacking systematic review and theoretical construction. Therefore, the academic value of this study is reflected in three main aspects:

First, it fills a gap in research on China-Pakistan sports and cultural cooperation, providing a "South Asian case" for the study of sports diplomacy.

Second, it proposes the concept of "soft connections through sports and culture," breaking through the traditional mindset of "hard connectivity" and emphasizing the soft power value of sports and cultural activities in cross-cultural interactions.

Third, by integrating historical and contemporary perspectives, it offers new theoretical and empirical support for understanding the role of sports and cultural cooperation in the Belt and Road Initiative and in building a Community with a Shared Future for Mankind.

Literature Review

In the early 1950s, shortly after the establishment of diplomatic relations between China and Pakistan, sports exchanges between the two countries entered an exploratory phase. At that time, China was in a period of institutional reconstruction and diplomatic expansion following the founding of the People's Republic, while Pakistan, as an emerging South Asian nation, sought to balance its diplomatic relations within the Cold War framework. Sports, characterized by low political sensitivity and broad popular appeal, became an important avenue for people-to-people interaction between the two sides. In 1952, the Chinese table tennis team visited Pakistan for the first time and held friendship matches. This not only demonstrated the competitive prowess of Chinese athletes but also conveyed a gesture of goodwill to Pakistani society. Throughout the 1960s, sports exchanges between the two countries primarily consisted of symbolic activities, such as mutual visits by basketball and football teams, along with small-scale friendly competitions. Although the scale of sports interactions during this period was limited, they played a positive role in diplomatic symbolism: alleviating political pressures under the Cold War structure and laying an emotional foundation for the deepening of bilateral relations (Zhou, 2018). By the 1970s, as China-Pakistan relations grew increasingly stable, sports gradually assumed stronger political symbolic significance. Mutual support between China and Pakistan on multilateral sports platforms became an important supplement to the early construction of their bilateral strategic partnership (Ni, 2013). In matters related to the Asian Games and Olympic qualifications, delegations from both countries often coordinated with each other, reflecting the interaction between sports and diplomacy at the level of national interests. This phase can be regarded as the exploratory starting point of China-Pakistan sports exchanges, characterized by a relatively limited scale and simplistic forms of activities, yet profound in symbolic significance, laying the groundwork for the subsequent deepening of bilateral sports cooperation.

Since the 1980s, China-Pakistan relations have entered a new stage of comprehensive cooperation, and sports exchanges between the two countries have gradually become institutionalized. During this period, bilateral sports interactions exhibited increased frequency, expanded participants, and broader topics. First, mutual visits by sports delegations became increasingly frequent. The General Administration of Sport of China and the Pakistan Sports Board signed a memorandum of understanding (MOU), formalizing regular sports exchange mechanisms. Exchanges were conducted not only in competitive sports but also in youth training, sports education, and coach training programs. Additionally, the cross-cultural dissemination of traditional sports began to emerge. Chinese martial arts gained popularity in Pakistan, being introduced into school

curricula and becoming an important component of local sports communities. Meanwhile, Pakistan's traditional sport, Kabaddi, was introduced to China through sports delegation visits. Although on a limited scale, this laid the foundation for future cultural interactions. During this stage, the trend toward diversification in sports exchanges became increasingly evident. Beyond traditional competitions and delegation visits, both sides began to explore forms such as sports equipment assistance and joint facility construction. China provided sports equipment and training devices to Pakistan, supporting the development of its sports infrastructure. This mode of cooperation demonstrated the composite function of "sports + development assistance," extending beyond purely competitive interaction. Since the beginning of the new century, China-Pakistan sports exchanges have achieved a qualitative leap, steadily advancing from early symbolic interactions into a new phase characterized by institutionalization and standardization. Through the establishment of regular exchange mechanisms and the signing of cooperation MOUs, sports cooperation between the two countries has become increasingly close and productive, gradually developing into a stable and dynamic routine component of people-to-people exchanges and cooperation. This has laid a more solid foundation for deepening cooperation in other dimensions of the bilateral relationship.

In the 21st century, China-Pakistan sports cooperation entered a phase of diversification and deepening. This period was marked by an expansion in the scale of exchanges, a broadening of cooperative domains, and a gradual strengthening of cultural identity. During the 2008 Beijing Olympic Games and the 2010 Guangzhou Asian Games, Pakistani athletes not only participated in the events but also experienced, through media coverage and public interactions, the importance that Chinese society places on sports and its openness. China, in turn, utilized these events to showcase its national image, with sports becoming an important channel for "telling China's story well." The Beijing Olympic Games' role in promoting the development of sports in China effectively enhanced the national image, facilitated social integration, and boosted national pride, particularly through its positive impacts on infrastructure construction, competitive performance improvement, and sports culture dissemination (Zhong, Y. 2022). During this phase, sports education and youth exchanges emerged as new highlights. Chinese universities signed cooperation agreements with Pakistani universities to establish sports-related exchange programs. Chinese martial arts were systematically introduced into Pakistani schools, not only as part of physical education curricula but also as important symbols of cross-cultural communication. Simultaneously, Pakistani cricket culture was gradually introduced to some Chinese universities through youth exchange programs, promoting mutual understanding among the youth of both countries. Both sides began actively exploring sports tourism cooperation, leveraging Pakistan's rich natural resources to develop mountaineering and adventure sports to attract Chinese tourists. Chinese sports industry capital has also gradually entered the Pakistani market. This signified that sports exchanges had transcended mere cultural interaction, extending into economic and industrial cooperation. During this period, China-Pakistan sports exchanges developed strong multi-level and multi-dimensional characteristics: at the multi-level, encompassing inter-governmental cooperation frameworks, interactions between local sports organizations, and exchanges among individual athletes; at the multi-dimensional, involving sports event hosting, cultural sharing, and economic cooperation. Official mechanisms provided robust support, ensuring resource integration and policy coordination through bilateral agreements and joint committees. Meanwhile, non-governmental exchanges demonstrated active participation, including activities by sports associations, clubs, and spontaneous public sports interactions, enriching the breadth and depth of exchanges. Sports gradually became a "multi-functional platform" for China-Pakistan cooperation, not only promoting the enhancement of competitive standards but also deepening synergistic development in economic, trade, educational, and diplomatic fields.

After the proposal of the Belt and Road Initiative (BRI) in 2013, China-Pakistan sports cooperation was endowed with strategic importance, entering a comprehensive and deep synergistic phase. During this period, sports exchanges were closely integrated with grand strategic objectives such as the BRI construction and the building of a community with a shared future for mankind, exhibiting three key characteristics (Ain, et. al., 2024). First, the function of sports as a “soft connection” became more prominent. China and Pakistan not only maintained exchanges at the competitive level but also incorporated sports into the framework of people-to-people cooperation under the China-Pakistan Economic Corridor (CPEC). Sports aid, venue construction, and joint events became “cultural complements” to infrastructure cooperation, demonstrating the strategic value of sports. Furthermore, sports diplomacy became an important tool for shaping national image and fostering public opinion consensus (Shah, et. al., 2020). Through jointly hosting youth sports festivals and conducting martial arts and cricket exchange programs, China and Pakistan not only deepened people-to-people bonds but also shaped a bilateral image of “win-win cooperation” through media dissemination. Particularly driven by digital communication and new media technologies, the international visibility of sports exchanges was significantly enhanced. Most importantly, sports gradually assumed functions related to regional cooperation. Through bilateral sports exchanges, China and Pakistan promoted practices of regional sports cooperation in South Asia. Jointly hosting regional cricket and football events and exploring the establishment of regional sports cooperation mechanisms not only expanded the scope of bilateral cooperation but also provided a model for China’s people-to-people cooperation with Global South countries. In this phase, sports in China-Pakistan relations have evolved from pure cultural interaction to an important pillar of bilateral strategic cooperation. They serve not only as a shining symbol of the profound friendship between the Chinese and Pakistani people but also as a catalyst for mutual learning, mutual benefit, and win-win outcomes in economic, trade, and cultural fields. Through close cooperation in football, exchange and sharing of experience in hosting major sporting events, and synergistic development of the sports industry, sports have built stronger bonds between the two countries. This vividly reflects the rich connotations of the China-Pakistan all-weather strategic cooperative partnership, strongly attests to the widespread international recognition of the vision of building a community with a shared future for mankind, represents a practical action by both countries to jointly promote world peace, development, and civilizational exchange and mutual learning, and highlights the unique value and robust vitality of sports in promoting people-to-people connectivity and fostering inclusive development.

Since 1949, Chinese sports diplomacy has undergone prolonged development and evolution, with its objectives, actions, and characteristics showing significant differences across historical stages (An, Wang, & Xiang, 2021; Imtiaz, et.al., 2023). Research indicates that sports diplomacy, as an important component of China’s overall diplomacy, has consistently adhered to the fundamental diplomatic philosophy of safeguarding world peace and promoting common development. Since the reform and opening-up, China has achieved remarkable results by actively participating in international sports events, extensively joining international sports organizations, hosting major sports events, and conducting transnational cultural and sports exchanges. Particularly in the past decade, alongside sustained economic growth, enhanced cultural soft power, and increased international influence in sports, China has made comprehensive progress in building major-country sports diplomacy with Chinese characteristics. Despite a complex international environment and external challenges, Beijing successfully hosted the 2022 Winter Olympic and Paralympic Games, marking a new milestone in Chinese sports diplomacy. The success of China’s sports diplomacy relies on its service to the country’s overall diplomatic strategy and core interests, adherence to the path of sports diplomacy with Chinese characteristics, and promotion of the traditional values of peace and development. Analyzing the decision-making environment and practical experience across different historical periods helps to

understand the evolutionary trajectory and future development strategies of Chinese sports diplomacy, providing a reference for addressing challenges in the new era.

Material and Methods

This study adopts a qualitative research design supplemented with selective quantitative data analysis, in order to comprehensively examine the dynamics of Sino-Pakistani sports and cultural cooperation under the Belt and Road Initiative (BRI). The methodology integrates historical, institutional, and comparative perspectives to reveal how sports and cultural exchanges contribute to building “soft connections” and advancing the vision of a Community with a Shared Future for Mankind.

Results and Discussion

The Soft Power of Sports and the “Soft Connectivity” Mechanism

Sports and Soft Power

Joseph Nye (1990, 2004) introduced the concept of “soft power,” emphasizing a nation’s ability to influence others through cultural appeal, values, and policies, rather than relying solely on military and economic strength. Within the resources of soft power in international relations, sports, with their cross-cultural and transnational universality, serve as a uniquely influential cultural symbol (Nye, 2004). Scholars widely acknowledge sports diplomacy as a vital component of soft power. Through non-coercive means, it enhances international recognition and shapes national image (Murray, 2012). Major sporting events such as the Olympics and the World Cup are not only arenas of competition but also platforms for the contest of national soft power (Allison & Monnington, 2002). In the Chinese context, sports soft power is broadly understood as a strategic tool for “cultural outreach,” serving to construct a national image and foster people-to-people bonds (Xu, 2010; Yin & Liu, 2016). In China–Pakistan relations, the role of sports soft power is manifested in three aspects: first, through sports assistance and cooperation, China demonstrates its image as a “responsible major power”; second, through the dissemination of sports such as martial arts and table tennis, cultural attractiveness is built; third, through youth exchange programs, sociocultural identification is formed.

Sports as a “Non-Verbal Communication” Mechanism in Cross-Cultural Exchange

Cross-cultural communication theory suggests that cultural exchange relies not only on language but also on non-verbal elements such as symbols, actions, and rituals (Hall, 1990). As a highly symbolic activity, sports represent a typical form of “non-verbal communication mechanism.” Firstly, sports transcend language barriers. Whether in basketball, cricket, or martial arts, the universality of their rules allows for rapid comprehension and acceptance across different cultures (Rowe, 2011). Secondly, sports carry emotional resonance. During competitions, the emotional synchronization and collective identity among audiences make sports a catalyst for cultural exchange (Levermore, 2008). Moreover, sports exhibit low political sensitivity compared to diplomatic negotiations, making them more readily accepted by the general public and thereby more directly facilitating people-to-people connectivity. In China–Pakistan sports exchanges, “ping-pong diplomacy” serves as a classic example. Despite significant religious and linguistic differences between China and Pakistan, shared participation in sports such as table tennis and cricket has fostered cross-cultural emotional identification among their citizens (Zhou, 2018). For instance, the spread of martial arts in Pakistan exemplifies the advantage of sports as non-verbal communication: students can grasp the connotations of Chinese culture through physical practice without excessive reliance on verbal explanation.

The Concept and Connotation of “Soft Connectivity”

Since the proposal of the Belt and Road Initiative, academia has generally distinguished between “hard connectivity” (infrastructure and economic cooperation) and “soft connectivity” (cultural, educational, and social relations). “Soft connectivity” refers to the establishment of intangible cooperative bonds between nations through cultural exchanges, social interactions, and the dissemination of values. Sports represent a typical medium of “soft connectivity,” characterized by universality, popularity, and low politicalization. Sporting activities possess global commonality, enabling cross-border dissemination; they involve broad public participation, directly reaching grassroots levels; and they are less susceptible to ideological interference compared to political or economic cooperation, thus facilitating trust-building. Practices in China–Pakistan sports exchanges demonstrate that sports are not only a vehicle for cultural exchange but also a key mechanism for promoting people-to-people connectivity within the Belt and Road Initiative. Through collaborations in sporting events, youth exchanges, and sports education, the two societies have gradually formed an “emotional community,” providing a micro-level foundation for the realization of the concept of a shared future for mankind.

Practices of “Soft Connectivity” in the China–Pakistan Case

The role of sports as a form of soft connectivity is concretely reflected at three levels:

National Image Building: China promotes an image of an “open, cooperative, and responsible” nation by supporting the dissemination of martial arts and constructing sports facilities in Pakistan. Pakistan, in turn, enhances its cultural presence on the international stage through sports cooperation with China.

Social Identification and People-to-People Bonds: Sports cooperation transcends government-level diplomacy and directly engages grassroots societies. For example, China–Pakistan youth cricket and martial arts training camps have established deep cultural identification bonds between the youth of both countries (Xu, 2010). Such societal interactions form the foundation for the sustainable development of strategic partnerships between nations.

Pathway to a Shared Future for Mankind: Sports exchanges provide a vivid example for building a “shared future for mankind.” Through event collaborations and youth exchanges, China and Pakistan have not only strengthened bilateral relations but also demonstrated a “win-win cooperation” model to the international community. Thus, sports serve as a potential mechanism for promoting cultural cooperation within the Global South.

In recent years, research on China’s sports diplomacy has gradually increased. Existing studies indicate that even before the concept of “soft power” was formally introduced, China had already utilized sports activities to shape and promote its national image on the international stage (Liu, 2023). Ping-pong diplomacy is regarded as a critical event in Sino–U.S. relations, fully illustrating the strategic value of sports in national diplomacy. By hosting the Olympic Games, facilitating the participation of political elites in international sports events, and supporting diverse sporting activities, China has developed a distinct practice of sports diplomacy. These measures not only enhance the country’s visibility in the international community but also contribute to the improvement of national appeal and comprehensive influence, thereby supporting the implementation of China’s overall diplomatic strategy.

The Multidimensional Functions of Sports Diplomacy in China–Pakistan Cooperation

The value of sports diplomacy in China–Pakistan cooperation extends beyond historical narratives and theoretical interpretations, manifesting concretely in practical operations and multidimensional functions. With the advancement of the Belt and Road Initiative (BRI), sports have been gradually integrated into national strategies and public

diplomacy frameworks, serving as an important channel for promoting cultural exchange, shaping national image, and fostering social integration (Xu, 2010).

National Image Building

Sports serve as a significant medium for the dissemination of a national image. In the context of globalization, nations compete not only through political and economic power but also through cultural and athletic achievements to demonstrate their soft power (Nye, 2004; Murray, 2012). Through sports cooperation, China conveys an image of “openness, inclusiveness, and win-win cooperation” to Pakistan and the international community. By assisting in the construction of sports venues, donating equipment, and dispatching coaches to Pakistan, China has not only contributed to the development of sports in Pakistan but also shaped international perceptions of itself as a “responsible major power.” Furthermore, China’s support for Pakistani athletes in multilateral events such as the Olympics and Asian Games demonstrates a friendly stance toward developing nations, further reinforcing a positive international image (Xu, 2010). Through sports collaboration with China, Pakistan has enhanced its cultural presence in the international community. As a traditional power in cricket, Pakistan has not only showcased its own sports culture in exchanges with China but also strengthened its international influence among BRI-participating countries through joint participation in major events. Sports exchanges not only shape the national images within bilateral cooperation but also amplify the international impact of the “all-weather cooperation” between China and Pakistan through media dissemination.

Youth and Educational Exchanges

Youth constitute the most dynamic component of China-Pakistan sports cooperation. Through educational programs, joint training camps, and campus activities, sports exchanges serve as an important channel for cross-cultural understanding and social identity formation (Levermore, 2008). In recent years, China and Pakistan have collaborated on projects such as youth cricket and martial arts training camps. These activities facilitate face-to-face interactions, enabling young people from both countries to build friendships through shared competitive experiences, thereby overcoming barriers posed by linguistic and religious differences (Zhou, 2018). Such “embodied communication” can rapidly reduce cultural distance and form transnational social networks. Chinese and Pakistani universities have gradually initiated cooperation in sports education, including student and faculty exchanges, and the establishment of courses in martial arts and traditional sports. Institutionalized collaboration in sports education not only enhances academic exchanges but also provides a long-term foundation of social identity for China-Pakistan relations. Through sports education and youth exchanges, the younger generation of both countries is developing a “cross-cultural identity.” They are both inheritors of their own national cultures and practitioners of bilateral cooperation. This identity construction contributes to the formation of a more stable network of people-to-people cooperation in the future. Thus, sports serve not only as a platform for China-Pakistan youth interaction but also as a mechanism for social integration and cultural identity formation.

Regional Cooperation and the Pivotal Role in the Belt and Road Strategy

Sports diplomacy in China-Pakistan cooperation operates not only at the bilateral level but also increasingly assumes functions in regional collaboration, closely aligning with the Belt and Road Initiative. Within the construction of the China-Pakistan Economic Corridor (CPEC), sports cooperation has been incorporated as part of the cultural and people-to-people support initiatives (Rahim, et. al., 2018). The multi-purpose sports venues built by China in Pakistan not only enhance local sports infrastructure but also serve as important venues for social interaction. This composite model of “hardware + culture” represents an organic combination of “soft connectivity” and “hard infrastructure.” Both sides are actively exploring sports tourism and industrial cooperation, utilizing Pakistan’s

abundant mountain resources to develop mountaineering activities and attract Chinese tourists. Simultaneously, Chinese sports capital is entering the Pakistani market, promoting sports goods manufacturing and event operations. Such industrial cooperation provides new impetus for economic complementarity between the two countries. China-Pakistan sports collaboration also promotes sports interactions within South Asia. Efforts have been made to jointly host events such as cricket and football matches to attract participation from other South Asian countries. This not only enhances the influence of China and Pakistan in regional sports affairs but also provides practical experience for China's cultural cooperation strategy in the Global South (Rowe, 2011). Sports have thus become a pivotal element of China-Pakistan cooperation under the BRI framework, serving both the bilateral strategic partnership and offering a replicable model for regional and global cultural collaboration.

In practice, sports demonstrate multidimensional functions in China-Pakistan cooperation. These functions not only enrich the substance of bilateral exchanges but also deepen the scope of international collaboration. Through events and assistance, sports help shape national images—for instance, by co-hosting international sports events (such as cricket or football friendlies) and enhancing bilateral and international recognition via sports infrastructure aid projects, thereby strengthening mutual trust and influence. Furthermore, through education and youth exchanges, sports foster social integration and cross-cultural identity. Initiatives such as sports scholarship programs and youth training camps enable young people from both countries to cultivate shared values and social cohesion through teamwork and cultural interaction. Moreover, sports tourism and industrial cooperation serve the Belt and Road and regional cooperation strategies—for example, through the development of cross-border sports tourism routes and the joint establishment of sports industrial parks, promoting economic complementarity and regional integrated development. These functions fully demonstrate that sports are not only an effective tool for cultural interaction but also a significant mechanism for strategic diplomacy and social governance, providing a sustainable framework for cooperation in China-Pakistan relations and beyond in the broader international context.

Conclusion and Recommendations

Despite the positive achievements in China-Pakistan sports and cultural cooperation under the Belt and Road Initiative, numerous challenges persist in practice. These challenges are primarily reflected in insufficient institutionalization, difficulties in evaluating communication effectiveness, and cross-cultural barriers. Future efforts should focus on institutional innovation, digital communication, regional cooperation, and community building to enhance the role of sports in China-Pakistan cooperation and even in cultural collaboration within the Global South.

Conclusion

Currently, China-Pakistan sports exchanges predominantly consist of short-term projects and symbolic activities, lacking stable institutional arrangements (Ni, 2013). Although the two governments have signed a series of memorandums of understanding, issues such as implementation difficulties, limited funding, and the absence of long-term planning remain during execution. This results in a lack of sustainability in some sports cooperation projects, making it difficult to generate a profound social impact. As an important tool of soft power and soft connectivity, the effectiveness of sports communication often relies on media and social recognition. However, how to scientifically assess the influence of sports diplomacy remains a challenge in both academic research and practical applications (Murray, 2012). Current communication efforts in China-Pakistan sports cooperation are largely confined to news coverage and short-term public opinion effects, with a lack of systematic tracking and quantitative research on changes in public perception and attitudes (Rowe, 2011). Differences exist between China and Pakistan in

religious beliefs, language customs, and gender perceptions. In Pakistan, female participation in sports is constrained by socio-cultural factors, which, to some extent, limit the comprehensiveness of China-Pakistan sports exchanges (Levermore, 2008). Furthermore, cultural interpretation differences may reduce the communication effectiveness of sports symbols, diminishing the cross-cultural efficacy of sports as a form of soft connectivity.

Recommendations

To enhance the strategic value of sports cooperation, it is necessary to establish a scientific evaluation system that combines quantitative and qualitative research on the communication effects of sports diplomacy. This would not only help governments and academia better understand the soft power function of sports but also provide data support for policy formulation (Allison & Monnington, 2002). Digital media and artificial intelligence technologies offer new opportunities for China-Pakistan sports cooperation. Through short videos, live streaming, and social media platforms, the reach of sports events and activities can be expanded, enhancing the sense of participation among youth groups. Additionally, big data and AI can be utilized to analyze public sentiment, enabling real-time monitoring of communication effects and thereby improving sports diplomacy strategies. In the future, China and Pakistan could explore the establishment of a long-term, institutionalized "sports community," including regular bilateral sports festivals, joint youth training camps, and transnational sports education alliances. Such mechanisms would not only enhance the sustainability of cooperation but also gradually foster deep social and cultural identification. The experience of China-Pakistan sports cooperation can be extended to other countries along the Belt and Road, particularly in South Asia, Central Asia, and the Middle East. Through regional competitions, transnational sports industry alliances, and multilateral educational cooperation, China and Pakistan have the potential to become exemplars of "Global South sports cultural cooperation." This aligns with the concept of a shared future for mankind and provides a pathway for developing countries to enhance their international cultural discourse power.

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