Journal of Journalism, Media Science and Creative Arts
ISSN (Print): 2790-9700 ISSN (Online): 2790-9719

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A Media Corridor vs. Global Corridors

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Received:01-8-2024 **Accepted:** ;10-9-2024 **Available online: Published: 31-12-2024**

Cite this article: Hafiz, M. S., & Ahmed, M. Z. (2024). *A media corridor vs. global corridors*. **Journal of Journalism, Media Science and Creative Arts, 4**(2), (Published December 31, 2024) p 1-22

This article presents a comprehensive analysis of the media corridor and other famous global corridors. Theoretically, the Media can affect foreign policies through its agenda setting, agenda reflecting and agenda building policies. In this research, the researchers have focused on to develop a conceptual framework of "Media Corridor" between Pakistan, China and the Central Asia. The objectives of this research paper are to find out the possible media's role in strengthening the relationship between Pakistan, China and Central Asia and to explore the prospects and challenges for developing a suggested Media Corridor. The main purpose of this research paper is to identify the obstacles and opportunities in relations between Media organizations and peoples belong to Media Houses. This research is a comparative study for the Media Corridor with other Global Corridors to show the importance of Media Corridor to the authorities and stakeholders. The researcher has opted for a qualitative methodology, in which the 10 in-depth interviews (IDI) have been conducted for this research study. The agenda-setting theory has been applied to the theoretical perspective of the research. The key conclusion is that the media in both ends instead of playing a very important role in building the relationship between Pakistan, China and the Central Asia.

Keywords: *: Media Corridor, Global Corridors,* ***BRI Media Corridor,*** *Media Forum, Public Diplomacy,* ***Cross-border Media Networks***

Introduction

A Media Corridor means that to work with Media Corridor to engaging a team of people who have made the day's climb before, making your way up to a little easier and a lot more enjoyable". A corridor is defined as "a linear system of urban places" by Whebell (1969). It has historically been used for transportation media and typically describes an economic landscape that is divided into five growing historical stages: initial occupancy, railway transport, motor transport, commercial agriculture, and metropolitanism.

The BRI Media Corridor is a component of China's Belt and Road Initiative, which aims to foster collaboration between media outlets, journalists, press representatives, and collaborative media initiatives throughout the BRI nations. It relates not just too physical infrastructure but also to means of communication, soft diplomacy, and culture—in other words, media institutions, and content, news, and information flows. The premise is that cultural diplomacy, mutual understanding, and shared narratives can all be fostered by media. In other words, a media corridor is about information connectivity, which may be facilitated by partnerships, broadcasting rights, and other means besides merely roads and rails.

Media corridor is an important project because: The nations participating in global corridors frequently want to influence the narrative, collaboration, and possibilities because of soft power and narrative control. A media corridor can

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help with parallel running **Economic Corridors, Risk Management, Public Awareness & Participation,** and engagement of the stakeholder to the people. In addition to reducing cultural misconceptions and fostering cross-cultural relationships between societies, media corridors must support cultural diplomacy and connectivity in movies, news, and tales. Public awareness and participation, risk management, parallel economic corridors, and stakeholder involvement can all be facilitated by a media corridor. Transparency and community awareness of events depend on the media (Salman, H. M. (2024)).

A media corridor is a notion that can be understood in the context of strategic communication, cultural interchange, and media cooperation in Pakistan, China, and Central Asia. A soft power and communication strategy that runs parallel to economic corridors, the Media Corridor between Pakistan, China, and Central Asia seeks to forge a common narrative, deepen cultural relations, and facilitate strategic collaboration under the BRI and CPEC projects (Salman, H. M. (2019);).

Concept of the Media Corridor

A Media Corridor is a combination of Globalization of Media**,** regional **Connectivity,** digital **Integration, Information Exchange, Content Dissemination, Knowledge Transfer, Geopolitical Influence, Media Diplomacy, Cultural Exchange Program** and **Transnational Communication. And if we look at comparative aspects that we can considers as the media corridor vs. Economic Corridors, information corridor vs. trade corridors, Regional corridors vs. Global corridors, Physical Corridors vs. Digital Corridors** and **Hard Power vs. Soft Power Corridors.**

A media corridor is the establishment of cross-border connections between media industries and institutions that facilitate the following: information flows in journalism collaboration, co-hosted media forums, joint productions of films, TV dramas, and digital media projects, content exchange in the form of news, entertainment, documentaries, and cultural programs, and strategic communication to build the narratives about development, security, and regional cooperation.

Pakistan-China media collaboration has been formalized since the start of the China-Pakistan Economic Corridor (CPEC). China Media Group (CMG) has signed agreements with Pakistan Television, the Associate Press of Pakistan, and Radio Pakistan to produce joint training programs for Pakistani journalists in China, as well as TV shows and dubbed Chinese dramas aired on Pakistani channels to promote cultural understanding, play a strategic role, use soft power diplomacy to counter negative international narratives about the China-Pakistan Economic Corridor (CPEC), and expand social media campaigns and collaboration between Chinese and Pakistani influencers, Vloggers, and digital journalists (Salman, H. M. (2024)).

Media Corridor

Media Corridor is a physical or virtual corridor designed to facilitate, concentrate, or route the production, distribution, and exchange of information resources, content, or services, centered on media, information, and communications infrastructure, hubs, flows, and policies. "Media corridors" may be used metaphorically in various settings or in communications studies to refer to information flow corridors.

The term "Media Corridor" is a conceptual metaphor that can be interpreted differently depending on the context, including media studies, political communication, international relations, or development studies. It is not a standard term with a single, definitive definition. In a broader sense, it describes a network, conduit, or pathway that facilitates media exchanges, influences, and flows between audiences, cultures, and geographical areas. A Media Corridor as a Communication Pathway proposes a planned route that connects different locations. This can refer to both digital and traditional media channels that are used to transmit information between audiences, producers, and middlemen. As example, news agencies, social media platforms, and satellite networks create pathways that make possible to all news to spread throughout the world.

The Media Corridor in Geopolitics and Diplomacy uses news flows, cultural products, and narratives to bridge societies. By funding cross-border broadcasts, film exchanges, or cultural diplomacy,

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the nations may create "media corridors." A media corridor in cultural exchange programs promotes cross-cultural dialogue and the dissemination of concepts, values, and lifestyles. For instance, Bollywood movies in India influence political and cultural perceptions and act as a media conduit between India and South Asia (Salman, H. M. (2019); Salman, H. M. (2024)).

In the Development Sector such as Science and Technology: A "media corridor" can refer to digital infrastructures that bridge information gaps or connect the rural and urban areas. African people, completely rely on mobile broadband corridors as a "media highway" to disseminate information about governance, education, and health. **In Academic Research** Some scholars use the term "Media Corridor" in a metaphorical sense to describe the flow of media influence, from framing and agenda-setting to the influence on public opinion and policymaking.

The **Media Corridor** is best describes as a “pathway" that media information, narratives, and influence can take across social, political, and cultural boundaries. It emphasizes how communication can travel, connect, and flow in a systematic way inside a nation, across regions, or internationally. In communication studies, the term "media corridor" refers to the metaphorical flow of information between audiences, politics, and culture through many media platforms, including print media, electronic media, digital media, social media, radio and television.

A Media Corridor as a Geographical/Physical Area In certain nations, groups of media outlets, television networks, newspapers, and digital companies are concentrated in one region (like "Silicon Valley" for the IT industry). Due to the concentration of TV stations and newspapers in these areas, some scholar and journalists refer to Karachi or Islamabad as a "media corridor."

Media Corridor as a Development/Policy Project In cultural diplomacy and international relations can refer to cooperative areas or projects where cross-border journalism, film, or media exchanges programs (Salman, H. M. (2019); Salman, H. M. (2024)).

The study examines how violent conflicts and climate change issues are covered by the media from a human rights journalism perspective. The media in Nigeria has a long history of covering these violent outbursts throughout the nation, but traditional media coverage of these issues has tended to focus on the actual fighting against Fulani herdsmen in Nigeria (Dewan, 2022).

In many conventional media houses (such as radio stations, TV channels, and newspapers), the term "media corridor" literally refers to the main hallway or newsroom floor that connect different technical, production, and editorial departments. In a metaphorical sense, the term "media corridor" can refer to the information flow inside a media house. Content and news typically pass through a system of checks and balances. This corridor guarantees editorial policy compliance, editing, and verification. The term "media corridor" can also apply to the influence networks within media companies, which are informal routes of communication and decision-making. For example, it can be compared to a corridor where editorial instructions, negotiations, and approvals are discussed behind closed doors.

Media corridors are defined by some countries as pathways for cross-border media and cultural exchange programs. These seek to link journalists, broadcasters, and online outlets from other countries. "Media corridors" are areas or clusters specifically designated for the media, film, and broadcasting sectors in urban planning in certain countries (such as India, the United Arab Emirates, Turkey, etc.), where TV networks, movie studios, and digital platforms are gathered. As a Corridor for Digital Media As a result of digital convergence, the phrase can be used to refer to the networked ecosystem of digital newsrooms, where teams from print, radio, television, and the internet exchange stories across platforms. A specific hallway or space in colleges where newspapers, TV/radio stations, and students of the media clubs are living in many countries, same as a network or collaboration of universities for media studies, journalism, and communication departments is an academic idea. Research project: a "corridor" for cooperation between the media and academic sectors. Metaphorical: Universities serve as conduits or

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routes for the dissemination of journalism, media literacy, and communication in society.

Some useful examples of Media Corridors in different Countries: Europe, China, India, the United Arab Emirates (Dubai Media City), Pakistan, and Turkey Media Corridors in Bangalore, Hyderabad, and Mumbai, as well as Film City Noida, emerged as dedicated areas for the production of movies and television shows. As part of the Belt and Road Initiative, China supports the Silk Road Media Corridor, which connects European, Asian, and African broadcasters for cultural diplomacy. Dubai Media City, also known as the "media corridor" for the Middle East, was founded in 2001 and serves as a global center for media firms, broadcasters, and digital entrepreneurs. Istanbul is becoming a regional media hub for TV drama exports from Turkey to the Middle East, the Balkans, and Latin America. The proposed China-Pakistan Economic Corridor (CPEC) Media Corridor in Pakistan is concentrating on cooperation between China and Pakistan in the fields of digital, news, and cinema media. The European Union encourages Media Corridors in Europe, which include co-broadcasting agreements, cross-border content development, and regulatory harmonization for digital media.

Significance of the research

The study adds to the body of knowledge on media corridors by comparing them with established global corridors such as trade, energy, communication, and digital corridors. It contributes to media and communication studies by conceptualizing how a “Media Corridor” functions as a platform for information flow, cultural exchange, and political discourse. It provides a comparative framework for understanding the role of media as an infrastructure parallel to physical economic corridors (Salman, H. M. (2024).

The research highlights the role of media corridors in shaping global perceptions, soft power, and international cooperation. Policymakers, especially in the countries investing in economic and media corridors, can utilize these insights for developing strategies that integrate media influence with economic and political goals (Salman, H. M. (2024)).

The study informs media organizations about the potential of media corridors to act as catalysts for cross-border communication, partnerships, and innovation. It highlights opportunities for media outlets to strengthen global narratives, counter disinformation, and foster intercultural dialogue. By comparing media corridors with other global corridors the study underscores the importance of media as a driving force in globalization. It emphasizes the media corridor’s role in knowledge dissemination, cultural diplomacy, and shaping international public opinion (Salman, H. M. (2024)). The study provides a foundation for interdisciplinary research, bridging communication studies, international relations, and development studies. It opens avenues for exploring how media corridors can complement physical and digital infrastructures in fostering sustainable development and international cooperation.

The strategic significance of the Media Corridor **is Narrative Building ability** to counter Western media debt traps regarding the BRI and CPEC, support regional security by promoting narratives of stability and cooperation, especially in Afghanistan's media space, and open markets for regional entertainment industries that include Pakistani dramas, Chinese films, and Central Asian music, as well as cultural diplomacy, which strengthens people-to-people connections through journalism, the arts, and films.

Problem Statement

In the contemporary globalized world, communication corridors—such as economic, digital, cultural, and media corridors—play a pivotal role in shaping international cooperation, influence, and connectivity. The concept of a “Media Corridor” remains relatively underexplored.

The Media Corridor, as an emerging framework, signifies the structured flow of information, narratives, and cultural content across borders, creating socio-political influence and economic opportunities. However, unlike established global corridors, which are well-documented in terms of infrastructure, investment, and strategic impact, the Media Corridor lacks a systematic comparative analysis with existing global corridors.

This research problem arises from the absence of comprehensive academic work that benchmarks the

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Media Corridor against global corridors. Without such comparative analysis, policymakers, media strategists, and scholars face difficulties in understanding its strategic importance, potential for influence, and alignment with broader global communication and development initiatives.

Media plays an important role for the building of a strong relationship with the neighboring countries as well as with other countries at a diplomatic and regional level (Haroon and Shahzad 2018). Media provides a platform to the policymakers to discuss the conflicting issues among the Pakistan China and the Central Asia by increasing communication among each other (Akram ISSRA Papers 2010). The Media's role is vital among Pakistan and The Central Asia as it creates an environment of normalizing/balancing the situation in the required direction (Riaz, 2017). The Researchers will develop a concept for the policy makers to look in to the possibility of framing a Media Corridor between Pakistan, China and Central Asia for bridging the gaps among people to people contact. Therefore, the research seeks to address the following gaps: **How does the Media Corridor compare with global corridors in terms of structure, influence, connectivity, and impact on socio-political, cultural, and economic dimensions?**

Research Questions

- How does the Media Corridor compare with other global corridors in terms of strategic importance and connectivity?
- What are the similarities and differences in governance, policy frameworks, and institutional mechanisms between the Media Corridor and global corridors?
- How does the Media Corridor contribute to economic growth, trade integration, and cultural exchange compared to other established global corridors?
- What role does media, communication, and information technology play in shaping the effectiveness and perception of the Media Corridor in relation to global corridors?
- What challenges and opportunities does the Media Corridor face in achieving global competitiveness and sustainability compared to its international counterparts?

Research Objectives

- To evaluate the strategic and geopolitical significance of the Media Corridor in comparison with global corridors.
- To analyze governance structures, institutional mechanisms, and policy frameworks of the Media Corridor alongside international corridors.
- To assess the economic, trade, and cultural impacts of the Media Corridor relative to global corridor models.
- To explore the role of media, communication, and ICT in enhancing the effectiveness and visibility of the Media Corridor.
- To identify key challenges and opportunities for improving the competitiveness, sustainability, and global integration of the Media Corridor.
- **Literature Review**

Corridors

According to Kate Marshall (Marshall, 2013), Corridor is a large and obsessively reflective work. In American narrative, the term "corridor" refers to a courier, a person who crosses boundaries, a person who carries money and messages, and in modernity, the term's material form origin has vanished from linguistic memory. Numerous studies have examined the idea that the "corridor" of material form origin has vanished from linguistic memory. According to Friedrich Kittler, communication is the exchange of goods, people, and phrases. Similar to how natural convection in enclosures is one of the most active topics in heat transfer research today, Marshall McLuhan suggests that the corridor is a paradigmatic example of the various forms of communications media that dominate the modern urban-industrial landscape, such as modern novels. She also suggests that the corridor's structure incorporates new concepts of interiority and individuality, which are used in late eighteenth-century architecture (Marshall, K. (2013)).

Marshall (Marshall, K. (2013)) claims that by creating private spaces and regulating them, corridors have reorganized domestic relations. As a result, conversations and communication between people formally enact the corridor that transmits readers' private thoughts. She also goes into detail about the media and its means, such as radio, newspapers, and novels. As corridor-like structures appear in contemporary novels and flashpoints, she also took the corridor into consideration. Therefore,

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the corridor functions as a kind of demonstration that displays reflexive and self-conscious forms of communication.

According to her theory of corridoricity, the term "corridor" refers to the way media architectures continuously undermine social and private space boundaries, individuality and sociality, and metaphorical language registers. Similar to how Snow's novel Corridors of Power is positioned in relation to his more well-known work between "Two Cultures," he has also talked about the communication between the demands of the disciplines and the metaphorical complexities; in both cases, the corridor appears as media (Radio, Newspapers, and Novels) as a concept, a material, and a metaphor (Marshall, K. (2013)).

In his article titled "Corridor: Media Architectures in American Fiction," the author defines the term "corridor" as a messenger, a person who crosses boundaries, and a carrier of numerous messages and messages. Friedrich Kittler, a media theorist from Germany, claims that communication is similar to the transmission of people, messages, and goods (Bentley, N. (2015)). According to Marshall, media communication and contemporary novel categories is the corridor. She views the communication as being similar to newspapers, radios, and novels. According to Miller (2013), corridors are only utilized for self-conscious forms of communication and reflexively generate interiority.

Global Corridors

According to Alampay & Rieder (2008), trade corridors are being developed globally to address common regional issues, and economic corridors are the primary expression of regionalism in the world. Additionally, transportation corridors—which are located in regions with abundant natural cultural heritage—will aid in the growth of the tourism industry. The term "global corridors" refers to a wider range of corridors that have a transnational or worldwide scope, including commerce, economic, and transportation corridors. Key aspects and common definitions are listed below. A transnational or interregional route that connects important economic hubs and markets, lowers trade and transit friction, and promotes cross-border development and integration by integrating various forms of infrastructure (transportation, logistics, and information/communications), legal and regulatory frameworks, and economic and human flows.

In this research work the researchers have highlighted some important Corridors, which are including**; Silk Road Economic Belt, Belt and Road Initiative (BRI), China–Pakistan Economic Corridor (CPEC), Digital Silk Road, Trans-European Networks, North-South Transport Corridor (INSTC), Maritime Corridors** and **Energy Corridors.**

According to Whebell (1969), the term "corridor" refers to a linear system that connects urban areas with the linkage surface of transportation media. It describes five major historical economic landscape stages: initial occupancy, commercial agriculture, railway lines, transportation vehicles, and metropolitanism.

The term "Corridor" is a novel concept that can serve as both the subject of the research study and a potential framework for the creation of new insights and knowledge when used in conjunction with the "Pietro Autorino" method. Better understanding may result from engaging in discourse, providing insightful analysis, and introducing fresh ideas for scholarly research projects. Academic research in the areas of border, migration, and development studies makes use of Corridor. Tracing the helpful intersections between the various understandings can be aided by the corridor's characteristics. In his research, Pietro Autorino also explored the idea of a corridor in relation to the nation-state, specifically in terms of livelihood and planning for spatial development. Therefore, such a corridor is meant to serve as a direct territorial link that promotes economic development and facilitates trade and transportation. In this sense, the term "corridor" can refer to the officially designated area that denotes national borders. The corridor serves a variety of purposes and requires little explanation. A corridor is a unit that joins two concepts: opportunities and liberation. The British were the first to propose the idea of a corridor passing through the Holy Land, and corridors can arise in international relations. The concepts of a corridor include both official and informal channels for the movement and management of people and goods, as well as a safe escape route.

According to earlier research, academics and policymakers have primarily discussed the corridor, such as the "International North-South Transport Corridor." The Corridor, a 7200-kilometer multimodal megaproject that connects Mumbai and St. Petersburg "through Azerbaijan

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and Iran," is the primary infrastructure utilized to promote Blockchain and digital technologies (database of record) in the global market. Every Mega-Project has the ability to give the nation a fresh chance to interact with regional trading blocs like the European Union, China, Pakistan, Central Asian States, and the Eurasian Economic Union.
According to Huff (2002), The Malaysian government has made the decision to join the information society and knowledge economy in order to identify the Multimedia Super Corridor (MSC) The government planned and initiated the initiative as a means of stimulating economic growth.

According to Nazmi and Sanili (2022), the term "transport corridor" refers to "regional cooperation and overcome the issues between the countries." Sustainable development and the worldwide flow of goods between nations and regions depend heavily on transportation. Various transportation corridors can contribute significantly to global economic growth and provide open access for landlocked nations in South and Central Asia (Nazmi & Sanili, 2022).

This study (Oo, Z., & Dai, Y. (2025)) examined how public opinion and policy priorities around the Belt and Road Initiative (BRI) projects in Myanmar are affected by the media's secondary agenda-setting between 2011 and 2024. Myanmar played a crucial role as a link between South and Southeast Asia due to its strategic location between China and India. Chinese investment in Myanmar increased significantly, especially as a result of the 2007 proposal for the China–Myanmar Economic Corridor (CMEC). The results demonstrate how media coverage significantly shapes public opinion and policy priorities. They show how the media has an impact on how important characteristics are connected in the minds of the public and decision-makers, in addition to determining the prominence of issues.

The study (Rahman & Shehab (2023)) has compared how ASEAN and Western media portray China's Belt and Road Initiative using the coverage of the Laos-China railway as a case study. The study discovers that the long-standing imbalances in the volume, direction, and content of information in international news flows have undergone continuities and changes as a result of examining the agenda-setting, news source distribution, and frames of 137 stories by 42 news outlets in seven ASEAN and seven Western countries. International news flows continue to be unidirectional, moving from the world system's center to its semi-peripheral and peripheral zones. The rise of counter-narratives provided by alternative news sources like China's Xinhua and Asian News Network has upset the dominance of Western media in the flows as key news suppliers that supply the master narratives of the majority of world events.

The close relationship between official priorities and community concerns points to a cooperative process where public opinion shapes decisions, especially when it comes to matters like foreign investments and Belt and Road Initiative projects. This study highlights how important the media is in influencing public and political agendas for major infrastructure initiatives like Myanmar's Belt and Road Initiative. This study emphasizes the connection between public opinion, media coverage, and policymaking, highlighting the significance of thorough and transparent policy processes that tackle social issues and guarantee the competent administration of major projects.

According to Indian and Pakistani English news papers, the "Kartarpur Corridor" is a four-kilometer-long, cordoned-off narrow strip that runs from the India-Pakistan International border to Gurdwara Darbar Sahib Kartarpur in the Pakistani side's Narowal district. The "Imran Khan Government" took this excellent initiative on the 550th anniversary of Baba Guru Nanak's birth to provide easy access for the Sikh community from India. Prime Minister Imran Khan referred to "Kartarpur" as your Madina and Nankana Sahib as your Makkah because, for the Sikh community, Kartarpur is one of the holiest destinations, and for Muslims, it is one of the two most sacred places in Saudi Arabia. A Muslim finds it inconceivable that someone would prevent him from visiting Madina and Makkah. Navjot Singh Sidhu, a cricket friend of "Imran Khan," also spoke about how he felt during the Corridor's inaugural ceremony, expressing how his forefathers' four generations died across the border, longing for this Darbar to come. The entire Darbar Sahib complex, including the museum, dorms, locker rooms, library, immigration center, and embankment to protect the shrine from flooding, is 42 acres.

The establishment of a knowledge corridor and the structuring of the public's perception and point of view regarding the two courtiers depend heavily on English news papers. Pakistani newspapers portray it as an indication of regional

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harmony, religious tourism, mediation, and cooperative diplomatic endeavors, but Indian newspapers concentrate on pilgrimage facilities, transport methods, and tensions between the two nations (Ahmed, Mubeen & Nawaz (2022)).

The accessibility of Canadian high-speed intercity trains via their transit stations is the subject of this study. The "Quebec 50 Winder Corridor" is a significant transit corridor and one of the 51 in North America. Trade between Canada and the United States passes are considering the busiest corridor. The evaluation of the impact of transit station accessibility on intercity mode choice and social media-based online travel surveys are the two main facets of current research on intercity travel (Wong & Nurul, Habib 2015).

The "opinion Corridor" is described by Simons (2021) in his research article "Swedish Media, Fundamental Values and the Opinion Corridor in the 2018 Election." According to his hypothesis, mainstream mass media outlets may try to exploit the mythology of Swedish national fundamental values consensus during the 2018 Swedish elections. In order to follow the frame pattern, conditions, and moral judgment during the election campaign, Swedish media might be quite helpful. The Swedish media can also be a powerful tool for changing people's ideas and opinions. Due to the incorrect fundamental values, they also use emotional appeals and scales to drive voters away from the politicians or political parties they support and encourage them to vote for those politicians or parties that were found to have the right fundamental values. As a conclusion to this article, the "opinion corridor" is a system in place to preserve Sweden's current social order and coherence of view.

According to Xing, Huang, and Ngu (2022), media globalization typically refers to the diplomatic and cultural exchange of media with growing international economic, cultural, and political ties between nations. Diplomatic ties between nations based on their cultural heritage, such as those resulting from the "China-Mongolia-Russia Economic Corridor" and "general diplomatic" media, have fostered cultural exchange and a shared appreciation of civilizations among the nations in the region. They have also aided in the development of a cutting-edge digital public diplomacy model and the maintenance of enduring, amicable relationships between civil society actors and the current government. According to the researcher, media globalization is not just developing as it was previously concentrated on conventional media; new media will also have an impact that will captivate people's attention.

According to Xing, Huang, and Ngu (2022), the "China-Mongolia-Russian Economic corridor" has many elements that contribute to the development of strategic partnerships between the nations, including media organizations' cooperation and exchange that strengthens the relationship, such as in the form of movies, TV shows, art performances, and book publications. Both nations use their new media platforms to promote classical literature and media programs that they both broadcast. Similarly, the Mongolian media industry has received a lot of inspiration from Mongolian audiences for its translations of Chinese TV dramas, such as "Beijing Youth," "Ordinary World," and "Parental Love," into Mongolian (Xing, Huang & Ngu, 2022).

The media should promote active collaboration with regional media outlets, international media cooperation through frequent journalist visits, manuscript sharing, student training, and knowledge exchange programs, and invite as many correspondents as possible to attend bilateral media forums. After the development of the internet, information technology, and traditional media like newspapers, television, and radio, we are unable to continue in this mobile internet era. These days, digital public diplomacy, new media, and new public diplomacy are all growing more intricate and interactive in international communication. Human communication has been improved by new media technologies. Additionally, the "China-Mongolia-Russia Economic corridor" has only encompassed a limited portion of communication via social media and new media.

The discourse analysis of the Delhi Bus Rapid Transit Corridor is based on media coverage. The project's ineffectiveness, unplanned infrastructure, high cost, and danger prevented it from becoming popular in the city (Oommen & Sequeira, 2021).

Newspapers, television, and social media platforms like YouTube, which are essential for educating the public and spreading information about the Belt and Road Initiative. How is the BRI portrayed in Bangladeshi media in terms of influencing public opinion? The researchers (Rahman & Shehab (2023)) examined media content using Norman Fairclough's critical discourse analysis (CDA) and discovered that the mainstream media in Bangladesh hardly criticizes

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the Belt and Road Initiative (BRI) or its effects on Bangladesh's geopolitics, economy, environment, and culture.

With Central Asia in Kyrgyzstan, Uzbekistan, and Kazakhstan, Chinese official media (Xinhua, CGTN) have increased their presence. Although Pakistan's media outreach to Central Asia is still limited, local media partnerships help to highlight BRI success stories. Recently the Associated Press of Pakistan has signed news exchange agreements with Kyrgyz and Uzbek news agencies, and now multiple educational and cultural programs are available on satellite TV and online platforms.

This study examines the use of the digital divide between the elite and non-elite classes and focuses on new, social, and traditional media. The two researchers, Gabe Ignatow (Assistant Professor at the University of North Teas) and Essica Lynn Schuett (Program Coordinator at the National Council for Science and the Environment in Washington), both share their unique perspectives on the new media (here, blogs and social media) and old media. They also talk about how the internet affects citizens and political organization members. Internet users are naturally affected, and this has resulted in a decline in political participation (Ignatow & Schuett, 2011). New media and information and communication technology are promoting democratic engagement due to their conventional mass media. Social movements are able to get past the mass media's skewed filter thanks to them.

According to Kate Marshal (Miller, 2013), media architectures in American fiction are useful for the active operation of hallways, serve as a courier for money and messages, and cross boundaries. Transmission of messages, people, and goods is called communication. In this context, the corridor refers to a representation of the communication channels that eventually take over the urban industrial environment. The communication between the bodies formally enacts the corridor, she added in her book "Corridor: Media Architectures in American Fiction." A corridor is an example of how self-conscious forms that communicates and reflexively produces interiority and sociality work together. "Corridoricity" refers to similarity and application in media architectures.

Lyons (2008) defined a corridor as a route that connects two or more locations. A corridor is a passageway that experiments with the limits of perception and memory. We may therefore conclude that the corridor is not a re-enactment of a historical event, examine its purported memory stability, and challenge presumptive oppositions. Being on the doorstep between two distinct locations is referred to as a corridor.

The term "random corridor" in media refers to "speckle correlations, wave front-shaping, and speckle deconvolution that are capable of computational imaging with the random corridor." It has not gotten much attention and also depicts a twisted corridor that is full of random media (Shi, Cai, Zhu, Shi & Zheng, 2022). An L-shaped white plexiglass "experimental imaging system" with a single corner is called Random Corridor.

This study (Ghafur, R. (2019)) used CPEC as a case study to highlight the effects of print media, specifically newspapers, and mainstream media. In the study's conclusion, it was noted that print media have been somewhat influenced by mainstream media. In this context, "mainstream media" refers to print and broadcast media, as well as all popular newspapers, television, and other news outlets that the majority of people believe to be trustworthy and dependable for the most recent information. When both print and electronic media have similar interests, their agendas are the same; otherwise, they are different. The agenda is primarily set by the mainstream media for the general public and local media.

China Pakistan Economic Corridor

The China-Pakistan Economic Corridor is a multibillion-dollar megaproject that is part of the Belt and Road initiative. The positive reputation of Corridor's sustainable development in the area will rise as a result of these residents' community satisfaction (Kakar & Khan, 2021).

In addition to helping Pakistan, the China-Pakistan Economic Corridor (CPEC) will lessen China's reliance on neighboring nations and provide easy access to international markets for the purchase of cheap oil from Middle Eastern and African nations (Sharif, Q., & Naseem, A. S. S. (2021)).

According to Yuanyuan, Kumari, Ilyas, and Marwat (2023), more recent research has verified that the China-Pakistan Economic Corridor (CPEC) is a flagship project and a revolutionary step for the economic development of Pakistan, China, and central Asia. As a result, policymakers believe that this massive project will change the labor market, infrastructure, transportation, power, and real estate

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sectors. Researchers have recently expressed a greater interest in Media Corridor, Media Forum, and Media coverage for the successful completion of CPEC. For this reason, media leaders from China and Pakistan have called for the establishment of a platform to support the development of the CPEC framework for mutual benefit, primarily in the areas of print, electronic, and social media (Malik 2018).

CPEC is one of the six corridors that President Xi oversaw being inaugurated as part of the Belt and Road initiative in Pakistan. According to the (Ali, M. (2021)) one of the main BRI projects is the China-Pakistan Economic Corridor (CPEC), which is made up of 24 energy projects totaling $34 billion in estimated budget and 17045 MW of energy generation. These projects include wind, coal, and hydropower, accounting for 74% of the project.

Among the projects is the "Quaid-e-Aam Solar Park," which will be built in Pakistan's Bahawalpur region and has a capacity of roughly 1000MW for energy generation. The researcher went on to say that CPEC is intended for the development of agriculture rather than the energy sector; he cited Dawn's news as a source and clarified that it is a long-term plan that is broken down into three categories: short-, medium-, and long-term projects (Ali, 2021).

The primary reason that Chinese-based companies handle projects in Pakistan without a transparent and competitive bidding process is because, in the case of Chinese-funded projects, "all such procurement is handled by Chinese officials or companies executing projects on the ground." All necessary technology used by Chinese workers in the construction field in Pakistan has been imported from China. The majority of Chinese companies import their own workers from China instead of hiring them from Pakistan, where they can obtain labor at a 60% lower cost.

The researcher also noted that "the majority of the projects would be financed by Pakistan by self or other foreign investors not by China." The list of 40 projects funded by Pakistan, which includes information technology, transportation and communication, port development, and shipping, is nearly complete and was approved by the 2016–17 financial year (Ali, 2021).

Mega-infrastructural projects will undoubtedly create new jobs, but climate change and environmental impacts will destroy the entire nation. This is why previous studies have confirmed that the mass media should report on the environmental impacts of these projects in addition to the economic and developmental benefits. For example, the China-Pakistan Economic Corridor (CPEC) is regarded as an economic project; however, climate change, environmental risk, completion-related internal challenges, geostrategic implications, and its impact on national security issues are more pressing concerns for Pakistan (Qusien & Robbins, 2022).

According to earlier studies, Pakistan's media landscape needs to improve in order to maintain strict control over the narrative during the China-Pakistan Economic Corridor (CPEC). Pakistan has also adopted the Chinese model to control its media, particularly when it comes to the convergence of military issues and human rights violations by the Pakistani government (Afzal, 2020).

According to Zahid Khan (2019), some media reports even release false information to reinforce the negative image of the BRI and CPEC. He has also discussed how the BRI and CPEC challenges have been covered by the western and some Pakistani media. In light of the claims made by the United States, India, and a few other nations that the China-Pakistan Economic Corridor (CPEC) is merely propaganda and a debt trap for Pakistanis, the governments of China and Pakistan need to set up a media corridor to counteract false information and misunderstandings about the CPEC in the region.

Being one of the most significant economic initiatives in the area, CPEC will revolutionize Pakistan's economy. However, because of the investments and interest of regional powers, CPEC is a pain in many nations' necks. The China-Pakistan Economic Corridor is a multibillion-dollar project whose primary goal is to improve stock market performance. According to recent data, investors, media outlets, and political activities value the good news about CPEC. According to Mengal, Hussain, Taj, Liang, and Taj (2018), CPEC is one of the most significant projects in the region for Pakistan, and because of the significant investment and interest of the regional powers; it is a burden on many nations.

A study that looks at how the China-Pakistan Economic Corridor (CPEC) affects tourism development behavior and how social media can be used as a mediator to close the gap in tourism development and improve ties between the two countries (Shang, Pitafi, & Rashid, 2022). Since areas with infrastructure such as roads, high-

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speed rail lines, and transportation systems have an impact on tourism development, the China-Pakistan Economic Corridor is a "Macro cross-regional project" and the primary driver of tourism growth in the region, particularly in Pakistan.

The researchers argues that social media as a moderator for this study and contends that social media technology is an open-access, interactive platform for uploading, publishing, and editing pre-existing content. Local residents may develop a favorable perception of tourism as a result. Social media is a valuable technological tool that can raise local residents' awareness of the region's tourism industry (Shang, Pitafi, & Rashid, 2022).

According to Qianqian and Yijun (2020), media coverage of the CPEC can be more helpful for communicating public affairs, sending signals to the public, and influencing their attitudes. Here, the researchers (Qianqian & Yijun, 2020) have talked about how the media has covered the public's perceptions of the CPEC's success and failure in China and Pakistan. How Pakistan's media presented the CPEC in the headlines of the top three English newspapers (The News, The Nation, and The Dawn).

According to the Governments of China and Pakistan CPEC is a game-changer and revolutionary step for the region's overall economic development. Transportation, the energy crisis (10,000 MW power projects), the labor market, the real estate market, and infrastructure are the first development projects that have begun in the direction of CPEC (Yuanyuan, Kumari, Ilyas & Marwat, 2023). Pakistani newspapers provide readers with regular updates and reports that include socioeconomic and benefit analyses. Leading media figures on both sides are constantly debating how CPEC will benefit both countries.

CPEC Media Forum

The CPEC Media Forum plays a significant role in providing updates on the corridor's progress to the international community and to citizens of both countries on a global scale. The CPEC has been the subject of conflicting media coverage, both positive and negative, which has caused Pakistan's stock market to fluctuate. In following; the researchers have discussed in detail of the CPEC in term of benefits.

CPEC media forum is just related to Pakistan with China, it can be a part of Central Asian States because of BRI some of the Central Asian States are part of BRI, and CPEC is dedicated towards BRI and Pak-China relationship. According to Malik (2018), the main goal of the Media Forum was to dispel the myths about the CPEC that the media outlets were spreading and provide the most recent information about the flagship project to the international community and the citizens of all participating nations.

The Belt and Road Media Corridor, which will host regional media summits and journalist exchange programs, the Digital Silk Road, which will increase collaboration in social media platforms, AI-driven content, and a joint news and entertainment app, are the first steps toward establishing media and regional cooperation. Gwadar and Kashgar may become important hubs for the dissemination of digital media between Pakistan, China, South and Central Asia. Finally, there are links between academia and research; media studies departments in Pakistan, China, and Central Asia are working together to conduct study on public opinion, communication, and disinformation.

Information Highways

According to earlier research, men now live in a global village where the media is a major source of up-to-date information. As a result, news outlets appear more interested in covering certain events. Public opinion is influenced by the media, and people are more likely to be aware of issues that are promoted by the media and to follow the hierarchy of importance that is established for each issue.

A media corridor, to put it briefly, may be the regulated flow of information from a party to its supporters through WhatsApp forwards and Facebook groups. It could refer to a carefully planned route that leads customers from awareness in marketing.

In his earlier study (Salman, H. M. (2019); and Salman, H. M. (2024)), "Soft Strategic Depth: a Concept of Media Corridor between Pakistan, China and Central Asia," the researchers gave a thorough analysis of the work of a media corridor. They also defined a media corridor as "working with a team of people who have made the day's climb before, making your way up to a little easier and a lot more enjoyable." This is the researcher's accurate definition of a media corridor.

The researchers have provided a detailed analysis of the "Media Corridor," which holds that the media has the power to alter our political beliefs, attitudes, behaviors, and knowledge. They claimed that because of the media, the world is now

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regarded as a "global village," and that media outlets have the ability to alter people's perceptions and knowledge. Additionally, they talked about the concept of a "Media Corridor," which is a linear system for urban areas that will give media houses financial and technical support. According to Alampay & Rieder's (2008) article, "Developing Tourism in the Greater Mekong Sub region Economic Corridors," the well-known idea of corridors started to be expanded in the 1990s to take into account the wider concerns of special sectors.

According to the researcher's summary in his earlier study (Salman, H. M. (2019)), a media corridor is typically defined as a large network of infrastructure connected to two or more urban areas and connected to various models, including public diplomacy, links between media houses and journalist exchange programs, and content sharing with other media outlets. In addition to supporting media outlets' cooperation between Pakistan, China, and Central Asia, the proposed Media Corridor will offer the most recent information on the BRI-supervised flagship projects, particularly CPEC.

The researchers have spent many years expanding on his earlier work to develop the new idea of the Media Corridor in geography and spatial planning. The concept of a media corridor can be established. They also came to the conclusion that government initiatives, news agencies, and media outlets can all play a significant role in the development of a media corridor connecting Pakistan, China, and Central Asia.

According to earlier studies, the primary function of the Media Corridor is to promote a relationship between two or more sovereign countries. Specifically, the corridor can create a written agreement between the agreed-upon nations by developing commercial services for media houses, the entertainment industry, and news agencies. These services will raise public awareness about the importance of changing attitudes and educating people about better things (Salman, H. M. (2019)). According to recent data, the creation of a media corridor is expected to support the long-term growth of new media houses and open up new economic and trade opportunities in the area.

An appropriate "Media Corridor," Media Forums, or Media Coverage can help us better understand how Pakistan, China and Central Asia feel about the China-Pakistan Economic Corridor (CPEC). Given that media coverage has the power to transmit signals to the public and shape their attitudes, the researcher has examined the relationship between news coverage and public perceptions of risk.

According to Kanižaj, I. (2019) Media Houses of Journalists are important stakeholders in advancing media literacy and credibility as a truthfulness competency in society. This is because media literacy and credibility are still viewed as essential media capital, and media organizations are one of the main stakeholders in promoting them. The relationship between media credibility and media literacy programs has been covered in this study. Younger audiences only use social media to get the most recent information; they have no interest in watching television or reading newspapers. Through media literacy programs, the researchers have provided a thorough overview of the roles of senior journalists and organizations in this research project (Salman, H. M., & MIRZA, M. (2022)).

They have also talked about the resources that will make it possible for readers to confirm the information provided in news articles in the future. As stakeholders in media literacy, the researcher has taken into account media organizations, journalists, and partners. They also talked about the importance of the media's credibility, dependability, fake news, misinformation, and disinformation, as well as information literacy, the information landscape, malfunctioning algorithms, native advertising, sponsorship, and native advertising (Kanižaj—2019). In their research, numerous scholars have argued that both new and traditional media, including the internet and social media have contributed significantly to audience knowledge, culture, and image communication. The five most popular social media platforms—Facebook, Instagram, TikTok, Twitter, and WhatsApp—as well as the importance of restricting or banning the accounts of certain users, such as journalists and press organizations worldwide, have been covered by the researchers "Ahmed S.S. Abu Aziz (2022)." China is the home to the largest social media market in the world. This country differs greatly from other western nations in that it does not have direct access to the largest companies, such as Facebook, Twitter, and YouTube. The largest social media user base in the world is found in China, where over 40 percent of people spend their time online on various social media platforms, including blogs, micro blogs, the Internet, and other social media sites with over 513 million active users. Every social media platform in China has at least

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two significant local players, and each platform has its own unique set of geographical interests, strengths, and areas of focus (Chiu, Ip, & Silverman, 2012).

According to more recent research, the media has a significant impact on how the public perceives other nations. It can aid in people's comprehension and misperception of other nations, and people rely on the media to provide them with the necessary information about the world because they believe that the media is essential in shaping the perception of different nations. Mass media, traditional media, and now social media allow the government to shape public opinion through journalism (Saleem, N. (2007)).

According to more recent research, there are millions of events happening simultaneously every day. Journalists, reporters, and media organizations watch these events and inform us of the issues that are important to us and those that are not. Every day, the media updates us on the most recent global events. According to earlier research, the public and print media have a close relationship when it comes to personal suffering (Riaz, S. (2008)).

The corridor therefore will change the game for partner nations in the future. The creation of a corridor involves a number of organizations, including stock markets, stockbrokers, commercial banks, and full-fledged information exchange platforms like news organizations, print and electronic media outlets, the Internet, advanced digital technologies, smart energy, humanized big data, and artificially intelligent robots (Sarma, H. C. (2018)).

According to latest studies that "the communication channels" or "information diffusion corridors," which are the various platforms—Twitter, Instagram, TikTok, and WhatsApp—through which news, information or narratives go. A "corridor" could refer to the constrained, confined path that consumers take when consuming media, which is influenced by algorithms that display content that interests them. From a political standpoint Business Strategic Media Corridor: To manage narratives, several companies or political parties are establishing distinct "corridors" for focused messaging across various platforms. In scholarly inquiry the term "corridor" in communication and media studies can be used to figuratively describe the passage of mediated communication and Gatekeeping systems in social media settings.

The functions of the media are to represent stakeholders, and news articles and stories have a significant impact on society. Newspapers and magazines play a crucial role in influencing public opinion and even policymakers. While print media does not have the power to create policies, they can undoubtedly influence the foundation upon which policies are made globally. By creating a positive perception and positive statements in the minds of the stakeholders, the media is effectively filling the information gap. The body of research on the media's ability to influence policymakers' decisions has grown in recent years. The media can influence public opinion during the national election campaign or change public opinion. Authors, columnists, editors, reporters, broadcasters, and the mass media can all have a significant impact on the political landscape. By educating readers and viewers about the issues at hand, the mass media can also establish the campaign's agenda (Maxwell 1972).

According to certain studies in this era of information and technology, millions of people create news every day, and billions of people consume it via social media. We can refer to it as the "Technology Corridor" because of the news coverage, policymakers, modern society, fake news, and echo chambers. In this study, Datta, Whitmore, and Nwankpa (2021) examined how social media news generates a deluge of information that causes societal uncertainty. President Donald Trump instituted the Fake News Award during his administration. Although the idea of fake news is fictitious, it still merits greater attention and explanation because it is purposefully reported and can be proven to be untrue. "Fake news overlaps with misinformation and information disorder".

According to earlier research, the media's ability to communicate globally frequently results in ambiguous delivery of Chinese leadership policy statements. On the 50th anniversary of China Central Television's founding in 2008, Mr. Li Changchun made a significant policy announcement and urged the Chinese media to improve their communication capabilities so they can begin creating nationally and internationally renowned shows and goods. In order to improve our foreign language channels and broaden our collaboration with international television and media outlets (Salman, H. M. (2024)), a Chinese

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spokesperson at the time urged the media to go global. Our voice and positive image can be heard in thousands of homes worldwide through television channels. Since soft power is the ability to persuade the world to accept the dominant nation's own normative values, language, media, education, and economic practices, they have examined the relationship between communication and communication capacity extensively in his speech and are driven to spread Chinese soft power globally. Communication, according to "Li," is a type of symbolic power that refers to the capacity to act in pursuit of one's goals and interests as well as the process of establishing credibility for a reliable source. They also talked about the four primary categories of power, which are "political power, economic power, coercive power, and symbolic power" (Sun, W. (2009)).

"Manipulation, propaganda, fabrication, satire, and parody" are additional terms that fall under this category. According to Datta, Whitmore, and Nwankpa (2021), "Fake News" is defined as "misinformation, incorrect or misleading information that is deliberately spread to influence the public opinion." This is the simplest way to sum up all of the earlier definitions. The same researchers went on to say that the majority of people who consume news on social media do so without bias or lack of authenticity regarding political issues, fraud, heart attacks, and benefits. The majority of users use social media exclusively for news searches in the form of articles, videos, audios, opinions, and tweets without citations. This is an overloaded era of information sharing, news creation, news consumption, and propaganda.

The ratio of news information produced over time is known as news information velocity. Naturally, news content is big data, also known as big information, which is produced, disseminated, and accessed daily on social media. According to Datta, Whitmore, and Nwankpa (2021), velocity is the rate or speed at which data or news information is generated on social media per unit of time.

The entertainment sector, which includes TV shows, the publishing and advertising sectors, radio, television, festival displays, folk cultures, art centers, and digital technology, can also be extremely important in fostering international understanding. A Chinese Culture Center, CCTV English News, China Radio International, and an international documentary channel have all been established by Pakistan as part of the cordial interchange between China and Pakistan through the Pakistan Economic Corridor (Asif, Ali, M'Begniga, Gouging, Yang & Hashim, 2021). Social media also plays a significant role in reducing the communication barriers and developing guidelines and tactics to address cultural differences.

Since the late 20th century, when cable networks, satellite systems, digital media technology, internet service, computers, laptops, mobile phones, and social media were developed, electronic media has helped people all over the world understand what is going on in the world. People can also use the internet and electronic media to understand global issues and play a big part in changing how people communicate globally. The internet is a more potent instrument than print or electronic media because it allows people to interact with others at anytime, anywhere in the globe, in addition to communicating with members of their community, region, or nation. On the internet, people may freely express themselves, post images, videos, and audio, and share information with people around the world.

Media companies work in increasingly global arenas by soliciting new audiences and consumers, distributing print and broadcast media directly to new locations without altering the original content for audiences with different languages and cultural backgrounds, and more. Simply put, the media industry operates at both the local and international levels, which is why international communication is regarded as "public diplomacy." Mass media also plays a crucial role in public-to-communication. Accurate news broadcasting and information sharing between nations are essential functions of journalistic media. The media industry partnership between Russia and China has created a wider platform to improve information sharing and understanding between the two countries.

Shafer & Freedman (2010) have examined the state of the mass media in Kazakhstan, Uzbekistan, Tajikistan, Kyrgyzstan, and Turkmenistan. The Soviet Union controlled these nations; the media landscape was dire, and the media was subject to the government's oversight. There isn't much contemporary research on mass media in Central Asia.

China is a different country when it comes to social media use; Facebook, YouTube, and even Twitter are not available there (Chiu & Silverman, 2012). The Chinese market is inaccessible to these businesses. Chinese consumers do not have access

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to social media, despite it being the second largest economy in the world. In addition to having the most active social media environment in the world in China, where more than 300 Minnesota bloggers and micro-bloggers reside, and more than 513 Minnesota users nearly double that of Americans and spend more than 40% of their time on social media. In addition to being more active on social media than users from other nations, Chinese people also have more than one account. Social Media platforms like Sina Wiebo, TikTok, We Chat, Tencent QQ, Tencent Video, Likee, Little Red Book, Zhihu, and Baidu Tieba are more widely used in China than others.

More crucial is how investors react to shifts in both positive and negative development-related news. According to more recent research, investors respond swiftly and strongly to good news, and the stock market rises as a result, improving the outcomes. It is concluded that the financial market, particularly the stock market, is impacted by both positive and negative news about the CPEC that is reported in the media (Yuanyuan, Kumari, Ilyas, & Marwat, 2023). The financial market's stock market returns, interest rates, and commodity prices are all impacted by macroeconomic news coverage; claimed by Corbet, Larkin, Lucey, Meegan, and Yarovaya (2020).

The relationship between the media and the stock market has been extensively studied by (Tetlock 2007). Using daily articles from the Wall Street Journal, a popular news paper, the researchers discovered that a high level of negativity in the mass media predicts a decline in the pressure on market prices.

The researchers have concluded that the influence of news media on the stock market is significant because the stock market has no effect on the media coverage of the housing market. The relationship between real estate news and industry share news has been extensively studied and proven to be attributed to media influence (Walker, C. B. (2016)). Recent data supports the hypothesis that, even after adjusting for well-known risk factors, stocks with little media coverage generate higher returns than those with extensive media coverage (Fang & Peress, 2009).

The article (Mengal, Hussain, Taj, Liang, & Taj, 2018) quickly came to the conclusion that the two designated news papers, Dawn and Jang, had a significant impact on closing the information gap between the stakeholders and the CPEC media campaign in Pakistan. Numerous studies on the media's role have been published; these studies have confirmed that the media plays a significant role in our society and has evolved into a fourth pillar of the state, influencing it in a number of ways. The public's education, entertainment, and information are the media's primary purposes. Since the media is a mirror of society, it is their responsibility to portray the real picture of society through the media and to respect the opinions and circumstances of those involved in mass media.

There has been a growing body of research in recent years on how the media shapes public perceptions of the BRI's flagship project through its coverage of CPEC. The role of the media in promoting the project globally has also been the subject of numerous studies in recent years, as the international community is interested in learning more about the latest developments of the China-Pakistan Economic Corridor (CPEC). The researchers chose the top three English-language newspapers in Pakistan, "The News International, The Nation, and Dawn," and assessed the CPEC's popularity based on whether it received favorable, unfavorable, or neutral news coverage in Pakistan (Qianqian & Yijun, 2020)

Cross-border Media Networks

Previous studies have reported that the media globalization used to the communication of the media with developing global political, cultural and economic patterns of interconnection. Media globalization and new media promote the development of a state-of-the-art digital public diplomacy for the countries (Xing, Huang & Ngu, 2022). This is especially true of cultural exchange between the countries through media cooperation. New media outlets and media organizations have also shown themselves to be helpful in promoting the spread of culture. China has taken the initiative to take on the role of a superpower and create public diplomacy programs for people-to-people exchanges in the international community. Marshall McLuhan has used the phrase "the medium is the message" in his book Understanding Media: The Extensions of Man. Following the development of satellite systems and cable networks, digital technology has allowed the global media to expand their reach. Just as print media can provide insight into local and global events, global audiences can also improve their comprehension of global issues by assuming that radio, television, the internet, and film are available. The mass media has a fantastic influence on people all over the world. In particular, the internet has a significant role in changing the

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way people communicate globally and has sped up the process of globalization as a new media model (Xing, Huang & Ngu, 2022).

More recent research on the Corridors has confirmed that the "China-Mongolia-Russia Economic Corridor" is strengthening the relationship between the countries through mass media cooperation and exchange in the form of books, TV shows, movies, and artistic performances. One of the four great classical Chinese novels, "Journey to the West," is a Russian film that was aired on Russian media outlets in 2021. It was presented by the China Center TV Station. For example, Mongolian TV dramas and films like "Beijing Youth," "Ordinary World," and Parental Love have been aired on Mongolian Television for the local audience in Mongolia.

According to Xing, Huang, and Ngu (2022), the Chinese and Russian Governments designated 2016 and 2017 as the years of "Russian Chinese Media Exchanges." There were roundtable summits, bilateral media forums, and conferences between the two Governments, as well as more than 200 media collaboration projects, journalistic exchange programs, and cooperation forums. Finally, Rossiya and Global Times wrote a joint column titled "Perspective Russia." It is a remarkable achievement of the Chinese and Russian media cooperation between the two countries.

According to Simons, G. (2021), the mainstream Swedish media covered the 2018 general election in a biased manner. Similar to the spiral of silence, the opinion corridor is a concept of consensus enforcement that subjected actors whose values and norms did not align with these ideals to criticism and mockery. According to the researcher, the mass media shapes and influences information and cognitive domains by spreading myths about core national values. Framing is a process that involves communicating, choosing, and emphasizing the aspects of events while drawing connections between them.

The media has evolved into a powerful instrument for influencing public opinion across nations. Additionally, it provides a link between public opinion, politicians, and the government. The function of the media in Pakistan-Afghanistan diplomatic relations has been thoroughly examined, and the media coverage of both nations has also been examined (Mushtaq & Baig, 2015). Media in Pakistan and Afghanistan were not established in the beginning, but under General Pervaiz Musharaf, Afghanistan saw the publication of hundreds of publications, 175 FM stations, and nearly 80 terrestrial TV channels. While print media was publishing well, General Pervaiz Musharaf has also given electronic media a boost in the past ten years.

According to several studies, the media has become a source of information for high-ranking officials, a reflection of the nation's foreign policy, and its strategic significance is undeniable. Policy decision-making, agenda-setting, and goal-setting can all be accelerated by the media (Mushtaq & Baig, 2015). According to numerous scholars, the media prioritizes issues for its readers and audience. It also provides background information on news stories and intended hidden meanings. The next step in agenda-setting is framing, which tells audiences what to think about. The second part of the process is how to think about it (Baig & Mushtaq 2015).

Numerous studies have identified two primary approaches: hegemony, which holds that government information, is publicly accessible within the boundaries, and indexing, which occurs when the media tends to reflect the political elite debate rather uncritically. Debates on delicate political subjects are one example of how the government and media can have different frames. The journalistic interpretation of the event can be enhanced by elections and public debate (Simons, G., 2021).

After citing a few instances from multiple earlier studies, the researcher came to the conclusion that an image is a subtle mental fusion of different characteristics; image building is everything because people have learned to relate to a situation and the actions that take place within it. Since the majority of people get their information and opinions about nations, societies, and large-scale projects from the media (Saleem, N. (2007)). In journalism, we can say that an image building of a nation or a project can be defined in terms of the political, economic, military, diplomatic, and religious relations in the ever-changing domestic, regional, and international scenario and its effects on the thoughts, behaviors, feelings, and inclinations of the media organization owners. Image building is defined as a conceptual picture that we have in our minds about a person, things, projects, and countries.

Theoretical Framework

The **Agenda-Setting Theory**, proposed by McCombs and Shaw (1972), argues that the media

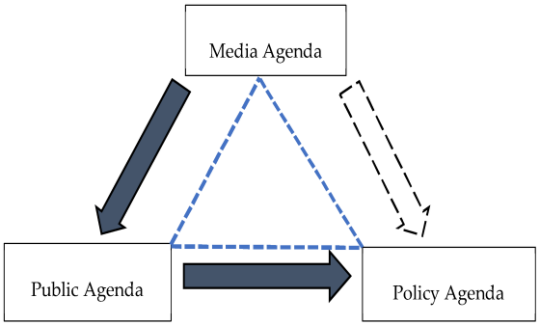
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plays a crucial role in shaping public perception by influencing what issues people think about, rather than what they should think. By emphasizing certain topics, the media constructs a "salience hierarchy," positioning some issues as more important than others in the public mind.

This makes the theory particularly relevant to comparative studies of media framing and global communication corridors, as it provides a foundation to analyze **how media prioritizes and frames national vs. global discourses (**Salman, H. M. (2022)**).**

To discuss the relevance of the theory to the Study in examining the **Media Corridor** against the **Global Corridors** (global media networks), the Agenda-Setting Theory provides a conceptual lens to understand how local vs. global media outlets **prioritize issues**, compare the **salience of topics** and analyze whether global corridors influence or override local narratives in shaping public opinion and political discourse. The researchers have discussed the **core assumptions of Agenda-Setting Theory, that are;** Media corridors highlight issues that align with domestic priorities, while global corridors may stress global concerns. **Framing & Representation:** The way issues are framed differs, influencing how audiences interpret them. **Public Agenda Formation:** Audiences in different contexts form perceptions of importance based on which corridor (local or global) dominates the narrative.

Using Agenda-Setting theory, the study will compare the **First-Level Agenda-Setting, for instance** what topics are given more coverage in the Media Corridor vs. Global Corridors? And **Second-Level Agenda-Setting is** how the same issues portrayed differently? Example: Global corridors may frame economic projects as "geopolitical competition," while local corridors may frame them as "national development." **Intermedia Agenda-Setting**, to what extent does global corridors influence local media agendas? Bellow Diagram has been taken from the study of "Oo, Z., & Dai, Y. (2025)" to highlight this issue.



The idea of agenda-setting has changed over time, expanding from its original importance on the impact of the media on public opinion (first level) to the importance of particular characteristics linked to problems or objects (second level) and, occasionally, its effects on political elites' policy attitudes. A framework for analyzing how media characteristics impact public agenda, which can then impact policy agenda, is offered by second-level agenda-setting theory (Oo, Z., & Dai, Y. (2025)). **The researcher has discussed the conceptual model of the Media Corridor vs. Global Corridors, here the Global Corridor means international media and Media Corridor means Local/National Media and Public Agenda means public perceptions, participation and attitudes.** This model positions **media corridors as mediators** between global flows of information and localized public opinion, allowing comparison of the **power dynamics of agenda-setting** across contexts.

By applying Agenda-Setting Theory for **Theoretical Contribution** to the comparative study of Media and Global Corridors, the framework offers insights into how **media corridors act as both gatekeepers and transmitters** of international narratives, influencing political trust, economic perceptions, and cultural integration.

Why Agenda-Setting Theory fits a corridors comparison

Corridors (urban/infrastructure/global corridors) are spatially linear zones where physical flows (people, trade, and infrastructure) and social flows (information, attention, institutions) concentrate. Media Corridors (networks, platforms and concentrated cross-border media linkages) can generate patterns of attention and issue salience that differ from those produced along Global Corridors (transport/trade corridors where geopolitical and economic actors set agendas).

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In this research study the researcher has proposed the mechanism to address how the agenda setting works in corridors. In Media Corridor dense media linkages allow rapid amplification of the issues across the corridor to producing synchronized media agendas among the corridor outlets. Global Corridors concentrate economic and political stakeholders whose priorities the trade, security, investment set a policy agenda that may be mirrored by regional media. Focusing on **Gatekeeping & Ownership Mechanism** and **Attribute Setting/Framing Mechanism** Media in corridor contexts emphasize different attributes, producing divergent second-level agendas across corridor types.

Media outlets situated within an identified *Media Corridor* will show higher inter-media agenda congruence than media outlets along Global Corridors. Media issue salience in Media Corridors will more strongly predict public issue salience than media issue salience in Global Corridors. Global Corridor coverage will frame issues more in economic/security attributes, while Media Corridor coverage will frame them more in identity/cultural/communicative attributes.

Agenda Setting Theory

The beginning stage of agenda setting theory can be traced as far as in 1992, when the Walter show his concerns on the vital role that the Mass Media can do influencing the setting of certain picture on the public opinions. This theory explains the ability of Mass Media to influence the importance placed on the topics of public agenda. The agenda setting theory is vastly developed in which more than 300 scholars were done after Shaw and Macomb's research in 1972. These can be seen from the research as done by Lippmann. The study stands with 2 main objectives; one: the study is aimed to study on what is meant my agenda setting theory. Two: the study tries to identity the whole inter media building in connection to agenda setting theory. The significant of this study to providing a comprehensive understanding on the agenda setting theory with the implication to the public at large is a real truth behind the role of Mass Media in influencing on the public opinion (Salman, H. M., & Aleem, D. N. (2024)).

The agenda setting theory that discuss on how the Mass Media influences creating the issues as a public agenda, the public agenda is the main focus on the issues of society. The Agenda setting Theory is elaborates the connection is term of relationships between the emphasis that the Mass Media put the issues which begins as an explanation on how the Mass Media affects to change the pattern in political behavior during elections. International Scholars believed that the agenda setting theory in the connection with Mass Media stands with inters relationships between four agendas, such as agendas are defined as public agenda, as a media agenda, policy agenda and Government's agenda (Salman, H. M. (2022)).

Methodology

According to the conceptual framework of this study, the qualitative research method is appropriate, because there is a mixture of content analysis, thematic analysis and in-depth interviews. The theoretical background of this research is based on the agenda-setting theory to promote the government agenda, media agenda and public agenda. To fully examine the key populism concepts considered here as a multi-methodological framework and approach were adopted.

In this study the researchers have presented a theoretical and methodological framework, based on the data gathered from the In Depth Interviews, in the process of the research. With the some objectives, the researchers have conducted 10 interviews with the relevant fields of the experts belonging to the area of Media, Academic, Analyst, Government Officials, and Political personalities. This study has focused on three major points; First: The critical situation of media in Pakistan, China and Central Asia, Second: To build up the concept of media corridor between Pakistan, China and Central Asia, Third: To provide a positive way for public diplomacy to policymakers from both sides. And last one that, the researchers have presented a new concept for "Media Corridor" between Pakistan, China, and Central Asia, that will support the Media Industry to make more stronger.

Research Method

A cross-sectional approach was used in this study to ensure data validity and reliability across three different data collection methods: in-depth interviews with the policy agenda (PAD), surveys of the public agenda (PA), and content analysis of the media agenda (MA).

"Delphi Method was used to forecast process framework, which is based on the results of multiple rounds of the questionnaire sent to a panel

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of experts, and the anonymous responses are aggregated and shared with the group after each round. This method also used for "face to face interviews", at that time it is called the Mini Delphi method.

As the researchers believed that Pakistan is trying to reach to the Central Asian Market, so it is dire need to establish a Media Corridor, and a Media Collaboration between the countries, that's why it is dire need to have some Media Industry Linkages. So with this Corridor Pakistan can develop Media Cooperation between the countries. With this research paper the researcher have to develop a concept for Media Corridor between Pakistan, China and Central Asia. So the population for this study is the governments spoke persons, Journalists, Media Houses, News Agencies and Business Community. This research is a comparative study for the Media Corridor with other Global Corridors to show the importance of Media Corridor to the authorities and stakeholders.

Conclusion

Media corridor" is an emerging concept in regional media/diplomatic strategies, while "Global corridors" (development, transport, economic corridors) are better-established in planning, geography, and international development literatures. **In this study the researchers have explored the benefits and positive impact of Media Corridor between Pakistan, China and Central Asia, which are including; Public Diplomacy, Global Communication Order, Media Capitalism, Mediatization of Corridors, Economical benefits, Political Influence, Cultural Hegemony** and **Narrative Building.**

In this study the researchers have highlighted the importance and difficulties of Media Corridor by comparing with the global corridors and to developing a concept of media corridor between the countries, like due to linguistic hurdles the need of translation and dubbing infrastructure in each country like Urdu, English, Chinese, Russian, and Central Asian languages. The comparative analysis of the Media Corridor with pre established global corridors highlighted its uniqueness positioning and developmental challenges. While global corridors such as the Belt and Road Initiative (BRI), the North-South Transport Corridor (NSTC), and the European TEN-T network serve as models of connectivity, trade facilitation, and economic integration, the Media Corridor stands out for its potential to link regional markets through enhanced communication, cultural exchange, and digital integration. Unlike traditional corridors that focus predominantly on physical infrastructure and trade routes, the Media Corridor offers a hybrid model—blending infrastructure with electronic media, print media and social media, information technology, and soft power. However, the comparison also reveals gaps. The Media Corridor must overcome limitations of financing, governance, and regional cooperation to achieve the scale and impact of its global counterparts. Successful implementation will depend on strategic partnerships, sustainable policies, and the ability to adapt global best practices to local contexts. Ultimately, while the Media Corridor is still in its formative stage compared to established global corridors, it carries the potential to become a transformative platform—not only for economic connectivity but also for cultural diplomacy and knowledge exchange. If supported with the right vision and collaboration, it can evolve into a model corridor that balances trade, technology, and culture in an increasingly interconnected world.

Future Research Studies

After carefully investigation of this study (Oo, Z., & Dai, Y. (2025)), the researchers have came to the conclusion that future research should look at how media pattern has been changed over the course of several administrations, including the current one. The findings also call for a thorough investigation of the media's influence on public opinion as well as look at how governance concerns are portrayed in the media more generally.

This work has limitations in light of future research endeavors. This study does not address broader contextual factors, such as media landscape, governmental influence on media, the multifaceted roles of journalists, or geopolitical considerations, because it's primary focus was on examining media effects on policy priorities mediated through public opinion regarding BRI projects through an empirical study of agenda-setting effects.

Future studies may therefore compare incumbent administrations and succeeding

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governments in democratic nations to examine how media trends change over time. This is because different regimes have different policies regarding foreign investments, which may make media-influenced public opinions less significant. In addition to more modern or "hybrid" media sources, so the future research should look at a wider range of media sources because these methods may shed light on the relative benefits of various platforms that facilitate agenda-setting and information sharing between the general public and political elites.

Some important fields of the area of the research are still pending to investigate, which are including; **Digital Infrastructure, Media Convergence, Social Media Corridors, Information Superhighway, Cyber Corridors, Media Globalization, Artificial Intelligence in Media, Algorithmic Corridors and Digital Belt and Road Initiative.**

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