

# Conference on Positive Propaganda vs. Rhetoric: Managing Policy Perception of Pakistan

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**PAKISTAN HOUSE**  
About

Pakistan House was established in 2012 and embarked upon a challenging task that is to build a positive, secure and balanced world approach towards developing societies. There is a need now, more than ever before, for impartial and critical analysis of regional and international security issues and to address country specific challenges and opportunities from Pakistani perspective. For this purpose, a forum like Pakistan House is needed to serve as an independent think tank based in Denmark and Pakistan which will strive to promote the soft image of Pakistan.

In most countries, private, non-governmental think tanks are now an necessary part of the discourse and debates of international strategic issues. There is virtually no such forum at present, as the few think tanks are generally government run and financed, and suffer from limitations and constraints, which such ownership entails. Despite their effort to produce independent and objective analysis, they have to project government positions and points of view. Thus they lack the impeccable credibility and are not in a position to provide meaning policy inputs.

It will be the endeavor of Pakistan House as an independent think that owes no allegiance to any government or to any political body. It does not take institutional positions on policy issues and brings an independent perspective in its studies and analysis. Pakistan House will play an important role to create social harmony between different stakeholders, namely: educationists, policy makers, security, and defence experts.

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POST-CONFERENCE REPORT

On 29th of April 2019, Pakistan House organized a one-day International Conference in Islamabad on "Positive Propaganda vs. Rhetoric: Managing Policy Perception of Pakistan."

Ms Sana Maqbool, News Anchor at PTV World, was the Master of the Ceremony.

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