

# Impacts of Cultural Exchange Programs on students of Pakistan; a Case study of GCU U-GRADS

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## Abstract:

*The purpose of this study is to identify the major objectives of cultural exchange programs and its impacts on the Pakistani Students. The Bureau of Educational and Cultural Affairs (ECA) float the main idea. Every year hundreds of undergraduate students are selected from Pakistan for the purpose of studying in United States for a semester or two in Global U-Grad and Postgraduate students for a period of 5 years as a Fulbright. The policies are developed by ECA to guarantee the main objectives of Fulbright and is further assisted by the bi-national foundations and commissions of 50 countries including United States Embassies in 100 other countries and different other cooperating agencies working in United States. The ECA along with the undergraduate and postgraduate students also sends teachers to study abroad in the Fulbright Teacher Exchange Program in*

*order to coach them the skills required for teaching and to grant opportunities to both students and teachers to conduct their research abroad. This study aims to evaluate aims and objectives of cultural exchange programs especially the Global Undergraduate program in Pakistan. Impacts of Global UGRAD on the students of Pakistan, how and in what way they are helping the students in achieving their aims and future endeavors. Further the research will shed light on history and political importance of these programs.*

**Key Words:** Cultural Exchange, Hegemony, Civil Society, Political Society, Soft Power, Public Diplomacy, Dominance, Obedience, Alumni

## Introduction:

Every society has its own culture depending on its norms, values, traditions and sometimes religion. This culture transfers from generation to generation either the same as their ancestors observed or with some advancement as the time and changing world demands. Now it is obvious that culture changes as to the need of an hour. Usually culture is attached to one's tribe or community; this diversity may be because of geography or certain inherent beliefs of individuals (religious or political). Similarly every country has its own culture with certain subcultures in it. The concept of global village has made every individual to have its arm stretched at every corner of the world thus sometimes borrowing of culture<sup>1</sup> is observed in some people of community or country which as a result affects the whole community. Now, cultural exchange programs are the initiatives of governments

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<sup>1</sup>**Cultural borrowing:** it is referred to as to adoption or assimilation of one culture by several other cultural groups.

<sup>2</sup> **Soft image:** It is described as the ability to pursue others to do particular task.

<sup>3</sup> "Fulbright", accessed on 24 June 2014, <http://www.cies.org/about-us/about-senator-j-william-fulbright>

<sup>4</sup> Catherine W. Menninger, People to people, accessed on June 22, 2014,

to develop a more harmonized world by this borrowing or sharing of culture, ideas and soft image<sup>2</sup> of each other through educational means. Usually culture exchange is understand as the mutual transfer of individuals between two states for promoting friendly relations but in real it is an effort to enhance cultural understanding among the individuals of different states "to make a peaceful world of understanding and harmony by representation of diversity of cultures by individuals of their respective countries"<sup>3</sup>. In this regard American President Dwight D. Eisenhower had said:

*I believe as various people before me believed that the ultimate way of peaceful relations between nations is only possible through understanding and respect.*<sup>4</sup>

It is not wrong to name these programs as the cultural diplomacy in the domain of public diplomacy<sup>5</sup> and for this education and training programs best serves the purpose.

<https://www.ptpi.org/FileHandler.ashx?id=78&table=DownloadCenter&dataCol=DownloadPdfFile&typeCol=DownloadPdfType&keycol=DownloadId>

<sup>5</sup>US advisory commission on public diplomacy, "Building America's public diplomacy through a reformed structure and additional resources". Washington: US advisory council, 2002.

The contending idea of soft power has been affirmed by Joseph Nye.

J. William Fulbright said:

*“Educational and cultural exchange contribute to improve international relations.”<sup>6</sup>*

These programs in addition to the benefits being offered to the students to project good image of their country, also opens up opportunities at national as well as an international level which further helps them in their future endeavors. In Pakistan United States Educational Foundation in Pakistan (USEFP), which incorporates various cultural exchange programs for students, scholars, trainers and teachers, initiates these programs. This paper will shed light on Global Undergraduate Cultural Exchange programs (UGRAD) invested by the United States Educational Foundation in Pakistan (USEFP). Senator J. William Fulbright was the man who made these programs as an essential part of American Foreign Policy in order to strengthen America's image before

the world through educational and cultural means. According to him

*“Educational and particularly cultural exchange are key factors for promoting freedom, peace and international collaboration.”<sup>7</sup>*

As a result Fulbright Hays Act 1961 also known as Mutual Educational and Cultural Exchange Act 1961<sup>8</sup> was introduced and passed by 87<sup>th</sup> congress which now regulates all educational and cultural exchange programs. Further impacts of these cultural exchange programs on students of Pakistan will be discussed in later chapter, and how these programs are spreading positive impacts on the students of Pakistan. These programs are promoting awareness to each other's cultures and traditions and help them in the promotion of friendly relations between the people of Pakistan and America, which in the long term helps to promote friendly partners.

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<sup>6</sup> “Bureau of Educational and Cultural Affairs”, accessed on June 18, 2014, <http://eca.state.gov/fulbright/about-fulbright>

<sup>7</sup> “Bureau of Educational and Cultural Affairs”, accessed on June 12, 2014, <http://eca.state.gov/fulbright/information>

<sup>8</sup> Mutual Educational and Cultural Exchange Act of 1961

### Statement of problem

Cultural exchange programs are established to strengthen one's peaceful image by educational means and it is observed that students from backward areas are more likely to be selected for such programs. The focus will be to what extent this program is fulfilling its aims and objectives and what are its impacts on the students of Pakistan.

### Aims & Objectives:

The research cadres following aims and objectives:

- To shed light on the objectives and history of Fulbright cultural exchange scholarship.
- To assess what are the explicit and implicit objectives of the Program.
- To assess how individuals are implicated in the international cultural politics.
- To analyze if these programs are tools for governments to project their soft power.
- What are the criteria of choosing and selecting students and what are political imperatives involved.
- To analyze impacts of Fulbright scholarship on students of Pakistan.

### Significance:

This study will help understanding the purpose of Cultural Exchange Programs and scholarship introduced by United States especially Global UGRAD-Pakistan, how and in what way it affects their personality and helps them in achieving their future goals. Moreover, interviews and experiences of students who had been to United States on scholarship will help new cultural ambassadors, in reducing the problems of cultural shocks and how to adjust in alien culture.

### Research questions:

Following questions will be the pillars of this research:

1. What are cultural exchange programs?
2. Complete overview and background of Global undergraduate and Fulbright scholarship.
3. What are the aims and objectives of scholarship programs?
4. What is the criterion of selection?
5. What are the impacts of this scholarship on students of Pakistan?

## Methodology

Research is Qualitative in nature and data both from primary and secondary sources has been taken. Data has been collected in two steps:

1. For assessing aims and objectives of Undergraduate Cultural Exchange program websites, pamphlets and Fulbright scholarship office was contacted. All related websites are scanned to develop basic themes concerning aims and objectives of the program. The content analysis of web related material was used to select themes for the focus group discussion
2. On the basis of these aims and objectives certain themes and questions were drawn on the basis of which a focus group interview of Global U-Grads was conducted to get primary information. Particular emphasis was given to assessing the sync between the avowed aims of the project and the experiences of the students in their U-grad program in the USA. The analysis of data

collected through focus groups was then organized to assess impacts as major and coordinate themes on the students.

## Theoretical framework:

Cultural exchange programs are for promoting a peaceful world through friendly relations by education. Where these programs have worldwide shared aim of establishing a homogenous and peaceful world, at the same time seems a tool for major powers to soften their image before nations to accomplish their deep down goals and objectives. These programs help them to gain support and hope of smaller nations and thus sometimes evolve a system of exploitation and manipulations as Lenin said “dominance is the hegemony of proletariat<sup>9</sup> over exploited class.”<sup>10</sup> It is contending idea that everything works the way it seems but in reality as Hobbes said, “man is selfish in nature”, there are behind the scene aims and objectives of all the good initiatives. As doctors don’t work for humanity as it is usually interpreted, rather it’s their profession and livelihood, which is

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<sup>9</sup> Proletariat: Marx used the term Proletariats for haves i.e., that class of society who possess means of production.

<sup>10</sup>“Postcolonial Studies@ Emory”, accessed June 12, 2014, <http://postcolonialstudies.emory.edu/hegemony-in-gramsci/>

based on these treatments. These programs satisfy and impose the wishes and desires of their founders. These are the tools to define their foreign policies keeping in view their domestic aims and objectives.

Laterally, I could not find any concrete literature about these programs except their usual websites and pamphlets. For this, these programs should be discussed under two main concepts, which are Gramsci's concept of hegemony and Joseph Nye's concept of Soft power. Latter can also be used to answer the question as how Americans are softening their image by winning war of position and by utilizing peaceful and non intervention strategies.

#### Gramsci's concept of hegemony:

Antonio Gramsci was an Italian political thinker and activist. He had been leader of Communist party of Italy.<sup>11</sup> He is famous for his main concept of cultural hegemony. At that time hegemony was a concept to represent the political leadership of working class. Gramsci used this concept to elaborate how the bourgeoisie i.e., the ruling class

possessing means of production keeps its maintenance and establishment over the common masses. Gramsci further elaborated that the capitalist system is sustaining because it is not only using coercion to take out its objectives and motives, there is also the consent of lower class. Gramsci's theory says that subordinate groups accepts and follow ideas, values and dominance of dominant class not because they are stimulated by force or violence rather they have reason of their own to follow all those ideologies and norms.

*"The domination of haves is evident in two respects; "dominance and intellectual and moral leadership. The ultimate use of power and hegemony lies in both force and consent and the system is balanced accordingly."*<sup>12</sup>

Gramsci has given two concepts relating to society i.e., civil society and political society.<sup>13</sup> According to him civil society inculcates intellectuals i.e., institutions like schools, clubs, private organizations, journals, political parties and churches. Ruling class stays in power only on the helm

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<sup>11</sup>Steve Jones, *Antonio Gramsci* (Oxon: Routledge, 2006), 16-18.

<sup>12</sup>"Hegemony", accessed June 17, 2014, <https://faculty.washington.edu/mlg/courses/definitions/hegemony.html>

<sup>13</sup>Steve Jones, *Antonio Gramsci*, (Oxon: Routledge, 2006), 41-55.



of civil society. These intellectuals and government employees promote and produce literature, which is very much in favor of the status quo and promotes a framed consciousness 'common sense'<sup>14</sup> in favor of the dominant class.<sup>15</sup> This common sense makes the individuals subordinate to the dominant class and they do what the ruling class demands 'obedience'. In this way the common masses are trained to become a catalyst for the very survival of bourgeoisie class. This civil society is more or less related to soft power of dominant/ruling class. While on the other hand political society consists of department of police, army, courts and government. Political society is associated with hard power as they suppress the revolts of anti-common sense agenda by utilizing force, violation and coercion. Civil society promotes ideas and intellectuals promote those ideas in a particular consciousness in the masses.<sup>16</sup> They spread their ideas and innovates consent for the rules and regulations imposed by ruling class

(government). Usually this is done by educational means by producing a pro-ruling class literature and understandings. Now it would not be wrong to say that the cultural exchange programs are also producing those intellectuals who only sing songs of dominant class (United States) and asserts their policies and systems as the ultimatum for development and progress.

Hegemony in this respect means the success of the leading/dominant classes in presenting their meaning of reality, their view of the world, in such a manner that other classes acknowledge it as 'common sense'. Dominant groups in society, including primarily but not entirely the ruling class, preserve their dominance by getting the "spontaneous consent" of subordinate groups, as well as the working class, through the bargain of a political and ideological consensus, which include both dominant and subordinate groups.<sup>17</sup> Dominant class emerges when it succeeds to win over the other classes of society to understand its own moral, political

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<sup>14</sup> Common Sense: The consciousness formulated and induced in minds of common people by civil society which supports bourgeoisie or ruling class.

<sup>15</sup>"Antonio Gramsci", accessed on June 15, 2014, <http://www.theory.org.uk/ctr-gram.htm#hege>

<sup>16</sup>Steve Jones, *Antonio Gramsci* (Oxon: Routledge, 2006), 41-55.

<sup>17</sup>"Postcolonial Studies@ Emory", accessed June 12, 2014, <http://postcolonialstudies.emory.edu/hegemony-in-gramsci/>

and cultural morals by assuming a consent of the majority of the people by their hegemony. This consent is not always peaceful and sometimes includes physical force or violence with intellectuals and cultural inducement through common sense<sup>18</sup>.

Similarly, if we consider the case of cultural exchange programs, Americans by promoting their own educational institutes and setups, they are spreading their ideologies in common masses. They are even spreading their own literature and arts all over the world to retain their own hegemony. Like civil society of Gramsci their teachers serves as intellectuals and frames the political as well as social consciousness of U-Grads studying in their country. These U-grads when comes from these developed societies experiences a cultural gap and they start comparing their own societies with that of others and a sense of inferiority emerges in the local people's mind. They try to adopt hegemonies culture and values and end up ignoring their own native traditions and cultures. Further the ruling class with the consent and by promotion of their own

common sense tries to influence the students and produce trained servants and laborers for them.

### Joseph Nye's concept of Soft power:

Joseph Nye first used the term "soft power" in his book "*Bound to Lead: The Changing Nature of American Power*".<sup>19</sup> He was of the opinion that the "Machiavellian concept of power"<sup>20</sup> (coercion and violence) has diminished its importance and now the power of influence and consent has replaced it. This soft power works by diplomatic relations; educational programs, foreign aid, community acts and developmental projects. Soft power helps to mold the people's mindset according to one's aims and objectives. It is the power of persuasion that urges others to move in confined and designed patterns. He termed this power as the other side of coin and it is the indirect way of getting the desired outcome. Nye categorized soft power in three inherent elements namely:

- **Culture:** promoting one's norms and traditions in other's societies.

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<sup>19</sup>Joseph S. Nye, *Soft Power; The means of success in World Politics* (New York: Public Affairs, 2004), 5-15.

<sup>20</sup> **Machiavellian concept of Power:** The ultimate source of victory is power and to crush and extinguish the enemy.



- **Political Values:** when people live in other's society, they promote their institutions and policies rather policies of their home country.
- **Foreign policy:** Justifying its international relations and getting their legitimacy.

In words of Joseph Nye:

*“A country could possibly get the outcome or results it wants when other nations respect its values, ethics or morals and follow it as an example and want to be that successful, but at the same time, it is also very important to grasp the attention of other nations in the world which will not only make them oblige to change as you want. This is the soft power and needs cooperation and collaboration among people and nations in international environment rather to use hard power.”<sup>21</sup>*

My inferences from interviews also show all above-mentioned traits in exchange ambassadors (U-grad Scholars). They are more advocates of American norms and tilted towards American culture and they strongly hold this opinion regarding Americans actions that whatever they've been doing and are doing in the name of independence is

absolutely right and justified. One of the respondent said that I would like to introduce the norms and policies of American society in my own country even if it takes me to employ violence and coercive means.

Soft power is enhanced when the policies and directions of particular country are considered as legitimate and justified. As after World War II, US foreign aid to destructed societies like Greece and Italy won pro-American sentiments and in both of the countries democratic style of governance was introduced to counter communism. Similarly, educational means are also employed by major powers to clear their position before the people who are facing crisis and sufferings. These cultural exchange programs take in the confidence of students and thus produce pro-American sentiments and increases soft power of America.

For the last few decades soft power has over passed hard power's means and methods and because of globalization the communication and idealistic concept of homogenous world of peace has polished soft power as the ultimate source to bring peace in society. Nye asserts that,

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<sup>21</sup> Ibid

*“Seduction always overpasses violence and coercion and various standards like human rights, democracy and personal prospects are exceptionally seductive.”<sup>22</sup>*

Upper hand is always in effort to suppress and exploit the subordinates and to keep their authority over others. Spread of democracy is nearly making people one's subordinates by compromising their own ideas.

There have been number of tools of spreading soft image of a particular country. Some of the instruments or tools used by governments to promote their soft image can be listed as:

- **Educational Programs:** Educational programs and creating opportunities for the foreigners to come and study in host countries is one of the best and successful tool deployed by governments to improve their image. This educational program helps them to promote people to people contacts and to remove misconceptions about other nations and people. They exchange their scholars and students to stimulate understandings and awareness relating to each other's

cultures and traditions. An example of World War II is considerable where the first cultural exchange program between Russia and USA was introduced to promote pro soviet sentiments and skeptically to promote a peaceful and homogeneous world.

- **Film industry:** Films play a very pivotal role for emitting particular ideas or ideology. American film industry i.e., Hollywood has its influence and market all over the world. Now some scholars are of the view that film industries are an important source of formulating foreign policy or implementations of their foreign policy by inducing set patterns and ideas in individual's minds. Hollywood have always sensationalized and dramatized their films and had also projected propaganda of their pro-soviet sentiments through their films in the late periods of WWI. After World War I scenario show America's concern to clear Russian image and to promote more Pro-soviet sentiments

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<sup>22</sup> Joseph S. Nye, “Soft Power and American Foreign Policy”, *Political Science quarterly* (2004): 4-17, accessed on July 10, 2014,

<http://www.pols.boun.edu.tr/uploads%5Cfiles%5C1104.pdf>

in an effort to counter Germans emerging hegemony. At present USA movies and documentaries have settled their market in every nook and crook of world and promote Pro-American sentiments and American culture (i.e., American ideas, values, norms and traditions), American democracy and American life style admired by common individuals. If one looks at the Pakistan community many traits of western civilization have been assimilated and the credit is mostly attached to films and social media.

- **Television:** Television serves as a translator of ideas and norms of particular society. Television is a modern form of Gramsci's intellectuals, which produces certain ideologies and belief under particular framework. Television programs not only transfers language, culture and doctrines but also helps in propaganda and to pressurize others. Framed information and news helps to polish the mind and consciousness of people in a certain restricted fashion.

- **Public Diplomacy:** Hans Tuch (1990) described public diplomacy; "a government's course of communication with foreign publics in an effort to promote understanding of its nation's ideas, thoughts, morals and ideals, its institutions and civilization, along with its domestic (national) goals and policies".

Edmund Gullion who had been Ex-US diplomat gave public diplomacy for the very first time. According to him Public diplomacy is the margin governmental intentions/objectives and propaganda. Public diplomacy is the influence of public on the foreign policies and its implications, cultivating government's foreign policies in other countries and nations by strengthening private organizations and institutions in other countries. Concept of public diplomacy emerges with the activation of Non Governmental Organization who acts as a bridge for public's feedback over foreign policies.

Nye has pointed out three main attributes of public diplomacy such as;

- Daily reporting of foreign policy measures;
- Critical discussion on vital political areas for the USA;
- Advancing ties and contacts with foreign viewers through the structure of interaction, exchanges and scientific donations.

Now considering American strength and influence over other countries in soft as well as hard power, contending means of soft power may be described as: educational programs such as cultural exchange programs, internet, public diplomacy, languages, sports, arts and literature, music, media and film industries.

Alexander L. Vuving in his article “*how soft power works*” (2009) points out three main common catalysts of soft power; and he names them as “beauty, brilliance and benignity”<sup>23</sup>.

- **Beauty:** It is mainly related to attraction for the state’s ideas, behavior, social system, values and visions. These programs promotes

inspiration, security and honor for other country’s ideologies and system which in return enhances legitimacy and credibility of other state leading to soft image of that state. This beauty makes the country a dream country and evolves charismatic leaders, as the image of China, USA and Russia is before the underdeveloped countries of Asia and Africa.

- **Brilliance:** It is the influence of other state’s norms and ideologies on others that they eagerly adopts and promotes those values and traditions thus increasing respect and value of other states. Like U-grad scholars wanted to see all the social setups of American society in their own countries.
- **Benignity:** It is like a gift in return to certain good gesture (cooperative behavior) from other states. It assures peaceful and benevolent relations among nation in the near future and thus invites more and more cooperation. . *Benignity* includes a spacious field of behaviors, varying

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<sup>23</sup> Alexander L. Vuving, “How Soft Power Works”, Paper presented at the panel “Soft Power and Smart Power,” *American Political*

*Science Association annual meeting*, (September 3, 2009): 5-12.

from doing no damage to others to vigorously defend and support them.

Soft power is the ability to pursue individuals or to make them behave in a certain way. Ways varies from country to country and policy implementers. Now a day, it has become the foremost concern of policy formulators to ensure their diplomatic soft image both in domestic as well foreign policies. United States enjoying status of super power in unipolar world has special concern over it in order to keep its hegemony intact. Passing of special act i.e., Mutual educational and cultural exchange act of 1962 for improving its relations with other countries is the fundamental evidence supporting this argument. The very objective of the act says “to strengthen the international relations of America by mutual understanding through educational and cultural exchanges.”<sup>24</sup> Critically speaking this mutual understanding is the “common sense” (Gramsci), which keeps the status quo of dominant party (USA) intact by dialogues, literature, assimilation of alien’s culture (USA) and to believe everything related to USA as the perfect and a standard

in achieving their own goals. This false consciousness that these programs only demonstrates spreading of education and to bring about development in the underdeveloped countries has totally polished the thinking patterns of masses in their orientation. Even the U-grad ambassadors accepts the America’s military intervention like in Afghanistan is justified as they are spreading democratic norms and traditions which for them is the only best way of administration and development.

## History of Global

### UGRAD Pakistan:

The cultural exchange programs are coordinated under Bureau of educational and cultural exchange affairs, department of state. The bureau was independently established in 1959<sup>25</sup> and works under the Fulbright hays act 1961 and initiates and sponsors cultural exchange programs by engaging students, trainees, teachers and instructors to promote friendly relations and sense of belonging

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<sup>24</sup>Mutual Educational and Cultural exchange Act 1961

<sup>25</sup>“Bureau of Educational and cultural exchange”, accessed June 22, 2014, <http://eca.state.gov/fulbright/about-fulbright>

throughout the world.<sup>26</sup> In Pakistan since 1950 this program were initiated by the US educational foundation in Pakistan (USEFP)<sup>27</sup> and runs by both Pakistani and American supervisors. USEFP is incorporated under 51<sup>st</sup> commission of “Fulbright Commission” which is established throughout the world to facilitate exchanges in home countries.<sup>28</sup> Fulbright commission regulates all Fulbright scholarships and finances these undergraduate programs as well. Fulbright scholarship programs and commissions are regulated by “Fulbright Foreign Scholarship Board” (FSSB) along with the state department; Bureau of educational and cultural affairs. FSSB consists of 12-member board directly appointed by President of United States of America who regulates programs in cooperation with sponsored countries consultants in US embassies.<sup>29</sup> FSSB sets policies and process of Fulbright programs and admission and finalizes and decides

grants for the programs both in US and in foreign countries.

These policies and procedures are dictated in Fulbright hays act also called as “Mutual educational and cultural exchange act of 1961”.

#### Source of these programs:

These programs are regulated under the Mutual Educational and cultural exchange Act of 1961. J. William Fulbright was the main sponsor of this Act in 1945.<sup>30</sup> He gave the idea of the positive usage of the surplus of World War II that could be used fruitfully to strengthen the image of United States after the war has torn world full of suspicions and threats. This act was passed by 87<sup>th</sup> United States congress and was signed by President Harry S. Truman on August 1, 1946.<sup>31</sup> The act states fundamentals of initiating cultural exchange and educational programs to promote friendly and conducive environment and to bridge gaps between various nations.

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<sup>26</sup>“The United States Educational Foundation in Pakistan”, accessed June 25, 2014, <http://www.usefpakistan.org/Programs/USFulbrightScholar.cfm?Tab=Programs>

<sup>27</sup>Ibid

<sup>28</sup>“The United States Educational Foundation in Pakistan”, accessed June 25, 2014, <http://www.usefpakistan.org/AboutUSEFP.cfm>

<sup>29</sup>Mutual Education and Cultural Exchange Act 1961

<sup>30</sup>“Fulbright Scholar Program”, accessed June 18, 2014, <http://www.cies.org/about-us/about-senator-j-william-fulbright>

<sup>31</sup> Ibid



## Objective:

The objective of the act states:

“To improve and strengthen the international relations of United States by increasing mutual understanding and awareness throughout the people of the world by educational and cultural exchange programs.”<sup>32</sup>

## Purpose:

This act was mainly passed to strengthen the international relations of United States by increasing the mutual understanding and awareness about people from various communities by educational and cultural exchange programs. In order to enhance ties and relations with other people common cultural and educational interests were introduced along with the launching of developmental projects, which is a strong move towards a peaceful and purposeful life for the people all over the world. It is facilitated by the inclusion of more and more collaboration for cultural and educational development thus promotes friendly, peaceful and sympathetic relations especially

between USA and other countries of the world.

## How Programs works:

Keeping in view the national interests of country, President can foster these programs in two ways:

- Educational Exchange
- Cultural exchange

### → Educational Exchange:

These programs include financing students, instructors, and other activities related to education. These grants includes both for US and non-US citizens either in US or abroad. It also includes trips and exchanges of students, teachers, instructors, trainers and professors.

### → Cultural exchange:

It includes the interchange of leaders, field experts, specialized in knowledge or particular skill, and other important personalities. Visits of performing arts and athletes in groups or individually, representing their field of interest like

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<sup>32</sup>Mutual Educational and Cultural Exchange Programs 1961

sports, music, dramatics etc. These include two-way visits both from USA to other countries and from other countries to USA as it deems according to the national interests.

Further the President is authorized to initiate programs and projects according to time and needs.<sup>33</sup> These may include interchanges of local products and specialties like handicrafts, scientific and technical tools, books (literature, government periodicals and publications) along with the translation and copy of educational material as laboratory apparatus and technical equipments. These are managed by centers for cultural tradeoff.<sup>34</sup> Establishment and expansion of schools and institutions for employing American ways and standard of education are also incorporated for promoting friendly relations, between USA and host countries. Professors, trainers and lecturers are also exchanged to teach subjects of their specialization. Special foreign language training programs may be financed to engage foreign teachers. Along with all these USA may make its presence in educational and technical meetings being held anywhere in

the world, to promote independent research especially, in educational and cultural parameters.

### Global Undergraduates Pakistan:

Pakistan and United states because of their geographical gaps could not get opportunity to know one and other and therefore it is essential to provide such environment as to satiate this communication gap between two nations. Global Undergraduates from Pakistan develops long lasting relation with United States through universities, community organizations, and businesses and through other activities when they visit United States on scholarship provided by State department. They develop a totally new perspective about Americans and in this way a course of understanding and mutual association develops among the people of both communities.

To keep in mind the above objectives, In 2010 the Bureau for educational and cultural exchange programs introduced the global undergraduate exchange program Pakistan (Global UGRAD) for Pakistani undergraduates to study a semester or two in United states with the same objectives of

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<sup>33</sup> Mutual Educational and Cultural Exchange Act 1961

<sup>34</sup>Ibid

promoting awareness and sharing of cultures among individuals and to induce leadership skills in them.<sup>35</sup> This is a non-degree cultural exchange program. In Pakistan, the United States educational foundation in Pakistan (USEFP) administers this program by coordinating with International research and exchange Board (IREX) in US. Both the departments work under the umbrella of Bureau for ECA. The first batch under this program went to USA for a period 2010-2011 and came back Pakistan to complete their degree. The duration of program depends upon the program for which student is selected. Usually student is selected to complete its one semester either in fall or spring in USA but under NESAs i.e., Near East and South Asia which began in 2007 the students go abroad for two semesters i.e., complete one year in USA. The NESAs along with studies includes internships and community works for students. These internships and community work must be according to the major discipline of an individual. Approximately 4000 Pakistani

and above 800 Americans so far have joined this program. The ultimate goal of these programs is to learn about each other's countries and to promote leadership qualities among the masses. The age limit for this program is restricted to 25 years and students enrolled in 1<sup>st</sup> three years (freshmen, sophomore and junior year) of their bachelor's degree are only eligible to apply for this program. Two-year bachelor's degree with a year left may also apply for this program.<sup>36</sup>

As the focus of the program is to support students from the backward areas,<sup>37</sup> and to boost their leadership qualities and further make them able to bring substantial change in their area by adopting the skills learned during these programs, these programs consider tribal areas of four provinces along with Kashmir, FATA and northern areas and their main subject audience is women. They learn about community works and other projects, which helps them in building long term economic and civic change in their areas. In this way programs help students to

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<sup>35</sup> "The United States Educational Foundation in Pakistan", accessed June, 30, 2014, <http://www.usefpakistan.org/Programs/USFulbrightScholar.cfm?Tab=Programs>.

<sup>36</sup> "IREX", accessed June 24, 2014, <http://www.irex.org/project/global->

[undergraduate-exchange-program-pakistan-global-ugrad-pakistan](http://www.irex.org/project/global-undergraduate-exchange-program-pakistan-global-ugrad-pakistan)

<sup>37</sup> "The United States Educational Foundation in Pakistan", accessed June, 18, 2014, <http://www.usefpakistan.org/Programs/GlobalUGrad.cfm?Tab=Programs>

make better image of their country. By exploring and learning about the US culture these students serves as the cultural ambassadors of US culture and serves as a partner for promoting and initiating more programs and projects.

#### Goals:

- ✓ To promote people to people contact between the people of Pakistan and people of United States to share their cultural and traditional norms and practices. It helps to promote more understanding and friendly relation not only on administrative level but also among the common masses.
- ✓ To increase knowledge of cultural ambassadors, to promote leadership qualities in youth, to encourage students to solve out problems of their own country through, community work, social services and by other community projects. They learn time management, how to accomplish their tasks on the said deadline.
- ✓ To make students responsible and future leaders of their country, numerous alumni have started and initiated projects for betterment of their own communities/areas.

#### Program details:

Global undergraduates train the students in certain manner through various activities. These activities help to promote leadership qualities and to make them excel in academics as well as in cultural means. Students attend conferences and seminars, which help them in understanding international scenario and help them to carve out ways to solve problems and crisis of their country. These activities enrich confidence of students and train them in such a way as to make them future leaders and activists for their country.

These activities include:

#### i. Critical study skills:

UGRADs from Pakistan stay in USA for a semester and under NESAs for a year, which helps them to develop academic skill and critical learning. They study under modern and the standardized system, which helps them to excel in research methodologies. Students get used to complete their tasks on time. Along with their area of interest they study

American studies as a compulsory course, which broadens their perspective regarding America and its people. People from different communities learn and gives solution according to the codes of their countries and places which helps in multi dimensional solutions and problem solving which enhances the critical thinking of students. People get to know each other more openly and clearly.

- ii. Social/Community activities:  
In order to pay back the debt of the veneration and pleasures, which they earned during their stay in US, students work in various social and community services. UGRAD Pakistani students volunteered approximately 4000 hours.<sup>38</sup> This community work consists of volunteer

activities, blood donations, relief and other social activities.

- iii. Ambassador of their countries:

As students represent their countries so they serve as cultural ambassadors of their countries. UGRAD Pakistanis at least once during their stay in United States gives a proper presentation of their country, teaching an appreciated strength of American fellows. They show their history, geographical significance and overall presentation of their culture and various communities and tribes living in their country.

- iv. Cultural Passport to USA:

Students are issued “cultural passports to America” which is just like American passport but is used for only cultural

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<sup>38</sup>“IREX”, accessed June 24, 2014, <http://www.irex.org/project/global->

[undergraduate-exchange-program-pakistan-global-ugrad-pakistan](http://www.irex.org/project/global-undergraduate-exchange-program-pakistan-global-ugrad-pakistan)

events.<sup>39</sup> These passports are signed by their respective university or advisor and help them to know about American culture by participating in cultural activities and other functions. This passport reflects when and where they participated in cultural events and gives them varying experiences and things to learn about American culture and what they can share in their home countries after coming back. The NESAs participants are provided with NESAs U-Grad post and they have to send picture of themselves with the U-Grad post doing any cultural activity to their sponsors. This serves the best way of participating in cultural affairs of United States.

v. Alumni:<sup>40</sup>

Another important goal of the U-grad program is to promote long lasting relationships between the U-grads and their international and American friends and professors. At the same time, the alumni network of host institutions in United States keeps in contact with the U-grads in their institutions; the Education foundation of USA in each country will link all the alumni network of their previous u-grads. After becoming part of Global UGRAD-Pakistan alumni, students can initiate several projects and community works on their own which state department directly funds. It helps them to increase their leadership qualities. Sikandar and Zahra cultural ambassadors to

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<sup>39</sup>“IREX”, accessed June 24, 2014, <http://www.irex.org/project/global-undergraduate-exchange-program-pakistan-global-ugrad-pakistan>

<sup>40</sup> Alumni: Former students of an institution or former members of an organization.



United States started “Project to support disable communities in Lahore and Peshawar”.<sup>41</sup>

## Results and Discussions:

### Impacts of cultural Exchange Programs

These cultural exchange programs in one way or other affects attitude, behavior and ideas of individuals depending how much one takes out of this opportunity. Initially international system was based on government to government relations but with the emergence of globalization there evolves a concept of globalized village and a concept of people to people contact that has eventually become more favorite and important as the distance has been condensed by information technology and social media have created the possibility of making people as each other’s neighbors. These programs help to produce a homogenous world connecting them with certain common practices and pattern by cultural borrowing and sharing thus creating a sense of belonging and association among

all individuals. When people to people contact is established it helps them in diminishing misconceptions and false beliefs about each other and promotes friendly relations and understanding between the people from all over the world. These programs make students more responsible and confident and dig out the best in them by promoting leadership qualities and creative skills. Pakistani society enjoys several positive effects out of such programs, as this program provides room to the students to polish themselves in the best way. Through these programs they learn various methods of providing benefit and relief to humanity like the community work, social work and other developmental projects, which later helps them to play their part effectively in the construction of society. The US alumni association is an obvious example of such work as shortly after completion of their exchange program, students become member of US alumni network, and then they initiate welfare programs and projects. People to people gap are bridged and collective works and projects are under taken to extinguish differences among the individuals. Also these programs help students in achieving their

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<sup>41</sup>“IREX”, accessed June 24, 2014, <http://www.irex.org/project/global->

[undergraduate-exchange-program-pakistan-global-ugrad-pakistan](#)

future goals and objectives by making them strong academically and practically. Not only these programs help Pakistani society but also help American society by giving it an exposure to the outer world. They also prove helpful in the promotion of soft image of America and awareness about American culture and political system. Through this, people come to know about American way of life and thinking. Culture exchange helps in bringing diversity in American culture and creates an air of harmony in between the citizens of the both countries. Some of the positive impacts of cultural exchange programs are as under:

### Positive Impacts

1. Improves understanding between interacting nations:

This cultural exchange program enhances understanding and ceases misconceptions for other nations. When students from all over the world interact and a person-to-person contact is established, they share their cultural traits, which in return produce more indulgence and appreciation for other's identities. In this respect one of my respondents was of the opinion that the main aim of this program is to highlight

students particularly from backward areas and terrorist hit areas in order to change their attitude towards life and anti-American sentiments. This program improves the image of America before the people and produces a clear image of America.

2. Promote friendly relations

The very aims and objectives of this program dictate that its foremost accomplishment is to promote friendly relations by educational and cultural exchange. When people comes in contact with each other they cover their misunderstandings and misconceptions and as they have to live alone upon their own selves they make friends and in this way the people to people contact is established which helps in friendly relations among other nations. As students represent their particular country so it helps them project themselves before the far off world as a friendly, peaceful and cooperative nation.

3. Engage people from all over the world

These programs are not confined to particular area or society, rather people from all over world joins and interact

with each other thus produces opportunities. As the name of program says global undergraduate programs which elaborates that it invites people from all over the world and help in homogenous international system. People from South Asia (India, Bangladesh, Nepal, Pakistan), Middle East (Iran, Egypt, Jordan, Bahrain, Lebanon, Israel, Yemen), Sub Sahara Africa (Algeria, Tunisia, Mozambique, Morocco, Uganda, Libya), Asia (Thailand, Vietnam, Indonesia, China), Europe (Germany, France, Kazakhstan, Spain) and in general from almost every corner of the world comes and share their common interests and after becoming part of alumni introduce bi-national projects and aims.

#### 4. Bridges gap between Pakistani and American Society

The very aim of these programs is to bring down anti-American sentiments and to produce more pro-American sentiments, promote more understanding about American culture and to make people realize how America being superpower is playing its big brother role for the welfare and development of other small developing and under-developed

nations. After 9/11 the image of Pakistan in America was totally distorted, therefore these programs now helps us to remove all those misunderstandings and wrong notions and thoughts connected with Muslims in particular and Pakistani Muslims especially. Their focus especially on backward and ignored areas adds to their image and their concern about other people and places makes them attractive towards Americans.

#### 5. Promotes homogenous world

Concept of globalization is very much related to a homogenous world i.e., a world of universality with free trade and common interests. My respondent while answering on one of my question about aims and objectives of this program said: "When I was there in states, I observed that there were not only people from Pakistan but people from every region of the world like people from Russia, Germany, India, China, Morocco and European countries, so I think the basic aim of this program is to promote and flourish a homogeneous world; to enlighten people about the culture of other societies."

#### 6. Worldwide information

As mentioned earlier that one of the aims of this program is to promote a homogenous world so it helps students to be equally aware of the outside world, as when students becomes part of international alumni, it helps them to stay in touch with the people from other continents and helps in introducing new projects and programs. People in Pakistan remain vigilant of the scenario of global environment as they share their country's knowledge with other students and ultimately gain from them too. This way the two way traffic gives them international awareness and opens up new dimensions as how to develop their own society and how to reform their societies.

#### 7. Helps in social Change:

These programs helps student to bring about social change in their societies through education, co-curricular and community work (volunteer). Students initiate new projects and developmental programs, which help their communities and tribes and country as a whole and the method, through which these programs helps to bring social change may be demonstrated as:

#### 8. Betterment of society

These programs helps student to understand problems of their areas and postulates solutions to solve them. Students after learning and observing traits of developed and well-managed state try to induce all those positive efforts and setups in their own society. Quoting my respondent "if in near future I am going to be in education ministry of Pakistan, I will try to bring American system of education in Pakistan. " Similarly many students initiate new projects like students from 2013 undergraduates started cleanup activities in their communities to help local environment.

#### 9. Induce community work and civic sense among people of Pakistan

These programs promote a cross-cultural image and produce a fragrance of love among nations. Exchange students during their whole stay, keenly observes the societal pattern of the foreign land, among which the community work and volunteer activities are chiefly noted. On upon the return to their home countries, they attempt to introduce those activities in their society. In this way they help the new generation in draining out solution

for their country's problems. As these programs greatly help students in the implementation of new policies and systems and thus they can carve out a better society. One of my respondent said that I have seen number of my fellows who have come back and now they have started new projects and programs for the betterment of society. You can dig out all the evils first in one's self and then in society and can beat all the challenges.

#### 10. Promotes leadership qualities

These programs enhance leadership qualities in individuals, after living and observing in particular society they develop traits and customs of that society, and then apply them in their home countries. My interviewer said that when they went there they specially engaged in community and social work to carve out best in their selves. As Pakistan is going through political and leadership crisis so, these programs helps them to understand the problems of their countries, how to carve out solutions, and present before international community.

#### 11. Increase literacy rate

These programs promote education and makes education important for all those who think education is not important. My respondent from FATA, Waziristan and Baluchistan told me that as they have achieved scholarship now the people show more interest in education and advise their children to work hard. Even many family members have now sent their children to schools and colleges after seeing my achievement. He said "I myself will bring 8-10 members from family and I will recommend them to avail such a golden opportunity of going to states."

#### 12. Helps in assimilation of diversity; (religious & ethnic)

As America is a mini world and people from every corner of the world and every identity (ethnicity) resides in America so it gives people a sense of assimilation and acceptance. As Pakistan's majority society is religious and revolves around traditional setups and attitudes, it helps people to broader their thinking and to carve out room for other identities and people.

### 13. Enhance individualism

As students go to other countries and lives on their own so these programs promote more responsibility among students and enhance their individualism. They are motivated and they sets out their goals and motives and how to become a positive part of society. As individual is the basic unit of society and change is a gradual process so it first enhances individualism then brings positivism in family through one individuals and then families as a whole makes a society so these programs where promotes individualism at the same time brings positive change in society. If we say that this program helps in changing attitude and behavior of particular student then surely it do so, as it makes individuals responsible and broadens their vision. Also it is observed that American society inculcates all the norms and tradition which must be part of Islamic society like their social justice, following proper rules and regulations, honesty and all other aspects compels the individual to expect and observe the same is their society. These programs empower the student to speak

against any illegitimate act and polish their argumentation.

### 14. U-grad Scholars holds an influential place in their areas

These scholarships not only help in enhancing individualism but also overall improve the image of students before their community. All the U-grad scholars especially from backward areas become role model for people of their respective areas. People think that one has got the fruit of one's efforts. In Pakistan People in FATA and Baluchistan are usually against education due to abject poverty and other social issues but these U-Grad scholars brought change in the thinking and mentality of their people which favorably increases the educational value and literacy rate. People ask them for educational advice and guidance; even the illiterate people have started teaching their children. Before this, the picture was entirely different. People won't listen to them and they indigenize anti American sentiments, but now when UGRAD ambassadors enlighten and advise them about the progressive things about education and America, they take it positively and their voice retains a worth in society. One of my respondent



hailing from Waziristan shared his harsh experience with his own people. He said that “people used to taunt him over his education as to them; it is wastage of money in this sheer poverty and has no considerable outcome. Then later after his scholarship to United States in U-Grad exchange program, he bravely faced people and said that “I had been to states and it cost 2000000/student and now you can compare that you could never have this much in your whole life, even though you work hard day and night. This clearly reflects that the program not only enhances image of students to others but in return bring reforms in their areas by their promotion of political consciousness in common masses. In backward areas of Pakistan, successful visit to USA is a fantasy and now keeping in view the scholarship holders they are not only sending their children to schools but are also advising them to work hard and to avail such marvelous opportunity. Moreover people show more confidence in these U-Grad scholars

#### 15. More Opportunities:

As America is the land of opportunities, these programs open up more

opportunities for students. Becoming a member of US alumni network helps them inhaling more opportunities and opens up new projects not only in one particular society or country but also in the whole world. Funding directly comes from the state department for debates, creative works or for the development of minorities. In this way people are more engaged worldwide and new opportunities either in the form of volunteer, employee or any other scholarship programs increases. The most important impact of this is the motivation of youths and youth is the primary source of development in a society. Giving examples of BanKi Moon (Secretary General of UN) and political leaders of Afghanistan like Dr. Ashraf Ghani, one of my respondents was of the view that it is quite possible that with one’s efforts and dedication anyone of us may bear an important international post.

#### 16. Empowers ignored sector of society i.e., Women

These cultural exchange programs highlight the ignored sectors of society. As the program prefers women and students from backward areas of

Pakistan and as the societal pattern of Pakistan is more patriarchal and women could not get the independence as in west and in some areas are predominately oppressed. When women of Pakistan of visits such places of independence they learn to voice their suppression and give them courage to fight for their own rights. In this way the programs spreads awareness about human rights and helps women to build a safe place for themselves.

#### 17. Helps in achieving future goals:

This program helps students in their future endeavors in a number of ways. One of my respondents has recently been selected for commonwealth scholarship for Spain and students already on such programs are preferred over other students. Also the people in Pakistan with foreign degree are preferred over native degree holders as obviously these people can promote already practiced positive norms of other societies and can contribute towards the development of their own society.

#### 18. Helps American Society

These programs not only help the visiting societies but also help the host

societies like America. USA also enjoys certain goals and objectives in educational as well as its economical aspects. American gains may be summarized in educational benefits and students visit help them in formulating their foreign policy towards that nation.

#### 19. Education

When the students go to American universities it helps them to improve their ranking as their ranking is related to number of foreign students studying in a particular society. The ranking of their institutions depends on the number of global students visiting every year and in this way their educational standard is improved. Also people feel pride serving as host to far off students and also it strengthens their community structure.

#### 20. Foreign Policy

These programs help in understanding the psyche of individuals from different geographies and countries and helps in formulating the foreign relations with these countries considering their interests and psyche. My respondent was of the opinion that they might remain in contact with them and also to their writings such as articles and it help them

in understanding the indigenous patterns of Pakistani society and may use this information in formulating their foreign policy towards Pakistan.

### Negative Impacts

These programs empower individuals and make them better citizens also contains some drawbacks. The negatively affect the individual and society. First of all when these individuals go to USA they face cultural shock and adjustment problems. They could not assimilate and digest those norms easily. Where these programs helps Pakistanis to introduce and assimilate American system and societal patterns also leads to darker side in the sense that it totally ignore the native, local culture and as Fanon says disindividualizes the individuals and converts them to an alien culture. These individuals then faces inferiority complex and try to avoid all those accepted traditions of their birth land and families which are practiced for centuries in their communities. These programs focuses mainly on American norms and values and incorporates one-way cultural exchange i.e., American only. These negative aspects may be listed as:

1. Promote American culture only:  
Though the name of program is cultural exchange but it's a one way cultural exchange program and only promotes American norms and culture. Global UGRADs were of the opinion that as we went and lived in that society, those people should also come here and live with us and should learn our culture and societal pattern. The other sectors culture, norms and morals are totally ignored. People are being Americanized and alien traditions and norms have grounded themselves in Pakistan culture. Even the local identities and tradition are ignored and people seem unacceptable to such a sudden change. In this way as Fanon said people are dis-individualizes and instead of promoting their own culture and local identities becomes victim of dominant culture and society. Native culture could not be developed and is totally ignored like the clothing style has completely changed and people have started wearing western style dresses like jeans and has totally rejected their cultural dresses.
2. Induces inferiority complex:  
As these programs induces American culture in students, after coming back to

their own country they feel inferiority complex and try to live in that system and society. This program in one-way or other promotes the identity crisis in individuals. People devalue their own culture and indulge themselves in an alien culture.

3. Cultural shock:

As people come back from a developed, well-managed and disciplined society they face a reverse cultural shock. Many students could not adjust themselves in their own native land and become desperate and meaningless.

4. People project negative image of

American society only:

When people compare and contrast both the societies, they sometimes only promote negative points in context of their own morality and ethics. As they promptly criticize their family setup and a lack of concern for religion, though it is their set up and their society survives and runs in this way. They think their culture as an obligation thrown on their heads by their predecessors and American culture as an example culture of cultures.

## Recommendations:

Along with its success in certain countries, it has certain drawbacks and loopholes as assumed by certain UGRAD students. These drawbacks are not clear-cut faults in these programs as one can't underestimate one's policies, but make some modifications, which can help programs gain more cultural assimilations, exchanges and be more successful. The drawbacks include one-way cultural exchange, which is the exchange of Pakistani students only, which limits its scope and area. More focus on academics; cultural programs and sharing is ignored behind academics, educational burden and to extend time period of cultural ambassadors, as they can't share and assimilate in short span of time. Students face cultural shock, as it's a short time tour and students when going face culture shock and then coming back, face cultural shock and are therefore unable to adjust in either of the environment easily. Initially, they have to adopt patterns of American society, and also it's hard to settle one's self in such organized society and then to focus on studies along with other activities. Similarly after coming back they face reverse cultural shock and they feel alienated in their own home place. They fall victim to

inferiority complex and are unable to retrieve themselves in their home countries, they feel their life meaningless and disappointment covers their all future endeavors. Moreover, acceptance of courses in their universities and departments and completion of credit hours add to their hurdles and frustration.

#### 1. One way cultural exchange

One of the problems highlighted by my respondent in this program is that it is a one-way cultural exchange program. As the students of Pakistan visit United States, similarly the students of United States should also visit Pakistan, so the cultural sharing of both in and from Pakistan can be carried out. Students, who go from Pakistan to United States usually adopt and assimilate their culture, as they live with them and observe their way of life but one person can't share one's culture, as a place and majority people living in that place can share. So as the undergraduate students of Pakistan go to USA, similarly they should come to Pakistan and learn about our culture.

#### 2. Focuses on academics more

The core aim of this program is cultural exchange, but the focus is more concentrated on education, and educational system of America demands effort, hard work and students to bury themselves in academics. When students face a complete different educational setup they are unable to adjust themselves easily, and because of this the main aim of cultural exchange is ignored due to educational burden. Students remain busy in pursuing good grades, and are unable to participate in activities, because of their hectic curricular assignments.

#### 3. Extend time period:

As the program incorporates one semester only and in rare cases a year, this is a very short time period for knowing each other and thus sharing each other's culture. A semester usually is of only 4 months, so at first students usually remain busy more in academics and soon after their papers, they are supposed to leave United States and come back to Pakistan to complete their education. Through this way the goal is not achieved as

the commission of cultural exchange supposes it.

#### 4. Acceptance of Courses and completion of credit hours:

After coming back to their own universities, first of all they face devalue and disappointment in their own universities, some of their courses are not usually related to their departments and area of interests, consequently compelling them to repeat those courses. Also the credit hours are not completed, as this year students from last semester in GCU had to repeat 2 courses just because of their incomplete credit hours. Students have to face complex paper work before getting them accepted in their departments and subjects. So the need of an extra hour should come to attention of commission so that proper restrictions must be applied, in choosing and allocating subjects to students, and commission should consult with universities in setting subjects and then students should be allowed to choose from those subjects.

## Conclusion:

Cultural Exchange programs were initiated as a result to promote more harmony among the people all over the world. After World War II when every country sees other as their foe, Americans started to diminish such feelings and new methods to gain soft power and Pro American sentiments were formulated. In case of Americans these programs are producing more pro Americans and American labors serving in other country, which will only spread the words of their makers and masters. UGRAD exchange programs have brought people more near and it promotes a friendly and homogenous world by interaction of people from every corner of the world. Now every country seeks to initiate such programs to project their soft image to keep their status quo. Pakistani student have had and is still much benefited from these programs as has been discussed in the above chapters. These programs help to develop a friendly world, a globalized world where every person is a global citizen. Many war torn and terrorized areas have gained aid and trained leaders and activists which helps in their rehabilitation and development thus evolves pro American sentiments as a result of these programs. The USAID in this respect

has also added to the mark and people feel secure and saved. UGRAD ambassadors feel more confident and bear an influential position in their areas, which helps them in practicing their leadership skills, and social activities, which they learned while in states. This scholarship has promoted a new competition in Pakistan as a result of which literacy rate has increased. Awareness in backward areas of Pakistan especially FATA and Baluchistan is spreading and people have become the true ambassadors of American system and values. Students also get benefits in achieving their life's goals. US alumni now seem as a vast and long lasting developmental project as member of those alumni now initiate various developmental and other projects. They are preferred not only at international level but at the national level as well. Although the world is very much anti-Americanized because of its foreign policy but at the same time they seems pro-western or pro American due to the vast spreading of awareness and soft image by their own students which are getting benefits from these programs.

These programs are spreading education and awareness among the people and at the same time, serves the aims and objectives of the government and ruling class. Governments

utilize the potential and strength of soft power and pursue the people to act in particular manner, which in return serves their interests. People adopt more American norms and attitude and seem to be Americanized as their living style, fashion and stylistics everything comes from American way of life. These programs win the war of position as seen in the concept of Gramsci's 'war of position'. So, these programs show how immature minds are polished and are left freed but bridled in their world. This not only help America in their foreign policy but also to foster and strengthen their own interests in other countries. Students in order to modernize and to incorporate American norms not only surrender their own selves but acts as American wants and desires i.e., effect of soft power. In nutshell where these programs are clear narrator of certain positive impacts in other's country at the same time enjoys and gets its goals without doing anything except investing on those students. This investment is and will be saving America as the ultimate side of security for every country.



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