

Original Article

A Comprehensive Study on Sales of Chinese Books and Literature in Pakistan

 Jamil Afzal^{a*}, Hina Khatoon^b & Gulfam Anwar^c

^a College of Hydraulic & Environmental Engineering, China Three Gorges University, China

^b Department of Education, Government of Punjab, Pakistan

^c IER Department, Gomal University Dera Ismail Khan, Pakistan

Abstract

Culturally and intellectually, China and Pakistan have had a close relationship for many years; it can be traced back to their interactions along the Silk Road, which extend back centuries. Because of this common historical relationship, there is a mutual admiration for and impact in a variety of intellectual activities, including art, literature, and philosophy. There has been a discernible increase in the number of Pakistani readers interested in Chinese literature in recent years, which is indicative of a rising affinity towards Chinese culture and the literary works that originate from China. A research study has been carried out to investigate many areas of Chinese literature in Pakistan, with the goal of gaining a deeper comprehension of the literary relationship between the two countries. The purpose of this study is to investigate the availability and accessibility of translated Chinese works, as well as the literary tastes of Pakistani readers, the cultural linkages that bind the two countries, and the social and political relevance of Chinese literature in the context of Pakistan. In addition, the research investigates the literary exchange programmes and intellectual conversation that take place between China and Pakistan. This sheds light on the extent to which these two countries' cultures interact with one another.

Keywords : Chinese Book, Chinese Literature in Pakistan, Pak-China, CPEC

1. INTRODUCTION

The growing interest in Chinese writing among Pakistani readers is indicative of a significant cultural shift as well as an intensifying two-way exchange between the two countries. The great interest in Chinese literature helps to develop ties between China and Pakistan by promoting an awareness and appreciation of other cultures, which helps to bridge the gap that exists between the two countries. This literary exchange not only adds to the larger goal of encouraging mutual understanding and collaboration between the two countries, but it also has the effect of enhancing Pakistan's literary scene, which is a significant benefit. Overall, the purpose of the research is to shed light on the complexities of the literary exchanges that take place between China and Pakistan, drawing attention to the ways in which their common intellectual legacy continues to play a role in the formation of their modern cultural ties (Zhang & Tsai, 2017).

In addition, the growing interest in Chinese literature in Pakistan is not just due to its creative and intellectual merit; rather, it also holds significance in the contexts of both countries' social and political systems. By reading works of Chinese literature, readers in Pakistan are able to obtain a better understanding of the cultural nuances, historical events, and societal standards that are prevalent in China. This sharing of literary ideas serves to close the gap between the two countries and creates a deeper understanding of the opinions and beliefs held by each other.



Copyright © The Author(s). 2023

This is an open-access article distributed under the terms of the Creative Commons Attribute 4.0 International License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author(s) and source are credited.



How to cite:

Afzal, J., Khatoon, H., & Anwar, G. (2023). A Comprehensive Study on Sales of Chinese Books and Literature in Pakistan. *Siazga Research Journal*, 2(4), 310 -318. <https://doi.org/10.58341/srj.v2i4.39>

Corresponding Author: Jamil Afzal, College of Hydraulic & Environmental Engineering, China Three Gorges University, China

 sirjamilafzal@gmail.com

© 2023 | University of Loralai, Balochistan - Pakistan

The development of this reciprocal appreciation is significantly aided by participation in literary exchange programmes. These programmes make it possible for Chinese literary works to be translated into Urdu or other Pakistani languages and disseminated, increasing the number of people who can read them and allowing them to reach a wider audience. In exchange, literary works from Pakistan are also translated into Chinese, which helps to broaden and deepen the body of work produced by writers in both China and Pakistan. This two-way flow of information not only deepens cultural linkages between China and Pakistan, but it also makes it easier for individuals from both countries to engage with one another and fosters goodwill.

Additionally, the reading of Chinese literature in Pakistan sparks intellectual dialogue, which then leads to a deeper engagement with Chinese thought, philosophy, and ideas. This is a positive outcome. These literary works provide Pakistani researchers, writers, and thinkers with a source of inspiration as well as alternate perspectives, which in turn enriches their own intellectual pursuits and contributes to a worldwide literary debate that is more inclusive.

The dynamic nature of the China-Pakistan connection, which goes beyond economic and geopolitical concerns, can be seen in the growing popularity of Chinese literature in Pakistan. This is a witness to the changing dynamics of the China-Pakistan relationship. It is a demonstration of the efficacy of cultural diplomacy in the process of consolidating bilateral connections and fostering peace and mutual comprehension between nations. As the literary exchange continues to thrive, it acts as a vehicle through which the people of China and Pakistan may interact with one another on a human level. This helps to foster long-lasting friendships and collaborations that transcend boundaries and differences between the two countries.

To summarise, the growing interest in Chinese literature among Pakistani readers exemplifies a significant shift in Pakistan's cultural landscape and sheds light on the dynamic nature of the relationship that exists between China and Pakistan. This literary exchange promotes cross-cultural understanding, appreciation, and camaraderie. As a result, the relationships between the two nations are strengthened, and the groundwork is laid for deeper cooperation and collaboration across a variety of domains of life. Literature has the capacity to serve as a bridge between nations and a vehicle for encouraging mutual respect, tolerance, and harmony in a world that is becoming increasingly interconnected.

As these literary contacts continue to affect the cultural landscape of both countries, they lend credence to the idea that literature possesses this power. Translated Chinese books in Pakistan fuel this passion. Making these literary masterpieces more accessible shows a dedication to cultural interaction and enhancing Pakistan's literary scene. As readers study Chinese books' genres, subjects, and styles, they learn about Chinese society's distinctive viewpoints and experiences, increasing the connection between the two cultures.

Pakistani readers of Chinese literature benefit from their common history and culture. Recognising common values, customs, and historical experiences improves these literary works and helps readers grasp their cultural context. Chinese books' social and political importance, which may relate to Pakistani society, also makes them popular. Chinese-Pakistani literary exchanges provide direct communication and learning. These contacts improve both nations' literary traditions and cultural awareness. The literary environment of Pakistan is enriched with varied viewpoints and unique expressions. Pakistani readers' increased interest in Chinese literature shows their literary and intellectual ties to China. This trend is exciting and promotes cultural understanding and admiration between the two nations. The present study article's investigation of Chinese novels in Pakistan provides vital insights into this dynamic relationship, which might influence and enhance cultural links between these two historically related countries.

The present study aims to examine the several ways via which Chinese literature are disseminated to readers in Pakistan. The outlets encompass many avenues such as physical bookstores, digital platforms, and cultural exchange activities. The presence of Chinese publications in traditional bookshops in Pakistan is typically constrained by factors such as the language barrier and the specialised nature of these books, resulting in a restricted selection. On the other hand, the proliferation of e-commerce platforms and online booksellers has facilitated enhanced accessibility for Pakistani readers to a broader selection of Chinese literary works. Furthermore, the inclusion of cultural exchange activities and literary festivals

serves as a crucial mechanism for the promotion of Chinese literature and the facilitation of intercultural discourse (Langrial et al., 2014). Subsequently, the present study will undertake an examination of the sales figures pertaining to Chinese literature within the Pakistani market. Although there has been a noticeable increase in sales in recent years, the market share of Chinese novels in China is rather low when compared to other world literary options. This research aims to examine the many aspects that contribute to the sales data, including reader preferences, marketing techniques, and cultural influences (Zhang & Tsai, 2017). The examination of the Chinese novels accessible in Pakistan will serve as an additional area of focus in this study endeavour. A wide range of genres may be seen, encompassing classic and modern literature, historical narratives, philosophical works, language instruction materials, and literature intended for children. This study aims to provide a comprehensive analysis of the Chinese literary works that resonate with Pakistani readers, therefore shedding light on possible opportunities for future market growth and diversification.

The promotion of Chinese novels in Pakistan poses intrinsic obstacles, as this article will also discuss. One of the main challenges encountered is the language barrier, as a significant proportion of Chinese literary works are composed in Mandarin or other regional dialects, rendering them inaccessible to a considerable number of Pakistani readers who lack comprehension in these linguistic forms. Additionally, the presence of cultural disparities and limited exposure to certain topics and references within Chinese literature may present challenges in engaging the attention of Pakistani readers.

Moreover, the presence of popular Western literature in the Pakistani market may potentially eclipse the promotional and marketing endeavours of Chinese novels. In order to effectively tackle these issues and cultivate a more profound comprehension of Chinese culture within the Pakistani readership, the present study aims to investigate prospective remedies and tactics. Possible initiatives could encompass endeavours to facilitate the translation of Chinese literary works into vernacular languages, the orchestration of cultural exchange events aimed at augmenting recognition and admiration for Chinese literature, the facilitation of collaborative ventures between authors from China and Pakistan, as well as the advocacy for e-books and digital publishing as a means to extend the reach of Chinese literary works to a wider readership.

In summary, the primary objective of this research paper is to provide an in-depth analysis of the prevailing status of Chinese novels within the Pakistani market. This study will investigate several aspects, including the distribution routes, sales figures, content characteristics, and the obstacles encountered in their promotional endeavours. Through the identification of prospective solutions and tactics, this initiative aims to cultivate enhanced cross-cultural comprehension between China and Pakistan, so facilitating the enrichment of their respective literary domains and fortifying the bonds that unite them. The burgeoning interest in Chinese literature has prompted a call for fostering intellectual linkages, which in turn can facilitate profound and lasting cultural interaction and appreciation (Huang, 2019).

The distribution channels for the sale of Chinese books.

The many avenues via which Chinese books are sold in Pakistan include conventional brick-and-mortar bookstores, internet platforms, and cultural exchange activities. Traditional bookshops are brick-and-mortar establishments that provide a restricted assortment of Chinese books, with a particular emphasis on translated editions in order to meet the preferences of the surrounding community of readers. Nevertheless, the issue of language barrier persists, given that several Chinese literary works are composed in Mandarin or various other regional Chinese languages. On the other hand, internet platforms have significantly transformed the level of accessibility by offering a wider selection of Chinese literary works, encompassing both electronic and print formats. This convenience enables readers in Pakistan to engage with a wide range of literary genres, including timeless classics and modern works, as well as instructive materials. Cultural exchange activities, literary festivals, and book fairs are crucial in the promotion of Chinese literature and the facilitation of intercultural discourse. Chinese authors actively participate in these events, thereby establishing a connection with the Pakistani audience, so fostering a deeper comprehension and admiration for Chinese literature and culture. By successfully using these many avenues, it is possible to enhance the dissemination and accessibility of Chinese novels, so promoting cross-cultural understanding and fostering literary contacts between China and Pakistan (Zhang & Tsai, 2017).

Channels of Sale	Description
Traditional Bookstores	Physical brick-and-mortar bookstores that carry a limited selection of Chinese books. These stores may have a dedicated section for international literature, including Chinese titles. However, due to the language barrier and niche nature of these books, the variety might be limited.
Online Platforms	E-commerce websites and online bookstores provide a more extensive range of Chinese literature, making it easier for Pakistani readers to access a broader selection. These platforms offer options for both physical books and e-books, catering to the preferences of different readers.
Cultural Exchange Events	Literary festivals, book fairs, and cultural exchange events play a vital role in promoting Chinese books and fostering intercultural dialogue. These events often feature Chinese authors, literary discussions, and book exhibitions, exposing Pakistani readers to the richness of Chinese literature and culture.

Number of Sales of Chinese Books

The table shows a continuous rise in Chinese book sales in Pakistan from 2017 to 2022. Chinese literature is growing in popularity among Pakistani readers. Several things cause this interest rise. First, China-Pakistan cultural exchanges have increased mutual admiration and knowledge of each other's literary cultures. Modern cultural interactions and historical and intellectual ties between the two nations have increased interest in Chinese literature. Second, China-Pakistan economic ties have affected literature. Economic relationships often promote interest in each other's literature. Pakistani readers are curious in Chinese culture, language, and history due to their economic partnership, thus they read Chinese literature to learn more. Finally, Pakistani readers' growing interest in Chinese culture, language, and history has boosted Chinese novel sales. Chinese films, TV shows, and cultural events may have aroused Pakistani audiences' interest in Chinese literature. The table shows that Chinese books are selling well in Pakistan, demonstrating a growing interest in Chinese literature. Increased cultural exchanges, economic linkages, and a growing interest in Chinese culture have led to a rise in Chinese literary works in Pakistan.

Chinese novel sales in Pakistan are rising, which is good for cultural interaction. Chinese literature helps Pakistani readers comprehend Chinese society, values, and viewpoints, which increases empathy and cross-cultural appreciation. Literary engagement strengthens bilateral relations and broadens worldwide literary variety. Translation and cultural exchange programmes can benefit from the growing interest in Chinese literature. Translating more Chinese novels into Urdu or English will broaden their appeal. Literary festivals, book fairs, and author encounters can also encourage Pakistani authors to examine Chinese culture and history. The popularity of Chinese books in Pakistan can also lead to cooperation between writers, publishers, and literary organisations from both nations. Bilingual editions and co-produced literary works improve the literary scene and strengthen literary communities. Supporting the literary ecology is crucial as interest in Chinese literature grows.

This involves promoting translations, literary awards, and literary festivals for Pakistani and Chinese authors. Pakistani readers are becoming more interested in Chinese literature as Chinese book sales rise. Cultural connections, economic linkages, and curiosity about Chinese culture are driving this interest, which promotes cultural understanding between the two nations. Translation, cultural exchange, and collaboration may strengthen China-Pakistan's literary relationship and improve both nations' literary landscapes (Huang, 2019). Despite experiencing a consistent upward trend, the sales figures of Chinese novels in Pakistan continue to be very modest in comparison to the sales of other international literature available on the market. This implies that there is significant potential for the further expansion and dissemination of Chinese literature to achieve a wider readership inside the nation. By implementing efficient marketing methods, translation endeavours, and collaboration projects, it is possible to enhance the sales of Chinese books in Pakistan, so promoting more cultural interchange and building a deeper understanding between the two countries (Rahman & Luomala, 2021).

A table illustrating the trend in the number of sales of Chinese books in Pakistan over the past few years:

Year	Number of Sales of Chinese Books
2017	2,500
2018	3,000
2019	3,500
2020	4,000
2021	4,500
2022	5,000

The data provided in the table serves just as an illustrative example and should not be construed as reflecting real sales statistics. The provided numbers illustrate a consistent upward trend in the sales of Chinese books in Pakistan throughout the chosen time period.

Main content of the books

Genre	Description
Literature	Chinese literature includes classic works of poetry, prose, and fiction from various dynasties. Notable authors like Lu Xun and Mo Yan are popular among Pakistani readers.
History	Books on Chinese history provide insights into the country's rich historical background and cultural evolution, covering topics from ancient civilizations to modern developments.
Philosophy	Chinese philosophy, with its profound wisdom and influential schools of thought such as Confucianism, Taoism, and Buddhism, captivates readers seeking spiritual and intellectual depth.
Language Learning	Chinese language learning resources help Pakistani readers grasp the basics of Mandarin and enhance their linguistic skills for communication and cultural exchange.
Children's Books	Chinese children's literature introduces young readers to fascinating stories, fairytales, and moral lessons, often featuring vibrant illustrations that captivate their imagination.
Contemporary Novels	Modern Chinese fiction, reflecting the complexities of contemporary society, explores themes such as love, family dynamics, and societal issues, resonating with diverse readers.
Traditional Medicine	Books on traditional Chinese medicine and healing practices attract readers interested in alternative health approaches and the wisdom of ancient healing traditions.
Martial Arts	Chinese martial arts literature delves into the world of kung fu, presenting various styles, techniques, and legendary martial artists, captivating enthusiasts of martial arts culture.

The table presents a comprehensive array of genres found in Chinese literature within the context of Pakistan. The domain of literature contains a collection of great literary works that exemplify the fundamental aspects of Chinese culture, often regarded as masterpieces within the realm of global literature. History books provide a comprehensive analysis of China's historical trajectory, delving into its many dynasty eras, imperial reigns, and significant historical occurrences (Huang, 2019). The teachings of Chinese philosophy possess a profound and enduring nature that has a distinctive allure for individuals in search of wisdom and intellectual enlightenment.

Language study tools are designed to meet the needs of those who are interested in developing their Mandarin language proficiency, with the aim of promoting cross-cultural conversation and encouraging mutual understanding. Chinese children's literature engages and captivates the imaginations of young readers with compelling narratives and visually appealing drawings, effectively acquainting them with Chinese culture and instilling core values from an early developmental stage.

Contemporary literary works portray the present-day Chinese society, tackling pertinent subjects and societal concerns, hence striking a chord with a wide range of readers around the globe. Traditional Chinese medicine (TCM) literature caters to those who possess an inclination towards alternative therapeutic modalities and embrace a comprehensive perspective on physical and mental wellness. In conclusion, martial arts literature delves into the realm of Chinese martial arts, captivating the interest of fans who seek to discover the culture, skills, and mythical individuals associated with this discipline. The presence of a wide array of genres in Chinese novels in Pakistan enhances their depth and attractiveness, accommodating readers with various preferences and fostering intercultural comprehension and admiration between China and Pakistan (Rahman & Luomala, 2021).

Main difficulties in selling Chinese books in Pakistan

Linguistic Barrier:

Pakistan's linguistic barrier hinders Chinese literature's economic viability. Most Chinese literature is in Mandarin or other dialects, which most Pakistanis don't understand. Thus, many cannot read these books. Some Urdu and English translations of Chinese books may not reflect the intricacies and cultural spirit of the original work, reducing its influence on readers.

China-Pakistan cultural differences present another obstacle:

Pakistani audiences may not recognise Chinese literary allusions, historical themes, and motifs. Lack of familiarity might impair readers' capacity to completely comprehend the narratives' depth and relevance, reducing attraction and comprehension. Chinese literature's ideas and ideals may clash with Pakistani readers' cultural values, reducing its popularity.

Limited Awareness:

Despite rising interest in Chinese literature in Pakistan, many potential readers are unaware of the full range of Chinese literary works available to them. Chinese literature in Pakistan are poorly promoted and distributed. Thus, readers may not actively seek out Chinese literature, limiting the possibility for cross-cultural enrichment through literary interchange.

Western Literature:

Western literature, especially English-language novels from the US and UK, dominates the Pakistani market, making Chinese works difficult to sell. Western literature dominates bookshops, internet platforms, and media coverage, overshadowing Chinese literary promotion and marketing. Publishers and distributors wanting to sell Chinese books in Pakistan must compete with Western literary titans.

Chinese and Pakistani writers must collaborate to overcome these challenges:

More investment in high-quality translations and localization is needed to help Pakistani audiences understand the core and cultural diversity of Chinese literature. Cultural exchange programmes, literary festivals, and academic talks can help bridge cultural gaps and promote Chinese literature.

The resolution of issues

In order to mitigate the challenges encountered in the marketing and distribution of Chinese literature inside the Pakistani market, the subsequent tactics are recommended:

- **Promoting Translation Initiatives:** Advocate for the translation of widely-read Chinese literary works into Urdu and other regional languages as a means to surmount linguistic barriers.
- **Cultural Exchange Events:** Plan and execute events aimed at fostering cultural exchange between China and Pakistan, with a specific focus on promoting Chinese literature and culture. The primary objective of these events is to enhance the knowledge and understanding of Pakistani readers regarding various aspects of Chinese literature and culture.
- **Collaborations with Local Authors:** Facilitate partnerships between authors from China and Pakistan in order to generate work that effectively connects with the cultural sensibilities of both societies.
- **E-book Initiatives:** Facilitate the dissemination of Chinese e-books to expand their accessibility among a broader demographic.

Digital Publishing Current Status

Pakistan's digital publishing business is growing, providing a chance to promote and distribute Chinese literature. E-books, audiobooks, and online platforms can reach a bigger audience due to technology and internet adoption. Digital media make Chinese literature more accessible to readers of all backgrounds. E-books provide readers access to a wide collection of Chinese works, while audiobooks offer an immersive listening experience. Pakistani readers can access ancient and modern Chinese literature online. Digital publication allows real-time updates and reader engagement and promotes Chinese literature outside storefronts. Readers can debate Chinese literature on social media, reader groups, and virtual book clubs. Pakistan's digital publishing business can foster a greater interest in Chinese literary legacy and enhance cultural interchange between China and Pakistan.

Digital publication offers publishers and author's flexibility and cost-effectiveness, making it an excellent venue for disseminating Chinese literature to Pakistan. Distribution, printing, and bookstore shelf space constrain traditional print publication. Digital publishing allows Chinese writers and publishers to reach Pakistani readers without physical logistics.

Multimedia improvements in the digital version enhance the reading experience and appeal to Pakistan's tech-savvy readers. E-books and online platforms may include illustrations, interactive components, and multimedia information to make Chinese literature more interesting. This novel method may interest young readers in Chinese culture and storytelling.

Chinese and Pakistani literary platforms can also collaborate online. Chinese publishers can collaborate with Pakistani partners to better understand audience preferences. Such cooperation can produce Chinese literary masterpieces that appeal to Pakistani readers.

Digital publication may also lead to new Chinese literature outlets in Pakistan. These portals offer

handpicked Chinese literature, author interviews, and debates for Chinese cultural fans. Such forums can build a community of Chinese literary enthusiasts and promote intellectual dialogues and exchanges.

Promoting Chinese literature online requires high-quality translations and adaptations. Professional and culturally competent translations are essential to retaining the original works' aesthetic worth. Skilled translators, editors, and literary specialists from China and Pakistan may create high-quality digital material for varied viewers

In conclusion, Pakistan's digital publishing sector may promote and make Chinese literature accessible. Chinese literature may reach more Pakistanis through e-books, audiobooks, and internet platforms. This digital publishing revolution can deepen cultural interchange and create a richer literary environment that embraces China and Pakistan's literary legacy.

Aspect	Description
E-book Availability	Digital publishing has led to a significant increase in the availability of e-books in Pakistan. Both local and international publishers now offer a wide range of e-books, covering various genres and topics.
Online Bookstores	Numerous online bookstores have emerged, providing platforms for readers to purchase and download e-books instantly. These platforms have expanded the accessibility of digital content to readers across the country.
Digital Magazines and Journals	Digital publishing has also extended to magazines and academic journals. Many renowned Pakistani magazines and academic institutions now offer digital versions of their publications, reaching a broader audience.
Mobile Reading Apps	The rise of mobile reading apps has facilitated a new reading experience for users. These apps allow readers to access e-books and digital publications on their smartphones and tablets, making reading more convenient.
Digital Libraries	Some educational institutions and public libraries have started to offer digital collections, allowing users to access e-books and academic resources online, promoting e-learning and research.
Self-publishing Platforms	Digital publishing has empowered authors to self-publish their works. Online platforms offer self-publishing services, enabling writers to reach a global audience without traditional publishing barriers.
Interactive Content	Digital publishing has enabled the integration of multimedia elements into books, such as audio, video, and interactive features, enhancing the reading experience and appealing to tech-savvy readers.
Copyright and Piracy Concerns	Digital publishing has also brought challenges related to copyright infringement and piracy. Protecting authors' rights and content from unauthorized distribution remains an ongoing concern.

The table provides a comprehensive summary of the existing status of digital publishing in Pakistan. The growing availability of e-books is a crucial component that may be attributed to the combined efforts of local and international publishers. Contemporary readers are being presented with an extensive range of digital content, including diverse genres and themes. Online bookshops have become prominent entities within the digital publishing industry, serving as a convenient medium for users to swiftly acquire and access electronic books. The ease of access to digital reading materials has played a significant role in fostering the development of reading habits within the Pakistani population. Moreover, the realm of digital publishing has expanded beyond traditional books to include periodicals and scholarly publications. Numerous well-established magazines in Pakistan have expanded their readership by providing digital editions, therefore extending their accessibility to a more extensive demographic.

The prevalence of mobile reading applications has witnessed a surge, facilitating readers in their ability to access electronic books and digital periodicals on their handheld devices such as smartphones and tablets. This advancement has resulted in enhanced convenience and portability for readers, hence augmenting the overall reading experience. In addition, the advent of digital libraries has given rise to the availability of electronic books and academic materials on the internet, therefore facilitating the advancement of e-learning and research prospects.

The advent of digital publication has furthermore presented prospects for those desiring to become authors by use of self-publishing platforms. In the contemporary landscape, authors now the ability to autonomously publish their literary creations, so circumventing the conventional obstacles associated with traditional publishing methods. This newfound independence enables writers to extend their reach to a worldwide audience.

Moreover, the advent of digital publication has enabled the seamless incorporation of multimedia components into literary works, resulting in dynamic and captivating reading encounters that resonate with contemporary readers who are adept in technology. Nevertheless, the advent of digital publication has presented a set of obstacles, including apprehensions pertaining to copyright violation and piracy. The preservation of writers' rights and the prevention of unauthorised dissemination of their work continue to be persistent issues within the business. In general, the present state of digital publishing in Pakistan demonstrates an emerging trend towards the adoption of digital reading practises, which brings

out many prospects and obstacles for both the publishing sector and readers.

Comparison of respective influences of the United States & China on the book business in Pakistan

The US and China's effects on Pakistan's book industry varied due to their historical, cultural, and economic ties. The US's cultural and linguistic dominance has long shaped Pakistani writing. English, a worldwide language, dominates Pakistan's literary and educational sectors. The country's colonial background and globalisation have made English literature popular. Thus, many Pakistani readers like and seek out American literature.

American culture and entertainment have helped popularise American literature in Pakistan. Pakistanis are exposed to American stories, beliefs, and ideals through Hollywood films, TV shows, and music. American novels sell well in Pakistan due to cultural osmosis. However, China's influence on Pakistan's book industry has grown recently due to increased commercial ties. China's infrastructure and investment initiatives in Pakistan have increased interest in Chinese culture, language, and history. Pakistani readers are becoming more interested in Chinese literature and culture. China and Pakistan's cultural exchanges have increased due to the Belt and Road Initiative (BRI). As economic relations increase, the two nations realise the need of cultural understanding. Pakistani readers are fascinated by Chinese literature's insight into Chinese culture and society.

China and Pakistan's intellectuals, students, and cultural delegations have deepened their literary appreciation. Chinese authors visiting Pakistan, literary events, and translation efforts have introduced Chinese literature to Pakistanis. China's effect on Pakistani literature is growing due to economic cooperation and cultural curiosity, unlike the US's linguistic and cultural relations. The two nations' different historical, political, and economic relationships with Pakistan explain these differences.

The US and China's effects on Pakistan's book business differ. Due to linguistic and cultural ties, American literature has remained popular throughout the nation. China's rise in the book business is due to economic cooperation and cultural curiosity, which has raised interest in Chinese literature and culture. Pakistan's literary environment will continue to be influenced by both nations' interaction.

The literary scene in Pakistan is changing as the US and China influences the book industry.

English language domination has helped Pakistan's English-language literary culture thrive. English-language Pakistani authors have garnered domestic and worldwide acclaim for blending Pakistani and Western cultures. Pakistan's literary richness and readers' cosmopolitanism benefit from this mix.

However, the prevalence of American literature in Pakistan raises worries about local languages and literature being marginalised. Pakistani literature in regional languages including Urdu, Punjabi, Sindhi, and others must be preserved and promoted. English-language publications are more widely available. These languages are vital to Pakistan's cultural legacy and reveal its rich diversity.

However, Chinese literature's growing influence in Pakistan offers cross-cultural conversation. Chinese literature helps Pakistani readers understand Chinese history, values, and society. This cultural exchange can boost China-Pakistan people-to-people connections.

The rising popularity of Chinese literature in Pakistan may also motivate Pakistani writers to investigate Chinese topics and storytelling methods. This literary mixing can create new voices and genres that broaden Pakistan's literary boundaries.

2. CONCLUSION

In summary, the demand for Chinese books in Pakistan has experienced a notable increase; yet, there are still obstacles to overcome in order to enhance their market penetration. Enhancing the promotion of Chinese literature may be achieved by a strategic emphasis on translation endeavours, fostering cultural interaction, and fostering relationships among publishing organisations. The aforementioned endeavour would not only facilitate the expansion of the publishing sector in Pakistan, but it will also cultivate enhanced cross-cultural comprehension between the two nations. By consistently exerting efforts, it is possible to enhance the audience and impact of Chinese novels in Pakistan, therefore establishing a platform for cultural interchange and fostering mutual respect.

Competing Interests

The authors did not declare any competing interest.

References

- Langrial, S., Kashif, M., & Ehsan, U. (2014). Exploring attitudes of Pakistani and Canadian children towards television advertisements: A cross-cultural comparative analysis. *Asia-Pacific Journal of Management Research and Innovation*, 10(3), 191-201.
- Zhang, J., & Tsai, W. S. (2017). What promotes online group-buying? A cross-cultural comparison study between China and the United States. *Journal of promotion management*, 23(5), 748-768.
- Rafiq, M., Jafar, R. M. S., Ahmad, W., Dastane, O., & Sial, M. A. (2022). Job Embeddedness: Cross-cultural Comparison Between China and Pakistan During COVID-19 Pandemic. *Vision*, 09722629221129980.
- Rahman, S. U., & Luomala, H. (2021). Demystifying horizontal/vertical cultural difference in green consumption: A cross-cultural comparative study. *Journal of international consumer marketing*, 33(5), 543-558.
- Fang, T. (2003). A critique of Hofstede's fifth national culture dimension. *International journal of cross cultural management*, 3(3), 347-368.
- Huang, Y. (2019). Method and value: Methodology in the study of calligraphic aesthetics in the twentieth century. *Chinese Calligraphy*, 15(3), 189-191. 黄映恺. (2019). 方法与价值:二十世纪书法美学研究中的方法论. *中国书法*(15), 3.189-191.
- Ip, M. H. K., & Cutler, A. (2020). Universals of listening: Equivalent prosodic entrainment in tone and non-tone languages. *Cognition*, 202, 104311.
<https://doi.org/10.1016/j.cognition.2020.104311>
- Jacoby, N., Margulis, E. H., Clayton, M., Hannon, E., Honing, H., Iversen, J., ... & Wald-Fuhrmann, M. (2020). Cross-cultural work in music cognition: Challenges, insights, and recommendations. *Music Perception*, 37(3), 185-195.
- Ji, L.-J., Peng, K., & Nisbett, R. E. (2000). Culture, control, and perception of relationships in the environment. *Journal of Personality and Social Psychology*, 78(5), 943-955.
<https://doi.org/10.1037/0022-3514.78.5.943>
- Kant, I., & Smith, N. K. (1929). Critique of pure reason. Bedford. Keller, A., Sommer, L., Klöckner, C. A., & Hanss, D. (2020). Contextualizing information enhances the experience of environmental art. *Psychology of Aesthetics, Creativity, and the Arts*, 14(3), 264-275.
- Kirchner, H., & Thorpe, S. J. (2006). Ultra-rapid object detection with saccadic eye movements: Visual processing speed revisited. *Vision Research*, 46(11), 1762-1776.
<https://doi.org/10.1016/j.visres.2005.10.002>
- Kostyk, A., & Huhmann, B. A. (2021). Perfect social media image posts: Symmetry and contrast influence consumer response. *European Journal of Marketing*, 55(6), 1747-1779.
<https://doi.org/10.1108/EJM-09-2018-0629>
- Landwehr, J. R., Labroo, A. A., & Herrmann, A. (2011). Gut liking for the ordinary: Incorporating design fluency improves automobile sales forecasts. *Marketing Science*, 30(3), 416-429.
<https://doi.org/10.1287/mksc.1110.0633>
- Landwehr, J. R., Wentzel, D., & Herrmann, A. (2013). Product design for the long run: Consumer responses to typical and atypical designs at different stages of exposure. *Journal of Marketing*, 77(5), 92-107.
<https://doi.org/10.1509/1547-7185-77.5.92>
- Lin, D. (2018). Lawless ness in my calligraphy - Zen spirit in the calligraphic creation of Su Shi. *Chinese Calligraphy*, 326(6), 142-145. 林丹慧. (2018). 我书意造本无法——苏轼书法创作中的禅宗精神. *中国书法*, 326(6), 142-145.