

# LANGUAGE MANAGEMENT & DEVELOPMENT IN CPEC: A CASE STUDY OF SPECIAL ECONOMIC ZONE OF PUNJAB

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## ABSTRACT

The article aims to understand the language management taking place in the Special Economic Zone of Punjab (CPEC). It incorporates data from both local and Chinese employees. The importance of multi-culture setting at workplace is addressed in this study by incorporating the impact of globalization. Respondents were selected by using random stratified sampling method. Primary data was gathered using multiple research tools; questionnaires, in-depth interviews, observations and focus group discussions. Findings suggested that Urdu is still the most preferred language followed by English for official purposes or Punjabi for informal communication among lower management. Mandarin still needs to make its place in the Pakistani multi-culture context. Top management from both sides has adopted a positive stance and is willingly accepting a different culture. Chinese employees are even trying to learn Urdu. Use of translators and applications to reduce language barriers, is increasing.

**Keywords:** multilingual workplace, technology, globalization, CPEC, lingua franca