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Sommario/riassunto	The book offers an in-depth analysis of how ASEAN (Association of Southeast Asian Nations) is portrayed in the Chinese media, focusing on the multifaceted dynamics of economic cooperation, regional connectivity, cultural exchange, and non-traditional security governance. With the rise of China's global influence, understanding the strategic role ASEAN plays in this complex relationship has never been more critical. The book explores ASEAN's image as a cooperative, open, and innovative economic partner, examining digitalization, cross-border synergy, regional trade hubs, and infrastructure collaborations. It delves into how the region's growing role as a technological and green-transition hub enhances its position in global

trade networks, offering valuable insights for scholars, policymakers, and business leaders. Key chapters highlight ASEAN as an emerging key player in logistics, air freight, and rail transport, focusing on vital trade corridors like Vietnam and the strategic cooperation between regions such as Chongqing, Yunnan, and Guangxi. It also showcases ASEAN's importance as a cultural bridge, highlighting the region's active role in tourism, cultural heritage preservation, and educational exchanges. A special emphasis is placed on ASEAN's involvement in non-traditional security cooperation, including its resilience against natural disasters and growing cybersecurity challenges. The book also underscores ASEAN's importance as a host and participant in major international sporting events, contributing to its growing global profile. Combining scholarly research with practical insights, this work provides readers with a comprehensive understanding of ASEAN's image construction in Chinese media, illustrating how ASEAN is not just a regional grouping but a pivotal player in shaping the future of international relations, trade, and cooperation.

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