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In an epoch of rapid globalization and ever-changing geopolitical equilibrium, *China's Global Image Making: The Belt and Road Initiative in the Islamic World* is a significant and valuable contribution to understanding global communication and public diplomacy discourse. This book meticulously studies the Chinese efforts to enhance its international credibility and global image through its signature Belt and Road Initiative (BRI), particularly within the context of Muslim communities and the Islamic world.

The book is chronologically divided into eight chapters, each chapter addresses different aspects of China's image construction and the BRI insinuations in broader economic and political diplomacy. The author proficiently navigates between historical developments, current challenges, and future directions to understand the nuance of Sino-Islamic relations. The book's analysis of China's process of constructing its national image through the media discourse is particularly compelling because it climaxes the interplay between economic initiative and soft power diplomacy.

The book comprehensively analyzes the strategic significance of the BRI in promoting China's image as a benevolent global leader, especially in the Islamic world, which is plagued by economic distress and infrastructural slippage. The author argues that the BRI is not merely an economic framework but also an instrument for broader cultural exchange and political cooperation, aiming to reshape China's perceptions in predominantly Muslim-majority countries.

The book also investigates the role of media in shaping national images. It thoroughly analyzes how Islamic English news media depict China, accenting the divergence in narratives between different Islamic countries. For instance, media outlets in Pakistan and Iran overwhelmingly portray China's engagement positively, whereas, media coverage in Turkey and Egypt indicate strong skepticism and critique of China, reflecting the historical grievances and local political dynamics.

Additionally, the book explores the concept of soft power and its application in China's public diplomacy efforts. The author adroitly situates China's efforts within the broader context of global power dynamics, arguing that a favorable national image is essential for enhancing geopolitical influence and fostering international partnerships. By leveraging cultural diplomacy and economic partnerships, China seeks to cultivate a positive image that resonates with the values and interests of Islamic nations. This argument underscores the importance of understanding local cultural narratives in shaping international perceptions.

Lastly, the book explores the hurdles and challenges China faces in its endeavors for global image-making, predominantly regarding its governance, debt trap conspiracy, and

human rights issues. The author succinctly points out how these challenges can thwart China's efforts to promote its positive image, particularly in Muslim-majority regions that are sensitive to such issues. The author argues that the Belt and Road Initiative is a double-edged sword. While this opens up space for cooperation and development, it also raises concerns about debt dependency and local discontent, especially in areas where Chinese investment is seen as exploitative. The author argues that economic ties are increasingly intertwined with cultural and political narratives, requiring a nuanced public diplomacy approach that considers both the opportunities and obstacles inherent in international communication. In addition, the book explores a wide gap between the portrayal of China's intentions and actions in Western and Islamic media. This comparative analysis highlights the need for China to conduct effective public diplomacy to address these differences and promote mutual understanding.

In sum, *China's Global Image Making: The Belt and Road Initiative in the Islamic World* is a timely and insightful examination of how China navigates the challenges of global image construction in the context of the BRI. The author's rigorous analysis and thoughtful reflections make this book a crucial resource for scholars and practitioners in the fields of international communication and public diplomacy. This book is invaluable for understanding the complexities of global image management in an interconnected world. It emphasizes the need for countries to actively engage in narrative construction to counteract negative perceptions and build trust among foreign publics. The findings have practical implications for policymakers and communication strategists, highlighting the importance of cultural sensitivity and strategic messaging in international relations. In addition, the book not only contributes to the existing literature but also serves as a call to action for more nuanced and informed dialogue between China and the Islamic world.