Abstract:The research says that the positive shift in the image of China in Hollywood blockbusters is closely related to China's enhanced international status, economic growth, and the boom in its film market. It suggests that Hollywood's pragmatic strategies for localization are driven by commercial considerations and the desire to access the Chinese market, reflecting an indirect conversion of China's economic strength into cultural soft power.

Introduction: Historically, Hollywood films have depicted China through a lens of Orientalism and stereotypes, influenced by cultural policies and the Chinese film market's growth. However, recent years have seen a positive shift in these representations.

Methods: The study examines the evolution of China's image from early Hollywood films to recent blockbusters, using Joseph Nye's concept of soft power as a theoretical framework to evaluate the complex interplay between cinematic representation, commercial interests, and political concerns.

Results: The findings reveal a transition from negative stereotypes to more diverse and positive portrayals, reflecting the dynamic process of cross-cultural exchange influenced by economic and political negotiations between China and the US.

Discussion: The article discusses how Hollywood's commercial interests in the lucrative Chinese market have led to the incorporation of Chinese elements and roles to appeal to Chinese regulators and audiences. It also highlights how China's increasing economic and political power has influenced Hollywood's narrative choices.