



ISSN: 0975-833X

Available online at <http://www.journalcra.com>

INTERNATIONAL JOURNAL  
OF CURRENT RESEARCH

International Journal of Current Research  
Vol. 16, Issue, 01, pp.26847-26849, January, 2024  
DOI: <https://doi.org/10.24941/ijcr.46512.01.2024>

## RESEARCH ARTICLE

# ON THE CONSTRUCTION OF NATIONAL IMAGE IN 2022 WINTER OLYMPIC NEWS REPORT

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### ARTICLE INFO

**Article History:**

Received 15<sup>th</sup> October, 2023  
Received in revised form  
18<sup>th</sup> November, 2023  
Accepted 20<sup>th</sup> December, 2023  
Published online 19<sup>th</sup> January, 2024

### ABSTRACT

As one of the important components of the Olympics, the Winter Olympics has attracted the attention of media from all over the world. The discursive influence of national media has increasingly become the key to presenting and constructing national image. This article took the "China Daily" Winter Olympics news as the research object. Through content analysis, text analysis and other methods, it explored the structural framework and textual framework of the "China Daily" Winter Olympics report, and revealed how China construct the national image with the mainstream media.

**Key words:**

National Image,  
Winter Olympics News Report,  
China Daily.

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**Citation:** Yuan Xiaowei. 2024. "On the Construction of National Image in 2022 Winter Olympic news report". *International Journal of Current Research*, 16, (01), 26847-26849.

## INTRODUCTION

In the era of globalization, the strategic status of national image has become prominent. People pay far more attention to national image than ever before. The construction and dissemination of national image have also been elevated to the perspective of national strategy. As an important part of the Olympic Games, especially as snow and ice sports continue to develop, the Winter Olympics have attracted more and more attention and become the focus of media reports around the world. By selecting, constructing, and disseminating reporting topics about the Olympic Games, the media can not only affect the public's understanding of the Winter Olympics, but also affect the public's understanding of the country's image. While showing off their competitive sports levels, all countries are doing their best to show a good national image on this stage. 2022 Winter Olympic Games was the first time in the history of China to host the Winter Olympics, and it was also the third time to host Olympic events after the Beijing Olympics and the Nanjing Youth Olympic Games. Just as the article "Branding national images: The 2008 Beijing Summer Olympics, 2010 Shanghai, World Expo, and 2010 Guangzhou Asian Games(Chen)" published in *Public Relations Review* stated: It has been confirmed that large-scale international events such as the Olympic Games and Asian Games are powerful opportunities to enhance the national image of the host country. So it was bound to be a global event to promote Chinese culture, inspire the national spirit, demonstrate the strength of China, and enhance the national image.

**The Construction of National Image in 2022 Winter Olympic News Report:** The Construction of National Image in 2022 Winter Olympic News Report This part will analyze news reports from three levels: macro, medium and micro. It includes three levels: "title construction" and "ways of expression" and "word usage". Among them, "title construction" is an analysis of the macro level of the reports; "ways of expression" is an analysis of the meso level; and "word usage" is an analysis of the micro level.

**Title Construction: Objective Confident Political Image:** News headlines are known as the "eyes of the news". They are a concise summary of the central idea of a news report. They are also the most important part of the presentation of a piece of news on the newspaper page. Good news headlines can not only truly and accurately reflect reality, but also make the audience's eyes brighter and strengthen the expression effect. As an intuitive reflection of news themes, news headlines are a perfect combination of semantic, pragmatic and aesthetic functions, and are the key to success for all media and news workers in the fierce media competition. Therefore, in the "China Daily" report on important Winter Olympics events, news headlines can not only directly reflect the national image, but also stabilize it. Typical titles are as follows:

Beijing 2022 'promotes cultural exchange' 2022.1.21 Beijing Winter Olympics expected to promote US-China relations 2022.1.20 China ready to 'present great Games to the world' 2022.1.4

Organizers confident of Games' safety 2022.1.12 China ready for the Games (II): Green, sustainable Winter Olympics 2022.1.14 China ready for the Games (I): Venues, facilities in place 2022.1.13 China aiming for best-ever Winter Olympic performance at Beijing 2022.2022.1.31

"China Daily" mostly used "outside perspective" propositions. This also shows that in the face of major historical moments, "China Daily" has returned to objectivity in the construction of headlines, focusing on the balance between propaganda effects and news objectivity. The continuous advancement of the world's "globalization" has made "peace and development" become the theme of the times. In order to comply with this theme, the media perspectives of various countries have begun to change accordingly. As an integral part of mass media, sports media naturally does not exception. For many years, the reporting perspective of sports news in our country has always been closely related to the development of society. With the continuous deepening of reform, the level of social civilization in our country continues to improve. The concept of sports news becomes increasingly mature, and the perspective of sports reporting changes from "subjective" to "objective" and gradually transformed and began to pay attention to humanistic care under the concept of harmony. The objective expression demonstrates a more mature and rational mentality towards the Winter Olympics, which is a media event with international communication functions. This is undoubtedly a major progress in the concept of competitive sports in China's mainstream media.

#### **Ways of Expression: Patriotic and Peace-loving National Image:**

Expression is one of the elements that make up an article. It is the method and means by which the author uses language to reflect objective things and subjective feelings. News is factual reporting on recent events. Its purpose is to convey true information to a broad audience, and to achieve the function of recording social facts, reflecting and guiding public opinion. Therefore, generally speaking, the expression of news is mainly narrative, so as to ensure objectivity. However, due to differences in subject matter and communication media, news expression will also show certain preferences. Diversified expressions have improved the dissemination efficiency of Winter Olympics information and strengthened the national image. Judging from the specific written reports, with the continuous breakthroughs in Winter Olympics results, "China Daily" began to pay attention to the detailed expression of the entire competition situation, which not only included an overall description of the competition process, but also included an analysis of the athletes and coaches and a series of detailed descriptions before and after the game.

In addition to narration and description, the coverage of the Winter Olympics in recent years has also adopted lyrical expressions, and the language expression is more literary. For example, Like the 2008 Olympic Games, the 2022 Winter Olympics will use the opening and closing ceremonies to showcase China's 5,000 years of culture, tradition and legacy, said Yang Shu, an official with the organizing committee of the Beijing Winter Olympics. 2022.1.20 Despite the Omicron variant of the COVID-19 virus and a small number of countries' moves to politicize the Beijing 2022 Winter Olympics, China has vowed to present the world with streamlined, safe and splendid Games, which will open on Feb 4 in the Chinese capital. 2022.1.4

The successful hosting of Beijing 2022 will not only enhance our confidence in realizing the rejuvenation of the Chinese nation, but also help present China as a positive, prosperous and open nation committed to building a community with a shared future for mankind. 2022.1.7 We are fully confident and capable of presenting to the world a fantastic, extraordinary and excellent Winter Olympics. 2022.1.12

For an individual or a country, a period of 14 years is long enough to become mature, poised and sober. Together, on the road from 2008 to

2022, I learned to grow up with my country and the Olympics. 2022.2.6

The Beijing Winter Olympic Games is a grand event promoting lasting peace. 2022.2.7

Through more than half a century, China and Africa have stood firmly together at critical junctures and on major issues. Beijing Winter Olympics provides another platform for Chinese and African people to know each other better and build a China-Africa community of shared future in the new era. 2022.2.9

This way of expression enhances the appeal of the article, makes the news work more vivid and touching, and greatly improves the readability of the Winter Olympics news reports. "China Daily" focuses on detailed descriptions of the moments when Chinese athletes compete or win championships. At the same time, it also combines various expression methods such as language description, lyricism, discussion, etc., and strives to restore the scene to the maximum extent, giving readers a sense of "being there", fully playing the role of empathy, and making the Winter Olympics report more three-dimensional and vivid, which makes the national image richer.

**Word Usage: Proufound Sports Culture Image:** In addition to the above-mentioned discussions at the macro and meso levels, research on news frames can also be based on the micro level. Language is the most basic and important construction material of news texts. Language elements such as pronunciation, vocabulary, sentence meaning and syntax are all analyzed at the micro level in linguistics, but these language elements are inseparable from the macro structure of discourse. Therefore, the use of language is particularly important in news reports. The use of colorful words and sentences can not only improve the readability of news reports, but also enrich the concrete presentation of the national image. The analysis of the language used in the "China Daily" Winter Olympics report mainly starts from metaphorical vocabulary.

Metaphor is ubiquitous in daily life, and in the field of linguistics, metaphor is not only a rhetorical phenomenon, but also a cognitive means and way of thinking. In the context of popular culture, in order to further explore the expressive power of language, sports news texts usually resort to "sensory narrative language"? Such as metaphors, strong dynamic words and other expressions to stimulate the readability of news texts. Here are some examples:

The opening ceremony will showcase China's pursuit of world peace, the new Olympic motto of "Faster, Higher, Stronger—Together", and the Beijing 2022 Winter Olympics' theme of "Together for a shared future". 2022.1.14

According to Ni, China has pledged to stick to a zero-tolerance policy towards doping at the Winter Olympics. 2022.1.31

Despite losing their third straight match to the US team (7-5), the Chinese pair of Ling Zhi and Fan Suyuan knew how to play the good hosts as they presented two sets of the Games' commemorative pins as gifts to their rivals during the post-match handshakes and received warm feedback from the US duo of Vicky Persinger and Christopher Plys. 2022.2.5

Although disappointed with their third straight loss, the Chinese team insists that no matter how fierce the competition is on the ice the mutual respect and friendship among athletes from different culture backgrounds will only grow. 2022.2.5

Su won a silver for snowboard slopestyle at the Beijing 2022 Winter Olympics, but his golden virtues showed in his professionalism and modesty, even as on social networking sites his fans unleashed a wave of anger at his being "robbed" of a gold medal. 2022.2.8

The use of metaphors makes the news language of the "China Daily" Winter Olympics report full of appeal, avoiding the sameness of the reports, playing the role of exaggerating the atmosphere, deepening

the theme, and effectively strengthening the visual effect of the Winter Olympics report.

**The Construction of the National Image:** Mass media is a powerful shaper and disseminator of a country's image. As a global media event, the Winter Olympics is a good opportunity for mainstream media to build the country's image. Through mainstream media reporting, the news text constructed by the media has become one of the most intuitive carriers of the country's image and one of the most extensive communication channels. Based on the characteristics of this article derived from the above-mentioned framework analysis, this chapter will deeply explore the specific construction of the country's image by the China Daily's Winter Olympics coverage.

**Political Image: Open and Inclusive, Civilized and Progressive:** Against the background of the country's comprehensive promotion of the construction of a "sports power", the Winter Olympics inevitably became a key development. From Beijing's acquisition of the right to host the 2022 Winter Olympics to the release of the "Implementation Outline" to Inspire 300 Million People to Participate in Ice and Snow Sports (2018-2022), the development of China's Winter Olympics has become a major factor in the development of the Winter Olympics. Another signal and symbol of rise. "China takes off, and sports go hand in hand." The increase in the number of reports on the previous Winter Olympics by "China Daily" reflected the mainstream media's increasing emphasis on the Winter Olympics, and also further demonstrated the civilizational progress of the rise of a great country. By shaping the image of leaders, our country's confident and open political image is demonstrated, and our country's message of commitment to good neighborliness, friendship, and peaceful development is conveyed to the world.

#### **National Image: Patriotism as the Core**

The national image is a concrete embodiment of a country's national spirit, and it is also the spiritual support for a country's survival and development. The national image is a comprehensive presentation of the national image, which is mainly used in the Winter Olympics reporting. Whether it is pictures or words, it shaped the image of our athletes and coaches. It must be inseparable from the theme winning glory for our country. From this point of view, "patriotic feelings" are the foundation of the national image to be presented in the "China Daily" Winter Olympics report. "China Daily" has reported on Winter Olympics, constructing a national image with patriotism as the core and the transformation from individual heroism to unity and cooperation.

**Sports Culture Image: Profound, People-Oriented:** Culture is the lifeblood of the nation, the spiritual source of mainstream values, and the foundation for building a culturally powerful country. When presenting a country's image, in addition to hard power in politics, economy and other aspects, cultural soft power cannot be ignored. Sports culture is the sum of the material, institutional and spiritual culture of human sports, and it is an effective support for building a national image. In major sports events, constructing and disseminating a sports cultural image is an indispensable part of the national image strategy. Our country has a splendid culture spanning five thousand years. Chinese culture has a long history, is extensive and profound. This was reflected in the Winter Olympics reports.

Reporting on the Winter Olympics no longer just stopped at reporting event results, but instead focused on tracking and reporting on the "people" participating in the Winter Olympics. In terms of expression, Winter Olympics reports continued to enrich detailed descriptions of "people" movements, language, psychology and other aspects to restore the true situation on the field. In the final analysis, sports are physical activities with people as the carrier. The image of "people-oriented" sports culture had been presented in the previous Winter Olympics reports of "China Daily".

## CONCLUSION

With the continuous development of the information society, news language has not only become an important carrier for the media to disseminate information, but also an important means of constructing a national image. As the most authoritative mainstream media in China, the news language of "China Daily" not only represents China's media image, but also represents China's national image in an environment where the boundaries of information dissemination are constantly blurring. During the Winter Olympics, mainstream media gave full play to their own advantages, created media integration, built communication networks, and maximized the effect of reporting on major events and building the national image. In order to further enhance the media strategy of disseminating our country's national image, we must always pay attention to the agenda setting and narrative framework of the mainstream media, and constantly improve the news language level of the mainstream media. Mainstream media should give full play to their media functions, report on major sports events, tell Chinese stories well, and promote the image of China.

This thesis is the result of the research project from Jining Normal University (jsky202243) and College Student Innovation and Entrepreneurship Training Program Project (X20231142070041).

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