

China's Image Positioning in Western Mainstream Media's China-Related Coverage of the Beijing Winter Olympics

-- The New York Times as an Example

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Abstract

In order to investigate the image of China presented by the Western mainstream media in their coverage of the Beijing Winter Olympics, this study analyzes the image of China presented by foreign media based on the key words and texts of the New York Times' coverage of the Beijing Winter Olympics. The study finds that in the New York Times' reports on the Beijing Winter Olympics, China is presented as a nation with a strong sense of meritocracy and an extreme pursuit of gold medals; as a nation that violates human rights and is full of racial discrimination; as a government that is plagued by territorial disputes and gender discrimination, and whose people are oppressed and plagued by human rights problems; and as a nation that lacks the spirit of collectivism. The image of the country is presented as a country that lacks the spirit of collectivism. Based on the quantitative analysis and qualitative interpretation, it is clear that the New York Times, during the Beijing Winter Olympics, took a generally negative stance toward the host country, China, and implicitly conveyed and reinforced its negative attitude when reporting on China, which easily led to misunderstanding of China among the Western public and was not conducive to establishing a positive image of China in the international community. This paper analyzes the construction of China's image by the Western mainstream media, represented by the New York Times, and analyzes the background of its creation. On the basis of this analysis, we suggest suggestions for China's sports outreach department to promote the establishment of a positive image of China in the international community.

Keywords

Beijing Winter Olympics; Western Mainstream Media; National Image; New York Times.

1. Overview of National Image

1.1. The Concept and Dimensions of National Image

The concept of "national image" was first proposed by American political scientist Boulding (K.E.), who believed that the national image consists of two aspects: one is the country's own perception and the other is the perception of other actors in the international system. The two complement each other, one without the other, and ultimately form the state image. Therefore, the image of the state is actually the result of a series of information inputs and outputs, and is a "very well-structured information capital". In this regard, we can conclude that international image is produced by a series of information input and information output, which is actually a result of the combination of self-perception and international perception. Chen Lijiang, on the other hand, divides the concept of national image into three levels: the first level is that the international community plays a decisive role in the image of the country, the second level emphasizes the influence of the domestic public on the evaluation of the country, and the third level is more comprehensive, considering that the national image is the overall image obtained

from the evaluation of the country by the domestic and foreign public. This project is mainly a study focusing on China's national image as presented by the Western mainstream media reports represented by the New York Times, and exploring the Western media's attitudinal tendencies toward China; moreover, Xu Xiaoge believes that international news flow is an important factor in forming the national image. Therefore, this study mainly adopts the first dimension - international social determination of state image - to conduct relevant analysis.

1.2. Research Significance of Major News Events on the Construction of National Image

Zhang Boling, the first Chinese Olympian, once said, "The sports field is the best place to cultivate the sports ethics and spirit of unity, cooperation and fair competition." Sports always play the role of coagulating the soul and gathering morale. Sports competitions, especially collective events, can shape individuals' sense of collective honor and mutual aid; sports rules can cultivate individuals' character of abiding by rules and fair competition; international sports events can even urge individuals to uphold the decency and dignity of the country and inspire the patriotism of the nation. Major sports events are of great research significance to the construction of a country's image.

The Beijing Winter Olympic Games will be held in Beijing from February 4 to February 20, 2022. China, the host of the Winter Olympics, has achieved remarkable results in the previous Olympic Games in Tokyo, Rio and even longer before that in London, which attracted worldwide attention. As a result, China itself will receive a lot of media attention from other countries during major sporting events. Coupled with the fact that the Winter Olympics is an international event with global participation, it will naturally receive comprehensive tracking and detailed coverage from all major media outlets around the world. The Western mainstream media, represented by the New York Times, have been covering China in detail during the Winter Olympics.

Taking the reports of the New York Times as an example, studying the Western media's China-related coverage of the Beijing Winter Olympics is conducive to exploring the Western media's attitudes toward China, improving them according to the Western media's attitudes toward China, and urging foreign media to correctly report China-related events, so as to encourage foreign friends to view China correctly, improve the relationship between China and other countries, and reduce misunderstandings among the public; at the same time, it can also contribute to It is also a reference value for the future formulation of sports outreach policies and the establishment of an international image favorable to China's development.

1.3. Impact of the Winter Olympics on China's National Image

The success of the Beijing Winter Olympic Games is another perfect answer submitted by China to the international community. From the "Olympic question" more than 100 years ago, to the successful bid for the Olympic Games in 2001, to the "Double Olympic City" nowadays, China has successfully integrated the "Winter Olympics dream" into the "China dream". Dream". With a feast of ice and snow, China has demonstrated to the world its fast-developing economic and technological capabilities, unique political party advantages, obvious institutional advantages, and the cohesion and centripetal force of the whole country's people in close unity and solidarity; at the same time, it has also contributed to the International Olympic Committee and other countries the Chinese wisdom and Chinese solutions for holding large-scale sports events. At present, the new epidemic is ravaging the world, the international community is still in turmoil, the world sports have pressed the "pause button", many large international sports events have been "suspended", in a state of hovering. However, China has overcome all the difficulties and held the Beijing Winter Olympics as scheduled, fulfilling its promise to the International Olympic Committee and winning the respect of the international community,

showing to the world the comprehensive power and greatness of the second largest economy of the century. Wang Yilin, a professor at the School of Economics of Southwest University of Political Science and Law, believes that the success of the Beijing Winter Olympics stems from the advantages of China's socialist system - the country's ability to focus on the Winter Olympics, which is completely different from Western countries that operate similar large-scale events in a market-oriented form. Therefore, the success of the Beijing Winter Olympics can greatly enhance and enrich China's national image.

1.4. The Current Situation of China's Image Presented by Foreign Media

At present, the research and analysis made by Chinese scholars on the image of China constructed and presented by foreign media mainly focus on the following aspects.

Firstly, Research on the construction design and evaluation of the image of China by foreign media.

Chen Lijiang (2016) built his own corpus through the British mainstream media BBC's reports on the Beijing Winter Olympics, the London Olympics and the Rio Olympics, and conducted keyword analysis to conclude that the BBC constructs China as a sports power with a short history of the Olympic Games, but with a fast development and rapid rise of the national system. While recognizing China's achievements in sports, the BBC also portrays China as a government with many social problems such as serious environmental pollution, hidden risks in cyber security, and failure to guarantee human rights and freedom. Chen Lijiang also found that the BBC's reporting style on China has changed from mainly negative news to providing "factual news" and "balanced news" in a timely and objective manner. This shift also reflects the increasing diversity of foreign media coverage of China. Cao Wei (2019) uses a critical discourse system to analyze the corpus based on Argentine media reports about the 19th National Congress of the Communist Party of China, and finally finds that Argentine media positively recognize China's economic strength and comprehensive national power, presenting China as a world power, and also affirming China's positive role for Argentina; however, at the same time, there is a certain negative attitude towards China's environmental governance issues. Using the British newspaper The Guardian's coverage of China in the period 2000-2020 as a corpus, Marvelin (2020) analyzes that The Guardian portrays China as a responsible power that is leading the world in economy and technology and is trying to control its carbon emissions. At the same time, however, it also negatively frames China on issues related to Tibet and Xinjiang, as well as China's current environmental problems. Liu (2020), on the other hand, found through a study of African mainstream media coverage related to China that the image of China presented by Western mainstream media is very diverse. On the one hand, they portray a "strong China" that has long been a world leader in economic power and sees China as a "friend and partner" type of relationship; on the other hand, a few media outlets also misjudge China's power and magnify China-Africa trade issues, thus On the other hand, a few media outlets have misjudged China's strength and magnified China-Africa trade issues, thus portraying China as a "worrying" player.

Secondly, On top of the foreign media's presentation of China's image, what needs to be improved in China's foreign propaganda.

By comparing the reports of the New York Times and the People's Daily during the Beijing Olympics, Liu (2011) concluded that the style of the People's Daily was more serious and solemn, focusing on the gold medals won in the competition, while the style of the New York Times was more light-hearted and entertaining, with more diversified topics. Therefore, the authors suggest that China's sports propaganda department can play down the "gold medal consciousness", focus on promoting sports spirit, broaden the depth of coverage, and create a good social atmosphere for all people's sports. Yang Qiaoyan (2020) takes the New York Times as an example and makes several suggestions for building a national image in China: first, the

concept of national consciousness should be clearly positioned; second, the discourse strategy of China should be changed to highlight the flexibility of the discourse strategy, so that it can be recognized by audiences in more countries; third, the common discourse should be emphasized and respected to build a sense of identity of China's national image and a common identity between China and the United States .

Based on the previous studies, this project analyzes the background of the positioning and construction of China's image by the Western mainstream media, represented by the New York Times, in their coverage of China during major international sports events. On the basis of this study, this project analyzes the background of China's image in the Western mainstream media during major international sports events, and suggests suggestions for China's sports outreach department to formulate relevant policies and establish a positive image of China in the international community.

2. Image of China in Western Media

In this study, the New York Times, the mainstream media in the United States, reported on China during the Beijing Winter Olympics as a sample. The New York Times has been in circulation for a long time, has a wide readership, and has greater international influence and authority, so it is representative of the Western mainstream media's coverage of China during the Beijing Winter Olympics.

In this paper, we take the China-related reports during the Beijing Winter Olympics from the official website of the New York Times Chinese website. Since news is time-sensitive, China-related news articles related to the Beijing Winter Olympics were selected and collected directly from the official website of the New York Times Chinese website for text analysis. In order to ensure that the textual data were exhaustive, the news articles were selected from January 28 to February 27, 2022, i.e., from the week before the start of the Winter Olympics to the week after the end of the Winter Olympics. According to the statistics, the New York Times reported 37 articles with 78,076 words on China during the Beijing Winter Olympics.

2.1. Western Media's Construction and Evaluation of China's Image

From the statistical results, among the 37 China-related reports in the New York Times, few of them directly reported the process and results of the games, and more of them were non-direct reports of the events - the contents were about foreign Chinese athletes suffering from cold treatment in China, regional political differences, Taiwan and the so-called human rights issues and Xinjiang issues fabricated by the U.S. media, etc. Among them, the most hotly discussed was the story of the "eight children's mother" in Feng County, Jiangsu Province during the Winter Olympics. The most hotly debated issue was the "mother of eight children" incident in Feng County, Jiangsu Province during the Winter Olympics, which provided an opportunity for some Western media, which was already unfriendly to China, to make a big deal out of it. It can be seen that during the Beijing Winter Olympics, the New York Times focused on economic and political issues, human rights and freedom, and territorial issues that were not related to sports itself, in addition to the games.

The jieba library in Python was used to split the words of 37 articles related to China-related coverage in the New York Times during the Winter Olympics, and word frequency statistics were conducted to obtain the keyword list (Table 1). From the keyword list (Table 1), we can see that there are 11 keywords with high relevance to the Beijing Winter Olympics events and sports broadcast, such as "China", "Olympics", "Beijing", "IOC", "IOC", "China", "China", "China" and "China". "IOC", "gold medal", "skating", "curling" and so on. The remaining nine keywords, such as "human rights" and "Taiwan", indirectly reflect that the New York Times focused a lot

of attention on issues unrelated to sports during the Beijing Winter Olympics, including a lot of false allegations about Taiwan issues and human rights issues.

Table 1. Keyword List Filter

Serial number	Keyword	Frequency
1	China	805
2	Olympic Games	365
3	Sports	308
4	Beijing	224
5	Athletes	208
6	Media	94
7	Question	92
8	Sports	86
9	Politics	85
10	International Olympic Committee	64
11	Gold Medal	63
12	Criticism	60
13	Skating	59
14	Curling	54
15	Human Rights	54
16	Sponsorship	43
17	Speed Skating	32
18	Ethnic	29
19	Taiwan	27
20	Chinese Government	27

For example, the word "Taiwan" appears 27 times, reflecting the repeated references to the Taiwan issue in the Western media, represented by the New York Times, to make unfounded accusations against China. Among them, in an article titled "Chinese Taipei or Chinese Taipei? In a news report titled "Controversy over the name of Taiwan's delegation to the Winter Olympics", the writer made a big deal about the name of Taiwan's delegation, creating contradictions and causing confrontations, ignoring the reality that "Taiwan is an inseparable

part of China", violating the "one China" principle and interfering in China's internal affairs. The author ignores the reality that "Taiwan is an inseparable part of China" and violates the "only one China" principle, interfering in China's internal affairs.

Another key word is "human rights". The New York Times portrays China as a geopolitically discriminatory, racially discriminatory and ultra-nationalist country by fabricating unfounded facts about the discrimination suffered by foreign athletes of Chinese descent in China and the repression of Xinjiang. For example, in a story titled "Chinese Naturalized Athlete Faces Scrutiny as Zhu Yi's Fall Sparks Mockery," the author infinitely amplifies Chinese netizens' online violence against Zhu Yi, a Chinese-American athlete, and represents the inappropriate attitudes of some netizens as China's attitudes, fabricating that "naturalized athletes The New York Times reported on another Chinese skater, Chen Wei, who was treated badly in China for winning the championship. What's more, the New York Times compared the Chinese attitude toward Chen Wei, Zhu Yi and another foreign athlete, Gu Ailing, a baseless and unrealistic move that undoubtedly creates conflicts and hurts the feelings of athletes and viewers.

In addition, during the Winter Olympics, the New York Times repeatedly mentioned issues related to Xinjiang. For example, China's choice of a 20-year-old Uyghur athlete, Dinigel Yilamjiang, as a torchbearer during the opening ceremony of the Olympics was undoubtedly a positive act symbolizing national unity, while the New York Times claimed that it was a calculated and provocative way for Beijing to use an athlete to whitewash its repression of Uyghurs in the far western region of Xinjiang. Misrepresenting China as an ethnically discriminatory country also tends to hurt the feelings of fellow ethnic minorities overseas.

Combined with the keyword analysis, it can be seen that in sports, the Western media, represented by the New York Times, presents China as an Olympic powerhouse, but distorts China as a geopolitically discriminatory, racially discriminatory, and ultra-nationalist country. The Western mainstream media politicized the Olympic coverage by mixing controversial topics such as Taiwan, Xinjiang, and the eight mothers of children in Fengxian County in their coverage of China, presenting China's national image to their domestic readers based on fabricated and distorted disinformation and according to their own understanding of the need for politicization. In contrast, the inspiring stories of China's Olympic athletes are selectively ignored by the Western media, such as the dream of Xu Mengtao, the four-time Olympic champion, Su Yiming's "zero breakthrough" in the Chinese snowboarding gold medal at the Winter Olympics, and the Chinese aerial skills team's The Chinese aerial skills team won another Olympic gold medal after 16 years.

2.2. Attitudinal Tendency of Western Media Towards China's Image

Through further textual analysis of the corpus, we can learn that the New York Times presents China as a sports powerhouse, but at the same time, it is mixed with a lot of negative news and distorted with Western ideology, spreading a lot of news reports that are not conducive to building a positive image of China.

First, In the New York Times, for example, China is presented as a utilitarian nation that is desperate for the number of gold medals (Example 1);

Example 1: One reason is a simple arithmetic choice. Teams of dozens of people are costly and difficult to manage, and usually only add one medal to China's tally, while individual athletes might be able to win multiple medals at a single Olympics, making them a more effective channel for bringing national pride. Source The New York Times

The New York Times highlighted China's individual events over collective events in its report, stemming from China's focus on individual events at the expense of collective events out of a quest for medals. By fabricating unfounded facts and malicious speculations, China is misrepresented as a utilitarian country.

Second, the Western mainstream media, as represented by the New York Times, has fabricated China as a country that violates human rights and is full of racial discrimination (Example 2).

Example 2: In China, these human rights violations include repression in Xinjiang, as well as continued oppression in Tibet, violations of political freedom in Hong Kong, and threats of territorial claims against Taiwan. Source The New York Times

In the report, the New York Times repeatedly refers to the Xinjiang cotton incident, describing the foreign boycott of Xinjiang cotton as "an expression of concern over reports of forced labor in Xinjiang," and fabricating unfounded facts about the Communist Party's forced confinement of millions of Uighur Muslims in mass detention and re-education camps in Xinjiang. At the same time, it claimed that China had resorted to "genocide" in its treatment of Xinjiang, Hong Kong and Taiwan, misrepresenting China as a racially discriminatory country.

Third, in the Olympic coverage, the issue of Taiwan was mentioned several times to create contradictions and provoke confrontations, thus portraying China as a country plagued by territorial sovereignty disputes (Example 3).

Example 3: Taiwan is an autonomous island, while China claims Taiwan as its territory. For decades, Taiwan has been forced to participate in international sporting events under the name "Chinese Taipei" rather than "Taiwan" or its official name, "Republic of China. Source New York Times

Fourth, while reporting on the image of an Olympic powerhouse, it creates an image of a government that is sexist, oppressive, and plagued by human rights issues.

For example, it compares "Gu Ailing" with "eight children mothers in Fengxian", generalizes the whole picture, expands the minority to the majority, and misrepresents China's extreme discrimination against women and their extremely low status; when reporting on Hong Kong's Olympic performance, it makes groundless accusations of political and human rights problems in Hong Kong, China. When reporting on Hong Kong's Olympic performance, the article made unfounded allegations about political and human rights problems in Hong Kong, China, smearing Hong Kong as a region where human rights are disregarded and people are oppressed; when reporting on the Beijing Winter Olympics, the article unilaterally highlighted "the adoption of overly harsh epidemic prevention measures.

Fifth, In reporting on China's sports system and athletes, China is portrayed as a country that lacks a sense of collectivism.

The author selectively ignores the achievements of Chinese athletes in his coverage, constantly magnifying China's underdog sport, hockey. And from sports to national spirit, the unsatisfactory performance of the collective sport of hockey is overly elevated to "the inability to achieve the collectivist ideals around which its nation was founded."

2.3. Problems and Loopholes in Western Media's Construction of China's Image

Through the analysis of the New York Times' coverage of China during the Beijing Winter Olympics, it can be seen that the Western mainstream media, as represented by the New York Times, has less coverage of China during the Winter Olympics than of sports and the sporting events themselves, and focuses more on politicized issues such as human rights issues, racial conflicts and territorial disputes in China, which itself is a deviation from the themes related to the Winter Olympics. This in itself is a departure from the theme of the Winter Olympics.

In the course of the New York Times' coverage, all of China's impressive achievements were almost completely ignored by the writer, while China's weaker sports were constantly amplified, even to the point of questioning China's sportsmanship. This kind of reporting is likely to lead to an incomplete and biased perception of China.

At the same time, the author consciously "selects" and "highlights" some information according to the need of politicization, and enriches the details behind the relevant information in detail

to highlight the authenticity of the relevant news reports and enhance the conviction of the domestic audience; and then, according to his own understanding, the author's report is full of ideological overtones. This will easily lead to misunderstanding of China, which is not conducive to the establishment of a positive image of China in the international arena.

3. Background Analysis of Western Media's Construction of China's Image

3.1. Social Background

Since the 21st century, China's economy has become increasingly developed and continues to develop at a medium to high speed, and has achieved the first 100-year goal of building a moderately prosperous society on the Chinese land. At the same time, with the dual support of institutional advantages and rapid economic development, China's science and technology is also changing at an unprecedented speed, and has even surpassed the West in many fields. The rise of China as a third world country has plunged the Western world, which has been dominant, into fear and crisis. As a result, some Western groups have been throwing out the "China threat theory" to contain China's development in various aspects based on the current situation of China's rapid development.

In addition, since the outbreak of the new epidemic in 2020, the global economy and the physical and mental health of the people have been hit hard. By the time the city of Wuhan was unsealed on April 8, 2020, the epidemic in China was largely under control on all fronts and, with the exception of a few occasional outbreaks, has remained under control. At the same time, despite being hit by a number of factors that exceeded expectations, including the epidemic, China's economy still achieved positive growth, and the long-term positive economic development trend has not changed. On the contrary, in the West, the new epidemic has not been effectively contained and the number of cases remains high, which has greatly impacted the development of its economy and made it fall into the quagmire of negative economic growth for a long time.

Since Europe and the United States have dominated the world for nearly a century, the resulting sense of national superiority prevents them from facing China's rise squarely and looking at its development rationally. Therefore, in the reports related to China, some Western mainstream media are full of ideological color intentionally ignoring China's achievements, magnifying China's shortcomings, and even distorting the facts, all aiming to contain China's development and hit China's international image.

3.2. Political Background

Since the beginning of this century, the center of gravity of the world economy has gradually shifted eastward with the group growth of developing and emerging countries represented by China. This trend has greatly impacted the dominant position of Western countries and launched a strong challenge to the international status of Western countries, causing Western countries to fall into the fear of manipulating unstable vested interests, especially the Western hegemonic countries represented by the United States and the old capitalist countries represented by the United Kingdom are more afraid that the development of the Third World will damage their vested interests.

The growth of emerging countries and the incompatibility of the existing powers will inevitably create a "Thucydides trap" in the international community; coupled with the fact that Western countries themselves have a tradition of "balance of power policy", i.e., competing countries will use their own power to contain the development of other countries to maintain their own position; and In addition, the West has its own tradition of "balance of power policy", that is, competing countries will maintain their own position through their own power to curb the development of other countries; and the new epidemic brings a strong impact on the West, and

the West needs to transfer the discontent to buffer itself. Therefore, Western countries firstly regard China as a potential threat and strategic opponent, and take public opinion out of context, fabricate unfounded facts and distort China's image, with the intention of preventing China from further establishing a positive image in the international community.

3.3. Cultural Background

Chinese culture is profound and long-standing, and has been inherited since ancient times, and is the oldest and the only uninterrupted civilization in the world. From the Yanhuang civilization in ancient times to the new era of socialism with Chinese characteristics today, Chinese culture has been continuously injected with new vitality over the past 5,000 years and has become an organic whole with great vitality. Moreover, China has long been ahead of the West by virtue of its unique cultural system, with a large number of artistic treasures of creativity.

In contrast, Western countries have shown diversity in their civilizations and there have been discontinuities in their development, and they have not developed independently for a long time. It is only since the modern Renaissance that it has gradually grown and developed into an independent civilization system. With the rise of the Industrial Revolution, Western civilization gradually took the lead over Eastern civilization and occupied a dominant position in the international community. However, in recent years, as the process of the great rejuvenation of the Chinese nation has accelerated, the West's sense of crisis has deepened, and it has continued to suppress China in order to contain the growing Chinese civilization.

4. Strategies for Building a National Image in Chinese Sports Outreach

This project analyzes the background of the positioning and construction of China's image in the Western mainstream media's coverage of China during major international sports events. On the basis of this, we suggest strategies for China's sports outreach department to formulate relevant policies and establish a positive image of China in the international community.

4.1. Broaden the Depth of News Coverage

In the past, during the international large-scale sports events, our news media would pay close attention to and follow the whole process of objective reporting of events related to the events. However, in reading the news reports, it is easy to see that the emphasis in our news coverage is on the number of gold medals won by the athletes - even though this is the norm for news coverage of sports events. For a sporting event, the spirit of the sport and the impact it has on the nation is much more meaningful than the results on the field of play.

In the designation of foreign propaganda policy, China should increase the intensity of coverage, broaden the depth of coverage, dilute the framework of gold medals and gold medal consciousness, promote the spirit of sports related to sports events, enhance the awareness of all people, promote the social culture of physical fitness in the whole society, and thus improve the physical and moral quality of the nation.

4.2. Research on Audience Cognitive Law

The outreach of China's sports events is open to the whole world. Therefore, before formulating publicity policies, we should first understand the cultural background of other countries to minimize the impact of "cultural discounts" in the foreign propaganda - for the audiences of different countries, we should adopt different ways of foreign propaganda according to their different cultural backgrounds and cognitive habits.

At the same time, the relevant departments also need to study the cognitive rules of audiences in other countries through the results of previous outreach, to understand their cognitive preferences, personalized propaganda in a way that is pleasing to the audience, to enhance the

audience's goodwill and trust in the propaganda content, deepen their goodwill and trust in the Chinese media, and improve the propaganda effect of China's foreign propaganda department.

4.3. Innovative Change of Communication Channels

When China's foreign propaganda department carries out sports-related propaganda activities, it should constantly change new concepts, develop new ideas and adopt new methods, so as to enhance the freshness of the audience, stimulate the enthusiasm of the audience to understand the propaganda content and improve the acceptance of the relevant news reports.

In the propaganda process, the relevant departments can add new communication subjects on top of the original official communication channels, so as to promote the diversification of communication subjects and universal communication methods, which are accepted by more audiences. Internally, China can make use of the power of new communication subjects, such as self-media, to introduce the relevant events through the perspective of ordinary people, in order to narrow the distance with the overseas public, and also to stimulate the resonance of foreign audiences. Externally, relevant departments can invite foreign experts, scholars and other authorities to China for inspection, guiding Western audiences to look at China comprehensively and objectively; at the same time, they can also invite overseas sports stars and other public figures to carry out relevant publicity, strengthening the audience's affinity for and conviction of the publicity content.

On this basis, China's foreign propaganda department should also improve the sports propaganda system, enhance the professional capacity of relevant departments, strengthen the evaluation of sports propaganda public opinion, and realize the rule of law for all-media communication. In the process of propaganda, highlight the positive achievements and form a good public opinion atmosphere, so as to tell a good sports story and establish a good image.

5. Concluding Remarks and Insights

At present, there are still a lot of negative attitudes in Western mainstream media reports related to China, which imply Western morality and cause misunderstanding of China among overseas people. In response to this phenomenon, we should actively fight for the right to speak, mobilize propaganda resources, innovate foreign propaganda methods, and show the world a comprehensive and real image of a great eastern civilization.

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