



International Communication Mediation: China's National Image Construction On Winter Olympics Games

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ABSTRACT

With the strengthening of China's comprehensive national strength, China has taken a more active role in international affairs and played an irreplaceable role in the international arena. However, there is a clear dissonance between China's national achievements and China's international voice. Today's international public opinion field has long been under the control of Western discourse power, and China's national image has been in a state of 'other shaping' for a long time. Most foreign people know China through foreign media reports. This paper aims to construct China's level of international discourse power construction and how the country has spread its own voice. This study extensively looking at China domestic media's methods of 'self-shaping' China's national image, as an important international tool in the Winter Olympics to promote. This paper takes China's international mainstream media CGTN's coverage of the Beijing Winter Olympics, and analyzes how CGTN constructs China's national image in its coverage of the Beijing Winter Olympics from a framework perspective. The study found that CGTN's coverage of the Beijing Winter Olympics constructed China's national image from four levels: theme framework, narrative framework, discourse framework, and audience framework, which has certain reference significance for domestic media to build China's national image in international communication in the future.

Keywords: China, National Image, Winter Olympics, CGTN, Media

INTRODUCTION

The development of CGTN has gone through several stages. China Global Television Network (hereinafter referred to as CGTN), established by CCTV in 2016, is an international media organization. Subordinate channels include CGTN Documentary Channel, CGTN Arabic, CGTN Russian, CGTN French, CGTN Spanish and many other TV channels, and set up special websites or accounts on multiple new media mobile terminals. In recent years, through TV channels, video news agencies and other social media, CGTN has more than 100 million audiences around the world, and has become an international mainstream media competing with BBC, CNN and Russia Today. Before the establishment of CGTN, my country had launched many international TV channels. From the earliest CCTV-4 to the English-language international channels, French-language international channels, and Arabic-language international channels, China has gradually established a relatively complete multilingual, multi-level, and multi-channel foreign propaganda TV network.

On December 31, 2016, CGTN was formally established. The foreign language channels of CCTV became the affiliated channels of China Global Television Network, and were renamed as CGTN Documentary Channel, CGTN Russian, CGTN French, CGTN Arabic, CGTN Spanish, etc. In addition, CGTN integrates TV channels and related resources while accessing new media to form a converged communication system. Especially during the 2022 Beijing Winter Olympic Games (hereinafter referred to as the Beijing Winter Olympics), CGTN, as an important position for my country's external communication, will take advantage of the opportunity of the Winter Olympics to dig out Chinese elements in sports events and create Chinese-style sports events. External communication paradigm, to create a good image of China.

Recognition of the CGTN as an International Communication Features

CGTN is an important window for the overseas audience market and enhances the international discourse power, and has an irreplaceable function in international communication. The following will analyze the characteristics of CGTN international communication from the three aspects of globalization, localization and integration.

(I) Construct a communication matrix and globalize the scope of coverage

CGTN is based in China and looks at the world. Its globalization features are concentrated in the establishment of international communication channels and the selection of communication content. First of all, in terms of advocacy and construction, CGTN has opened many subordinate TV channels, including but not limited to CGTN English Channel, CGTN Spanish Channel, CGTN Arabic Channel and other channels. Among them, only the English channel has North America, The three branches in Africa and Europe have basically formed a global communication network. On social media, CGTN actively creates official accounts and actively participates in international communication. It has a large number of fans and great influence on media platforms such as Facebook and Twitter. Secondly, in terms of content selection, CGTN establishes a global perspective and actively reports on global affairs. On the eve of the 2018 World Water Day, CGTN interviewed the editor-in-chief of the 2018 World Water Resources Development Report and the Director-General of UNESCO to discuss water security issues under the threat of global warming and how to build better green solutions. CGTN builds an international communication matrix, with coverage and coverage all over the world, and its influence continues to grow.

(II) Mutual respect for multiculturalism and localize the content of reports

The improvement of CGTN's international influence is inseparable from the localization of CGTN reports. On the one hand, CGTN takes advantage of its geographical proximity to localize interviews with neighboring countries. For example, Inner Mongolia borders Mongolia, and the Mongolian satellite TV channel located in Ulaanbaatar makes full use of its own cultural and geographical advantages to spread Mongolia. On the other hand, CGTN cooperates with foreign media and media workers to explore the psychological closeness between China and the world affairs and local people. For example, in January 2023, CGTN, together with more than 10 media organizations and other media practitioners from the United States, Uganda, Cambodia, Pakistan, etc., successfully held 'Insight: The Responsibility and Power of the Media in the Global Fight Against the Epidemic' and 'Insight: Hand in Hand for a Better World' Promoting Recovery' two media forums to discuss the form of global antiepidemic. In March 2023, CGTN, together with Mauritius National Television, Rwanda National Television and other mainstream media in five African countries, will launch the 'Sharing Prosperity' TV column. Through cooperation with local media, CGTN taps out the interests of local people, realizes the localized expression of global affairs, and at the same time enhances the influence of CGTN in the field of international communication.

(III) Innovative forms of communication and integrate the reporting methods

'Integration' is a whole process, including the process of media integration and the phased result of media integration. CGTN, as a new type of integrated communication agency, established and launched the Media Center in October 2017. The 'CGTN Convergence Media Center' created by CGTN is a core business department of integrated production and communication integrating 'multi-form collection, sharing on the same platform, integrated production, multi-channel and multi-terminal release'. Relying on the integrated cloud production system of CCTV News, CGTN's integrated media platform is based on overseas audiences, coordinates various channels and social media accounts with integrated thinking, and produces multi-form, multi-lingual, and multi-channel content suitable for TV, client, social platforms, etc. product. In recent years, CGTN media integration has gradually deepened. In 2019, CGTN launched a large-scale series of special reports on the integrated media product 'Panoramic China' (New China). On September 14, it focused on Quanzhou, and promoted Quanzhou's economy and culture to global audiences through integrated media. In October 2022, CGTN launched the media-integrated game interactive product 'China Story Box', which is aimed at young audiences around the world, especially game lovers, inviting audiences to participate in the game, start a journey of Chinese stories, and appreciate Chinese culture.

Research Objectives

1. To examine China's level of international discourse power construction and how the country has spread its own voice.
2. To identify China's domestic media methods of 'self-shaping' on China's national image, as an important international tool in the Winter Olympics.
3. To explore how China's mainstream media CGTN constructs the national image of China in the Beijing Winter Olympics coverages?

Research Questions

1. What is the China's level of international discourse power construction and how the country has spread its own voice?
2. What is the China's domestic media methods of 'self-shaping' on China's national image, as an important international tool in the Winter Olympics.
3. How China's mainstream media CGTN constructs the national image of China in the Beijing Winter Olympics coverages?

Significance of the CGTN's coverage on the Beijing Winter Olympics

1. Practical Perspectives International communication is the communication between countries with the national society as the basic unit and the mass communication as the pillar". Relying on foreign reports, the mass media undertakes the task of propagating a country's politics, economy, culture and foreign policies in international communication. Through the establishment of the country's external environment and the shaping of its own international image, China's foreign mainstream media have achieved a true comprehensive and objective construction of China's image.

In today's world, due to the innovation of communication media, the transmission of information is obviously global. With the help of a certain carrier, especially the Olympic Games and other international events that attract worldwide attention, national image building can achieve twice the result with half the effort. The hosting of the 24th Winter Olympics in Beijing will help to increase the attention of overseas people to China, help to build a respectable, lovely and credible image of China, and help the international community to have a more comprehensive understanding of China's image. Studying CGTN's coverage of the Beijing Winter Olympics can provide reference for the coverage of other international events.

II. Academic Knowledge Construction

In recent years, domestic and foreign research on the reporting of the Winter Olympics has gradually become a hot topic. First of all, studying the coverage of the Beijing Winter Olympics from the perspective of frame theory is an emerging research direction in recent years. Frame theory emphasizes the organization and scope of news texts, highlighting news value orientation. The research on the framework of the Winter Olympics news report broadens the research vision of the Winter Olympics news report to a certain extent, and provides a path reference for the study of the Winter Olympics reports of other domestic media and the media's reports of other international events.

In recent years, China has made a series of major achievements. The domestic economic situation is good, the overall economy maintains steady development, and China maintains the status of the world's second largest economy; the international situation is stable, and major country diplomacy is comprehensively promoted. China has participated in the G20 summit, the APEC leaders' meeting, and the BRICS leaders' meeting, etc. Major events, participate in international affairs, and help resolve international disputes. However, under the huge public opinion dissemination network of Western countries, China's great achievements cannot be correctly recognized by foreign people. Western information powers headed by the United States have a clear factual selectivity when reporting news related to China, that is, a large number of negative reports on China and even fabricated facts. When overseas people perceive China under the agenda set by Western media, they often have prejudice against China's national image. Only by giving full play to its own cultural advantages and making full use of its own cultural symbols to transform and disseminate local values, can China present a true and comprehensive national image in the global context, so that Western people have a more real, three-dimensional, and more comprehensive view of China. Comprehensive awareness.

Conceptual Framework

The concept of frame was proposed by psychologist and anthropologist Bateson in 1955: 'is a field of study about how people construct social reality'. In 1974, American sociologist Goffman applied the concept of frame to the field of communication for the first time in his book 'Frame Analysis'. Goffman believes that a frame is 'a set of rules by which individuals transform social life experiences into subjective cognitions' [8]. A framework is a pre-existing thinking pattern in the human brain based on past knowledge and experience, and people construct new things based on the existing framework. In the 1980s, scholars introduced frame theory into the field of news communication, which gave birth to news frame. News framing is an extension of framing theory in the field of news communication. Scholar Zang Guoren believes that 'the news framework includes three levels: high, middle and low, which are news subject, news structure, and news language' [9]. The structures of different news types are similar, and they are analyzed from three levels: high-level, middle-level, and lowlevel, namely, news subject (theme framework), news structure (narrative framework), and news language (discourse framework). In reporting on the Winter Olympics, CGTN broke the stereotypes of overseas audiences and reshaped their understanding of China through true and comprehensive factual reports.

Methodology

This article takes the relevant reports about the 2022 Beijing Winter Olympics collected on the official website of CGTN as a sample, first collects and organizes the data, and then conducts subsequent content analysis. The second is to use the research method of combining content analysis and text analysis. On the basis of the first step, through content analysis, it studies the content reported by CGTN during the Winter Olympics from the perspective of frame theory. Thirdly, based on the above research, under the background of the in-depth development of media integration, we will use the theoretical perspective of communication to explore a new way for CGTN to spread its international image. Finally, explore the framework theory and analyze from the perspective of communication how CGTN can improve my country's external communication capabilities in the face of major international events. With the help of agenda setting and other theories, we can grasp the initiative of international communication and break the previous dilemma of 'other shaping' of the international image.

Findings

CGTN Beijing Winter Olympics reporting framework as 'building national image'

The high-level structure of the news frame is reflected in the subject frame of research news reports. As my country's external media, CGTN has made a lot of reports on the progress of the Winter Olympics. Through the analysis of CGTN's reports on the Beijing Winter Olympics from February 4, 2022 to February 20, 2022, the results show that during this period, CGTN's reports on the Winter Olympics mainly focus on events, athletes, awards, and Chinese cultural elements. The Olympic spirit and international relations were reported. Based on this finding, this paper further categorizes the reporting themes into three categories. One is sports issues, one is cultural issues, and the other is political issues. Sports issues refer to issues related to sports events and related personal affairs; cultural issues refer to issues related to Chinese spiritual culture; political issues refer to issues related to international relations and diplomatic events related to the Winter Olympics.

I. Sports Competition Related Issues Gained Attention

As a major international sports event, the audience's attention to the Winter Olympics is first of all on the competition itself, especially the medals. Specifically, the reports of the news media focused on the participation and awards of the participating athletes and delegations. This type of reporting is a sporting issue. CGTN's coverage of the Beijing Winter Olympics around sports issues can be roughly divided into the framework of competition procedures and the framework of competition personnel.

The framework of the competition program mainly includes the holding and preparation of the Winter Olympics, the progress of the competition (opening and closing ceremonies, pre-competition predictions, live events, post-competition analysis, medal statistics, etc.), peripherals of the Winter Olympics (uniforms, commemorative badges, Bingdundun dolls, etc.), sports science popularization (winter sports challenges), etc. The frame of competition personnel mainly includes athletes' preparation and awards, interviews with coaches and relevant personnel, etc. CGTN adheres to the concept of 'openness and diversity'. Although the reports on athletes and coaches mainly focus on domestic athletes and their coaches, they do not ignore athletes and coaches from other countries.

II. Winter Olympic Recognise the 'China Cultural Belongings'

Journalism is a public cultural undertaking that is open to the society and serves the society. News reports can subtly deepen the audience's understanding of traditional Chinese culture, increase the society's attention to traditional culture, and enhance the audience's recognition of the Chinese nation. In 'Beijing Winter Olympic Village showcases traditional Chinese artworks', CGTN reported more than 100 pieces of intangible cultural heritage artworks in Beijing Winter Olympic Village, spreading elements such as ink painting, Peking opera and traditional costumes to overseas audiences. CGTN not only plays a role in the inheritance and dissemination of traditional culture, but also plays a powerful role in the promotion of modern values. CGTN has repeatedly reported on the services of volunteers for the Winter Olympics, promoting the spirit of volunteers and establishing the image of China as a responsible major country. For example, after CGTN attracted overseas people through the hot event of volunteer Xu Tianran fighting with Bingdundun in the report, it further reported Xu Tianran's volunteer service experience in the Winter Olympics and the good service experience provided by the Winter Olympics, and the individual The incident was introduced into group reports, spreading the spirit of volunteers, and spreading the image of China as a responsible big country.

III. International News Portyal on China National Politics

The Olympic Games are closely intertwined with international politics. On the one hand, as a global event, the holding of each Winter Olympic Games can attract the attention of the whole world. As an international news event with news value such as freshness, importance, significance, and interest, the successful hosting of the

Olympic Games will help increase the popularity and influence of the host country in the world. On the other hand, the preparation of the Olympic Games requires the coordination and cooperation of multiple forces

In the host country. Apart from watching the live games, the audience can also learn about the venues, local transportation, technological strength and even the country's comprehensive national strength. During the preparations for the Winter Olympics, some Western countries led by the United States and the United Kingdom have repeatedly launched 'diplomatic boycotts' of the Beijing Winter Olympics. The domestic media urgently needs to correctly guide international public opinion. Therefore, the coverage of this Winter Olympics has more political overtones.

This issue has different trends due to different international relations. Most countries expressed their expectations for the 2022 Beijing Winter Olympics. Saudi Sports Minister Abdulaziz said that 'China will be able to overcome the difficulties brought by COVID-19 and hold a simple, safe and splendid Winter Games' (China will be able to overcome the difficulties brought about by the new crown pneumonia epidemic and hold A simple, safe and exciting Winter Olympics). Former Thai Deputy Prime Minister Gong Thapransi expressed 'expressed confidence that the Games will achieve a great success.' to participate in the Winter Olympics. Although some Western countries headed by the United States have expressed their attitude of discrediting China and boycotting the Winter Olympics, international public opinion is generally positive about the Beijing 2022 Winter Olympics.

In the CGTN report 'You give peace a chance': Bach gives thumbs up to Beijing 2022 athletes', International Olympic Committee (IOC) President Thomas Bach mentioned that 'Athletes from countries that are divided by conflict have respected, supported and embraced each other over the past 16 days,' (Athletes from countries divided by conflict have respected, supported and embraced each other in the past 16 days.) CGTN caught Chinese athletes when covering the Beijing Winter Olympics, The relationship with foreign coaches; the friendship between Chinese athletes and foreign athletes; the friendly interactions between countries were used to make key reports, which strongly countered the suspicion of China by some countries led by the United States. Through the Beijing Winter Olympics, China sent a signal to the world that it loves peace and common development and built a stage for all countries to ease disputes and engage in equal dialogue; through CGTN's coverage of the Beijing Winter Olympics, China established a respectable, lovely and credible image.

CGTN Beijing Winter Olympics reports build a 'narrative framework for national image'.

The middle level structure of the news frame is reflected in the narrative frame of the research news report. The research on the content of CGTN Beijing Winter Olympics report is roughly analyzed from two aspects: narrative angle and narrative structure.

The most obvious feature of CGTN's narrative perspective is the transition from grand themes to personalized narratives, from predictive analysis or macrosummarization of events to reporting on individual athletes. CGTN 'star-made' some athletes, such as Gu Ailing, Wu Dajing, Su Yiming, Wang Meng, etc., through intensive and continuous reporting on the training process, combined with other social platforms to strengthen publicity, it has successfully created many star athletes. For example, on February 8, 2022, CGTN continuously released several reports about Gu Ailing 'Eileen Gu: Your biggest rival is always yourself' (Gu Ailing: Your biggest rival is always yourself) 'Exclusive: Eileen Gu's coach 'proud' for her After winning gold medal' (exclusive: Gu Ailing's coach is 'proud' of her winning the gold medal), and also reported that 'Chinese player Gu Ailing plans to celebrate her gold medal by playing the piano and eating mint chocolate' to add interest and attraction point. By attracting public attention to star athletes, CGTN further shapes the image of Chinese athletes and stimulates overseas public's attention to Chinese athletes.

The narrative structure also starts from the microcosm and leads to the macrocosm. For example, CGTN's integrated media program 'Dream of Ice and Snow' adopts multi-line narrative, filming the training stories of six young ice and snow athletes in Beijing, Shanghai, Canada and other places, which converge into the grand theme of pursuing dreams in the Winter Olympics. Through the portrayal of themes such as 'chasing ideals', the image of Chinese athletes who are brave to fight and pursue transcendence is shaped, and a respectable, lovely, and credible image of China is also created.

CGTN Beijing Winter Olympics report builds the 'discursive framework of national image'.

The low-level structure of the news frame is reflected in the discourse frame of research news reports. For the analysis of the low-level structure, that is, the discourse frame, this paper studies both CGTN text symbols and screen symbols.

I. Text symbol construction

As the main body of the report, the text plays a considerable role in both text reports and video reports. First of all, CGTN uses a large number of multilingual titles and text symbols. On the one hand, by adding

corresponding language vocabulary, it enhances the convenience of retrieval in non-English-speaking countries and increases the audience contact rate of reports; on the other hand, the localized expression of discourse also improves video interpretation. The degree of pertinence and relevance reflects China's openness, internationality and inclusiveness. Secondly, CGTN expresses its own emotional tendency by using some suggestive keywords. According to the investigation of this article, the terms used in CGTN reports include but are not limited to 'setting a record', 'expressing satisfaction', 'surging ratings', 'a visual feast of strength and beauty' (a visual feast of strength and beauty), 'Beijing 2022 is the most Attention to the Winter Olympics' and so on. Through the selection of positive text symbols, CGTN's coverage of the Beijing Winter Olympics expressed a more obvious tendency of positive sentiments, and this tendency obviously conveyed a positive image of the country to the outside world.

II. Screen symbol construction

As the main body of the video, the image contains symbolic information that cannot be ignored. First, symbolic information has a corresponding symbolic meaning. In the video of CGTN reporting on the opening of the Winter Olympics, the audience can see that the opening ceremony consists of a piece of snow, a drop of ink, a group of households, and a picture scroll, expressing the Chinese culture in a simple and romantic way. The spiritual realm of culture. Here, chief director Zhang Yimou endows each snowflake with the meaning of 'I' and 'we'. 'Snowflakes' from all over the world gathered together on the stage of the Winter Olympics, implying the concept of a community with a shared future for mankind and the great unity of the world.

Second, symbols themselves sometimes exist in a ritual way. The view of communication rituals holds that 'the essence of communication is not superficial information transmission, but all ritual activities in which social relations and social life are maintained. The torch relay and ignition, opening and closing ceremonies, athletes' entrance, awards ceremony, playing of the national anthem and other screen symbols appearing in the CGTN Beijing Winter Olympics video report jointly constructed and maintained the framework and paradigm. From the participants to the live audience to the video audience, all are part of this ceremony, and all are strongly infected by the Winter Olympics. This kind of interaction in the communication ceremony deeply embodies the atmosphere of an open and inclusive big country, and creates a respectable, credible and lovely image of China.

Analysis of the Audience Framework of CGTN Beijing Winter Olympics News Reports

In the era of traditional media, the news framework plays a significant role, and what the media chooses to say plays a decisive role in the communication effect. Due to the wide application of the Internet and mobile communications, the audience has more ways to obtain information and more options, and the audience framework is playing an increasingly important role. The so-called audience frame means 'when the target audience accepts relevant event information, due to their own cultural knowledge background and cognitive understanding of the event narrative, they will automatically identify the most prominent information and exclude other information'. The audience's access to information is no longer just passive and blind acceptance, but partial acceptance after selection. In this case, in order to gain attention, the media should start from the audience more and find out 'what content is more acceptable to the audience.'

Transcultural communication was first seen in Professor Shi Anbin's paper 'From 'Intercultural Communication' to 'Transcultural Communication' published in 2018. It mentions that 'cultural transformation and variation occur in the communication and dialogue of two or more cultures, which is 'transformation'. CGTN adheres to the concept of a community with a shared future for mankind and the standpoint of its audience, and advocates equal dialogue and coordination and cooperation through its coverage of the Winter Olympics to build a credible and respectable image of China. When conducting international communication, CGTN pays special attention to the differences between Chinese culture and Western culture, and is good at selecting content that overseas audiences do not know but wants to know from many Winter Olympics stories based on the interests of overseas audiences. Express China's position, views and opinions. Specifically, it can be divided into the following situations:

I. Conventional report perspective: Chinese people talk about China

Chinese people talking about China is a commonly used perspective in domestic sports reports, but this perspective is rarely used in international reports. CGTN uses this conventional perspective more in international reports, which is conducive to striving for the right to speak and dominate international reports. This requires identifying the points of interest of foreign people in international reports. For example, in response to the 'Bingdundun' dolls and their surroundings that are popular among foreigners, CGTN published 'Bing Dwen Dwen becomes super hard to get as people go bananas over the Olympics mascot' (with people's pursuit of the Olympic mascot, Bingdun become very difficult to buy), in 'Bing Dwen Dwen and Chinese soldiers', reports that Chinese soldiers built a snowman in the shape of an ice mound. The Chinese talk about China, and in order to achieve successful dissemination, it is necessary to find out the points of interest of foreigners, use the points to describe the Chinese people, and portray the image of China in the eyes of the Chinese themselves.

Aiming at the green environmental protection issue that is generally concerned by the international community, CGTN actively responded to the concerns of the international community, and mentioned in the report that 'All of the 26 Winter Olympic venues are powered with 100 percent renewable energy.' (All 26 Winter Olympic venues are 100% use of renewable energy.) 'China has built the Zhangbei Flexible direct current grid project, which uses wind and solar energy resources to transfer electricity from Zhangjiakou to Beijing.' (China has built the Zhangbei Flexible direct current grid project, which uses wind and solar energy resources to transfer electricity from Zhangjiakou to Beijing.) Solar resources transport electricity from Zhangjiakou to Beijing.)

II. Changing the perspective of the main body: foreigners talking about Chinese affairs

The perspective of foreigners talking about Chinese affairs is more commonly used in international reports. The existing problem with this perspective is that the main body of the report is entirely foreign media, lacking the checks of domestic media. Therefore, such reports have strong subjective judgments and negative tendencies. The perspective of 'subject transformation' proposed in this article is not to abandon the domestic media, but to try to select foreign people to speak out under the control of the domestic media.

The voice of overseas people is conducive to exposing false reports by overseas media. For example, CGTN launched 'Winter Olympics Talks', inviting 7 heads of international individual sports federations to express their views and expectations on the Beijing Winter Olympics. Follow in the footsteps of foreign friends in 'Walk Beijing: A stroll around the Summer Palace' (Walk Beijing: A stroll around the Summer Palace), giving a panoramic explanation of the attractions of the Summer Palace. In the live broadcast of 'Winter Olympics News', American singer Tang Bohu (Anne) and French host Mo Yan (Yves Mouille) talked with CGTN's Nadim Diab and Zang Shijie about 'their lives in China, their love of traditional Chinese culture, their observations about the Winter Olympics, and how to make friends through sports' (their life in China, their love for traditional Chinese culture, their views on the Winter Olympics, and how to make friends through sports). This kind of report has foreigners as the protagonists, and naturally uses the perspective of foreigners to speak out. The main body of the communication fits the psychology of the audience, which can increase the influence and proximity of the report, and make the content of the report easier for overseas people to believe and accept.

III. Changing the perspective of content: Chinese people talk about foreign affairs

This type of report mainly captures the interest of foreign people by making detailed reports on people or things familiar to foreigners and depicting foreign people or events from a Chinese perspective. 'Italian short track legend Fontana to continue her wonderful Winter Olympic trips' reported the legendary sports career of Italian short track speed skater Arianna Fontana, which received a large number of views. Arianna Fontana is a legendary Italian athlete. As of the 2022 Beijing Winter Olympics, she has won 11 Olympic medals. In addition, there are reports on Sino-foreign cultural exchange activities and Winter Olympics promotional activities held abroad, which are intended to publicize the support of the international community for the 2022 Beijing Winter Olympics, but the number of reports is generally small.

Construction of China's National Image in the Future

I. The Enlightenment of CGTN Beijing Winter Olympics Report - Excellent culture goes overseas and insists on cross-cultural communication

The text frame reminds us that news writing text is a construction of linguistic meaning. CGTN not only reported on the hot sales of mascots Bingdundun and Xuerongrong, which are special visual symbols, but also introduced the Chinese culture contained in them through this popular thing. In 'Bing Dwen Dwen becomes super hard to get as people go bananas over the Olympics mascot', CGTN reported on the hot sales of Bing Dwen Dwen. Phnom Penh Bingdundun, which has appeared many times in video reports, is based on the phenomenon of giant pandas, and is decorated with golden garlands with traditional Chinese cultural elements such as pine, bamboo, and plum, which are 'Three Friends of Suihan'.

While CGTN reported that Bingdundun was popular, it subtly spread the excellent traditional Chinese culture, conveying the meaning of openness, health and hard work contained in the 'cute' in the Chinese image. The construction of a national image should be based on the excellent traditional culture of the country and the nation. When carrying out external reporting and dissemination, only by giving full play to its own cultural excellence and discovering the profound heritage of Chinese culture can it occupy a unique and independent position in external communication. In future foreign reports, the domestic media must firmly stand on China, continue to dig deep into China's excellent traditional culture, tell the world about Chinese culture, use Chinese culture to respond to world concerns, and use Chinese wisdom to solve world problems.

II. Pay attention to user needs and focus on transcultural communication

The audience is not completely passive in the face of the information disseminated by the media. The audience can actively participate in the acquisition and interpretation of information, and presents three forms of 'same

interpretation', 'confrontational interpretation' and 'compromising interpretation' of the news. When the audience comes into contact with the media, their judgment and interpretation of news reports will be affected by their own cognitive schema. In order for China-related reports to be in a favorable position in international communication, domestic media must build a 'first impression' of China for overseas audiences.

In view of the relatively large proportion of young and middle-aged Internet users, CGTN innovated narrative expression methods, used social media platform accounts to tell the story of the Beijing Winter Olympics, and achieved full coverage across circles and fields. At the same time, CGTN narrowed the relationship with overseas audiences by reporting the performance of 'Snowflake' at the opening ceremony and American athlete Ashley Caldwell congratulating Chinese athletes with a hug when they won the gold medal. The concept of a community with a shared future for mankind.

Transcultural communication regards the whole world as a whole, and tries to build a media field where both the sender and the receiver can have a relatively equal dialogue and exchange. Transcultural communication advocates the benign interaction and coexistence of different cultures. In view of China's weak position in international exchanges and the natural diversity and differences between different cultures, the foreign media CGTN should focus on 'interculturality' when reporting on the Winter Olympics, and grasp the commonality between China and Western countries. The aim is to promote an equal dialogue between Chinese culture and Western culture, so as to realize the correct understanding of China by overseas audiences. For the construction of the country's image in the future, domestic media's foreign reports must face the world with an attitude of equal dialogue, combine Chinese stories with the international environment in which overseas people live, and tell good stories in multicultural interactions if they want to achieve good expected results. The Chinese story spreads the awareness of a community with a shared future for mankind, and builds and spreads an inclusive, diverse, and win-win national image.

Conclusion

With the improvement of China's comprehensive strength, China has made great progress in striving for the right to speak in the world, but it still has a long way to go compared with Western developed countries. How to better deal with international disputes, enhance China's international discourse power, how to build China's national image, and what kind of national image to build are issues that we urgently need to think about. The solution to these problems is inseparable from the grasp of key nodes.

As the mainstream media of China's external communication, CGTN has the right to choose independently on the specific reports of the 2022 Beijing Winter Olympics, a global hotspot event. Through selected positive reports, CGTN successfully conveyed the concept of 'green, sharing, openness, and integrity' of the Beijing Winter Olympics, and built a credible, respectable, and lovely image of China.

Based on frame theory, this paper analyzes the three levels of news frame and the audience frame as the research path, takes CGTN's coverage of the 2022 Beijing Winter Olympics as the research object, and discusses how China's mainstream media can shape a good national image through sports event reports, in order to provide a reference for subsequent reports on Chinese sports events. In future sports event reports, Chinese media should base themselves on the local area and tap the modern value of Chinese excellent traditional culture; they should face the world, grasp the points of interest of overseas users and the common points of Chinese and foreign cultures, and build and spread China's national image in an equal dialogue.

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