

Critical Discourse Analysis of British Mainstream Media's Report on the Opening Ceremony of Beijing Winter Olympics

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Abstract

Based on Fairclough's critical discourse analysis, combined with the reports of The Economist, Reuters and BBC on the opening ceremony of the Beijing Winter Olympics, this paper explores how the mainstream British media constructed the image of China from the text, and how they infiltrated the existing social ideology into the text, and analyzes why there are some irrelevant information and harsh words in their reports.

Keywords

Critical Discourse Analysis; Media Report.

1. Introduction

In Fairclough's framework, there are always three dimensions-text, discourse practice and social practice. He hopes to construct a complete discourse analysis framework by studying these three levels, and supplement Foucault's theory. He believes that discourse analysis must include three directions: 1) Text analysis; 2) Analysis of text production, distribution and consumption; 3) Social and cultural analysis of discourse events. First of all, we should distinguish the two meanings of the text-potential meaning and actual meaning. Its interpretation of meaning determines its multidirectional meaning. Fairclough further organized the text analysis. Under the main items of discourse practice, such as vocabulary, grammar, coherence and text structure, he also put forward three additional analysis dimensions of power in speech expression, namely persuasion and threat. At the most macroscopic level-the social practice level, what is mainly analyzed is "ideology" and "hegemony". Here, Fairclough inherited the relevant theories of Althusser and Gramsci, which is the final destination of his analysis of the text, and it is also the position and angle he adopted in his analysis.

Specifically, Fairclough made a guided analysis path, which included determining a text, collecting desired information in the text, adding data sets, coding and selecting samples in the text set, and finally following the above three dimensions before performing text analysis. This paper summarizes the elements of Fairclough's analysis in detail from three dimensions, which can be summarized as a path guide of discourse analysis.

As a grand event of global sports, Beijing Winter Olympics has once again brought China into the vision of the people of the world. And the beautiful opening ceremony naturally became the focus of media coverage. The opening ceremony of the Winter Olympics is not only a sports celebration, but also an appearance on the world stage. As China, which is hosting the Olympic Games for the second time, this opening ceremony did not pursue the macro view of Beijing Summer Olympic Games, but embodied simplicity without losing the magnanimity. As a worldwide ceremony, everyone is participating in this grand event in different ways while witnessing this ceremony. As an open communication field and a real event, the Winter Olympics requires people to know more about the Beijing Winter Olympics through the media, in which the power of the media is indispensable.

The opening ceremony of the Olympic Games is an excellent opportunity for every country to show to the world, and the Beijing Winter Olympics has done the same. As the theme slogan of the Games, the concept of "Together For A Shared Future" always runs through the ritual performances. In the ceremony performance, the theme spirit was highlighted many times in short films and performances. In recent years, the concept of "Together For A Shared Future" is the mainstream value of China, and the blueprint of "A shared community of human destiny" coincides with the former. On the traditional cultural display, the "twenty-four solar terms" at the opening ceremony of the Winter Olympics, the display of the Yellow River culture, and the ingenious integration of snowflake stories all show the poetic beauty to the world. The opening ceremony well reflected the mainstream values. In showing itself and showing cultural confidence, China also consciously conveyed information and expressed its willingness to strive for more discourse status.

However, how does the West view China through the Beijing Olympic Games? As the origin of modern media in Britain, what kind of perspective and framework does its mainstream media view this ceremony? This is the main problem to be studied in this paper.

In this paper, the author mainly selects three influential reports, namely, The Economist's February 12, 2022 report, Reuters's February 4 column and BBC's February 4 sports section report.

This Economist report comes from the "Chaguan" column, and it is full of satire on the opening ceremony of the Winter Olympics. In recent years, the irony of the column "Chaguan" has only increased, which can be seen from the column name "Chaguan", which is taken from Lao She's drama and reveals the dark side of Chinese society for nearly half a century. However, this "Chaguan" is not a classic work of literary masterpiece. As a poisonous column, this column is a typical anti-China position. Ren Dawei, editor-in-chief of "Chaguan", whose father is the director of the British government department in charge of external fake news dissemination, followed in his father's footsteps. In his article, it seems that every foreigner is a spy, secretly investigating the so-called "darkness" lurking in China, as if everyone is a "world hero". Not only the "Chaguan" column, but all the articles about China in The Economist have the same writing style. It is "common practice" to exaggerate the tension between China and the United States, make rude comments on China's internal affairs and make personal attacks on leaders. Someone said, "The Economist's article has almost nothing to do with the word "economy". It is suggested that it be changed to "I am a spy in China". There is deep helplessness behind this ironic comment. Why did an influential magazine become like this?

Coincidentally, Reuters's report is still biased, leaving aside the wonderful opening ceremony, focusing on boring details, combining with previous false news and reports, subjectively making guesses and discrediting China. This is not the first time that Reuters has done this. During the Tokyo Olympic Games, when the media in Reuters reported on athletes other than China, they chose all the photos that were sunny and full of pride. When they reported China, all the Chinese athletes had ferocious faces, either closed their eyes or distorted their faces. Such "double standards" were outrageous. Previously, in a report in Reuters, the fake news titled "Top Universities in Europe Found Monkey Brain Experiment Related to Chinese Military" was accompanied by a photo of Chinese officers and soldiers taking oxygen while on duty at the plateau. Adding false news with wrong photos will certainly cause great misunderstanding among western readers, and will also deepen prejudice and even hatred against China.

The last article is from the British Broadcasting Corporation (BBC). BBC's provocation against China has been increasing in recent years. The most notorious incident is its false report "abusing the people of Xinjiang", which has caused serious adverse effects abroad. The BBC's "British Truck Case" claimed that the dead were Chinese laborers who had been smuggled abroad, saying that hundreds of thousands of farmers living in Xinjiang suffered and were

forced to harvest cotton and so on. During the outbreak of COVID-19, when the BBC reported on Wuhan, China, a layer of filter with extremely low brightness was covered on the screen. Some netizens called it the "Sheol filter". These false reports have caused bad influence in Britain.

As the most influential media in Britain, these three companies publish such distorted articles, and their attitudes and ideology towards China are clear behind them. They have tried every means to discredit China, spread rumors and cause trouble, and confuse readers with wrong information. Their reports are full of arrogance and contempt, and there are "double standards" everywhere. For such a report, it is necessary to reorganize and construct its text, and analyze where its focus is on the opening ceremony of the Beijing Winter Olympics, as well as the construction of the opening ceremony of the Beijing Winter Olympics and even the image of China.

2. Text Analysis

The framework of critical discourse analysis put forward by Fairclough, from the text, to the practical level of discourse, and then to the social practical level, can reflect the hidden things behind discourse in the text. Once the discourse has been processed by the text, it needs to be reinterpreted. Otherwise, as a social practice, the text will return to the social structure and play its constructive role. Therefore, the task of analyzing these three dimensions is to build a bridge between the production and interpretation of the text, and a reasonable interpretation framework.

First of all, we need to analyze the headline level of news reports. Headlines are the enrichment of news. When readers open news reports, they will see headlines. A good headline can attract readers and make a first impression on them. A title can summarize what the whole article is trying to convey, summarize the main events of the article, clarify the viewpoint of the article, and use the simplest words to express the clearest viewpoint. Each word used in the title is carefully selected and "filtered" to "form a cognitive macro structure". It is structured, has the strategy of article reporting, and guides readers to better understand the article.

By browsing the titles of the three reports, we can roughly understand their views, tendencies, concerns, and ideological exposure.

Articles	Title	Attitude
①The Economists	China's complicated Olympic mood	Negative
②Reuters	Olympics burst into life under shadow of COVID and conflict	Negative
③BBC	Winter Olympics: Games officially under way after opening ceremony in Beijing	Neutral

The titles of the three articles are "The Economist"- "China's Complex Olympic Emotions" as shown in the icons. Reuters — "In the Shadow of Covid-19 and Conflict, the Olympic Games are full of vitality"; BBC- "Winter Olympics: Beijing Opening Ceremony Officially Begins". In the last column of the table, we can see from the attitude of the title that two of the three reports are against it. Be neutral in the BBC title.

From the wording of the title, readers can also see their attitude. In the report title of The Economist, the word "complicated" means made of many different things or parts that are

connected; Difficult to understand, preconceived, and expressed his assumptions. In Reuters's report, the words are more intense. From "burst" to "conflict", it can be seen that he is not optimistic about the convening of the Winter Olympics. In particular, the word "burst" means "to break open or apart, because of pressure from inside", emphasizing that it is a sudden state, which seems unprepared and unable to cope. To some extent, the title reflects the position of the mainstream British media on the opening ceremony of the Beijing Olympic Games, and to some extent, it determines the follow-up of its report.

Secondly, it is necessary to study the choice of words and modifiers in the article. Foucault, one of the leading scholars of critical discourse analysis, believes that the study of repeated modifiers is an important tool to analyze discourse ideology, which is manifested by the repetition of the same or similar words. Over-embellished words and ideas can often attract people's attention by constantly strengthening the impression. This kind of behavior is better than the name, which has meaning. By finding out the key points in writing, we can analyze the author's writing tendency and reveal ideology through modifiers and objects.

In this article, several modifiers are closely related to the framework of the article and deserve special attention. That is the use of modifiers in the opening ceremony of the Beijing Winter Olympics, the "Xinjiang" incident which has been hyped by western media, and the Sino-Russian relations, etc. Through the modifiers and the degree of modifiers in British mainstream media, the position and role of these topics in the whole article reporting framework, we can know how discourse is produced and why these modifiers are used. The following table is a summary of the event modifiers mentioned repeatedly in three media.

Objects/Events	Dictation & Modification
Opening Ceremony/ Sports	Raucous; mix; less bombastic; roars of pride; darker side (①) Mixing; scintillating; triumph (②) Restrained; controversial (③)
Uyghurs / Muslims / Xinjiang / Dinigeer Yilamujiang	Repression; no shame (①) Genocide; boycott; religious extremism; abuses; persecution; sino-cisation; (②) Criticized; genocide; mass sterilizing; suppress the population; human rights abuses; detention camps (③)
China-Russia relationships/ Putin	unveiled a united front against West; "redistribution of power in the world (①) strategic alliance; geopolitical rivalry; grievances (②) Attendance (③)
Covid-19/Zero-policy/Pandemic	living with covid-19; borders; "closed-loop" (①) Restrictions; constraints; "closed loop" (②)

When it comes to the opening ceremony of the Beijing Winter Olympics, the English mainstream media as a whole use mixed words. Reuters's report is pertinent, using words such as "scintillating" and "triumph", which shows that the opening ceremony of the Beijing Winter Olympics was successful as a whole. However, the reports of The Economist and BBC tend to

fail, and the dark side, the repeated "mix" and "contrast", to some extent, are suspicious of the opening ceremony of the Beijing Winter Olympics.

It should have been a targeted report on the wonderful opening ceremony. It can be seen from the above table that only a quarter of the repeated words show concern for the opening ceremony of the Winter Olympics. The remaining three quarters are topics that have nothing to do with the Winter Olympics. For example, when describing the torch bearers of the Winter Olympics in Xinjiang, foreign media made a big fuss and used this incident to discredit China. Foreign media repeatedly use words such as "genocide", "human rights abuse" and "no shame" to deepen their impression of the fake news of "suppressing Xinjiang people". The western media also hyped up the news that Putin came to China before the start of the game, calling it "geopolitical rivalry".

Based on the above four dimensions, we can see that the words used by the three mainstream British media have very strong negative feelings, such as "genocide", "extreme racism", "enemies of the West" and so on. If you don't know the real situation of the opening ceremony of the Beijing Winter Olympics at all, but only understand "China" from these adjectives, then the image of China can be equated with wartime Nazism. Coincidentally, British mainstream media often compare China to authoritarian countries, as well as North Korea, Iran, and other countries called the "axis of evil" by the United States. In the above-repeated word samples, China is compared to the Soviet Union. In the semantics of the western world, the Soviet Union is equivalent to the brutal totalitarian rule. Generally speaking, in the dimension of "China", its image is a systematic totalitarian rule, which suppresses human rights and sacrifices personal interests for the normal operation of the national system. In a report that should describe the grand occasion of the opening ceremony of the Winter Olympics, it is not surprising that such "bootlegging" is involved.

3. Social Practice Analysis

Compared with previous methods of text analysis, macro-structure analysis is the main method of discourse analysis. The macro-structure analysis is more used to analyze the macro-level of the text. "The theme of the text is based on common knowledge of the world, personal beliefs, and interests. Through the macro process, rules, and policies, the derivation from propositional group policy is a macro proposition", that is, the theme of the text is defined by the proposition. It is built layer by layer according to a certain pyramid structure, with the theme at the top of the tower playing the most important role. The key role is to act as a "pioneer" and delete each sub-proposition, convey information, opinions, and opinions, or generalize or organize and move these rules layer by layer to reach the theme. Through the analysis of the macro structure of the text, we can see how the argument of the micro clause is constructed as a viewpoint. Text, and what strategies the author used to strengthen or weaken the main content problems when building.

In this paper, a representative news report in Reuters-Olympics Burst into Life Under Shadow of Covid and Conflict is selected for a specific macro-structure analysis, and how its sub-propositions revolve around the theme is analyzed. The specific analysis is as follows:

Title: Olympics burst into life under shadow of COVID and conflict
1. Introduction: Offer a shining ceremony to a small audience.
2: Due to the COVID-19 epidemic, the tickets for the Olympic Games have not been sold.
Sub-title 1: Nationality
Argument 1: China denies the allegations of human rights violations.
Argument: Xinjiang athletes should be selected to light the torch.
Sub-title 2: Mutual Support
Argument 1: Xi and Putin declared that there is no limit to their friendship.
Argument 2: Leaders openly support each other's positions on Ukraine and Taiwan Province issues.
Argument 3: The unprecedented competitive background since the Cold War boycott.
Argument: Go back to the Moscow Olympic Games.

It can be seen from the above chart that in the headline "In the Shadow of Covid-19 and Conflict, the Olympic Games are full of vitality", it has been stated that besides the coverage of the opening ceremony of the Olympic Games, the topics of "Covid-19" and "conflict" have been preset in the title. In the following lines, it can be seen that there is little space for the opening ceremony of the Winter Olympics, and instead, there are some topics that discredit China and have long been misunderstood.

In the description before writing, there are two paragraphs about the Winter Olympics. As expected, there are only a few mentions about the opening ceremony of the Winter Olympics. Reuters's report first pointed the finger at the audience at the scene. Because of the epidemic prevention and control measures, the Bird's Nest can only limit the number of spectators on that day, and tickets will not be sold to the public. This measure has already been made public, and media people should be the first to know this information. Reuters is still able to mention China's behavior in its articles with the violation of human rights and the opaque administrative system. The fundamental reason for his discourse is still the ideology behind it that suppresses China.

The two subheadings in this article are "Nation" and "Mutual Support". As can be seen from the subtitle, the reports of these two parts have nothing to do with the Olympic Games. First of all, in the part on "nationality", the western media still chose the usual materials, saying that China suppressed the lives of Xinjiang people and imposed sanctions on them. In the report, the western media used the Xinjiang torchbearer of our country as the writing material, saying that it was extremely shameless to choose a Xinjiang athlete as the torchbearer and should be ashamed. The reason for choosing a torchbearer is not because of her native place, but because she is good enough to win the qualification of cross-country skiing for the Chinese delegation. In response to the presence of a Uighur torchbearer at the opening ceremony of the Beijing Winter Olympics, the Ministry of Foreign Affairs said, "This reflects from one aspect that China's policy of vigorously developing ice and snow sports and promoting people's health is benefiting people of all ethnic groups, and it also shows that China is a big family of ethnic unity." The conclusive evidence shows that the fabrication of western media is pure nonsense. Secondly, in the chapter of "mutual support", there is a more serious contradiction between arguments. In

the four paragraphs of the report, the Sino-Russian joint declaration of friendship is "unlimited", and the leaders openly support each other's positions on the Ukrainian and Taiwan Province issues. With the unprecedented competition background since the Cold War boycott and the backtracking of the Moscow Olympic Games, the four paragraphs of arguments seem to be self-acting and have nothing to do with the mutual help that the title wants to express. In the four paragraphs of the discussion, they are more attacks that express a sensitive position.

In the theory of critical discourse analysis, we can see how the microscopic clause argument is constructed into a text with a clear point of view by deleting, summarizing, etc. each sub-proposition. In this article, over-summarizing the sub-title will make readers have preconceived ideas, thus deepening their inherent impression of China. Therefore, in essence, the content of this article is a repeated expression of filtered events, a top-down reverse argument, rather than a logical deduction with sufficient factual basis.

After analyzing the macro structure of the article, it is still necessary to analyze the practical level of the text. "Intertextuality" is an important method of critical discourse analysis. When analyzing the text level, special attention should be paid to the repeated parts, which are the places where discourse practice occurs in an article. Correspondingly, when analyzing the practical level of the text, the recurring topics can reveal the writing emphasis behind the author, which is also the place where the ideology hidden behind it is easy to appear. Fairclough called this phenomenon "textual intertextuality", which was interpreted as "a text contains many fragments of other texts, which can be clearly distinguished or integrated. These texts may be similar, contradictory, ironic, and so on."

According to the browsing statistics in this article, the arguments in these three reports have nothing to do with the "Winter Olympics". As discussed in the media reports, the key to reporting is never the opening ceremony, or rarely, mainly human rights. In the West's view, China's actions on some matters violated the previous obstruction of Western human rights fanatics and were criticized by the British media. This paper summarizes the concerns about "human rights issues" through sample analysis, mainly focusing on the following aspects, in descending order of frequency:

Objects/Events except for Olympics	Sources
Uyghurs / Muslims / Xinjiang	①②③
Covid-19/Zero-policy/Pandemic	①②③
Russia	①②③
Taiwan/Chinese Taipei	①②
Hongkong	①
China Threat	①
A Community of Shared Future for Mankind	①
Communist Party	①
Pakistan	①
Censored	①
Chinese top officials/authorities	①
Ukraine	②

From the table, it can be seen that among the three articles, except for the topics other than the Olympic Games, "Xinjiang Problem" ranked first among the three reports, with extensive coverage of China's epidemic prevention policy and Sino-Russian relations. Besides, the issues of Hong Kong, Macao, and Taiwan, the idea of governing the country, and the construction of

the party and government are also covered in the reports. In addition to reporting on Chinese topics, Pakistan and Ukraine have also been reported on international topics.

It is not difficult to see that from the topics that foreign media like to report most, their tendentiousness can tell the ideology behind them. For example, in the report on the "Xinjiang Problem", China expressed a unified view on this kind of topic. China has always been opposed to false fabrications, and China's policy of devoting itself to multi-ethnic unity has not changed. The Xinjiang torchbearers of this Winter Olympics can embody this policy, and China hopes to see a prosperous unity. For one thing, everything is a polygonal prism, and there are many angles of observation. However, in the report of this Winter Olympics, the British media lacked understanding of the Xinjiang issue and were only willing to believe the inherent impression in their minds. They believed that the Xinjiang issue was an opportunity to arouse people's nationalist sentiment, and the western media saw the government's reaction to free assembly, as denying and suppressing it. When you look at things with ideology, everything will unfold. To show only one aspect of it, it becomes an internal ideological argument. This will inevitably convey wrong information, causing inherent wrong thoughts to be transmitted to readers' thoughts. The generation of discourse, through the filtering of texts, deepens the public's impression of other countries.

Finally, in critical discourse analysis, the analysis of social practice mainly focuses on the analysis of ideology. The analysis of ideology has been described in detail before. The above-mentioned micro-text structure, macro-text structure, and text practice are all means to analyze ideology. While ideology is internally embedded in the above-mentioned structure, ideology, as the mainstream thought of a society in a certain period, will also act on the production and dissemination of the text, thus affecting the text itself, which is a process of mutual construction. In these three reports, the following four features are closely related to text production. They are 1. The reenactment of the Cold War. Look at China and Beijing from the classic Western "democracy" and "individualism" Olympic Games. 3. "Double-standard" thinking reflects the ideology of the western world to a certain extent. 4. Western media always stand on the side of "legitimacy" and stand on the position of "savior".

4. Summary

According to the theoretical framework of critical discourse analysis, this paper analyzes the title analysis, rhetorical devices, repetitive topics, and ideology. First of all, almost all editorials focus on the topic of "oppression of human rights". Within this framework, the core issue of human rights violations has been launched. Beijing China has been described as totalitarianism, oppression, and tyranny, with "mutual compliments" internally and "promises" and "cheaters" externally. The ideology different from that of the West is called "legitimacy". Secondly, the method used by the three British media in reporting is to list the facts, that is, the facts and events of China's disrespect for human rights, lacking in-depth causal analysis, and taking one-sided "Western voices" as evidence. Although the views are clear, the arguments are not strong enough. Discuss the "preconceived" characteristics of ideology. Finally, the "totalitarian democracy", a political form of dividing up the countries of the world by opposing China with the West, continues the Cold War mentality. To sum up, the three reports of the Beijing Winter Olympics reflect the remnants of the "Cold War mentality" of western ideology and its deliberate slander, slander, and disinformation against China. As the mainstream media in Britain, the reading of the three major publishing houses will strengthen the relevant framework in readers' minds, thus strengthening this ideology. In this sense, communication between China and the West becomes more difficult.

On the other hand, through the analysis of the mainstream media ideology in Britain, we can see how the generation of discourse deepens the readers' inherent impression. To sum up,

Fairclough said, "It is appropriate to combine linguistic discourse analysis with social and political thoughts related to discourse and language in the form of a framework for social science research, especially social change research. Discourse analysis is concerned not only with the compound sentences of one speaker but also with the alternate interaction of two or more speakers, as well as the language rules and social customs used to manipulate and control the discourse in a specific context. In the interaction between readers and authors, such a social practice is also responded to. In addition, the production of discourse is inseparable from the construction of the discourse, and discourse can be constructed in the nesting of text-text practice-social practice. Through special emphasis, repetition, and quotation of common events, the purpose of reinforcement can be achieved. The construction of discourse analysis is based on the micro-words, grammar, macro-text, and structure of the text, combined with the multi-angle analysis of social consciousness. Each level is interrelated, like a pyramid, climbing to the top layer by layer. Through such text construction analysis, ideological analysis can be made more "feasible", and more importantly, critical discourse analysis can show the interaction between micro morphemes and macro consciousness, and the process of interaction, thus becoming more feasible.

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