

Comparison and Analysis of Mainstream Media in Chinese and Foreign News Coverage: The 2022 Beijing Winter Olympics as an Example

Yutong Han^{1, a, *}, Jiaxin Huang^{2, b}, Binghong Li³

¹Hunan University of Technology, Human Resource Management, College of Business, Zhuzhou, Hunan, 412007, China

²Guangxi Medical University, Medical Aesthetic Technology, Higher Vocational College, Yulin, 537000, China

³Beijing University of Technology, International Economics and Trade (Cross-border E-Commerce), Beijing, 519088, China

^a2733037893@qq.com, ^b1403912472@qq.com

Abstract

Beijing successfully hosted the 24th Olympic Winter Games on February 4, 2022. As two influential forces in the world, China and the United States had a significant impact on the mainstream of both countries during the sporting event and Games. They covered the Winter Games from different perspectives and lenses. This report analyzes the agenda network and framework of Western and Chinese media coverage of the Olympic Games. It examines the similarities and differences in the three levels of news reporting: the event itself, the agenda network picture and framework, and the "issue framework." The report also provides a comparative framework to connect readers with the coverage. The study relies on the analysis of English-language newspaper reports, as well as the varying descriptions and interpretations of the content found in both official Chinese and Western media sources. The research method mainly adopts context analysis, which involves integrating and matching textual information with analytical tools during the research process. Appropriate coding is then done to extract and analyze the textual information. This paper presents a comparative analysis of mainstream news reporting in China and the United States. It examines the similarities and differences in news reporting discourse between the two countries and concludes that there are variations in the role and influence of Chinese and American media in shaping international public opinion. Additionally, the paper identifies three correspondence relationships between news reporting subjects.

Keywords

Communication Theory, News Discourse, Comparative Framework, Chinese and Foreign Reporting.

1. Introduction

The media serves as a crucial tool for individuals to access information, engage in cultural exchange, and interact socially. Moreover, it plays a significant role in facilitating psychological adjustment and emotional communication. In this paper, we conduct a systematic analysis of the varying significance of reporting different news events at different times. We also examine the network of international news media reporting on the Beijing Winter Olympic Games, the crucial role played by the news agenda within the "reporting framework," and its impact on reporting. Additionally, we explore the structure of news reporting discourse and its

construction patterns in both countries. By analyzing the structure of news reporting and the rules governing its construction in both countries, we aim to explore how Chinese media can comply with mainstream news norms and improve communication effectiveness in their coverage of the Olympic Games.

1.1. Presentation of the problem

The Olympic Games is not only a platform for sports competition, but also a field of discourse exchange. With the involvement of various elements from different fields, such as politics, economy, culture, and nationality, in modern society, large-scale sporting events, such as the Olympic Games, have gained greater significance as a means of communication among countries, nations, and cultures. Among various mediums of communication, the role played by media in construction and dissemination has become increasingly significant.

In the discourse system of the Olympic Games, the media plays a crucial role. However, the media's coverage of the Olympic Games has been affected by various factors, leading to some dysfunctions in recent years. As a result, there has been relatively little research on the constructive and communicative aspects of the discourse surrounding the Olympic Games. Therefore, it is necessary to conduct a thorough analysis and summary of this dysfunctional phenomenon at a theoretical level. This will provide valuable reference and inspiration for the practice of media coverage during the Olympic Games.

This paper categorizes news reporting discourse into three levels. The first level involves the description of the news event itself, including "news people," "exciting moments," and "touching stories." The second level involves the explanation and interpretation of the background and process of the event, such as why Chinese athletes are able to achieve good results and why foreign journalists are interested in Chinese athletes. The third level involves the follow-up report of the event, including how to address public opinion questions and criticism. There are three key components to reporting on an event. The first is the actual coverage of the event itself, including the who, what, when, where, and how. The second is providing context and insight into the background and process of the event, such as explaining why Chinese athletes are able to achieve good results and why foreign journalists are interested in them. The third component is the follow-up report, which includes how to address any public opinion questioning or criticism that may arise. This paper argues that there is a clear logical relationship between these three levels: the first level pertains to the value orientation of the information that news reporters grasp or construct; the second level concerns the way audiences evaluate, judge, and process the information they receive; and the third level involves the understanding of the news event that audiences form after receiving the information.

2. Theoretical Foundations, Research Design, Methodology, and Fundamental Theories of News Reporting Discourse

2.1. Social Constructivism

Since the 1950s, American scholars Hobsbawm and Samuelson[1] have elaborated on the meaning of "discourse" in the fields of New Political Economy and The Wealth of Nations, respectively. They have considered discourse to have certain structural and communicative functions. They define "discourse" as "a system of symbols used by one people or social ideology with another people or social ideology, and with another group of people or group of people, to achieve a certain purpose".

According to this definition, "discourse" refers to the various symbols and their combinations, such as words, language, concepts, symbols, and imagery, that people use to express their views and attitudes.

An analysis of Western mainstream media coverage of the Olympic Games reveals that between the 1950s and 1980s, the media primarily focused on the stories of the athletes and the historical events themselves, constructing them as the "newsmakers." The "moment of truth" is the most crucial part of the story. The Western media focused mainly on emotional factors beyond the newsmaker during the "moment" and subsequent follow-up. For instance, following the incident involving Ye Qiaobo, who carried China's flag during the opening ceremony of the 2002 Winter Olympics in Salt Lake City, the Western media did not delve into the relevant details but instead focused on whether Ye Qiaobo "forgot everything" on the field and whether he possessed the charisma expected of a Chinese representative. The focus was on whether Ye Qiaobo was forgetful on the field and whether he possessed charisma as a Chinese player.[2]

Furthermore, certain Western journalists have highlighted conflicting opinions within Chinese sports competitions, while some Western media outlets have reported on the inaccurate statements made by Chinese officials in response to sharp criticism from American female journalists during the IOC hearings in late 2006. This demonstrates that the construction of discourse in news reporting may differ from the presentation of news during the process of information dissemination and mass communication. This is particularly true after the emergence of new media in the information age, where news narratives and information presentation are more varied and plentiful.

Through the analysis of discourse construction in news reporting, it is evident that the process of news reporting involves the construction of discourse and transmission of information. The essence of this process lies in the communication and exchange between subjects. This communication involves not only the processing or coding of information, opinions, and knowledge across different times and spaces, but also the selection, utilization, and control of the way information flows between individuals to a certain extent. All of these, in a certain sense, contribute to people's perceptions of the world and their own identities.

According to the fundamental principles of social constructivist theory, which emphasize the concepts of "social practice" and "social structure," it is evident that the construction of discourse in news reporting differs from the process of news dissemination. In the context of news communication, it refers to the process of constructing and expressing a message by the news writer or source using specific methods and means, in order to disseminate it effectively. Furthermore, we have observed that this "construction" is frequently accompanied by the use of "symbols" or "imagery". In other words, the symbols or imagery used in discourse are abstract representations and symbols of specific objects. [3]Therefore, this paper analyzes the texts related to the 2022 Beijing Winter Olympics using social constructivism theory. The study reveals that while there are some differences and commonalities in the construction of discourse in news coverage between China and the United States during different periods, there is no significant difference between the two countries overall. However, in general, there is no significant difference between the two.

This paper specifically analyzes the significant differences in media coverage of the Winter Olympics between China and the United States at different times. For instance, there were notable variations in the construction of discourse between the Beijing Olympics in 2008 and the London Olympics in 2012. Additionally, there were differences in the way the events were covered, with Western media relying more on textual coverage during the 2008 Winter Olympics and more on visual coverage during the Beijing Olympics.[4]Additionally, there are significant differences in how "China's image" is constructed in Western media. The latter mainly focuses on constructing China's image.

2.2. Study Design and Methods

This study primarily relies on the content of English newspaper reports. It also incorporates various descriptions and interpretations of the reports from both Chinese official media and

Western media. The discourse of Chinese official media in Olympic coverage can be divided into two aspects: "stories of people" and "moments." In contrast, the Western media prioritize "news people" as the core element of their coverage.

The research design was based on information in the English language from the United States (U.S.). Newsstand on Sports Coverage and IOC Hearings at the Tokyo, Beijing, and London Olympics.[5]

The research method is primarily based on context analysis. This involves integrating textual information with analytical tools throughout the research process. The textual information is then coded, extracted, and analyzed appropriately.

The content analysis method is primarily used for linguistic analysis of news texts. This involves organizing and coding the text in various forms, such as descriptive and conceptualization, and then integrating its information using software tools.[6]

There are several types of content analysis methods. One method involves extracting valid information from the "lexical-meaning-syntactic" framework, which is used to classify the text and categorize the information content into different categories. Another method involves extracting valid information from the "lexical-meaning" framework and summarizing it through semantic and pragmatic aspects. The third method involves classifying valid information between different categories based on semantic and pragmatic principles and hierarchical relationships. The second step involves extracting valid information from the "lexical-meaningful" framework and categorizing and generalizing it based on semantic and pragmatic aspects. The third step is to categorize the valid information into different categories according to semantic and pragmatic principles and hierarchical relationships.

In the method of content analysis, we compare the content of reports in English newspapers with the construction of corresponding sports coverage discourse in Chinese official media to gain a deeper understanding of them. We will analyze and discuss two aspects of Chinese sports discourse and the distribution of news genres in the coverage of the Tokyo Olympics, Beijing Olympics, and London Olympics by the U.S. Times. Our analysis will be informed by our own work experience and theoretical knowledge of related research.

Additionally, we will choose one or more appropriate indicators or select various sample categories for further analysis based on the aforementioned two sections.

3. Analysis of the Three Levels Involved in The News Reporting Discourse and The Corresponding Relationships

The relationship between the Western mainstream media and the Olympics has undergone significant changes.

On one hand, the Western mainstream media has evolved from its initial role as a communication tool for countries, nations, and cultures to primarily serving as a medium for disseminating information. During this process, Western media not only serve as a means of transmitting and disseminating information to the countries hosting the Olympic Games, but also act as a crucial bridge for mutual understanding and communication among nations worldwide. Additionally, with the involvement of various elements from different fields such as social economy, politics, and culture, the Olympic Games have gradually evolved into one of the most significant and influential events in international exchange.

As a result, the mainstream media in the West has also continued to enhance their coverage of the Olympic Games. In China, rapid development of mass media has occurred due to changes in the social economy and political system. Mass media has emerged as a new era of news production and communication methods. As China is still undergoing social transition, in contrast to developed countries, the Western mainstream media may adopt varying positions

and reporting angles based on their own interests when covering the Olympic Games and the various socio-political, economic, and cultural elements that come into play. This difference also directly impacts the research and construction of the discourse and structure of Olympic Games coverage in China. There is no text to proofread or revise.[6]

This paper categorizes news reporting discourse into three levels. The first level involves describing the news event itself. The second level involves describing and interpreting the background and process of the event. The third level involves understanding the news event and determining how to respond to public opinion controversies that may arise among the audience after they obtain the information. This paper argues that news reporting discourse reflects a value orientation. This includes not only the content of describing and presenting news events, but also the way in which they are explained and interpreted. Additionally, it encompasses the aspects of understanding that are formed by the audience after obtaining the information. Under this value orientation, three types of correspondence emerge: The third aspect is the audience's comprehension of the news event, including how to handle public opinion, questioning, and criticism after receiving the information.

3.1. Agenda network picture and Framework of Western Media in the Olympic Games

3.1.1. First level

The first level pertains to the value orientation that news reporters adhere to when covering news events. This level is also the most crucial role played by the media. The discourse of news reporting begins with a complete and comprehensive description of the news event itself. This requires a thorough and detailed account of the event. However, traditional thinking and interests often influence the Western mainstream media, causing them to prioritize the "truth" and "real details" in their reporting of news events. They may even use "truthfulness is news value" as a justification for deliberately pursuing the so-called "news value." [7] "On the other hand, because the mass media plays a significant role in shaping the habits and thought processes of its audience, it always strives to meet their needs and avoid triggering negative emotions or evaluations due to cognitive biases." Therefore, audiences do not develop their own habits of evaluating, judging, and thinking about news events spontaneously after acquiring information.

With the development and widespread use of the internet, it has become increasingly convenient for audiences to access information online. Due to the diversification of network information dissemination subjects, the complexity of dissemination methods, and the ease of audience access to new media, some traditional media outlets have neglected the importance of describing and explaining the news event itself. Instead, they tend to overemphasize the "truth" and "details" in their reports. The focus is on the accuracy and specificity of the reports. The phenomenon of overemphasizing news facts while neglecting to guide and regulate the audience's thinking, habits, and methods of processing information has become a common problem in the Olympic Games.[8]

During the Athens Olympics, certain Western media outlets designated the area around the Athens Stadium in Greece as a non-smoking zone to discourage smoking. Additionally, some media outlets sensationalized reports of racist behavior by athletes and officials from specific countries. The Western press's lack of attention to sports coverage, combined with the influence of Western news organizations on audience habits and ways of thinking, has led some viewers to view sporting events as mere entertainment or pastime, while others perceive them as having significant cultural and societal importance, shaping collective behavior on an unconscious level. The extensive media coverage during the Athens Olympics indicates that there is a valid reason for the public's fascination with certain national athletes and officials who hold high rankings or special statuses.

This is because they are likely to have an interest in sports and athletes from certain countries, not necessarily because they have a particular liking for a specific sport or athlete, but because they are curious about the sport and the individuals involved. The media's descriptions and explanations of this phenomenon often appear inappropriate and lack proper regulation and professionalism.[9] This phenomenon reflects the politicization of media in the process of reporting Olympic news. The absence of regulation in how some media outlets depict athletes and officials with racial discrimination or obvious racial bias has resulted in a widespread subconscious response among the audience. At the same time, in order to attract viewers and enhance the impact of their reports, the Western mainstream media often exaggerate certain news events. This can lead some audiences to believe that these events are factual truths, and view them as a form of "entertainment" or "pastime".

This phenomenon is not only detrimental to the healthy development of the Olympic movement, but it also tends to cause the audience to reject it. During the Athens Olympic Games, numerous sports-related news events took place. However, the Western media solely concentrated on reporting the events without providing any guidance or regulation to shape the audience's habits and ways of thinking. As a result, some sports fans who are heavily influenced by Western values may believe that these events hold significant meaning or that their significance is paramount. Non-mainstream news media, such as online outlets, blogs, and microblogs, may publish news that is not related to the events as common information or even gossip.[10] As these non-mainstream news media construct, disseminate, and interpret news events without adhering to any established norms. In this case, the audience may distort or question the news event, resulting in a misperception when they report it. During the 2008 Beijing Olympic Games, numerous imitations of the Olympic torch relay emerged, commonly referred to as "copycat" versions.[11] However, certain Western media outlets reported it as a "business practice" and created a significant amount of commotion and publicity surrounding the issue.

3.1.2. Second level

The second level, the agenda network picture and framework, refers to the network of media coverage of the Beijing Winter Olympics created by the international news media.

The term "China" appears most frequently in the international media agenda, followed by "Beijing," according to network analysis.

Most of the international mainstream media coverage of China presents the Winter Olympics from the government's perspective, highlighting the "Chinese elements."

The Associated Press reported that the headline "Winter Olympics: A global sporting event to showcase the country's image" included multiple keywords with similar content, such as "Winter Olympic Games," "2022 Beijing Olympic Fire," "2022 Beijing Cools of the Winter Olympics," "2022 Beijing Olympic Opening Ceremony," "2022 Beijing Olympic Fire," and "2022 Beijing Cools of Horizon." The three key phrases in English are: Winter Olympic Games, Winter Base Building & Sketch, and 2022 Beijing Olympic Torch Relay.[12]

These three keywords refer to the two most significant sporting events that China will host in 2022. As the headlines indicate, the Associated Press reported from the government's perspective, while Chinese media also excelled in this area. For instance, Xinhua News Agency's "China's Name Card" campaign featured slogans such as "I went to the Winter Olympics with my country," and CCTV's series "The Invisible Great Wall" also garnered attention.[13]

The international mainstream media is dominated by official reports, whereas the domestic news media is dominated by personal accounts.

Domestic news media typically report international news through two main channels: official websites or official WeChat public accounts. These channels tend to provide in-depth coverage and analysis of the news. The second type of information pertains to content posted on social media platforms, such as WeChat or personal public websites, as well as news related to the

Winter Olympics shared by microbloggers. The third form consists of information and pictures about the Winter Olympics that are posted on domestic social media platforms. The fourth form contains information about the Winter Olympics that has been posted by some sports bloggers in China. Out of the four forms mentioned above, only the third one represents the standard page of the world as portrayed in the international media agenda and framework. The remaining three forms provide coverage of the Winter Olympics from the government's perspective.[14]

The comparative analysis above indicates that the domestic media predominantly utilized the second form in their coverage of the Beijing Winter Olympics, while the international media primarily employed the first form.

The following is an analysis of the picture and framework of the media agenda network for the Winter Olympics in both Western and Chinese regions, focusing on the following areas:

- (1) Compare the number and distribution of keywords in the title, as well as the number of core words.
- (2) Compare and contrast the other two dimensions used in the coverage of the Winter Olympics, namely "China" and "Beijing".
- (3) In the headline of the story, we compared the frequency of two terms with similar content in news headlines and major media outlets.

The analysis above indicates that the term "China" was the most commonly utilized word in the mainstream media's coverage of the Beijing Winter Olympics in the United States. China, the world's second-largest economy, did not have a significant number of unique Chinese words. This is in contrast to the agenda network and framework presented by the U.S. media in their coverage of the Beijing Winter Olympics. The Associated Press and the BBC primarily focused on China at the national level, while the Chinese media concentrated on the individual level.[15]

The Beijing Winter Olympics will likely be viewed by the U.S. media as an opportunity to cover not only the sporting events, but also the Chinese government and its athletic programs. While there may be some sports or personal content included in the Winter Olympics agenda, the majority of the content will be generated by the government.

3.1.3. Third level

The third level is "issue framing," which refers to the way news is presented within a reporting frame.

This study focuses on the New York Times and the Washington Post, two major mainstream media outlets in the United States. The study retrieved data on the reports published by these outlets during the 2022 Beijing Winter Olympics to analyze the framing of the issues covered in their reports. This includes references to the opening ceremony, awarding of prizes, atmosphere of the games, and other relevant topics. The data was used to analyze the news framing of the issues covered by the Washington Post during the 2022 Beijing Olympic Games. The news frames of the games include the opening ceremony, award winners, and the overall atmosphere.

We selected these reports as our study sample due to their two characteristics of "objectivity" and "universality" in news topics. The topic that was cited most frequently was "award winners," which appeared 8 times.

This study concludes that although the New York Times and the U.S. media provided comprehensive and multifaceted coverage of the Beijing Winter Olympics, they also widely disseminated the coverage themselves.[16]

In general, there is strong consistency between Western and Chinese media coverage when it comes to the same issue. However, there may be some differences in the specific details covered at each level of reporting.

Two opposing views have emerged in the news regarding the awarding of prizes to guests and athletes and state officials wearing masks and glasses. These views reflect the different ways in which Western media portrays Chinese athletes and officials in different issue frames. Essentially, the two news frames represent different representations of the same issue.

Another example pertains to the dress code for athletes. The Western media has been giving a lot of attention to the attire of Chinese athletes at the Winter Olympics, while American athletes are allowed to wear casual clothes to express their personal identity. However, the Chinese Olympic Committee officials have stated that China will strictly adhere to the dress code requirements of the international event to maintain order on the field and uphold the Olympic spirit. Unfortunately, the Western media seems to be selectively ignoring this fact.

This study argues that this reflects the fact that the two countries exhibit contrasting attitudes towards reporting on the same issue at various levels.

Furthermore, while the New York Times and other U.S. media outlets provided extensive coverage of the Olympics, there were notable differences in the content of their reporting. Specifically, American mainstream media placed greater emphasis on the awarding guests and the award ceremonies, offering more comprehensive coverage of these events than their Chinese counterparts. Conversely, Chinese media did not prioritize coverage of athletes in casual attire.

We conducted a cross-analysis of data from both the U.S. mainstream media and Chinese media during the 2022 Beijing Winter Olympics. Our findings indicate a correlation between the issues presented in various types of news and the corresponding levels of coverage.

During the 2022 Beijing Winter Olympics, the U.S. media has generally portrayed Chinese athletes and officials in a positive light. In contrast, the Chinese media has focused more on individual athletes and officials, and has taken a more critical approach to their overall image building.

Among them, we found that the New York Times pays close attention to news coverage of award winners and award ceremonies, while the Washington Post is relatively more active in this area.[17]

Specifically, there were two main concerns expressed by the U.S. media regarding the award ceremony. Firstly, there was a focus on the performance of Chinese officials who were among the award winners. Secondly, the U.S. media took a critical stance towards some of the award winners and their inappropriate behavior during the ceremony. After the incident where contestants refused to receive awards, the New York Times only reported two articles related to the event. The first article, titled "Athletes to be Banned from Wearing Sportswear at Beijing Winter Olympics," stated that athletes would not be allowed to wear sports uniforms at the event. The second article, titled "Chinese Wearing Casual Clothes is Not Appropriate," discussed the cultural expectations for attire in China.

This once again highlights the stark contrast between China and the United States regarding this matter.

On one hand, the American mainstream media tends to focus more on individual athletes and portray national officials involved in the issue in a negative light. On the other hand, the reporting framework presented in this issue is somewhat different from the typical reporting framework.

We have also found that the Chinese media has a relatively negative attitude in comparison to others. There is a high level of interest in the Olympic opening ceremony, medalists, and award winners in both the New York Times and the Washington Post. When it comes to negative comments on the people involved in these topics, the Chinese media is more negative.

This study suggests that the reason for this is twofold. On the one hand, Western media tends to focus more on individual athletes rather than the team as a whole. Additionally, they also

tend to prioritize coverage of state officials over other aspects of the event. On the other hand, the differing attitudes of China and the United States on various issues can be attributed to several factors, including the gap in their political, economic, and cultural development levels. However, the fundamental reason for their contrasting perspectives lies in the difference in news frames.

4. Discussing Countermeasures for External Communication during the Beijing Winter Olympics

The coverage of the Olympic Games by Western media reveals that the communication of the Games extends beyond sports and has a significant political dimension. In fact, international sports and international politics are inextricably linked. Orwell, in his work "The Spirit of Sport," bluntly stated that international sports events are essentially a "simulated war of nations." Patriotism can turn sports competitions into a test of national superiority. As the largest and most influential international sports event in the contemporary world, the Olympic Games advocates the spirit of sportsmanship, friendship, solidarity, and fairness. It clearly pursues the principle of independence from politics. However, due to its international nature, openness, and high social attention, it provides excellent opportunities for various actors in international relations to express their political demands and participate in political competition. This is also the core reason driving international political involvement and influence. This is the fundamental reason for international political engagement and influence in the Olympic Games. In the context of the Olympic Games, Western mainstream media tend to choose their reporting angles and positions based on their own interests and demands. This often results in different approaches to sports reporting discourse.

Firstly, Western media will offer comprehensive coverage of the relevant sporting events in their reporting. Western mainstream media tends to focus on the introduction of the cities where the Olympic Games are held, but often neglects to cover the intricate details and processes involved in the events. Moreover, since these reports typically involve the use of technical jargon, they often result in the audience misinterpreting the athletes' skills and techniques. Secondly, the Western media do not incorporate the sports competition itself into their interpretation and description of Olympic events. They are focused on the attitude and policy changes of the international community towards the direction of sports development in their respective countries during the Olympics. It is common for them to obtain relevant information through media coverage related to their interests. The Western mainstream media lacks strong political and international consciousness when reporting on the Olympic Games. They tend to focus solely on the results of the games, without delving into the development process of the event, its cultural significance, and its impact on politics, economy, and culture. Based on the above analysis, this paper suggests that the following measures should be taken to improve international communication for the Beijing Winter Olympics:

This paper argues that the Beijing Winter Olympic Games can be effectively promoted through the following strategies: This study examines the disparities in press coverage of the Beijing Olympic Games between China and the United States, and analyzes the underlying factors contributing to these differences.

Based on the above analysis, it is clear that there is a need to strengthen the promotion and dissemination of the advantages of the road and system of socialism with Chinese characteristics, the achievements of reform and opening up, and the rich cultural heritage of Chinese civilization in foreign communication.

5. Results and Analysis

This paper presents a comparative study of news reporting discourse in China and the United States. The study concludes that there are notable differences in the way news is reported in these two countries, as well as differences in the role and influence of media in the international arena. Additionally, the study identifies three distinct types of correspondence between the subjects of news reporting.

- 1) The three relationships between the levels of discourse and the correspondence between the news coverage of the two countries are formed by the audience's understanding of news events, their response to public controversy, and their reaction to public skepticism.
- 2) The audience's understanding of the news event after accessing the information, their response to public questioning and criticism, and other factors, all contribute to the three types of relations between the two countries in the international public opinion arena.
- 3) The audience's comprehension and critique of a news event, based on their access to information, shapes the three relationships between the two countries and the rest of the world.

6. Conclusion

This paper explores the differences between news opinion reporting in China and the United States, and how each country responds to public opinion questioning and criticism at the discourse level of news reporting. The findings provide insights into the agenda network setting of mainstream media reporting in China. However, further research is needed to examine whether the individual characteristics of the audience influence their response to media opinion and discourse. Future studies could explore this topic from the perspectives of psychology and rhetoric. Future research can delve deeper into the audience's comprehension of the narrative structure of media reports, offering novel insights into the framework of media reports both domestically and internationally. Furthermore, Chinese media can further enhance their impact by optimizing media scheduling settings and guiding public opinion to promote the development of national sports news events.

7. Author Contributions

This paper was jointly completed by Han Yutong, Huang Jiaxin, Li Ruihong. Everyone has made equal efforts in the research of this topic, and their contribution to the paper is average. It is hereby explained.

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