A comparative analysis of the framework of Chinese and American mainstream media reports on Beijing Winter Olympics from the perspective of international communication

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Abstract: From the perspective of frame theory,the content analysis method is used to make a differentiated analysis of the reports about the Beijing Winter Olympics in China Daily and the New York Times: by comparing whether the report is original, report form, report tendency, attitude type and report framework coding, we find that:There are significant differences between China Daily and the New York Times in reporting forms and tendencies,China Daily has built a credible, lovely and respectable image of a big country through the positive reporting framework of the Winter Olympics to shape the national image,but the New York Times focuses more on the games themselves.

Keywords: Frame theory, The Winter Olympics in Beijing, Chinese and American media, Differentiated reporting

1 Introduction

At the beginning of 2022, the epidemic throughout the country is spreading in many places. During the strategic transition and succession period of the "two centenary goals", crises like epidemics and economic recession are testing the direction of national governance. Against this background, the success of the Beijing Winter Olympics has important and far-reaching significance in boosting confidence in fighting epidemics, promoting cultural exchanges, and facilitating the building of a community with a shared future for mankind. We observed that during the Beijing Winter Olympic Games, the relevant reports of sports powerful countries and sports weak countries were inconsistent. For example, the media of sports powerful countries such as the New York Times of the US focused more on the event process and the experience of their own players, while the mainstream media of China not only reported the event process and other facts, but also carried out the construction and promotion of the national image through the reports, However, some other sports weak countries paid more attention to anecdotes and their own efforts in reporting. We are curious about this: why do such differences in reporting occur? How does this difference affect the construction of China's national image?

2 Literature Review

2.1 Literature review of frame theory

Frame is the cognitive structure used by people to understand and grasp the world. A specific frame can help people strengthen their understanding and interpretation of specific things.Frame theory is a communication theory emerging in the West in the late 1970s and early 1980s, and its concept can be traced back to anthropologist Bateson.In 1974, American scholar Goffman introduced the concept of frame into cultural sociology in his"Framework Analysis". Since then, this theoretical concept has gradually entered the research fields of sociology, communication studies, linguistics and other disciplines, and has become the focus of scholars at home and abroad, and achieved a lot of research results.

From the perspective of the meaning of frame theory, foreign scholar Reese summarized relevant definitions into three categories:The first type focuses on the effect of the news framework, represented by Entman, who believes that the framework can affect the audience's acceptance attitude towards things;The second type focuses on the frame as a positive meaning production process, represented by Gamson, who believes that "people construct meaning by frame to understand the causes and context of social events";The third group thinks that frame is not only a meaningful production process, but also a regular screening method. Gitlin, for example, believed that the formation of the framework was influenced by ideology. In addition, Tuchman's book "Making News" (translated by Ma Zhengqi and Liu Xiaoying of the Communication University of China) argues that the existence of "frames" is inevitable, and the key lies in how journalists use them.

The origin and meaning of frame theory are also discussed in China.Zang Guoren and Zhong Weiwen pointed out that "frames can be understood as the complex of verbs and nouns.As a verb, it refers to the framing process of limiting external facts and mentally reconstructing facts; As a noun, a frame is formed.Teng Jinda points out in "Rediscussing the News Framework and the Principle of News Authenticity "that the reconstruction and shaping of the truth by the news framework is a dynamic organic process existing in the complex structure level, and the different aspects of this process affect the ethics and professional ethics of the news practitioners to varying degrees in the industry practice.In "'The Constructed Truth' -- The Meta-Rule of News Report", Liu Tao thinks about "the constructed truth" from the Angle of "intersubjectivity" and thinks that news report should constantly approach objectivity. The above scholars generally believe that news, as an "invisible framework", constantly influences and constructs the real society and its rules and order in the process of influencing the audience, thus forming certain norms of behavior.

However, these studies did not study the phenomenon of the differential coverage of the Beijing Winter Olympics in China and the United States from the perspective of the framework theory, and therefore did not answer the question of the difference in the reporting framework of the Beijing Winter Olympics between strong and weak sports countries.

2.2 Literature review on the differentiated coverage of Beijing Winter Olympics by international mainstream media

The differentiated reporting phenomenon of Beijing Winter Olympic Games has caused the research from multiple perspectives in academia.In terms of international communication, scholars Niu Huiqing and Duan Jiaxi made an overall analysis of the construction of China's image by Rossiyskaya Gazeta during the Beijing Winter Olympics from the perspectives of Chinese politics and international politics. They believed that Rossiyskaya Gazeta reported China from three aspects: political image, social image and cultural image. In reporting on the Beijing Winter Olympics, he was basically fair, objective, friendly and friendly.Scholars Wang Mengting and Yao Yanting have made an overall analysis of CGTN's contribution to the international communication of Beijing Winter Olympics from the perspective of integrating media background. The article points out that in the external communication of Beijing 2022 Winter Olympics, CGTN has adopted a narrative strategy integrating technology, subject, channel and emotion. It presents a discourse system and communication strategy that not only has Chinese characteristics but also is compatible with the differentiated needs of other countries.Mao Mingxing, a scholar, made a general analysis of CGTN's reports on the Beijing Winter Olympics from the perspective of national image construction. During the 2022 Beijing Winter Olympics, CGTV kept its journalistic professionalism while actively changing its discourse style, paid attention to the media usage habits of "z" generation groups, and used visual symbols and micro perspectives to enhance interaction and communication by using social media tell the story of the Beijing Winter Olympics to the world vividly and stereoscopically.

From the perspective of domestic reporting, scholars Zhang Chenjia and Hu Zuoyou have analyzed China Daily's shaping of national image in the Beijing Winter Olympics. Their research has analyzed how official media properly and effectively use various evaluation resources to fairly and objectively evaluate the international image of a country from the perspectives of emotion, quantification, tone strength and quoting third party discourse.However, domestic scholars such as Wang Ganyu and Wang Xinyao conducted a detailed study on the differences in Chinese and foreign sports event coverage of the Beijing Winter Olympic Games from the perspective of adaptive-relevance theory. Their research shows that the different characteristics of Chinese and English language and the author's intention in the process of differences will enable users to make language choices.Domestic scholars Shi Xiaojin and Wu Jinxi have conducted research on shaping China's international image of the 2022 Beijing Winter Olympics from the perspective of intelligent communication. They believe that the Beijing Winter Olympics has become a big hit on new media platforms, which shows us the opportunity and way to use technological evolution and intelligent communication to reverse the international communication pattern of "strong west and weak east", construct China's discourse power in the global discourse system, and rebuild China's national image.

Although these researches are carried out from the aspects of image construction and evaluation system, they ignore the research of frame theory and have one sidedness.

2.3 Problem Raising

Starting from the framework theory, this paper tries to answer the following questions: Why does the differentiation and particularity of Chinese and American coverage of the Beijing Winter Olympics appear? What are the underlying motivations behind the differentiation of reporting frameworks? How do these motivations affect national image construction and publicity? What is the differentiated social impact of its coverage of the Beijing Winter Olympics?

3 Method

3.1 Content Analysis

3.1.1 Hypothesis establishment

Based on the above questions, it is hypothesized that in the relevant reports of the "Beijing Winter Olympics", China Daily is more likely to adopt a reporting framework that can build the national image and publicity than the New York Times.

In order to prove the hypothesis, this study uses the content analysis method to sample the population and make a coding table. Content analysis is a research method that objectively, systematically and quantitatively describes the content of communication. Its essence is the analysis of the amount of information and its changes contained in the content, that is, the process of inferring the accurate meaning from the meaningful words and sentences represented.

3.1.2 Sampling method

The corresponding research object of this hypothesis is the coverage of the "Beijing Winter Olympics" by the mainstream media of China and that of the US.

First of all, this study conducts representative sampling of these two types of media, and selects China Daily to represent China's mainstream media. The reason is that China Daily, as a national English newspaper with the highest reprint rate in foreign media, is one of the main propaganda and cultural units of the central government, and an important window for China to go global and the world to understand China. In addition, the New York Times is chosen to represent the mainstream media in the US for the reason that, as one of the three major newspapers in the US, it is known as the "archival record newspaper". It is distributed around the world and has considerable influence, as the representative of the senior newspapers and serious publications in the US. Therefore, they are highly representative.

Secondly, this paper searches the official websites of China Daily and New York Times respectively with the keyword "Beijing Winter Olympic". The research samples are set from February 4, 2022 to February 20, 2022, when the Winter Olympic Games were held. Through the search, 604 samples of China Daily and 91 samples of New York Times are obtained respectively. Due to the large sample size of China Daily, this paper adopts the structured weekly sampling

method, and finally obtains 101 samples.

3.2 Category construction

In this study, the variable "sports powerful country" is downscaled to New York Times, and the variable "sports weak country" to China Daily. The analysis is conducted from three categories of reporting means, attitudes, and reporting frameworks, and corresponding coding tables are drawn to make the analysis results more clear and intuitive.

3.2.1 Reporting Methods

The use of different means of reporting reflects the importance that a media attaches to an issue. This research mainly makes specific operational considerations on the reporting methods of the two media from the two dimensions of "whether it is original" and "reporting form", and the points are assigned in a value-based manner for data statistics.

1) Original or not

Original content costs more than reproduced one. The purpose of distinguishing between original and reproduced content is to more intuitively show the media's emphasis on tweets. In this study, the coverage of China Daily and New York Times is divided into two categories: original and reprint, in which the original is assigned 2 points and the reprint is assigned 1 point.

2) Reporting form

In the original content, the production cost of multimedia content is higher than that of single form. Therefore, from the perspective of report form, the categories are concretely divided into three: pure text, image and text , and video with text. The pure text assignment is 1 point, with image the assignment is 2 points, and with video the assignment is 3 points.

3.2.2 Attitude Tendency

1)Reporting tendency

The media's tendency serves to set the tone of the coverage. In this study, the tendencies reflected in the two media reports on China during the Beijing Winter Olympics are divided into three categories: positive, negative, and neutral. The specific assignments are: positive reports 3 points, neutral reports 2 points, and negative reports 1 point.

2)Attitude typology

In order to make the attitudes of the two media towards China during the Beijing Winter

Olympic Games more intuitive, this paper uses the Hescales of equal appearing intervals attitude scale in the field of market research for reference, and redesigns the assignment of values for relevant news during the Beijing Winter Olympic Games. The details are shown in the following table.

Attitudes	Scores	Definitions
Attack	1	Blame the players for their mistakes or poor organization of the event
Negation	2	Reasonably point out that players or countries are inappropriate in certain events
Hidden worry	3	Concern about the Winter Olympics may have an impact on national image construction
Neutrality	4	Objective news statement without attitude bias
Affirmation	5	Recognize the sports achievements of players or China
Expectation	6	Show confidence and expectation for China's Winter Olympics
Pursue	7	Celebrate the athletes' sports achievements or the success of China's event

3.2.3 Reporting framework

On the basis of understanding the framework theory, this study draws on the seven general news frameworks proposed by DeVrees and divides the content of tweets about China Daily and the New York Times during the Beijing Winter Olympic Games into the following reporting frameworks:

Reporting Framework	Scores	Definitions
Frame of fact	1	Report the Beijing Winter Olympics according to the logic of the event itself, including the process of the event, awards, athletes and so on
Frame of conflict	2	To show disagreement between individuals, groups or countries, highlight the degree of disagreement and confrontation that exists between competitors or countries.
Framework of responsibility	3	Emphasize the attribution of responsibility for conflicts in the course of the competition, and ascribe the responsibility caused or resulted from to individuals, organizations or governments.
Moral framework	4	Evaluate the events during the Winter Olympics from a moral perspective, including praising the winners and criticizing the losers.
Human interest frame	5	From the experience of the athletes or national feelings, the Beijing Winter Olympic Games.
Leadership Framework	6	It emphasizes the management and coordination of individual, group and organization.
Economic consequences framework	7	Focus on what the Beijing Winter Olympics will do to China and the global economy.

4 Research findings and discussion points

4.1 There are significant differences between the reporting frameworks of mainstream media in China and the US

In this study, the content analysis method is used to analyze the works of China Daily and the New York Times, and the Chi-square test is used to analyze the differences between China Daily and the New York Times in reporting forms, reporting tendencies and reporting frames.The results show that based on data sources and reporting forms, the significance P value is 0.000, less than 0.01. Therefore, there are significant differences in data sources and reporting forms, that is, China Daily and the New York Times have significant differences in the forms of news reports on the Beijing Winter Olympics. The research hypothesis H1 is supported.

In addition, the Chi-square test analysis results showed that based on data sources and reporting tendencies, the significance P value was 0.000, less than 0.01, so there were significant differences between data sources and reporting tendencies.That is to say, there are significant differences between China Daily and the New York Times in their news coverage of the Beijing Winter Olympics.Among them, the attitude of Chinese media tends to be positive, while the attitude of American media tends to be neutral.The research hypothesis H2 is supported.In addition, based on the Chi-square test data, there are significant differences between the data sources and the reporting framework data.That is to say, China Daily and the New York Times have significant differences in the reporting framework of the Beijing Winter Olympics. The research hypothesis H3 is supported.

4.2 Chinese mainstream media tend to actively build national image by reporting the Winter Olympics

The mainstream media represented by China Daily are more inclined to adopt the reporting framework that can construct the national image when reporting the "Beijing Winter Olympics". From its sources, China Daily interviewed a number of foreign athletes and politicians to give their perspective on the progress of the Beijing Winter Olympics and their own feelings."Pole Kwiatkowski "feels magic" at Winter Olympics in Beijing""Argentine president visits Chairman Mao Memorial Hall"such reports use the words of foreign leaders as their direct sources, which reflects the steady progress of China's preparations for the Winter Olympics and the charm of Beijing as the "City of the Olympic Games", which is more convincing and objective.From the standpoint of China, the China Daily also released President Xi Jinping's confidence in the Winter Olympics and other news reports, reflecting China's commitment to holding a higher level of green, inclusive, open and clean Winter Olympics, and demonstrating China's responsibility as a major country.

In addition, China Daily reports in various forms, including text reports, graphic reports and video reports, presenting a lovely image of China from an all-round and multi-angle.For example, in the China Daily report "Su Yiming: Olympic medals are the best birthday presents", featuring

an exclusive video interview with Chinese athlete Yiming Su, showcases the extraordinary stories of contemporary Chinese youth and uses his story to inspire more young people to embrace winter sports and face the challenges in life.

4.3 American mainstream media tend to focus on the Winter Olympics itself

The American mainstream media represented by the New York Times are more inclined to objectively report the event process, the situation of the competitors, the venues and other information, thus constructing the national image of China in the process of the Beijing Winter Olympics in a multi-dimensional and multi-level way.On the one hand, compared with the "demonization" of China in the past, the mainstream US media recognized China's achievements in sports, economy and other fields, and recognized China's growing international status and influence in international affairs. On the other hand, the New York Times has not paid enough attention to the positive image of China, and its reporting methods are relatively simple and its articles are short in length.This shows that the image of China in the vision of Western media is not stable and unified, but contradictory and dynamic.The significance of discourse construction of national image is more prominent at the specific moment of Beijing Winter Olympics. Under the strategic background of promoting China as a sports power and the historical context of "One Belt and One Road" construction, the overseas construction of national image by focusing on major international sports events will undoubtedly provide a new opportunity and exploration path for the overall communication of China's national image overseas. It will help showcase Chinese characteristics, Chinese style and Chinese style to the world and provide opportunities and platforms for telling "China stories".

5 Conclusion and reflection

Through content analysis, this study conducts a theoretical framework study on the reports of the Beijing Winter Olympic Games by the mainstream media of China and the US, represented by China Daily and the New York Times, respectively, in an attempt to answer the differences in the reporting framework of the Beijing Winter Olympics between the mainstream media of the two counties. The study finds that, the hypothesis that China Daily is more likely to adopt a positive reporting frame to construct national image for propaganda compared to the New York Times holds true.

This study proposes that the Chinese mainstream media are more inclined to adopt a positive reporting framework to shape the national image when reporting the Beijing Winter Olympic Games, thus building a credible, lovely and respectable image of China. It is a powerful response to the unreasonable provocation of the western countries that has issued a Chinese voice in the unbalanced international communication order. On the other hand, it also provides a plan for China to build a new type of international relations and a community of shared future for mankind under the new era background of unprecedented changes in a century, and build a peaceful and friendly image of China.

However, it is worth noting that there is still a negative attribute agenda of China's national image in the international public opinion field. It is worth reflecting on how to further change the method and lower the attitude in the positive publicity reports of international communication to achieve the expected communication effect.

Because this study only analyzes the data from the perspective of content analysis, it doesn't extend the research object to the more influential TV and radio content in the social media era, nor does it discuss the discourse framework of social media, which also has limitations. And it doesn't involve too much insight into thought and behavior, so it is impossible to verify the context of the whole reporting framework selection. In future research, researchers who compare media reporting frameworks may need to pay more attention to the underlying causes of framework selection, as well as expand research and practice in international communication.

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