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International Communication and Position Tendencies of the Image of Beijing based on Large-scale Festival and Special Events: A Comparative Analysis of Twitter Contents about Winter Olympics produced by Chinese and American Mainstream Media

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Abstract

Large-scale Festival and Special Events (FSE) are an important opportunity for the international communication of image of Beijing, which plays a key role in the construction of national image and the improvement of urban influence. Taking contents of 2022 Beijing Winter Olympics on Twitter produced by Chinese and American Mainstream Media as samples, using the research method of content analysis, it found that: the mainly topics of the Twitter Contents were about cultural and international intercourse, and American mainstream media were more inclined to political issues. Ice and snow sports elements were well presented, but the iconic symbols reflecting the characteristics of Beijing were missing. Neutrality was the main emotional tendency, however Chinese media were more positive and American media were more negative. In terms of topic types, elements presentations and emotional tendencies, Chinese and American media had sequencing similarities, but the contents distributions were different and the Position Tendencies were obvious. On international social media platforms, the image of Beijing based on large-scale FSE is more objective and positive. The individual micro narrative focusing on FSE accords with the Social media communication rule. However, the international communication of the image of Beijing focuses on the capital and ignores the city, which has an impact on shaping the distinctive image of Beijing.

Keywords

the Image of Beijing; International Communication; 2022 Beijing Winter Olympics; Chinese and American Mainstream Media; *Twitter*

1. Introduction

Beijing's image possesses dual attributes of both a "capital" and a "city". During the critical period of international pattern turbulence and transformation, as the capital of a socialist major country striving for the great rejuvenation of the Chinese nation, Beijing, with its unique status, shares the fruits of China's rapid develop-

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ment while also being at the forefront of international public opinion in the stormy eye of major power games and ideological conflicts. [1] On international media and social platforms, the term "Beijing" is often used to refer to China or the Chinese government. Beijing's special political status makes it the most important sub-national actor and the spatial foundation of China's image, symbolically substituting for the national image of China. At the same time, Beijing is a world-renowned historical and cultural city with a history of over 3,000 years and one of the most influential international metropolises in the Asia-Pacific region, a globally significant city that blends "Chinese flavor" with "international style". Therefore, the international communication of Beijing's image is not only related to Beijing's international recognition and influence as a global city, but also closely linked to the global dissemination of China's national image and the construction of its international discourse power.

Festivals and special events, as important spatio-temporal carriers for the inheritance of national culture and international cultural exchange, are key strategies for enhancing the image of a city [2]. Media coverage of festivals and special events not only serves as a criterion for differentiating their types [3], but also influences the news value of a country or region [4]. Media events represented by the Olympic Games can stimulate the active attention of audiences across the nation and even the world [5], thereby providing the host city with an opportunity to disseminate a specific city image to international media [6]. The 2008 Beijing Summer Olympics sparked the first intense discussion on the relationship between the Olympics and the construction of Beijing's image and the dissemination of China's national image. In 2022, Beijing successfully hosted the 24th Winter Olympics, becoming the world's first "dual-Olympic city". Academic discussions on the international dissemination of Beijing's image and telling China's story have become important topics in the fields of global communication and cross-cultural communication in the new era. The two waves of research on the international dissemination of Beijing's image triggered by the Olympics have mostly focused on two aspects: the practice of Beijing's image dissemination by domestic media and the presentation of Beijing's image from the perspective of foreign media. Comparatively, there has been less research on the juxtaposition and comparison of Beijing's image constructed by Chinese and foreign media. Moreover, although the two Olympic Games were held only 14 years apart, profound changes have occurred in media technology and the media landscape during this period. Social media has occupied an increasingly important position in the international public opinion arena, and traditional mainstream media have actively built a global All-media communication ecosystem. It can be said that the international communication pattern of Beijing's image in the Winter Olympics era has become more complex.

This paper takes the Beijing Winter Olympics as a case to study how important international mainstream media shape and disseminate the image of Beijing on social platforms during large-scale events, with the aim of supplementing the comparative perspective of the international dissemination of the image of Beijing by Chinese and Western media in the new information environment at the theoretical level. The practical level explores the communication laws for constructing a three-dimensional and multi-dimensional image of Beijing in the complex and severe international public opinion environment.

2. Literature Review and Research Hypotheses

In the 1960s, the American urbanist Kevin Lynch proposed the concept of "image of city", understanding it

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as the superposition of the perceptual impressions of the material form of the city by the majority of residents [7]. Subsequent studies, based on the material forms such as urban roads, signs, and buildings, incorporated contents such as urban spirit, government behavior, and citizens' quality. It further enriches the concept of "city image", expanding it to the public's specific perception, overall view and comprehensive evaluation of the city's internal comprehensive strength, external performance vitality and future development prospects. [8] From the perspective of cognitive psychology, from the physical state of a city to the public's perceptual understanding, the image of a city is always interwoven by two concepts. Cox and Zannaras named these two concepts designative image and appraisive image. The former refers to the existing features of a city such as geographical location, terrain and climate, while the latter concerns the public's value judgment of the city. [9] In the field of tourism geography research, the above dichotomy is also a classic theoretical model for the study of destination image and local image, as Martin Selby proposed naive image and reevaluated image [10] Grosspietsch distinguished projected images and perceived images [11], etc. Therefore, the image of a city is not only a reflection of its substantive space, but also refers to a symbolic and imaginative virtual space, which is a systematic subjective shaping by the subject based on external entities, environments, events, etc. [12] During this process, three methods, namely personal experience, interpersonal communication and mass communication, are important factors influencing people's perception of the urban image. Among them, mass communication has the most obvious shaping effect on the cognitive image of the audience. [13] The pseudo-environment created by the media is generally regarded as having the function of shaping the cognitive images in the minds of the audience. [14] Both studies on communication effects have shown that the agenda-setting function and subtle influence of the media can have an impact on the cognition, concepts and attitudes of the audience. Therefore, the research on urban image in the field of news communication usually pays more attention to the media image that lies between the physical image of the city and the cognitive image of the audience [15][16]. With the changes in media technology, the construction of the meaningful "reproduction" and "imagined geography" of the urban image by the media has gradually expanded from the field of mass communication to a richer information environment. [17][18] However, it cannot be denied that even in the current era when the influence of social media is increasing day by day, mass communication media still has a relatively obvious impact on the cognitive construction of the audience. According to the content analysis conducted by Ingrid and Rogstad on the news reports of the social platform Twitter and mainstream media during the same period, it was found that nearly 40% of the news data on Twitter directly originated from mainstream media [19]. The research by Ma Shiyuan et al. also indicates that among the three major overseas social media platforms, Twitter, Facebook, and Instagram, Western news media organizations have significant influence and are key opinion leaders on social media [1].

When it comes to the international communication of Beijing's image, the current academic research mainly has two main lines. The first is the practice of domestic media's external communication of Beijing's image, among which the communication of the national image taking the opportunity of major events such as the Olympic Games is the focus. From the practical thinking [20][21] and agenda setting [22] of the Summer Olympics on the international communication of Chinese culture and national image, to the individual narrative [23], integration strategy [24] and multi-dimensional construction [25] of the national image under the background of the Winter Olympics, on the one hand, the image of Beijing and the national image of China are highly overlapping. On the other hand, the pattern of international communication is more complex and

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the methods are more diverse. The practice of international communication of Beijing's image has also shifted from traditional media to social media. The second is the presentation of Beijing's image from the perspective of others by foreign media. Whether it is the image of a city or a country, the media, as the image shaper, is inevitably influenced by factors such as existing value norms, institutional structures, language and culture, and social and historical contexts. Therefore, the shaping of different images is the subjective consciousness of the media's "self" projected onto the "other". [26] From the perspective of others, the media image of Beijing shaped and disseminated by foreign media and social platforms has attracted the attention of Chinese scholars. Among them, there are studies on the shaping and dissemination of the image of Beijing in countries such as the United Kingdom [27], Japan [28], Russia [29], or mainstream Western media [30][31], mainly using methods such as content analysis, text analysis, and discourse analysis. For instance, the reports related to Beijing in the Christian Science Monitor of the United States affirmed Beijing's economic achievements and cultural level, but negatively exaggerated political issues, ecological environment, medical and health care, etc. [32]; The image of Beijing presented by Le Figaro of France is that of China's "political center" and "international communication center". Social problems such as environmental pollution and disease control and health reflect the shortcomings of Beijing as an "international first-class harmonious and livable city" [33]. Gao Jinping et al. found through the analysis of the reports on Beijing by 50 mainstream foreign media that international events and major activities contribute significantly to the international communication of Beijing's image. Landmark buildings such as the Forbidden City, hutongs, and the Great Wall, as humanistic symbols of Beijing, reflect the material connotation of Beijing's global city image. Citizen participation and technological innovation are also important issues in the communication of Beijing's image [34]. There are also descriptions and presentations of Beijing's image on overseas social media platforms such as Twitter and YouTube based on big data processing and analysis technologies in the new information environment [35]. For instance, Ma Shiyuan analyzed nearly 300,000 posts related to Beijing published on mainstream overseas social media platforms. The overall image of Beijing is analyzed from five dimensions: political center, science and technology center, international communication center, cultural center, and harmonious and livable city. It is believed that the images of the city in each dimension are seriously unbalanced [1]; Song Kai classified the cultural image of Beijing into four types of topics: those related to ethnic traditional culture, those related to exhibitions, festivals and events, those related to urban development and construction, and those related to cultural products. Through big data analysis, he concluded that the understanding of Beijing culture by foreign audiences mainly focuses on traditional cultures such as Peking Opera, Beijing flavor and ancient architecture, lacking the perception of modern urban culture of Beijing [36].

Summarizing the existing research results, first of all, at the "capital" level, the image of Beijing highly overlaps with the national image, but at the "city" level, the characteristic positioning of Beijing as a city is not distinct. The current practical research on the external communication of Beijing's image is difficult to meet the practical needs of Beijing's image construction. Secondly, the construction of Beijing's image by foreign media shows the arrogance of "Western centrism" and the prejudice of "Cold War ideology" [37], and their news reports have obvious biases. Secondly, there is a lack of necessary connection between the two main research lines of the international communication practice of Beijing's image by domestic media and the other-perspective presentation of Beijing's image by foreign media. It is necessary to supplement the comparative study of the international communication of Beijing's image by Chinese and foreign media. Finally,

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social media has become an important field for international communication. However, mainstream media at home and abroad still have relatively important functions of public opinion guidance and agenda construction on social media platforms, which have an impact on the international audience's perception of Beijing's image and emotional attitude tendencies. Furthermore, in combination with the strategic positioning of Beijing as the "Four Centers" proposed in the "Beijing Master Plan (2016-2035)" (hereinafter referred to as the "Master Plan") and the related theoretical research results, the "image of Beijing" can be divided into two levels: The first is the Beijing issues mainly based on the dimensions of culture, politics, scientific and technological innovation, and international exchanges. The second is the Beijing elements with the attributes of the city's material and spiritual symbols. Based on this, this paper takes the tweets related to the Beijing Winter Olympics posted by mainstream media in China and the United States on the international social media platform Twitter as data samples and proposes the following research hypotheses:

Hypothesis 1: In the tweets about the Beijing Winter Olympics, the Beijing issues covered by mainstream Chinese media are relatively balanced, while those covered by American media are unbalanced. The differences between the two are obvious.

Hypothesis 2: In the tweets about the Beijing Winter Olympics, the mainstream media in China presented the iconic material and spiritual elements of Beijing relatively completely, while the mainstream media in the United States presented incomplete elements of Beijing. The differences between the two are obvious.

Hypothesis 3: In the tweets about the Beijing Winter Olympics, the mainstream media in China showed positive emotions towards the image of Beijing, while the mainstream media in the United States showed negative emotions. The differences between the two are obvious.

3. Research Design

3.1 Data Collection and Acquisition

This article is titled "Winter Olympics", "Beijing2022", "Bing Dwen Dwen", "2022 winter olympics", "Beijing2022 Paralympics", "Paralympics", "Shuey Rhon" Using Rhon and others as keywords, tweets and pictures posted by the official Twitter accounts of mainstream media in China and the United States during the Beijing Winter Olympics and Paralympics from January 27, 2022 to March 20, 2022 and within one week before and after were collected on the Twitter platform. A total of 3,960 pieces of data were obtained, and 3,183 pieces of valid data were retained after manual reading and cleaning. In terms of media selection, four mainstream Chinese media outlets were chosen: Xinhua News Agency (@China Xinhua News @Xinhua Sports), China Global Television Network (@CGTN), People's Daily (@People's Daily), and China Daily (@China Daily). The mainstream media in the United States have selected The New York Times (@New York Times World, @New York Times Opinion, @New York Times World) and CNN (@CNN@CNNSport@CNN Asia Pacific) Three: @CNN Breaking News (@CNN International) and @The Associated Press (@AP Sports). Seven media outlets have strong influence at home and abroad and have a large number of Twitter followers. Considering the matrix layout of mainstream media on new media platforms, this study selected 15 official accounts that pay more attention to sports or Chinese issues, covering three important forms of mass media: news agencies, radio and television, and newspapers. Among them, there were 2,211 tweets from mainstream

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Chinese media and 972 tweets from mainstream American media.

3.2 Coding Design and Reliability Test

Considering the characteristics of tweets on social media platforms, such as a small number of text messages, rich images, and convenient links, this study conducts coding mainly based on the meanings conveyed by the text and images, supplemented by the linked text. The coding categories are designed according to three parts: Beijing issues reflected in the tweet content, Beijing's iconic elements, and emotional tendencies.

The Beijing topic setting is multiple-choice and is encoded according to the following principles: 1= Political topic, mainly referring to the content of the tweet involving the national political system, human rights, democracy, freedom and other political-related issues; 2= Cultural issues, mainly involving ancient capital culture, red culture, Beijing flavor culture, innovative culture, Olympic culture, green culture and other issues related to Beijing's traditional culture, modern culture and regional culture; 3= Technological innovation topics, mainly focusing on the technological innovation achievements related to the Winter Olympics and the contribution of technological innovation to the urban development of Beijing; 4= International communication topics, focusing on sports diplomacy, cultural exchanges, economic and trade exchanges, etc. The iconic elements of Beijing are set as multiple choices. The coding principle is as follows: 1= iconic buildings, 2= symbols related to the Winter Olympics, 3= venues for winter sports, 4= transportation infrastructure, 5= urban history and culture, 6= ecological environment, 7= citizens' lives and human images, 8= innovative and creative practices. In terms of emotional tendency, the content that uses words with positive emotions such as appreciation and congratulations is recorded as 1= positive emotion; The content that is neutral in expression and has no emotional tendency is recorded as 2= neutral emotion; The content that uses words with negative emotions such as criticism and negation is recorded as 3= negative emotions.

The coding was carried out by two coders in a centralized manner in April 2022. Before the official coding, 10% of the samples were randomly selected for reliability testing. Through Holstein coefficient calculation, the coding consistences were 0.76 (Beijing topic), 0.86 (Beijing element), and 0.83 (sentiment tendency), respectively.

4. Data Analysis

4.1 Comparison of Beijing Topics by Mainstream Media in China and the United States

Table 1 shows the distribution of Beijing topics in mainstream media of China and the United States and the Chi-square test results. The sample size of the mainstream media in China involving four Beijing topics is 1,246 items, among which there are 1,126 items (90.4%) on cultural topics, 873 items (59.6%) on international communication topics, 394 items (31.6%) on political topics, and 136 items (10.9%) on scientific and technological innovation topics. The sample size of the mainstream media in the United States involving four Beijing issues is 302 items, among which there are 208 items (68.9%) on cultural issues, 180 items (59.6%) on international communication issues, 155 items (51.3%) on political issues, and 25 items (8.3%) on technological innovation issues. The research hypothesized that the chi-square values regarding the differences in Beijing topics between mainstream media in China and the United States were statistically significant

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(χ2=44.806□p<.001).

Table 1: Comparison of the Distribution of Beijing Topics by Mainstream Media in China and the United States

Topic type Media type	Chinese mainstream media sample size =1246)					Mainstream American media (sample size =302)			
	China Daily	People's Daily Online	Xinhua News Agency	China Television International Network	Chinese media Total	The New York Times	The Associated Press	CNN	Us media Total
Politics	118 (9%)	20(2%)	132 (11%)	124(10%)	394 (32%)	74 (25%)	46(15%)	35(12%)	155 (51%)
Culture	393 (32%)	72(6%)	398 (32%)	263(21%)	1126 (90%)	126 (42%)	53(18%)	29(10%)	208 (69%)
Technological innovation	41 (3%)	10(1%)	65 (5%)	20(2%)	136 (11%)	14 (5%)	5(2%)	6(2%)	25 (8%)
International exchanges	321 (26%)	43(3%)	287 (23%)	222(18%)	873 (70%)	92 (30%)	53(18%)	35(12%)	180 (60%)
χ^2=44.806； p<.001									

The proportion of cultural topics in tweets related to the Winter Olympics from Chinese and American media is the highest. At the national cultural level, the main focus is on the dissemination of Chinese culture during the opening ceremony of the Winter Olympics. At the city cultural level, in addition to the Olympic culture mainly involved, it also includes Beijing flavor culture, ancient capital culture, red culture, green culture, etc. Among them, there were 98 and 10 items respectively from Chinese and American media related to Beijing's folk customs and intangible culture in terms of Beijing flavor culture. The content related to ancient capital culture such as the ancient capital and ancient city of Beijing and the Grand Canal in Chinese and American media amounts to 97 and 9 respectively. The number of red cultural contents related to the 100th anniversary of the founding of the Communist Party of China in Chinese and American media is 89 and 12 respectively. There were 39 and 4 pieces of green cultural content related to ecological protection and carbon peaking and carbon neutrality in Chinese and American media respectively. The chi-square test results show that there are no statistically significant differences in many issues regarding Beijing's urban culture between the mainstream media of China and the United States(χ2=10.060, p=0.122).On the issue of international exchanges, China's mainstream media emphasized that the timely holding of the Beijing Winter Olympics amid the pandemic has reconnected the world, and extensively quoted positive evaluations of the Beijing Winter Olympics and the development of winter sports in China from foreign political leaders and heads of international organizations. The relevant content of mainstream media in the United States mainly links international exchanges with China's cultural export and geopolitics.On the topic of technological innovation, the number of tweets from mainstream media in China and the United States is generally not large. Chinese mainstream media are committed to spreading the Winter Olympics concepts of "Green Olympics" and "High-tech Olympics", covering sports technological innovation and intelligent media technologies, such as rapid "ice-making" with carbon dioxide and digital media technology for the opening ceremony. American mainstream media, on the other hand, focus on smart venues and technological epidemic prevention.

The mainstream media in China and the United States have consistency in the ranking of the proportion of different types of Beijing issues. Both have the most cultural issues, followed by international communication issues, then political issues, and the least scientific and technological innovation issues. The distribution of

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the four topics by the mainstream media in China and the United States is unbalanced. The assumption in Hypothesis 1 regarding the balance of the Beijing topic by the mainstream media in China does not hold. There are obvious differences in the distribution status and presentation methods of tweets on the four Beijing issues by the mainstream media of the two countries. The hypothesis in Hypothesis 1 regarding the differences in Beijing issues between Chinese and American media holds true.

4.2 Comparison of Beijing Elements in Mainstream Media of China and the United States

Figure 1 shows the distribution of Beijing elements in mainstream media in China and the United States. The number of samples involving eight Beijing elements in China's mainstream media is 1,606. Among them, the number of samples related to the logo symbols of the Winter Olympics is the largest,reaching 1,284 (80.0%), followed by 878 (54.7%) on citizens' lives and personal images, 829 (51.6%) on ice and snow sports venues and fields, and 569 (35.4%) on innovation and creative practices. The elements of ecological environment, landmark buildings, urban history and culture, and transportation infrastructure were 169 items (10.5%), 148 items (9.2%), 117 items (7.3%), and 68 items (4.2%) respectively. The sample size of the mainstream media in the United States involving eight elements of Beijing is 347 items. Among them, the sample size of the symbol related to the Winter Olympics is the largest, with 249 items (71.8%), 183 items (52.7%) related to citizens' lives and personal images, 177 items (51.0%) related to ice and snow sports venues and fields, and 66 items (19.0%) related to innovative and creative practices. The elements of ecological environment, landmark buildings, urban history and culture, and transportation infrastructure accounted for 35 items (10.1%), 25 items (7.2%), 9 items (2.6%), and 11 items (3.2%) respectively. The research hypothesizes that the chi-square values regarding the differences in Beijing elements between mainstream media in China and the United States are statistically significant ($\chi 2=33.628$, $p<.001$).

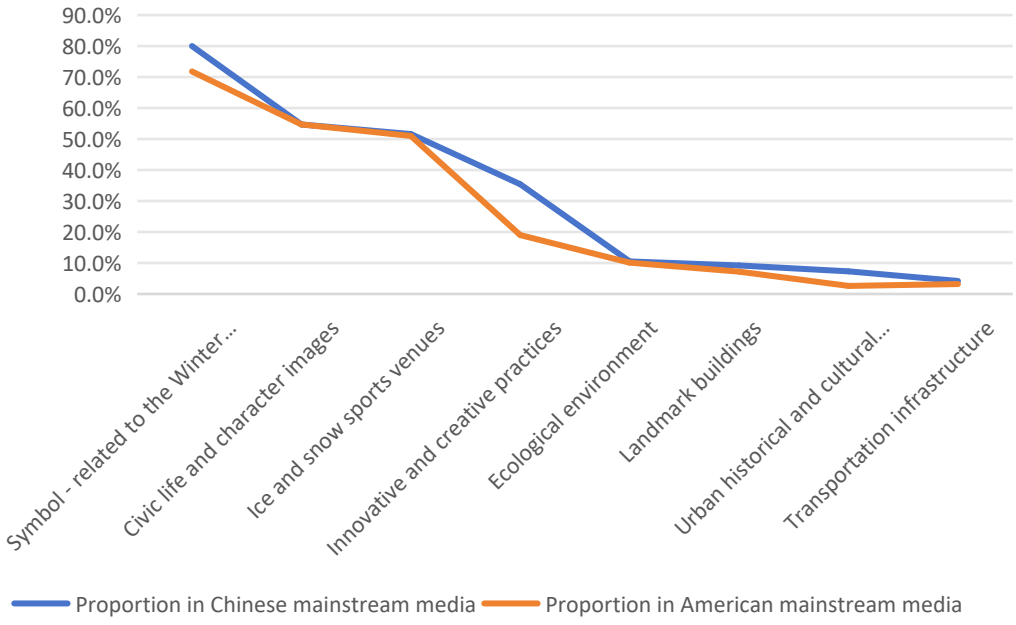


Figure 1: Comparison Chart of the Distribution of Beijing elements in Mainstream Media between China and the United States

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The symbols and signs related to the Winter Olympics occupy a relatively high proportion in the tweets of both Chinese and American media. The involved contents include the Winter Olympics mascots, emblems and logos, guiding signs, torches and main torch stands, etc. Among them, the Beijing Winter Olympics mascot "Bing Dwen Dwen", designed based on the image of the national treasure panda, has the highest appearance rate. In addition, China's mainstream media have combined the Olympic emblem, signboards, main torch platforms and other Olympic symbols with the Olympic spirit of the Beijing Winter Olympics theme slogan "Together for a Shared Future", "Faster, Higher, Stronger, Together", as well as the Chinese natural concept of "harmony between man and Nature", and integrated Olympic symbols with Chinese culture to shape China's national image. In the mainstream media of the United States, it is more often used as the background of pictures. Apart from the opening and closing ceremonies, there are relatively few explanations of the related symbols and cultural connotations of the Winter Olympics. Among the elements of citizens' lives and character images, Chinese media present the participation of Beijing citizens and ordinary people in urban and rural areas of China in winter sports as an important symbol. Through video contents such as the opening short film of the Winter Olympics and public performances, as well as the participation of people from all over China in winter sports, they tell the stories of benefiting the people and development in China from the perspective of micro-narrative. The attention paid by the US media to the figures focused on epidemic prevention and control workers, police and security personnel maintaining public order, and dissidents resisting protests, etc. The proportion of attention paid by Chinese and American media to ice and snow sports venues and sites is similar. The Bird's Nest, the Ice Cube, and the Big Air Shougang (Snow Flying Sky) appear more frequently. In addition, symbols related to campus and commercial ice and snow sports venues and facilities as well as ice and snow cultural tourism have also appeared in scenarios where ordinary people participate in ice and snow sports. Among the innovative and creative elements, Chinese media pay more attention to technological innovation, while the limited tweet content of American media has more prominently displayed the cultural and creative elements of the Winter Olympic Village and the opening ceremony. In terms of presenting the ecological environment, Chinese mainstream media tend to showcase the achievements of the "Low-carbon Olympics" and the ecological environment and green landscapes of Beijing, while American mainstream media associate the ecological environment with politics. The media in China and the United States generally pay less attention to the landmark buildings, historical and cultural aspects, and transportation infrastructure of cities.

The mainstream media in China and the United States have similarities in the presentation proportions of different types of Beijing elements. The appearance frequency of symbols and signs related to the Winter Olympics, citizens' lives and character images is relatively high, while the presentation proportions of elements such as city landmark buildings, historical and cultural heritage, and transportation infrastructure are relatively low. In the relevant tweets of mainstream media in China and the United States about the Beijing Winter Olympics, the presentation of Beijing's material and spiritual elements with typical symbolic characteristics is incomplete. The assumption in Hypothesis 2 that Beijing elements are fully presented by Chinese mainstream media is not valid. There are obvious differences in the presentation methods, expression techniques and interpretation perspectives of Beijing elements between the mainstream media of the two countries. The hypothesis in Hypothesis 2 regarding the differences in Beijing elements between Chinese and American media holds true.

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4.3 Comparison of the Image, Emotions and Attitudes of Mainstream Media in China and the United States towards Beijing

Judging from the emotional tendencies of the tweets related to the Winter Olympics from mainstream media in China and the United States as shown in Figure 2, the media of both countries are mainly neutral. Among the mainstream media in China, there were 1,081 pieces (48.9%) with positive emotional tendencies, 1,126 pieces (50.9%) with neutral emotions, and 4 pieces (0.2%) with negative emotions. Among the mainstream media in the United States, there were 83 pieces (8.5%) with positive emotional tendencies, 787 pieces (81.0%) with neutral emotions, and 102 pieces (8.5%) with negative emotions. The assumption in the research hypothesis that the mainstream media in China mainly show positive emotions towards the image of Beijing, while the media in the United States mainly show negative emotions, does not hold.Chi-square test result ($\chi 2=617.755$, $p<.001$) It indicates that there are significant differences in the emotional tendencies of mainstream media in China and the United States regarding the image of Beijing.

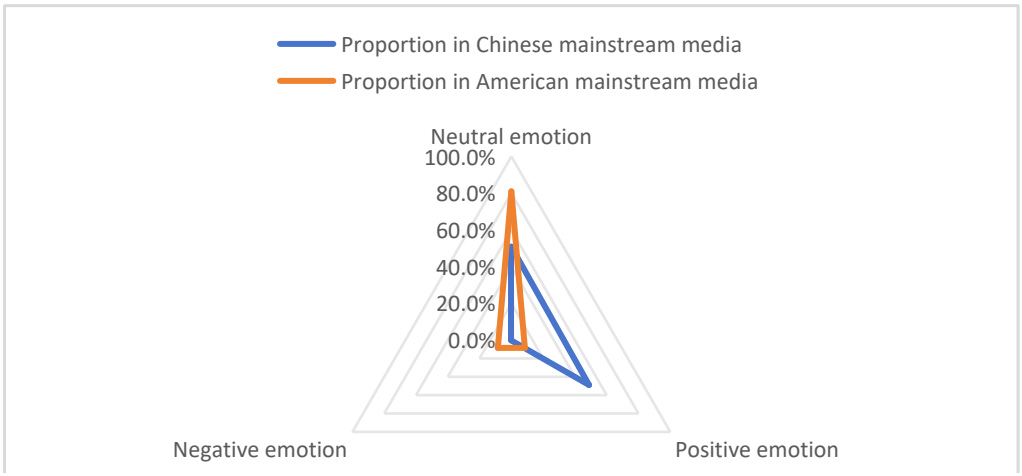


Figure 2: A comparison chart of the distribution of emotional tendencies towards Beijing's image by mainstream media in China and the United States

As shown in Table 2, in terms of the emotional distribution of the four types of Beijing topics, the proportion of positive emotions on cultural topics in China's mainstream media is the highest at 55.7%, mainly focusing on the opening ceremony of the Winter Olympics and ice and snow culture. The proportion of positive emotions on international communication issues was 43.4%, mainly concentrated on the affirmation and praise of the Beijing Winter Olympics by leaders of various countries and heads of international organizations. Political issues mainly shape the images of a "responsible major country" and a "service-oriented government for the development of the people". The cultural topics of mainstream media in the United States are mainly characterized by neutral emotions, offer few explanations for the connotations of Chinese culture, and present negative emotions in the interpretation of red culture. The content related to athletes and sports themselves in international communication topics generally shows neutral and positive emotions. Political issues are mostly neutral and negative, such as questioning China's human rights issues through incidents like the "March 14" incident in Tibet before the 2008 Beijing Olympics and the Xinjiang cotton incident before the

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Beijing Winter Olympics. Although the number of technology-related topics is relatively small, the emotional presentation is rather complex. The introduction of some scientific and technological achievements shows positive or neutral emotions. For instance, a tweet from CNN claimed that China provided digital currency to international travelers during the Winter Olympics, and a tweet from the Associated Press said that the swimming pool where Phelps made history at the 2008 Summer Olympics was transformed into an ice rink. However, in the content related to the ecological environment and epidemic prevention and control, there are obvious negative emotions. For instance, tweets from media such as CNN claim that water-scarce Beijing has spared no effort in making artificial snow for the Winter Olympics and has damaged the environment. The New York Times claims that the journalists in the "bubbles" can only sleep on high-tech smart beds.

Table 2: Comparison of Emotional Tendencies on Beijing Issues between Mainstream Media in China and the United States

	Mainstream media in China			**Mainstream media in the United States**		
	Positive	Neutrality	Negative	Positive	Neutrality	Negative
Culture	55.7%	34.8%	0.1%	15.6%	39.1%	14.2%
International exchanges	43.4%	26.6%	0.2%	9.6%	34.8%	15.2%
Politics	19.8%	11.6%	0.2%	2.6%	26.2%	22.5%
Technological innovation	7.2%	3.7%	0.0%	3.0%	3.6%	1.7%

As shown in Table 3, in terms of the emotional distribution of Beijing elements, tweets containing symbols related to the Winter Olympics and symbols of winter sports venues have a relatively high proportion in pictures and short videos. The proportion of positive emotions of the two types of elements in China's mainstream media is 39.0% and 28.0% respectively, and the proportion of neutral emotions is 40.8% and 23.4% respectively. The proportion of positive emotions explaining Chinese culture in the tweet content is high, and the proportion of neutral emotions related to athletes and the event itself is high. Among the mainstream media in the United States, the proportion of neutral emotions is 50.1% and 34.9% respectively, and the proportion of negative emotions is 9.2% and 6.9% respectively. The content of the tweets is mainly related to the competition scenes. Tweets showcasing the life scenes of ordinary citizens and their participation in winter sports in Chinese media accounted for 27.6% with positive emotional tendencies and 27.0% with neutral emotional tendencies. They mainly demonstrated the popularization and development of winter sports in China, the support of Beijing citizens for hosting the Winter Olympics, and traditional festival cultural customs, etc. Among the US media, 31.7% show a neutral emotional tendency and 9.8% show a negative emotional tendency. The content related to the epidemic prevention and control of the Winter Olympics shows a significant negative tendency. Elements such as transportation infrastructure and ecological environment, which can reflect Beijing's urban management capabilities and technological innovation capabilities, show a positive emotional attitude in mainstream Chinese media, while in mainstream American media, they show a negative tendency.

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Table 3: Comparison of Emotional Tendencies of Beijing Elements in Mainstream Media of China and the United States

Media type	Emotional bias	Land-mark building	The logo symbol of the Winter Olympics	Venues for ice and snow sports	Trans-portation infras-tructure	Urban history and culture	Ecolo-gical environ-ment	Citizens' lives and character images	Innovation and creativity practice
Mainstream media in China	Positive	5.1%	39.0%	28.0%	2.4%	5.0%	7.7%	27.6%	19.2%
	Neutrality	4.1%	40.8%	23.4%	1.9%	2.2%	2.8%	27.0%	16.2%
	Negative	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Mainstream media in the United States	Positive	2.6%	12.4%	9.2%	0.6%	1.7%	1.4%	11.2%	4.9%
	Neutrality	2.6%	50.1%	34.9%	1.2%	0.9%	6.6%	31.7%	10.4%
	Negative	2.0%	9.2%	6.9%	1.4%	0.0%	2.0%	9.8%	3.7%

5. Discussion and Conclusion

This article takes the Beijing Winter Olympics as a representative case of major events and conducts a comparative study on the image of Beijing shaped and disseminated by the Winter Olympic-related content released by 15 official Twitter accounts of 7 mainstream media in China and the United States from three aspects: Beijing topics, Beijing elements and emotional tendencies. The research leads to three conclusions: (1) The Beijing issues involved in the tweets related to the Winter Olympics by mainstream media in China and the United States are unbalanced. Cultural issues and international communication issues account for a high proportion, political issues are more prominent in American media, and issues related to scientific and technological innovation are less involved. There is a significant difference in the type distribution of Beijing issues between Chinese and American media. (2) The elements of Beijing presented by mainstream media in China and the United States in the tweets related to the Winter Olympics are incomplete. There are more material and spiritual elements closely related to the Winter Olympics, such as the symbols and signs of the Winter Olympics, the lives and images of citizens, and the venues of winter sports. However, there are fewer elements such as the ecological environment, landmark buildings, urban history and culture, and transportation infrastructure. The presentation differences of Beijing elements in Chinese and American media are statistically significant. (3) The emotional attitudes of mainstream media in China and the United States towards the image of Beijing are mainly neutral. Chinese media tend to have more positive emotions, while American media tend to have more negative emotions. There are obvious differences between the two.

First of all, based on the major event of the Winter Olympics, the presentation of Beijing's image in the Twitter content of mainstream media in China and the United States mainly focuses on cultural issues and international communication issues, while the political orientation of American media is obvious. Existing studies on the image of Beijing on overseas social media show that the image of Beijing as a political center is the most prominent, while the images of it as an international communication center, a cultural center, and a scientific and technological innovation center have all been severely weakened. [1] However, this study has

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reached a different conclusion. The Winter Olympics, as a major international sports event, provides an important opportunity for international sports exchanges and cooperation as well as the cultural dissemination of the host country, and sets the media agenda. The shaping and dissemination of Beijing's cultural image by mainstream media in China and the United States show a distinct feature centered on "sports". China's mainstream media have focused on spreading Chinese culture through the opening and closing ceremonies of the Winter Olympics, as well as related symbols and logos. They have also combined the Winter Olympics slogan "Together for a Shared Future", the Olympic spirit of "Higher, Faster, Stronger, Together", and the value concept of a community with a shared future for mankind to showcase China's cultural confidence. However, the image of the international communication center is mostly centered around the sports exchange characteristics of the Winter Olympics, and the image shaping is overly simplistic, deviating from the image of Beijing as an important window for China's home diplomacy and an international metropolis for economic, trade and cultural exchanges. In the image of Beijing shaped by mainstream American media, the role of the political center remains prominent, and the tendency of politicizing sports is strong. Even if the tweets are brief, the stance bias can still be reflected relatively obviously. Existing studies on news websites of mainstream foreign media have shown that in recent years, Western media have set more diverse topics on China's national image, and the proportion of objective and positive discourse has increased [38]. However, there are still ideological, national interest and humanitarian biases [39], and the research results of this paper verify this.

Secondly, symbols related to ice and snow sports are important representatives of Beijing elements under the topic of the Winter Olympics. There is a lack of typical symbolic elements that reflect the material and spiritual characteristics of the city. Existing studies suggest that elements related to regional folk customs and traditional culture such as Peking Opera and Beijing flavor [36], historical and cultural heritages such as quadrangle courtyards and ancient buildings [40], and politically symbolic buildings such as Tiananmen Square [41] are commonly used visual symbols by mainstream foreign media to shape the image of Beijing. However, the conclusion of this study shows that in the tweets related to the Winter Olympics and their accompanying pictures and short videos, mainstream media in China and the United States rarely present Beijing's landmark buildings, historical and cultural landscapes, etc. They also rarely present elements such as transportation infrastructure and ecological environment that can well respond to the concepts of a Tech Olympics and a Green Olympics and reflect the modern governance level and innovative vitality of the city. The presentation of Beijing elements is overly concentrated on iconic material symbols related to the Winter Olympics such as mascots, torch stands and competition venues, and the display of the city's characteristics and connotations is not comprehensive. The occurrence of this situation is related to the closed-loop holding of the Winter Olympics under the background of the global pandemic, the inability of international travelers and spectators to attend the games on site, as well as the content presentation methods of social media platform accounts such as short text, pictures and short videos focusing on the events themselves. In terms of the presentation of urban residents and figures, China's mainstream media focus on the public's participation in winter sports, the prosperity of winter sports culture, and the support and guarantee of the Winter Olympics by Beijing citizens. In contrast, the mainstream media in the United States concentrate on the event services of the Winter Olympics, connecting sports with politics through the presentation of epidemic prevention and control workers and event security personnel.

Finally, in the context of the Winter Olympics, the emotional tendencies of Beijing's image in mainstream

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media in China and the United States are generally neutral. Chinese mainstream media are more positive, while American mainstream media are more negative. Compared with the emotional proportion of news reports by Western media during the 2008 Beijing Olympics as statistically analyzed by scholars (positive reports 12%, neutral reports 28%, negative reports 60%) [42], this study shows that the emotional tendency of Western media during the Winter Olympics was more objective and positive. From the samples, it can be seen that in the tweets related to the Winter Olympics from the media of the two countries, the content related to athletes, competition scenes and competition results accounts for a certain proportion. Such topics are mainly neutral in sentiment. As for content that is not centered on sports competitions, there is a significant difference in the emotions of the media in the two countries. Especially on issues or images related to politics, the negative emotions of the American media are more obvious.

To sum up, first of all, compared with the image of Beijing and its stance bias shaped and disseminated by Western mainstream media through mass communication channels, although the information content related to the Beijing Winter Olympics released by American mainstream media on social media platforms still has obvious Western centrism and Cold War ideological prejudice, However, in terms of the data distribution of topic selection, element presentation and emotional tendency, it can be said to be more objective and positive. Compared with the mass communication field where Western media hold absolute discourse advantages, the communication environment that Beijing's image faces on international social media platforms is more complex but also has more opportunities. Secondly, the research of this paper shows that in the content about the Beijing Winter Olympics on the Twitter platform of mainstream media in China and the United States, the Beijing topics focus on "cultural issues" and "international communication issues", and the Beijing elements pay attention to "symbols related to the Winter Olympics", "venues for ice and snow sports", and "citizens' lives and personal images". The overall presentation of Beijing's image centers on "sports". And place greater emphasis on individual micro-narratives. Furthermore, in terms of the proportion distribution of Beijing topics and Beijing elements set by this research, although there are statistically significant differences between the media of China and the United States, there is still a consistent trend in ranking. From this, it can be seen that focusing on the event itself and narrating with people at the center is an important way to construct media discourse on international social media platforms. The communication methods adopted by Chinese mainstream media in their coverage of the Winter Olympics are similar to those of American mainstream media and conform to the communication laws of international social media platforms. Beijing serves as a window for China's home diplomacy and has hosted numerous high-profile and influential international events. The international communication practice of Beijing's image during the Winter Olympics has provided valuable experience for building and disseminating a three-dimensional, diverse and rich image of Beijing in the international community through large-scale events, and for telling the stories of Beijing and China well. Finally, under the background of the Winter Olympics, the international communication of Beijing's image shows a relatively obvious feature of emphasizing the "capital" over the "city". The overlapping effect between Beijing's image and China's national image is obvious, while the Beijing landmarks, cultural characteristics and spiritual connotations that represent Beijing's city image have not been effectively highlighted. This situation is not only affected by the closed-loop holding of the Winter Olympics under the pandemic, It is also related to the way content is presented on social media platforms. But more importantly, as the capital of China, Beijing has a strong substitutability for national symbols. The international communication practice is also to not

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distinguish between "capital" and "city", which has an impact on Beijing's construction of a global city and the shaping of a distinctive image of Beijing in the international communication environment. This needs to be further explored in future international communication practices.

Against the backdrop of large-scale events represented by the Winter Olympics, this study selected seven mainstream media from China and the United States to analyze how they shaped and disseminated the image of Beijing on the Twitter platform and the differences that existed. However, both the platform selection and media selection have certain limitations, ignoring a large amount of information content outside the mainstream media on social media platforms. It is impossible to comprehensively present the overall situation of the international communication of Beijing's image in the new information environment. It is necessary to supplement the big data samples of relevant contents of international social media platforms for more in-depth and comprehensive research.

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