

A Comparison of Chinese Media Reporting Frameworks on the Beijing Winter Olympics and Summer Olympics: A Case Study of People's Daily Headlines

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Received: October 16, 2023

Accepted: October 27, 2023

Online Published: October 31, 2023

doi:10.5539/ass.v19n6p63

URL: <https://doi.org/10.5539/ass.v19n6p63>

Abstract

In order to gain a deeper understanding of Chinese media coverage of the two Olympic events, this article, from the perspective of framing theory, utilizes mathematical statistics, content analysis and text analysis to make statistics, describe and understand the data respectively. Through comparing and studying the thematic framework, structural framework, and discourse framework of People's Daily's headlines on the two events, it is found that the fundamental reason for changes in the Olympic reporting framework is the enhancement of national strength. Media development updates serve as the direct driving force behind changes in the Olympic reporting framework, while the transformation of Olympic values acts as the underlying dynamic.

Keywords: People's Daily, headlines, Summer Olympics, Beijing Winter Olympics, framing theory

1. Introduction

People's Daily is a significant mainstream media outlet in China, and its reporting has a powerful influence on shaping public opinion in society. China successfully hosted the Summer Olympics in 2008 and the Winter Olympics in 2022, and the headlines of People's Daily carried extensive coverage during these events. Given its status as an official media, the sports reporting in this newspaper significantly influences the landscape of sports reporting in China. In particular, the headlines section, being the front page, can better reflect the overall development of sports reporting in China compared to Olympic special editions and sports sections. Based on this, this paper focuses on the coverage of the headlines of People's Daily during these two Olympic events. It adopts a framing theory perspective to study the reporting frameworks and explores the reasons behind the differences in coverage between the two events. The aim is to provide insights for future sports reporting practices during similar events.

2. Literature Review

The widely applied framing theory in the social sciences has also garnered significant attention in the field of media research.

As for the framework theory, scholar Pan and Kosicik summarizes academic origin into two clues: one is from the sociological theory. In 1974, Goffman first applied the concept of framework to communication scenarios in *framework Analysis*. Since then, communication scientists began to attach importance to the concept of framework. The book defines the framework as: "Mental principles and subjective processes of individual organizational events." The second is derived from psychological theory. American computer scientist Minsky believes that our knowledge is stored in memory in the form of data structures, which he calls a framework (Sun, 2010). In the field of news and communication, many scholars have developed the "framework theory" based on Goffman's foundation and used it in empirical research. For example, scholar Gitlin introduced the concept of framework into media research, believing that the media framework ensures that journalists can quickly and regularly deal with massive amounts of information: identify it, and integrate it into cognitive categories, and then package it, so as to present it to the public more efficiently. Gamson, W.A. and Modigliani, A. (1989) discuss the evolution of the news framework in *Media discourse and public opinion on nuclear power: A constructionist*

approach (He, 2010). Karen, C. and Frauk, S. (2001), in *assessing Public Controversy: How the News Media frames Elite Political Discourse*, compare the competition between different news media in reporting framing on the same controversial political event.

After the framework theory was introduced into China, Chinese scholars put forward different elaborations and viewpoints. In 1987, Zang Guoren, a scholar from Taiwan, published a paper discussing how news reports construct social reality under the influence of news framework (Gamson, 1989). In 2001, Zhang Hongzhong discussed the differences between the framework theory and the agenda setting in the *Discussion on the Relations between the Agenda Setting Theory and the Framework Theory of Mass Communication Science*. (Zhang, 2001) Wang Lei and Shen Congfang also thought from another angle and proposed that the framework theory is not only a research method, but also journalists can also use it to guide news reports. They believe that the selection and construction of news materials are two kinds of media framework, and the audience will converge, negotiate and oppose them through their previous experience. As a news reporter, the use of framework theory to report can effectively guide readers to "what they think", so as to receive a better reporting effect (Wang, & Shen, 2009). In 2007, Chen Yang explained in detail the connotation of "framework analysis" in Goffman's book and defined its research field in his book, *Framework Analysis — a Theoretical Concept to be clarified* (Chen, 2007). In 2008, Luo Yicheng and Chen Gang made a comparative analysis of the reporting framework of domestic media in articles such as "On the news media reporting framework of controversial events —Take the" South China Tiger Photos "event as the research object" (Luo, & Chen, 2008) Chen Yang "Construction and evolution of Young People's Typical characters —" The Image of Lei Feng shaped by People's Daily "(Chen, 2008)

In the realm of Olympic reporting frameworks, Guo Qing, Zhou Yunhong, and Jia Zhe analyzed six indicators of reporting on the Beijing Olympics and found the presence of two frames in domestic newspaper coverage, with the news value frame being predominant (Guo, Zhou, & Jia, 2003). Liu Zhaoxia, through a comparison of the coverage of the Beijing Olympics in *The New York Times* and *People's Daily*, discovered that Chinese media have an international perspective, a tone of rational reporting, and a broad reporting framework (Liu, 2011). Zhong Xiaoxuan researched the primary framework, structural framework, and discourse framework of *People's Daily's* coverage of the Beijing Winter Olympics, revealing characteristics such as the construction of a positive image of national leaders and an emphasis on Olympic values (Zhong, 2022).

Zhou Rong, Zhou Xiao and Wan Xiaohong found the three main factors affecting the construction of the reporting framework of the two Olympic Games, from the international perspective to the national perspective in the process of globalization; to the active construction under the confident ideology; from the background of the first Olympic Games to the continuous strengthening of national strength (Zhou, Zhou, & Wan, 2022). Ren Keyu made a comparative analysis of the Beijing Winter Olympics and the Summer Olympics from the macro, medium and micro levels, and believed that the 2022 Winter Olympics would organically combine different frameworks, have a neat and orderly layout, and integrate with new media channels (Ren, 2023).

In summary, the study of framework theory continues to develop and holds significant value in explaining complex social phenomena. Moreover, applying framework theory to research on the Beijing Winter Olympics and Summer Olympics reporting helps us understand how the media present and interpret Olympic events, as well as how these frames influence the audience's perception and attitude toward the Olympics. However, in recent years, research on Winter Olympics reporting has increased but remains relatively limited, and comparative studies between Summer Olympics and Winter Olympics reporting are also relatively scarce. Therefore, in-depth research in this field still holds essential value.

3. Research Design

3.1 Sample Selection

The 29th Summer Olympics took place from August 8, 2008, to August 24, 2008, while the 2022 Beijing Winter Olympics occurred from February 4, 2022, to February 20, 2022. Since this study focuses on the *People's Daily* headlines from the two Olympics, articles from the *People's Daily* headlines from the 15 days before the opening ceremonies to the 15 days after the closing ceremonies were selected for analysis. This time frame encompasses July 24, 2008, to September 8, 2008, for the 2008 Summer Olympics and January 20, 2022, to March 7, 2022, for the 2022 Winter Olympics. The *People's Daily* database was searched using keywords such as Olympics, Olympic Games, Winter Olympics, and Winter Olympic Games within these time frames. A total of 310 valid articles on the Summer Olympics and 89 valid articles on the Winter Olympics were obtained.

3.2 Research Methods

Content analysis is a qualitative and quantitative research method designed to objectively and systematically describe the characteristics and attributes of text, media content, or other samples. This method is used to analyze the aspects of text, theme, language use, emotion and other aspects of text. Content analysis is often used in news reporting, advertising, social science research, and other fields to study and understand patterns and trends in texts.

Text analysis is a method to interpret and understand the text in depth. This approach is not limited to describing the content of the text, but also aims to reveal the deep meaning and meaning in the text. Text analysis usually includes sentence-by-sentence, paragraph-by-paragraph interpretation and interpretation of the text. Text analysis is often used in the fields of literature, social science, philosophy and linguistics to explore the subject, symbol, metaphor and character development in the text.

Mathematical statistics is a quantitative research method focusing on the collection and analysis of data. This includes the statistical analysis of the quantitative characteristics of texts, such as frequency of occurrence, lexical diversity, word count, paragraph length, etc. Mathematical statistics is widely used in social science research, market research, text mining and big data analysis to understand text data from a quantitative perspective.

This combination of these methods was used to study the framework of the Beijing Winter Olympics and the Summer Olympics. Content analysis is usually used to describe and summarize the Winter Olympics and Summer Games data, text analysis is used to deeply understand the meaning of these data, and mathematical statistics is used to quantify the data.

4. Research Analysis

4.1 The Matic Framework

4.1.1 Quantity of Coverage: Varied with Changes in the Event Schedule, with Greater Fluctuations in Winter Olympics Reporting.

According to the theory of media coverage volume, there is a close relationship between the quantity of news coverage and the significance of news topics. The quantity of news coverage largely reflects the importance of the topics and the level of societal attention to the event. This study analyzed a total of 47 days of coverage, starting from 15 days before and after the opening and closing ceremonies of the events. By examining the daily quantity of coverage, it is possible to understand the level of attention given by the *People's Daily* headlines to the 2008 Summer Olympics and the 2022 Winter Olympics.

In both 2008 and 2022, the *People's Daily* headlines featured relatively fewer articles before the official start of the Olympics, focusing on the progress of the preparations. As the Olympics officially commenced, the quantity of coverage gradually increased, emphasizing the events. For example, from August 8 to August 17, 2008, the daily quantity of headlines increased from 9 to 14. Towards the end of the Olympics, the coverage quantity gradually decreased as it transitioned into event reviews and summaries.

It is important to note that in comparison to the Summer Olympics, there were greater fluctuations in the quantity of Winter Olympics coverage, with more prominent peaks and valleys. For instance, from January 29 to February 5, the daily quantity of coverage increased from 2 to 5, and then decreased to 1. This fluctuation was primarily due to special events such as significant competitions, historical achievements, and activities involving national leaders, which triggered heightened media attention and caused fluctuations in the coverage quantity on specific dates. For example, on January 29, *People's Daily* headlines featured an article titled *Xi Jinping to Attend the Opening Ceremony of the Beijing 2022 Winter Olympics and Hold a Series of Diplomatic Activities*, which informed the public about the activities of national leaders, garnering significant attention.

On the other hand this fluctuation is also related to the development of the Olympic special issue, in the *People's Daily* in 2022 Beijing games news released during the overall survey found that during the winter Olympic Games, every day will set aside 4~6 pages of the Olympic issue report "to the future Beijing Olympics issue", most of the reports about the winter Olympics included in the issue, so the news edition is appropriate to reduce.

According to the above analysis, both the summer Olympics and the number of winter Olympics are characterized by the pre-opening trough, gradual climbing, stable period, peak stage and decrease after the end. This trend is related to the Olympic hosting cycle, the schedule of events, and media reporting strategies. Whether in the summer or winter Olympics, the media will focus on different content at different stages to meet the needs and concerns of the readers.

4.1.2 Reporting Topics: Both Emphasize Portraying a Great Nation Image, with Winter Olympics Focusing More on Telling China's Story

Reporting topics reflect the main content of news issues and analyzing these topics helps to explore the thematic framework adopted in media reporting. Considering the characteristics of the samples, this study categorized reporting topics related to both events during the designated time periods into ten categories, including "Important Speeches by National Leaders and International Exchanges," "Preparation Status of the Olympics," "Opening and Closing Ceremonies of the Olympics," "Competition Updates and Medal Statistics," "Memorable Olympic Moments," "Olympic Atmosphere and Its Impact on People's Lives," "Olympic Spirit," "Post-Olympics Summaries," "Volunteers and Behind-the-Scenes Workers," and "Others." This analysis aims to identify the different emphases in the thematic frameworks set by *People's Daily* headlines for the two Olympic events.

Both Olympic reports emphasized topics such as important speeches by national leaders and international exchanges, as well as the impact of the Olympic atmosphere on people's lives. In the 2008 Summer Olympics reporting, these two categories accounted for 42.89% of the content, whereas in the 2022 Winter Olympics reporting, they accounted for 55.06%. It is evident that the 2022 Winter Olympics reporting placed more emphasis on topics related to speeches by national leaders and international exchanges to enhance its media image and achieve more effective political communication. Additionally, reporting on the opening and closing ceremonies increased by nearly six percentage points in the 2022 Beijing Winter Olympics coverage. This could be attributed to the increased international attention on the dissemination of Chinese culture and discussions on social media, which influenced the media's agenda setting.

Furthermore, coverage of the preparation status of the Olympics also increased, primarily due to the advancements in Chinese winter sports and the country's confidence and determination to host a successful Winter Olympics. Reporting on Olympic spirit, post-Olympics summaries, and behind-the-scenes groups like volunteers remained stable in both Olympics reporting, highlighting the role of the headlines section in promoting Olympic ideals and spreading positive social energy.

However, reporting on Olympic competition updates, medal statistics, and Olympic stars decreased. On one hand, these topics are more likely to appear in fragmented forms on social media and news apps. On the other hand, special editions of the Winter Olympics covered Olympic stars' stories, which reduced the presentation of such topics in the headlines section.

4.1.3 Genre of Reporting: Primarily News, with More Diversity in Winter Olympics Reporting

The *People's Daily* headlines, as one of the core components of media reporting, showcase the extent and style of their attention to different reporting content during the Olympic Games. This study collected and categorized the genres of Olympic-related reporting in *People's Daily* headlines during the two Olympic events, classifying them into news, dispatches, commentaries, interviews, and others. The percentages of each genre were then calculated for comparison, resulting in the following data.

In *People's Daily*, headlines coverage of both Olympic events, news, and dispatches were the primary forms of reporting. In the 2008 Summer Olympics, news accounted for 50.65%, and in the 2022 Winter Olympics, it accounted for 44.94%. Dispatches represented 30.32% in the Summer Olympics and 28.09% in the Winter Olympics. This reflects that the Olympics, being a major sporting event, requires media to deliver real-time information through news and dispatches.

In terms of commentaries, they made up only 3.87% of Summer Olympics reporting, but accounted for 15.73% of Winter Olympics reporting. This difference suggests that the Winter Olympics, with fewer events, allowed for a more detailed focus on individual events. Furthermore, Winter Olympics coverage serves the function of promoting winter sports, leading media to invite experts for interpretation and analysis to enhance the depth and authority of reporting.

In the genre of interviews, Summer Olympics reporting constituted 4.84%, while Winter Olympics reporting was at 8.99%. This indicates that the media employed interviews to explore different aspects in-depth. Winter Olympics reporting included seven interviews with key figures such as foreign leaders and the Chairman of the Olympic Committee; for example, *Hosting the Winter Olympics is a Win-Win for China and the World – An Interview with Alejandro Blanco, President of the Spanish Olympic Committee*. This reflects the international community's attention and support for the Winter Olympics.

Other genres accounted for 10.32% in Summer Olympics reporting and 2.25% of Winter Olympics reporting, including features and human-interest stories. The Summer Olympics have are events, other reports are relatively more, covering a wider range of content. The Winter Olympics have relatively few events, fewer other coverage

of the Winter Olympics, and the media is more focused on the core content. By comprehensive analysis, both the Winter Olympics and the Summer Olympics have received positive attention and been widely reported by the media. The Summer Olympics, with their colorful events and huge scale, have attracted more news coverage. Although there are relatively few events in the Winter Olympic Games, the media successfully convey the charm of snow and ice events to readers through communication, comments, exclusive interviews and other ways, showing its unique competitive charm and social value. The differences in reporting genres reflect the focus and presentation of the media during the different Olympic Games, which provides us with useful information into the reporting characteristics of these two types of Olympic Games.

4.2 Structural Framework

Zang Guoren pointed out in *News Media and Information Sources: The Discussion on Media Frames and Real Construction* (Zang, 1998) that "analyzing the mid-level structure of frames is to analyze the graphic structure of news, which includes major events, previous events, history, results, impact, attribution, evaluation, etc." Based on this perspective, this study conducted an analysis of the structural framework of the samples across the seven categories mentioned.

4.2.1 "Major Events" Reporting Structure: Focusing on Olympic Events to Showcase National Excellence

In the reporting of both Olympics, "major events" were the most frequently used reporting structure, accounting for 49.03% (2008 Summer Olympics) and 44.94% (2022 Winter Olympics). This data reflects the reporting approach of *People's Daily* headlines regarding matters related to the two Olympics. Major events during the Olympics, important competitions, activities, and news events, are all central to Olympic reporting. For example, on July 28, 2008, *People's Daily* headlines featured a report titled *Beijing Olympic Village Officially Opens, Chinese Sports Delegation Holds Flag-Raising Ceremony*, providing coverage of the situation at the Olympic Village and the progress of the opening ceremony. On February 26, 2022, *People's Daily* headlines featured a report titled *Beijing Winter Paralympic Games Transition Work Proceeds in an Orderly Manner*, offering detailed coverage of the transition work for the Winter Paralympics.

4.2.2 "Results" and "Evaluation" Reporting Structure: The Summer Olympics Place More Emphasis on Results, While the Winter Olympics Prioritize Evaluation

In the 2008 Summer Olympics, the reporting frequency of the "Results" category ranked second, accounting for 21.94%, while in the 2022 Winter Olympics, the reporting structure of the "Evaluation" category ranked second, and the reporting frequency of the "Results" category was only 4.49%. This indicates that in 2008, the media paid more attention to athletes' performance and medal statistics. The "Evaluation" category in the 2008 Summer Olympics reporting, although it ranked third with a percentage of 17.42%, was still lower compared to the 2022 Winter Olympics with 22.47%. This means that in the 2022 Beijing Winter Olympics, the media, represented by *People's Daily*, focused more on evaluating and commenting on the Olympics, covering aspects such as athlete performance, event organization, and urban transformation. For example, the *"Today's Talk"* series of reports, such as *Let the Winter Olympics Drive the Ice and Snow Enthusiasm* and *Great Progress in Chinese Ice and Snow Sports*, were used to promote the success of the Beijing Winter Olympics.

4.2.3 "Impact" Reporting Structure: The Winter Olympics Prioritize "Impact" and Aim to Build the Ice and Snow Industry

In the 2022 Winter Olympics reporting, the proportion of the 'Impact' category, regarding the Olympics' impact on various aspects of Beijing, such as the city, residents, and the environment, was 14.61%, while in the 2008 Summer Olympics reporting, this proportion was only 5.5%. This clearly indicates that the media paid more attention to the Olympics' impact on various aspects of society in the 2022 Winter Olympics reporting, such as environmental sustainability and urban development. In contrast, the Summer Olympics reporting addressed this topic to a lesser extent. As for the 'Previous Events' and 'Attribution' reporting structures, there was not a significant difference in the proportion between the two Olympic reports, both reflecting a focus on the preparations and factors contributing to the Olympics' success.

In summary, whether it's the Summer Olympics or the Winter Olympics, "Major Events" and "Results," both occupy a significant proportion, highlighting the media's high level of interest in the sporting results and thrilling moments. Additionally, the "Impact" and "Evaluation" categories also maintain a substantial presence in the reporting, indicating the media's concern for the social impact and value of the Olympics. However, the Olympics held at different times also exhibit unique reporting characteristics. The Summer Olympics place more emphasis on reporting "Previous Events" and "History," while the Winter Olympics give greater importance to the "Impact" category, reflecting the Winter Olympics' influence on winter sports, winter tourism, and the

environment.

4.3 Discourse Framework

4.3.1 Reporting Bias: Positive Reporting Predominates, with a Greater Emphasis on Positivity in Winter Olympics Reporting

In the field of news communication, discourse framework characteristics can directly reflect the media's reporting bias. The reporting bias in this study is mainly characterized as positive, neutral, or negative reporting. Positive reporting refers to media using vocabulary expressing affirmative emotions in news headlines, such as "high praise," "exceptional performance," and "triumph." Neutral reporting primarily implies that media present event preparation and organization without adding subjective emotions, maintaining objectivity and neutrality. Negative reporting, on the other hand, involves using overtly negative vocabulary in news headlines, such as "strong dissatisfaction" and "tears at the scene." This analysis is based on 399 news articles from the *People's Daily's* headlines that span 15 days before and after each of the two Olympic Games.

In both the Summer and Winter Olympics reports, positive reporting dominates, indicating media focus on the positive outcomes and the positive image of the Olympics. Specific data shows that positive reporting in the Winter Olympics accounts for a high percentage of 56.18%, whereas it's 36.45% in the Summer Olympics. This suggests that the media generally tends to emphasize the positive impact and success stories brought about by the Olympics to portray a positive image of the Games. As host countries of international events, the media tends to emphasize the successful organization and positive impact of the Olympics to enhance national image and confidence. Furthermore, negative reporting is relatively scarce in both Olympics, with rates of 0% and 0.65%, respectively, indicating that the media avoids conveying excessive negative emotions and information in their reporting.

4.3.2 Reporting Perspective: Primarily Focusing on Host Country Preparations, the Winter Olympics Have a More International Perspective

In the analysis of reporting perspectives in the *People's Daily* headlines regarding the two Olympic Games, the 399 articles in the sample were categorized into three perspectives: the participation of the host country's athletes, the participation of foreign athletes, and reporting on the host country's Olympic preparations.

Both the Summer and Winter Olympics receive a high level of media attention, emphasizing the importance of national honor and athletes' achievements. At the same time, both editions of the Olympics held in Beijing are the focus of the reports, including venues' construction and event organization. However, there is a difference in the reporting of foreign athletes. In the Summer Olympics, reports on foreign athletes are relatively low (10.32%), while in the Winter Olympics, there is a significant increase (28.09%). This reflects an internationalization aspect of the Winter Olympics, with the media focusing more on international communication and interactions with world leaders, highlighting the diplomatic role of the Winter Olympics.

In summary, both Olympics share some commonalities in their reporting perspectives, such as the focus on the host country's athletes and preparations. However, there are differences, such as the increase in reporting on foreign athletes and minor variations in emotional attitudes. These differences are influenced by factors such as the nature of the Olympics, the events, and the international context.

4.3.3 Source of Reporting: Primarily Original Reporting, with an Increasing Proportion of Original Content

In this study's sample, apart from original content in the *People's Daily* headlines related to the two Olympic Games, there is also content from other media that is reproduced. Therefore, the sources of news in the *People's Daily* headlines concerning the two Olympic Games were classified into two categories: one category consists of original articles, where the *People's Daily* is the primary source, and the other category includes articles reprinted from other media.

In the 2008 Summer Olympics reporting, original reporting accounted for approximately 65.75%, while reprinted reports accounted for around 34.25%. This may be due to the large number of events in the Summer Olympics, prompting the *People's Daily* to utilize information from other media to enrich their reporting. By the 2022 Winter Olympics, the proportion of original reporting increased even further, reaching 88.76%, with only 11.24% of reprinted reports. This indicates that the media relied more on their own creative capabilities to report on the Winter Olympics.

By comparing the data on the sources of reporting, it's evident that the *People's Daily* maintained a high proportion of original reporting in both Olympic Games, demonstrating its independent journalistic creativity. Furthermore, the media's independent creative ability continues to grow.

5. Research Conclusion

Through the comparative analysis presented in the three aspects above, we can observe that the reporting frameworks of Chinese media for the two Olympic events share general consistency, while Winter Olympics reporting demonstrates further development in various aspects. The main reasons for these trends can be summarized as follows.

5.1 Fundamental Changes Stemming from Enhanced National Strength

Economic development and the strengthening of national power are fundamental reasons for changes in the Olympic reporting framework. The concept of "gold medals are paramount" was driven by a lack of national self-confidence. People hoped to use the number of gold medals to boost their self-confidence and demonstrate national strength. Consequently, the media focused more on medal victories and the performance of their own country's athletes. However, as China's comprehensive national strength continued to grow, particularly after entering a new era, a more robust material foundation and unwavering cultural self-confidence gradually diminished the public's fixation on gold medals. Instead, people turned their attention toward the comprehensive development of sports.

Moreover, China's elevated international standing broadened people's perspectives, making them more inclusive in their view of international sports events. The media began to showcase a more diverse array of topics, reflecting the evolving demands of their readers. Consequently, changes in the media reporting framework were a natural progression. During the 2022 Winter Olympics, there was a significant amount of coverage dedicated to interpreting Winter Olympics policies and conveying "China stories." This approach allowed the public to understand winter sports better, contributing to the development of China's ice and snow resources. Additionally, there was a noticeable increase in coverage of foreign Olympic athletes, highlighting the broader perspectives and international outlook that are expected of a great nation.

5.2 Direct Impetus from Media's Ongoing Development

The rise of the internet and social media has expanded the demand for information, prompting traditional media to adapt both their formats and the quality of their reporting to attract readers. The media's ongoing development directly impacts the Olympic reporting framework, requiring them to leverage their professional expertise and elevate their media literacy to produce mature and engaging reports. Under the influence of market dynamics, the media pays more attention to "audience demands," utilizing internet discussion topics and aligning with social media trends. International media competition compels mainstream media to present the Olympics from diverse perspectives.

These transformations are also reflected in the development of the 2022 Winter Olympics reporting. In contrast to 2008, the *People's Daily* headlines during the 2022 Winter Olympics featured more original reports about the Olympics. The dominance of news and communication formats was complemented by the inclusion of more interview-style reports, demonstrating the professionalism of the mainstream media. Reports related to the opening and closing ceremonies were also influenced by active public discussions on social media, leading to in-depth analyses of the traditional cultural content embedded in each performance. Additionally, as China's official media, *People's Daily* actively embraced the new media transformation, publishing real-time Olympic event information on its app and various social media accounts, giving *People's Daily* more room to cover stories beyond the competitions and international Olympic exchange.

5.3 A Deeper-Rooted Force: Changing Olympic Values

The transformation of public views on Olympic values constitutes a deep-seated force driving changes in the Olympic reporting framework. The single-minded pursuit of medals and achievements was rooted in specific historical circumstances. As the Olympic spirit and culture continue to spread, people's values have gradually changed. They have moved away from a singular focus on the number of gold medals to a deeper understanding of the underlying Olympic values and the essence of sportsmanship. Through participation in and hosting the Olympics, the Chinese people have had more profound interactions with Olympic sports. In this process, their understanding of the Olympic spirit is driving the construction of new Olympic value concepts.

In 2008, Olympic values were communicated to some extent, but the fixation on medals and the existing views of the Olympics had not significantly improved. The commentary on Liu Xiang's withdrawal from the competition serves as an example. By 2022, the public's approach to medals and competition results had matured, and the focus had shifted more towards assessing the performance of individual athletes while still emphasizing national achievements. Furthermore, the "14th Five-Year Plan for Sports Development" had been promulgated, igniting widespread enthusiasm for fitness among the public. People began to reconsider the essence of

sportsmanship through their personal sporting experiences. These developments drove changes in the public's demands for Olympic reporting. In response to these new requirements, the media adapted its reporting framework. In the 2022 Winter Olympics reporting, there was a more significant emphasis on the Olympic spirit, and a more rational approach was taken when reporting on the achievements of foreign athletes and the impact of the Winter Olympics on everyday sports activities for the public.

6. Conclusion

This study, through comparative analysis of the primary frameworks, structural frameworks, and discourse frameworks of news reports in the *People's Daily* headlines during the 15 days before and after the two Olympic Games, has identified the fundamental reasons, direct driving forces, and deeper-rooted forces behind the changes in the Olympic reporting framework. It is evident that the 2022 Winter Olympics reporting reflects progress in China's Olympic reporting. However, there is room for improvement in several areas. Strengthening predictive analysis of sporting events can enhance the audience's viewing experience and provide background information on sports, catering to a more informed audience. Expanding the selection of reporting topics by combining macro and micro perspectives can provide a more comprehensive portrayal of China's evolving landscape. Furthermore, enhancing the dissemination of Olympic values in daily life can encourage people to gradually shift from the traditional, one-sided Olympic value perspective to becoming beneficiaries of the new generation of Olympic spirit with a more open, inclusive, and challenge-ready mindset. It is important to note that this study's focus is limited as it solely selects the *People's Daily* as the sample source, without considering specific reporting by other Chinese media. Future research that includes relevant reports from other media outlets for comparative analysis may yield more comprehensive results.

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Acknowledgments

We greatly appreciate the valuable advice of Prof. Xu Ying and Chen Hangxing.

Authors contributions

Liu Fu and Shen Tianyun are jointly responsible for the design and modification of the study and the collection of data. The two authors drafted the manuscript together and revised it. All the authors read and approved the final manuscript. The two authors contributed equally to the study.

Funding

Not applicable

Competing interests

The authors declare that they have no known competing financial interests or personal relationships.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Canadian Center of Science and Education.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer reviewed.

Data availability statement

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

Data sharing statement

No additional data are available.

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