
RESEARCH ARTICLE

Analysis of Media Coverage of Beijing Winter Olympic Games under the Time Background with Framework Theory—Take Xinhua News Agency as an Example

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ABSTRACT

Under the pressure of the raging COVID-19 epidemic and continued global geopolitical tensions, the Beijing Winter Olympic Games were held as scheduled smoothly. The media coverage of the Winter Olympics plays a crucial role in its promotion. Through textual analysis and content analysis, this paper takes frame theory as the basis, takes Xinhua News Agency's 2, 406 news reports as samples, focuses on 3 types of structures: high-level, middle-level, and bottom-level, and takes the report content and theme as the guide to study the coverage of the Beijing Winter Olympics in the context of the times, mainly analyzing its relevant impact, the evaluation of relevant people, and the use and innovation of the event subjects and technologies, to convey inclusively, shared objective and positive values. The results of this study reveal that Xinhua's news coverage of the Beijing Winter Olympic Games has eight high-level thematic frameworks and five medium-level content frameworks to show readers the Chinese Winter Olympic Games and also the development of winter sports in China.

KEYWORDS

News framing; Beijing Winter Olympics; Xinhua News Agency

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1. Introduction

On February 25, 2018, the PyeongChang Winter Olympic Games came to an end, and the Winter Olympics officially entered the "Beijing Cycle". The Beijing Winter Olympics would be held in the eyes of the world and also faced many challenges:

1.1 COVID-19

Since the beginning of 2020, COVID-19 has continued to spread around the world, stalling international political, economic, and sports exchanges. Many sporting events around the world have been suspended or canceled as a result. Its outbreak challenged the preparation for the Beijing Winter Olympics. Outside of the closed-loop management, Beijing was under pressure from both the indigenous Omicron and Delta strains. The social situation was serious, while inside, overseas imports of the virus were potentially dangerous. For the Winter Olympics, in addition to the more than 2 800 athletes from 91 countries and regions, there were also a large number of foreign officials and media reporters. The entry of Olympic personnel increased the risk of importing epidemics and put the smooth and normal operation of the Winter Olympics to the test.

1.2 Geopolitics

China's rise has affected the world's geopolitical space, causing fear in the United States and other Western countries. The West has long been hostile to China, undermining China's image through inaccurate statements and reports. In the run-up to the Beijing Winter Olympics, the Western media smeared China with human rights, ideology, and racial prejudice, and some Western countries, led by the United States, even attempted to boycott the upcoming event. The Chinese Foreign Ministry spokesman Wang Wenbin

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said at a regular press conference that China had not invited the countries concerned and that their officials would see the success of the Beijing Winter Olympics whether they came or not.

1.3 International Solidarity

"The Olympic Games are a grand gathering for all mankind to set aside differences, put aside prejudices and embrace peace." In July 2021, the International Olympic Committee (IOC) launched a new Olympic motto, "Faster, Higher, Stronger - More United" the new "More United" shows human reflection on the crisis now. On September 17, 2021, the theme slogan of the Beijing Winter Olympic Games and Winter Paralympics, "Together for a Shared Future", was officially released to the public, further interpreting and carrying forward the spirit of "More United". It also reflects China's pursuit of world peace and progress and the building of a community of shared future for mankind.

The world is currently in the midst of the greatest change in a century, and the international political environment is complicated and full of crises. Against this backdrop, the preparations for the Beijing Winter Olympic Games proceeded smoothly, making it the first comprehensive global sports event to be held on schedule since the outbreak of COVID-19.

2. Theoretical Foundations

The sociologist Goffman formally defined "frame" in 1974, and in his book *Frame Analysis*, he described the emergence and role of frames, pointing out that frames are constructed through people's perception of the world and that the framework allows people to organize and interpret the world and life experience, and at the same time enables people to perceive and understand specific information more easily and efficiently. (Guo, 2001)

In *News Media and Sources*, Tsang (1999) summarized the internal structure of the news framework in three levels of display. According to him, news framing is a mechanism for selecting, combining, and arranging facts and information with the purpose of compiling, reproducing, and understanding information and events. The three levels he proposed express the inner structure of news frames from high to low in terms of news topics, news overviews, and language and rhetoric, and the second one contain a wide range of elements, including the main content, the news process, the results and effects, and the evaluation attitudes ect. (Li, 2021)

Tankard (2001) further standardized and refined the framing theory by designing the "frame list" method, which is widely used in the analysis of news text framing. The "frame list" is composed of 11 groups of items: news headline, news picture, picture caption, news introduction, news source, quote selection, quote emphasis, news text frame, quote selection, quote emphasis, symbols of the series to which the article belongs, data and graphs, and conclusion of the article.

3. Research Design

3.1 Sample Selection

The study chose Xinhua News Agency as the sample media, and "Winter Olympics" was searched as a keyword on the official website and matched precisely, obtaining 7116 news reports. Such a huge amount of information cannot be analyzed in detail by manual methods. Therefore, the final sample of 2406 news reports was determined by selecting the news reports from February 2, 2022, to August 8, 2022, and eliminating the ones with little correlation. (Liu & Zhang, 2009)

This time period was chosen to study the media coverage during and after the Winter Olympic Games. Therefore, the study chose the last rehearsal of the opening ceremony on February 2, 2022, as the starting point and the date of news collection, August 8, 2022, as the final point. These 2406 reports were summarized and analyzed using computer statistical tools and manual methods and were reviewed to avoid useful information as much as possible.

3.2 Structural Hierarchy Construction

Based on the news frame theory by Tsang (1999), the category coding table of news coverage of the Beijing Winter Olympic Games in Xinhua News Agency (Table 1) was constructed, referring to Tankard's "frame list" and the frame construction of the Beijing Winter Olympic Games coverage in *The People's Daily* by Zhu and Jiao (2022). The analysis in the whole paper will take category 1 as the structure and the information conveyed by category 2 as the quantitative index for a specific analysis of the framework of Xinhua's coverage of the Beijing Winter Olympics and its effects.

The paper describes the characteristics of news coverage during the Beijing Winter Olympics in the context of the international and domestic environment, explores the implications of the media coverage, and sees the social and radiating effects of the Beijing Winter Olympics in the framework of its media coverage. Then comes the discussion of its value and significance to Chinese construction, its inspiration and influence on the subsequent development, and how the media, under the attack of the epidemic

and international pressure, could tell the Chinese stories, reflect the Chinese strength, maintain the national image and convey the Chinese voice through news reports.

Table 1. Category coding table of news coverage of the Beijing Winter Olympic Games in Xinhua News Agency

Category 1	Category 2	Category 3
High-level structure		8 major themes in "Xinhua" Beijing winter Olympic Games news coverage
	Main event framework	Events, activities, and awards during the opening ceremony
	Event background framework	Logistics, technology, venue construction, volunteer services. etc.
Mid-level structure	Impact framework	The social impacts, such as ice and snow sports, surrounding commodities, radiation cities.
	Evaluation framework	Forecast, evaluation, and guidance of all processes and events
	Historical framework	Past time and Olympic spirit associated with the Beijing Winter Olympics
	Information source	The main source of news information, the spokesperson or direct relation of the event
	Emotional tone	The emotional expression of the news report, with positive, neutral, and negative tendencies
Underlying structure	Reporting genre	Briefing, in-depth report, commentary, communication link, news, and others
		Density of news releases, analysis of high frequency words in news headlines and main messages

Source: Xinhua News.

4. Analysis of Xinhua News Agency's News Framework for the Beijing Winter Olympics

4.1 Analysis of the Selection and Time Distribution of News Materials

The news materials include news sources and sources that are distinct. "News sources refer to the news sources published by the media, focusing on transcription and exchange among media, and mainly reflecting the media's vision and tendency; sources refer to the institutions or people quoted in the news, focusing on institutions or individuals, and reflecting the media's bias and position. (Feng, 2021)

Since the news reports selected in this paper were originally produced largely by Xinhua News Agency itself, the news sources of the reports are not discussed and studied separately in the research process.

4.1.1 The Number and Time Distribution of News

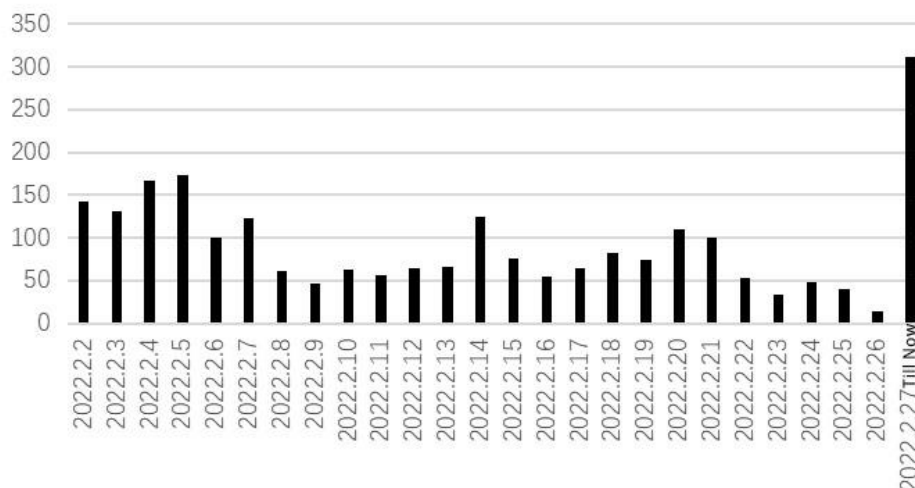


Figure 1. Statistics of the number and time distribution of news reports on the Beijing Winter Olympic Games by Xinhua News Agency

Source: Xinhua News.

The number and time distribution of news coverage of the Beijing Winter Olympic Games by Xinhua News Agency was calculated by taking February 2, 2022, as the starting point, and all 2406 news reports were counted (Figure 1). It can be found from the

statistical chart that before the start of the Beijing Winter Olympic Games, the reports on its preparatory work were already intensive. The preparation naturally became one of the main focuses of the public in early 2022, when COVID-19 was still very serious. How to make the game run with precautions against COVID-19 was a problem for the public and the government. However, media coverage of the preparatory work helped to dispel such doubts and weaken the influence of those “unpromising” opinions by reporting the technology and work. Under the international pressure and expectations, the coverage of the attitudes and statements of the international and domestic public and key opinion leaders reflected that China was confident and capable of hosting this worldwide sporting event and built self-confidence through the performance of the above two aspects, using the topics of greatest concern to the public as entry points.

The coverage during the game gradually stabilized, with occasional spikes due to the focus on a particular athlete's award. All forces in China and abroad were waiting to see how Beijing, as the organizer, would give an answer to questions in such a severe environment. Both the antagonistic attitude of the U.S. and other international and domestic concerns reflect the fact that China's international influence has reached an unprecedented level in a century.

The fact that news reports related to the Beijing Winter Olympic Games were still common after the Games officially ended until August 8, 2022, shows that it is a valuable reference for subsequent development and that the ideas, technologies, and social effects continue to influence lives.

4.1.2 Sources

Through the resampling and classification analysis of the sample and manual reading, it's found that the sources of all the news reports present multiple views, mainly the voices of the audience during the Winter Olympics, the comments of the athletes, the voices and comments of others involved, the statements of national leaders and leaders of Olympic-related organizations, and the media self-evaluation. The contents indicated that the general public was satisfied with Beijing Winter Olympics, and that athletes and dignitaries also highly praised Chinese work, and that all forces were relatively friendly towards the Winter Olympics, thus proving its success.

4.2 High-level Structure: 8 Major Reporting Themes to Tell the Story of the Winter Olympic Games

Based on the themes of news reports, the 2, 406 samples of news reports of the Winter Olympics can be divided into eight themes or eight frames: technical support and services, the events, social effects, work and evaluation, culture, people, and opinions, international exchanges, and popularization. The number and percentage of news coverage in each frame differ from each other (Table 2). (Liu, 2011)

Table 2 “Xinhua News Agency” Beijing Winter Olympic news report high-level structure of the number of each frame sample statistics

Framework category	New coverages		Framework category	New coverages	
	Number	Proportion (%)		Number	Proportion (%)
Technical support and service	282	11.72	Culture	234	9.72
Events	385	16.01	People and opinions	268	11.13
Social effects	439	18.24	International exchanges	265	11.01
Work and evaluation	309	12.84	popularization	224	9.31

Source: Xinhua News.

4.2.1 The Framework of Reporting on the Winter Olympic Games

As the main focus of the public during the Winter Olympic Games, the coverage of the events forms one of the focal points. The total of this kind of coverage is 385, accounting for 16.01% of the 2406 reports, including the coverage of the opening ceremony, the Olympic torch relay, the athletes' pre-competition preparation, and the sports events, recording the process from pre-competition training to competing for awards in each event. The number of reports in this category is the second largest in the total number of reports, ensuring that people can be informed of the progress and results of the competition in time. The athletes are the main target. The reports bring the athletes' struggle to the forefront, conveying the sports spirit of continuous struggle, as well as expressing praise, encouragement, and comfort to athletes. (Fei et al., 2009)

Table 3. Statistics on the number of reported types in the reporting framework of the Winter Olympic Games

Coverage category	Number	Proportion (%)
Domestic players' competition conditions and winning	128	33.33
Foreign players' competition conditions and winning	86	22.22
Other	171	44.44

Source: Xinhua News.

By classifying the types of coverage in the event coverage framework and using the country as a standard, the number of coverage types in the event coverage framework was obtained and made into Table 3. It shows both Chinese and foreign athletes are in the coverage framework of the Winter Olympic Games, which reflects the diversity and inclusion of news sources. The coverage of foreign athletes accounted for 22.22% of all 385 reports, which is one of the main components in the framework, reflecting the internationalization of the news coverage. The international perspective reflects objectivity, as well as national, cultural, and political self-confidence in the times.

4.2.2 Winter Olympic Games Technical Security and Service Reporting Framework

According to Table 2, the total of reports in the framework of technical security and service coverage of the Winter Olympics is 282, accounting for 11.72%. At the beginning of 2022, when COVID-19 was still a vital concern of the public, how to run the event and simultaneously protect athletes, staff and audience became a uniquely important and difficult topic, especially in view of the differences in national policies on the prevention and control of the epidemic. Besides, the application of sustainable development was also the main direction of efforts in this context, and the various parts of the Winter Olympic Games also reflected, in varying degrees, its implementation in China, with Chinese power being the vanguard of international sustainable development.

Table 4. Statistics on the number of reported types in the technical support and service reporting framework of the Winter Olympics

Coverage category	Number	Proportion (%)
"Green, science and technology, culture" technology	180	63.82
Technical support related to the epidemic	82	29.07
Others	20	7.09

Source: Xinhua News.

By analyzing the news reports under the framework of technical support and service coverage, the number of each type of coverage is summarized in Table 4. Table 4 shows that the use of sustainable energy and related technologies in the Winter Olympic Games is one of the main issues under this framework, accounting for 63.82% of all 282 reports in this framework, which is the highest under this framework, showing that China has applied sustainable development effectively in Winter Olympics, and the media has expressed China's position as an advocate and practitioner of sustainable development through relevant news reports and that China's technology is still being innovated and applied, conveying China's green development, technological innovation and cultural integration to the world. The coverage of technical support against COVID-19 is also an indispensable topic in this category, accounting for 29.07%. As the largest public health crisis since 2020, reporting it is not only a way to decrease the public's doubts about public health but also an answer to opinions, helping to build international trust.

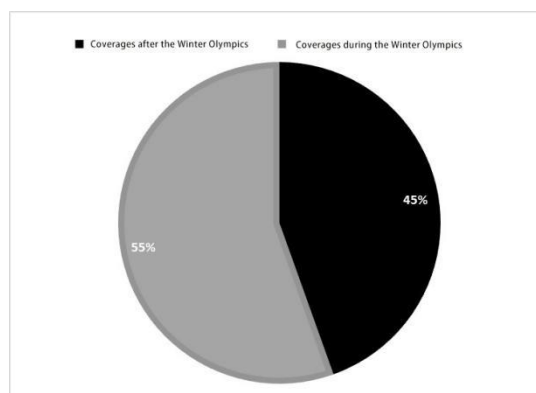


Figure 2. The proportion of the Winter Olympic period and follow-up reports in the technical support and service coverage framework of the Winter Olympics

Source: Xinhua News.

According to Figure 2, the post-Winter Olympic Games technical support and service coverage framework accounts for 55% of the total 2406 reports, indicating that the technology used during the Winter Olympics continues to create value after that, and the core idea of “green, technology and culture” that was put forward during the games will still be widely used to generate and utilize new technologies in development. The continuous media coverage of this theme not only indicates the core guiding idea of technology but also illustrates that China's technology will continue to revolve around these three aspects. It carries on sustainable development and also inspires the direction of future technology.

4.2.3 Framework for Reporting the Social effects of the Winter Olympics

Table 2 shows that the total of news reports under the framework of social effects is 439, accounting for 18.24% of the total 2406 reports, the highest percentage among all reporting frameworks. The Beijing Winter Olympic Games had a far-reaching impact, mentioning lots of cities in China, attracting audiences in reports, and also received wide attention from various groups of people at home and abroad, bringing the Winter Olympics commemorative stamps, commemorative banknotes, mascot “Bing Dwendwen” and other types of peripherals into fashion. “Winter Sports” also enters ordinary people’s life, becoming a popular topic.

Table 5. Statistics on the number of reported types in the social effects reporting framework of the Winter Olympics

Coverage category	Number	Proportion (%)
Domestic masses’ reaction	135	30.68
Foreign masses’s reaction	108	24.53
Radiation cities	117	26.73
Others	77	17.52

Source: Xinhua News.

As seen in Table 5, besides attracting the domestic public, the Beijing Winter Olympic Games also radiated its influence on foreign groups, with 243 reports about the response of the audience at home and abroad, accounting for 55.35%. The Winter Olympics not only influenced the host cities but also made more related cities enter the public’s view, most of which was in the news due to the provision of technology, athletes, winter sports, etc. Through exposure to this international sports event, they enhanced their own visibility and got more opportunities to attract talents and investment, which would help local construction and economy.

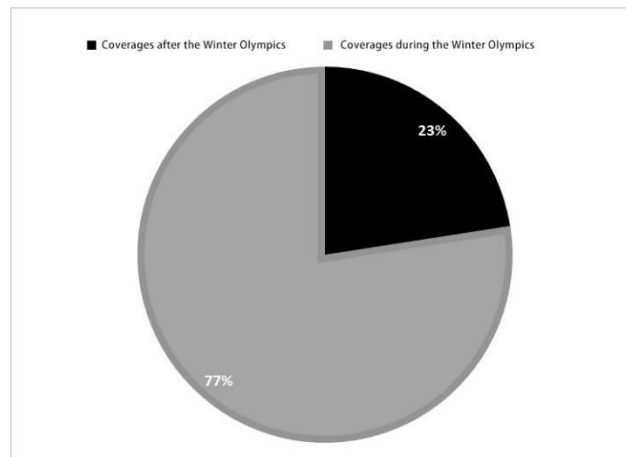


Figure 3. The proportion of the period and follow-up reports in the framework of social effect reporting of the Winter Olympics

Source: Xinhua News.

The Winter Olympics continues to have social impacts. In Figure 3, media coverage of the social effects continues to be produced after the games, accounting for 77% of this framework, significantly more than those during the games, reflecting that the impact of the Winter Olympics is still being felt today by people from all walks of life. In particular, the coverage of radiation cities and winter sports dominated the coverage during the post-event period.

The framework of Xinhua's coverage of the social effects of the Beijing Winter Olympics shows the impact and changes in urban construction, scientific and technological innovation, industrial structure, and low-carbon development, with green development as the core. The report shows the construction of winter sports venues in each city, the development of winter sports and the participation, showing the boosting effect on the construction of winter sports, as well as the implementation of “snow and ice, is

also the silver mountain of gold" through this type of news report, which is conducive to the social practice of the concept of healthy China.

4.2.4 Winter Olympic Games-Related Work and Evaluation Coverage Framework

As is shown in Table 2, the total of reports under the framework of Winter Olympic Games-related coverage and evaluation is 309, accounting for 12.84% of all 2406 reports. This framework includes reports on the establishment of jobs and personnel arrangements, diplomatic activities, policies, forecasts, and evaluations during the Winter Olympics. It still highlights the arrangement of epidemic prevention and control, which is an important and serious issue in the post-epidemic era and is reflected in different degrees under each framework, easing audiences and game-related people. Besides, there are medical coverage and other reports. Sports have a certain level of danger. So if COVID-19 prevention is a heart booster for all, then medical security work mainly for athletes and related staff, which is one of the most important components of logistic security.

4.2.5 Winter Olympics Culture Coverage Framework

As in Table 2, the number of reports under the framework of cultural coverage of the Winter Olympics is 234, accounting for 9.72% of the total sample of 2406. Beijing Winter Olympics is a rare opportunity to highlight Chinese culture, especially when "Chinese New Year", one of the most representative and popular traditional festivals in China, comes. The opening of the Winter Olympic Games coincided with the Spring Festival, and the Lantern Festival came during this period, creating an opportunity for a combination of the two cultures. The framework of Xinhua's cultural reports on the Beijing Winter Olympics includes several types of reports---the spirit of the Winter Olympics and athletes, traditional culture, and history. These news reports, while conveying the spirit of the Olympic Games and the spirit of competition, also integrate the Winter Olympics with excellent Chinese thought and traditional Chinese culture, creating a cultural atmosphere of "Olympic culture in ten thousand homes". These reports help promote the excellent and unique Chinese traditional culture within the mainland, and promote a deeper and wider understanding of China abroad, thus promoting the inheritance and dissemination of Chinese culture, increasing the sense of belonging of the domestic public, and enhancing the international recognition of Chinese culture.

4.2.6 Winter Olympic Games-Related Figures and Their Evaluation and Speech Coverage Framework

As we can see from Table 2, the number of reports under the framework of Winter Olympics-related figures and their comments and remarks is 268, accounting for 11.13%. This framework includes speeches made by national leaders and comments by IOC, dignitaries, and related people. Such a framework shows the results of the Beijing Winter Olympic Games and the attitudes at home and abroad, as well as the importance China attaches to these Winter Olympic Games. Through evaluation reports, the public can be more efficiently informed of the expectations and support of the international community for the Beijing Winter Olympic Games, which is an important part of building bridges between China and the world.

Table 6. Statistics on the number of reported types in the framework of the Winter Olympics and their evaluations and comments

Coverage category	Number	Proportion (%)
Domestic related people	171	63.63
Foreign related people	97	36.19

Source: Xinhua News.

According to Table 6, under the framework of the reports on the people and their comments and remarks related to the Winter Olympic Games, the number of reports on domestic related people is 171, accounting for 63.63% of all 268 reports. The reason for this inclination is that, on the one hand, its main readers are Chinese people, and on the other hand, China is the host country, so Chinese leaders made a lot of important speeches and instructions in various aspects and venues. The coverage of foreign figures is also an important part of this framework, accounting for 36.19%. The reports reflect the expectations and recognition of the international community for the Beijing Winter Olympic Games, and this positive evaluation highlights China's strength.

4.2.7 International Exchange Coverage Framework of the Winter Olympic Games

Table 2 shows the number of news reports under the framework of international exchange coverage of the Winter Olympic Games is 265, accounting for 11.01%. The Winter Olympics is a good opportunity for countries to strengthen foreign cooperation and establish harmonious and friendly relations with other countries. The Xinhua News Agency (Xinhua), from a national perspective, highlighted the core idea of "Together for a Shared Future" in its news reports under the framework of international exchange, expressing China's willingness and hope to work together with the world for the future and harmony and showing China's attitude of actively seeking international cooperation. At the same time, the Beijing Winter Olympics is also a manifestation of China's fulfillment of the promise of the Winter Olympics and friendship.

4.2.8 Winter Olympic Games-Related Science Popularization

Table 2 shows that the number of news reports under the framework of science popularization of the Winter Olympics is 224, accounting for 9.31%, which includes 3 parts: science popularization of sports, of venue settings, and of facilities related to the Winter Olympics. The popularization made audiences better watch and understand the games. What’s more, they are also conducive to the interpretation of some original designs and new technologies, echoing and integrating with Chinese culture and technological innovation, better highlighting the cultural and technical connotations of the Winter Olympics, and demonstrating Chinese culture and power comprehensively and efficiently.

4.3 Medium-Level Structure: The Hierarchy of Reports Painting A Panorama of the Winter Olympics

Based on the contents of the sample, the total of 2406 reports can be grouped into 5 frames according to events, background, impacts, assessment, and history. The five frames described in the mid-level structure and the eight frames in the high structure have strong similarities, but their summary criteria are different, and so is the information conveyed. The two levels are related but not interdependent, reflecting the whole Beijing Winter Olympics together. (Yang, 2018)

The analysis of the mid-level structure focuses on the number and contents of reports in each structure, as well as the emotional tendencies in them, to describe the framework of the Winter Olympics coverage and its impacts.

Table 7. Statistics of the samples from each frame of the middle-level structure

Framework category	News coverages	
	Number	Proportion (%)
Major events	385	16.01
Background	411	17.08
Results	439	18.24
Evaluation	713	29.63
History	458	19.03

Source: Xinhua News.

Table 8. Emotional tendencies in the evaluation framework

Emotional tendency	New coverages	
	Number	Proportion (%)
Positive	1441	59.89
Neutral	960	39.9
Negative	5	0.21

Source: Xinhua News.

As can be seen from Table 7, the number of reports under the framework of evaluation of major events in the middle structure is 713 (29.63%), history 458 (19.03%), and of background and results in 411 and 439, respectively. While the lowest number of articles about the event was 385, accounting for 16.01%.

The reports in the main event frame include those on the event, the awards, and activities during the opening ceremony, and since the total sample was selected from February 2, 2022, to August 8, and the main event of the Winter Olympics ended on February 20, the reports on the event and the awards also ended on February 22, the overall density of the main event framework reduced, so did its share. However, the information contained in the main event frame is still what the media and public were concentrating on during the games.

The event context framework includes reports on logistics, technology use, venue construction, and volunteer services, with a total of 411 reports, making up 17.08%. The reports in this frame continue to be produced afterward, which are related to green development and technological innovation. The follow-up reports on the background framework of the event reflect China is continuing to implement green development and highlight China's ability of scientific research, invention, and technological innovation.

The result impact framework mainly describes the social impact of the Beijing Winter Olympics, such as the construction and popularization of winter sports, hobbies, and the impact on the city. The total of 439 articles occupies 18.24%. There are two hot topics under this framework. One is the mascot “Bing Dwendwen,” and the other is “winter sports”. “Bing Dwendwen” once became a popular IP that was hard to buy during the Winter Olympics due to its cuteness and Chinese characteristics. As the main

In addition, in Figure 4, there are also names of cities and terms of technologies. Cities affected by the Winter Olympics have continued to increase. Statistics show that the games influenced 16 provinces during the period. The number grew when winter sports were discussed and known by the public. The description of science and technology can be summarized in three words: "green", "innovation," and "culture", which are guiding ideas of technology use, and also the future direction. Through these key words, Xinhua News Agency expresses green development, scientific and technological innovation, and cultural integration, pointing out the direction of China to the people and telling the world about the Chinese theory.

Table 9. "Xinhua News Agency" news reports of high-frequency statistics during the Beijing Winter Olympics

Keyword	Frequency	Weight	Keyword	Frequency	Weight	keyword	Frequency	Weight
1 Winter Olympics Games	1204	1	19 Opening	31	0.6179	37 Paralympic Games	19	0.5842
2 Beijing	803	0.835	20 motion	25	0.6172	38 Interview	22	0.5815
3 Opening ceremony	141	0.7475	21 guarantee	19	0.6171	39 Organizing Committee	23	0.5813
4 Winter Olympics	93	0.7104	22 China	18	0.6158	40 Division	20	0.5782
5 Ice	88	0.6966	23 curling	25	0.6142	41 Wonderful	21	0.5748
6 Connection	70	0.6931	24 team	30	0.6076	42 digit	17	0.5738
7 globe	69	0.6918	25 Medals	20	0.6049	43 culture	16	0.5693
8 skiing	66	0.6908	26 Zhang Yimou	31	0.6006	44 shine	12	0.5658
9 torch	64	0.6884	27 Appearance	25	0.6001	45 grades	13	0.5635
10 War Report	49	0.6593	28 Xi Jinping	34	0.5985	46 delegation	20	0.5617
11 deliver	47	0.6556	29 race	31	0.5972	47 Torchbearer	18	0.5613
12 player	44	0.6442	30 attend	32	0.5949	48 behind	16	0.5586
13 Power	41	0.6432	31 jock	25	0.5928	49 champion	11	0.5586
14 Closing ceremony	41	0.6342	32 physical education	27	0.5913	50 chairman	18	0.5576
15 woman	41	0.6273	33 Veneer	14	0.5893	51 safe	16	0.5574
16 man	40	0.6263	34 Mountains	21	0.5877	52 International	15	0.5559
17 world	34	0.6253	35 complete	18	0.5862	53 Speed skating	14	0.5555
18 technology	32	1	36 project	20	0.5848	54 Olympic	11	0.5554

Source: Xinhua News.

5. Conclusion

Based on the framework theory, this paper uses 2406 news reports from Xinhua News Agency as a sample, focuses on three types of structures---high-level, middle-level, and bottom-level---and on the effect of the event, the evaluation of the people involved, and the use and innovation of the main body of the event and technology, conveying inclusion, sharing, objectivity, and positive orientation. The study shows that Xinhua's news coverage of the Beijing Winter Olympic Games has eight high-level thematic frameworks and five medium-level content frameworks, showing China's Winter Olympics symphony and promoting China's winter sports.

According to the research results, China has not only built trust and prestige in the process of hosting the Winter Olympics. In the face of the squeeze of COVID-19 and geopolitics, China used service guarantee and epidemic prevention measures as the shield, scientific and technological innovation, and green development as the spear, supplemented by cultural integration and widely accepted opinions and evaluations from the world, showing the major powers. The Olympic spirit has three cores: "excellence", "respect," and "friendship", and China has shown them to the world through the Winter Olympics, which are also an integral part of the Chinese spirit. When covering the Beijing Winter Olympics, the media did not hesitate with the excellent achievements of the athletes. They encouraged those who failed to achieve their goals, never judged the international situation, and widely accepted voices from abroad. The media conveyed China's unity and friendship to everyone in the world who pays attention to the Winter Olympics, which is also one of the reasons why the Beijing Winter Olympics is still well received today. The Winter Olympics was not only successful through science and technology and service construction but also through culture, tolerance, and unity. At the same time, it may also have success that can reflect the future, for the progress of people's consciousness, cultural self-confidence, and stimulating innovation and progress. The Beijing Winter Olympics, not afraid of the epidemic, made several cities into popular

IPs, took the opportunity to bring winter sports to thousands of households, and took the opportunity to show China's strength to the world.

The evaluation reflects international recognition, and the mass attitude indicates influence. Winter sports brought up by Beijing Winter Olympics are changing cities. For China, both the Winter Olympics itself and the impact or culture left are assets that continue to create value. In the future, China may become the leader in international Winter sports. More and more people from home and abroad will understand Chinese culture, look forward to and trust Chinese culture, and China will continue to speak out, play the great music of national rejuvenation, and breakthrough gossip with self-confidence and strength. At that time, the media, as the communication medium of the Chinese spirit and the main means for the state to convey information to the masses, should be more active in future practice, actively perform social responsibilities, make full use of the news framework to build an inclusive, diversified, objective and multidimensional reporting model, in-depth innovation, convey excellent ideas, and establish the people. Confidence will carry forward Chinese culture and tell Chinese stories well.

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