

# Innovation and Change: A Comparison of Media Coverage Strategies for the Beijing Winter Olympics and the Summer Olympics

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**Abstract:** The success of the 2022 Beijing Winter Olympic Games has received widespread attention from all over the world. From the 2008 Summer Olympics to the 2022 Winter Olympics, Beijing, as the only city with two Olympic Games, has witnessed China's rapid development and the changes of the times. In this paper, we will analyse the differences in media strategies between the Winter and Summer Olympics from the perspective of the media development process, in order to provide reference for the transformation of media coverage of major international sports events.

**Keywords:** Media Strategy; Media Coverage; Olympic Games

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## 1. Introduction

As an important channel for shaping and disseminating the image of a great nation, the development of domestic media has gradually transformed from traditional media to new media. The two Olympic Games have promoted the deep integration of new media with the Olympic movement, fully reflecting the progress and development of domestic media in this period. The following article will analyse the differences between the media coverage strategies of the Beijing Summer Olympics and the Winter Olympics in terms of content and form.

## 2. Content: A new pattern of perspective-rich communication

### 2.1 Diversity of vision focus

The 2008 Summer Olympics saw habitual attention focused on the Olympic champions, and the top ten trending words on Sina News during the Summer Games included: rising star, veteran, reversal, cold, and regret.

Compared to the 08 Summer Olympics, the Winter Olympics media coverage has a much richer level of subject matter. The media narrative has shifted from the grand to the individual, with the media focusing more on ordinary people and reporting on tiny individuals such as volunteers who are silently working for the Winter Olympics from different perspectives, allowing audiences to understand the supporting force behind the Winter Olympics. ; news related to Olympic champions is more inclined to in-depth reporting, with a gentle narrative that delves into the real lives of athletes, bringing them closer to the audience and enhancing the sense of intimacy.

In addition, the media coverage of the Winter Olympics also sought to broaden the international perspective and open up the global landscape. Athletes from all countries shared their daily lives in the Olympic Village on domestic social media platforms, generating a great deal of interest. In addition to the intense competition, they were keen to participate in traditional Chinese cultural experiences, and some media outlets paid more attention to detail in their interviews, highlighting spiritual civilisation and the feelings of a great nation.

## 2.2 Full coverage of topics

The Summer Olympics proved to the world "who China is" and the Winter Olympics showed the world a new and powerful China, so the media coverage expanded from the Olympics themselves to the political, economic and cultural implications of the Games. In addition, the Winter Olympic Games were held in the face of a serious and complex international social situation: globalisation and counter-globalisation confrontation, the Internet revolution, and China's modernisation entering an upgrade and transition phase. From a communication perspective, the cognitive landscape and interpretive framework constructed by media coverage is directly related to the global public's expectations, imagination and evaluation of the Beijing Winter Olympic Games<sup>[1]</sup>. As a result, domestic media are focusing more on interpreting a different kind of Olympics from a holistic perspective.

The People's Daily and other mainstream media have carried out a series of reports and commentaries, highlighting the far-reaching meaning of the Winter Olympics in a small way. Articles such as "The Green Road Behind a Tree" run through the core concept of "Green, Shared, Open and Clean"; articles such as "The Ice and Snow Industry Has Great Potential" show that the thriving ice and snow economy has led to the flourishing development of mass ice and snow sports, reflecting China's continuous pursuit of developing the cause of health for all.

In addition to this, a number of media reported on the development of poverty alleviation through the preparation and hosting of the Winter Olympics, the exploration of "sports + tourism events" and other precise poverty alleviation models, the successful realization of poverty alleviation through the Beijing-Zhangzhou high-speed rail link with the world, as well as the 91 snowflakes guiding the opening ceremony to show the Chinese wisdom of building a community of human destiny.

## 3. Format: a new model of technology-enabled communication

### 3.1 Digital presentation

In terms of media coverage, the biggest difference between the Summer Olympics and the Winter Olympics lies in the deep integration of artificial intelligence and other new technologies with the media industry. Artificial intelligence, 5G, Internet+, AI and other technologies have become increasingly mature in China. Compared to the traditional media-based communication environment of the Summer Olympics in 2008, the Winter Olympics coverage under the symbol of "Technology Winter Olympics" has shown characteristics such as intelligence, immersion and full media communication.<sup>[2]</sup>

The opening ceremony also benefited from a variety of video technologies such as naked eye 3D and ultra-high definition rendering to present a spectacular visual feast of ice and snow to the people of the world using real-time broadcasting of traditional cultural elements such as the 24 solar terms countdown and Chinese knots.

The 2022 Beijing Winter Olympic Games have created a new paradigm for international communications, starting with the fact that the world is experiencing an unprecedented transformation in digital communications technology. With a record breaking 2.5 billion views by the end of the Games, it has become the most watched Winter Olympics to date.<sup>[3]</sup>

### 3.2 Creativity in interactive sessions

To enhance the audience's experience and interactivity, media opinion guides were not limited to the comments made by the audience during the 08 Summer Olympics, but also launched various forms of integrated media products to bring a different experience to everyone. The People's Daily launched "2022 Ice and Snow Animal City", an interactive game in which viewers can experience various ice and snow sports while watching the games; the Economic Daily created the "Flying to the Winter Olympics" series of integrated media products, an innovative "panorama + news" report. The Economic Daily created the "Flying Winter Olympics" series of integrated media products, an innovative "panorama + news" reporting format, to achieve VR panoramic view of the Winter Olympics venues.

On this basis, news communication during the Winter Olympics has become more diversified, combining traditional and new media, with each media actively introducing creative forms of reporting to stimulate user interest, deepen user experience, meet the needs of different audiences, enhance interactivity while ensuring the authority of the content, and expand the coverage

of communication[4] .

## 4. Concluding remarks

Along with globalisation, the Chinese media has taken on the important task of competing for more discourse and shaping China's national image in international communications<sup>[5]</sup> From the 2008 Summer Olympics to the 2022 Winter Olympics, the practice of Chinese media in exploring innovative paths has provided a model for countries around the world, with diverse and innovative coverage of the Winter Olympics theme, setting a benchmark for international coverage of sporting events. In the future progressive development of the media industry, it is all the more important for us to develop communication strategies that are in line with our international status, create a favourable public opinion environment, tell the Chinese story and deliver top-level values.

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