Research on the Media Agenda Setting of the Opening Ceremony of Beijing Winter Olympic Games

-- Text Analysis based on Microblog Media Reports

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Abstract

This paper makes a text analysis around the process of the opening ceremony of the Winter Olympic Games. The words used at high frequency are words that highlight national and regional characteristics, words that reflect the theme of ice and snow and the Olympic spirit, and words that reflect the unique concept of hosting the Olympic Games. Based on the analysis of the news framework, the "national image" framework is the main choice, which is dominated by the "national image" framework, which divides into five more detailed small frameworks. they are "curiosity to reveal secrets", "humanistic feelings", "aesthetic presentation", "historical review" and "political figures' concern", while different media have different emphasis on these five frameworks. It reflects the influence of the attributes of the media on the agenda setting. This paper explores how agenda setting affects public opinion in practice, and how to use agenda setting to achieve better communication results.

Keywords

Opening Ceremony of the Winter Olympic Games; Media; Text Analysis.

1. Introduction

On February 4, 2022, the Beijing Winter Olympic Games officially opened in the bird's nest of the National Stadium. As a grand media event in the post epidemic period, the Beijing Winter Olympic Games has attracted much attention at home and abroad. Beijing has also become the world's first "double Olympic city"[1]. For China, the Winter Olympics is not only a global event, but also an important opportunity to build a national image and enhance national cohesion. The International Olympic Committee revealed that at least 500 million people in China watched the opening ceremony of the Beijing Winter Olympic Games on television. According to the data of Zhiwei, the influence index of the "opening ceremony of the 2022 Beijing Winter Olympic Games" reached 89.5% 1, higher than 95 In 5% of the events in the same period, 154 important media participated in the reporting of the event, and the microblog platform is an important public opinion position. The opening ceremony of the Winter Olympics is the first important event under the topic of the Winter Olympics and has great influence. Its media communication ecology has also laid the tone of the media environment of the whole winter Olympics to a certain extent. By analyzing the reports of some important media on the microblog platform on the opening ceremony of the Winter Olympic Games, this paper tries to explore how the agenda setting affects public opinion in practice and how to use the agenda setting to achieve better communication effect[2].

2. Theoretical Framework

2.1. Agenda Setting

Lippmann's thesis of "picture in the public's mind" reveals to us that the news media is a mirror for us to understand the world, and the public sees the world through the media. In 1972, McCombs and Shaw formally put forward the traditional agenda setting theory after investigation. The mass media can not affect the audience's "what they think", but will affect the audience's "what they think". This theory holds that mass media issues have an important impact on public issues. "The influence of the news media on the focus of public opinion is the agenda setting function of mass communication." By selectively providing information and consciously highlighting some topics, the agenda setting function determines the prominence and perception of an issue in people's minds, creates consensus among the public and forms public opinion.

With the setting of the agenda of the mass media, the setting of the agenda has become a theoretical focus of the "agenda" of the public, which has a significant impact on the "agenda setting" of the public. That is to tell the audience "what to think" to guide the audience's concern and attention to specific issues. In 1997, McCombs and Shaw proposed "attribute agenda setting", that is, the second layer of agenda setting, in a paper on Spanish elections. He pointed out that the media can not only tell the public "what to think", but also tell the public "how to think". This makes the agenda setting have the attributes of two dimensions: the substantive attributes represented by the fact dimension and the emotional characteristics corresponding to each dimension of the fact. With the advent of the Internet age, the dispersion of communication subjects, the diversification of public issues, the equality of communication methods and the fragmentation of communication content have injected fresh blood into the agenda setting theory.

The transformation of the power relationship between the media and the audience has a certain impact on the agenda setting function of the traditional media. The third level of Agenda Setting Theory - Network agenda setting came into being. This theory can explain how the agenda setting theory continues to play its role in the era of increasingly "Networking" of journalism based on media integration and social media. What affects the public is not a single issue or attribute, but a cognitive network composed of a series of issues. The news media not only tell us "what to think" or "how to think", but also determine how we connect different pieces of information, so as to build a cognition and judgment of social reality. This theory highlights the change of the main body of agenda setting from media to audience, the change of communication form from top-down to bottom-up, and the change of topic content from specialization to popularization, trying to explore the impact of network agenda in news media reports on the effect of public opinion. In the Internet era, microblog and other media as the main opinion position to guide public opinion, its network agenda setting has a subtle impact on the psychology of the audience, and plays an important role in the communication of public opinion through agenda setting.

2.2. Frame Theory

In the late 1970s and early 1980s, frame theory rose in the West. Goffman founded the frame theory on the basis of Bateson's concept of frame, which is reflected in his book frame analysis. He defined the framework as a cognitive structure used by people to understand and explain social life experience[3]. It is "a set of rules based on which individuals transform social life experience into subjective cognition". For a person, the real thing is his or her definition of the situation. Endman concluded that the framework under the vision of communication is a "decentralized concept", and the framework analysis is a "broken paradigm". According to the development of frame theory, it can be divided into two paths: media framework and individual

framework. Media framework refers to the organizational framework of information processing of media institutions, which is suitable for analyzing the process of production and dissemination of different types of media information. Among them, news framework is the most common direction in the research of media framework. The individual frame is the audience frame, which studies the influence of the existing psychological model in individual thinking on information reception. That is, the cognitive structure and interpretation method of the audience's personal contact and processing of mass communication information[4].

News framework and agenda setting have always been closely related. News framework is a specific principle for news media to selectively deal with news facts. These principles come from the position of news media, editorial policy and interest relationship with news events. At the same time, they are restricted by the special laws of news activities. McCombs, one of the proponents of agenda setting, believes that the news framework can be regarded as an extension of the traditional agenda setting theory. The first level of agenda setting is to sort the facts, focusing on what events the public pays attention to, and the second level focuses on the performance[5] of specific attributes of events. At this time, the frame construction of news refers to the selection and emphasis of some specific attributes when talking about something on the media agenda. In the concept of attribute agenda setting, the media will also emphasize some attributes to varying degrees when talking about people, public issues or other objects. Thus, the choice of news framework is similar to the setting of attribute agenda.

The "framework" of this paper mainly refers to the framework of constructing text meaning and the framework focusing on Psychology: the former is the viewfinder framework of presenting text for media producers, that is, the range of materials for observing things, and the news framework constructed through the use of symbols and ideographic elements. These symbols and ideographic elements can be metaphors, examples, slogans, narratives, visual images and other symbols, as well as syntactic structure, plot structure, theme structure and rhetorical structure. The latter is for producers to choose and highlight some aspects of things by actively emphasizing some definition, some causal interpretation, some moral judgment and recommending some solutions, so as to make the receiver consciously or unconsciously accept the framework of the disseminator to interpret the news text and emphasize the effect of the news framework.

3. Research Method

3.1. Data Selection and Preprocessing

The text data of this study is the reports on the opening ceremony of the Beijing Winter Olympics by four official media clients: People's Daily, Xinhuanet, CCTV news and China Daily. The positioning and audience of the four media are different. People's Daily is the most authoritative ideological propaganda organization in China and the main policy of controlling the position of public opinion; Relying on the state's key news agency Xinhua news agency, Xinhuanet has a worldwide collection and editing network and influence; CCTV news is an important position of national television in microblogging and the country's primary media window, which is responsible for the broadcasting of Winter Olympic events; China Daily belongs to the National English Daily, which is of great publicity significance and an important window for mutual understanding between China and the world. As a grand event shared by the Chinese people and the people of the world, the Winter Olympic Games has both political and national significance. Therefore, selecting these four media as data sources is more typical than other media and can present the value of text data to a certain extent.

According to the above data selection, this paper used Python software to crawl 173 microblogs, of which 33 were published by People's Daily, 24 by Xinhuanet, 46 by CCTV news and 70 by China Daily. Combined with gooseeker software, word segmentation is carried out on the text

data to remove words with no practical meaning such as prepositions, auxiliary words, adverbs and function words, and mainly retain adjectives, verbs and nouns. On this basis, word frequency is counted to obtain a high-frequency vocabulary. This paper chooses computer-aided text analysis to avoid the interference of researchers' subjective consciousness as far as possible and ensure the independence and objectivity of data results, in order to increase the reliability and validity of research results. In addition, according to the actual situation, this paper makes user-defined modifications to the word segmentation thesaurus, such as merging similar words and unifying the abbreviation with the expression of Chinese characters, which improves the effect of word segmentation to a certain extent.

Table 1. High frequency word list

Words	frequency	Words	frequency	Words	frequency
Beijing	344	Xi Jinping	31	simple	19
China	109	snow	30	wonderful	19
Zhang Yimou	56	flag bearer	30	believe	17
together	53	cheer	29	come true	16
National Stadium	49	'Lichun'	23	event	15
torch	49	expect	23	Olympic	14
Putin	45	director	22	first time	12
snowflake	41	safe	21	story	10
world	35	actor	21	technology	10
romantic	32	athlete	20	City of Two Olympics	9

Note: Zhang Yimou: Chief director of the Beijing Winter Olympics Opening Ceremony.

'Lichun': The first of the twenty-four solar terms in China, which means the beginning of spring. The opening ceremony coincides with "lichun".

Fig 1. High frequency word cloud

It can be seen intuitively from the high-frequency word list and word cloud picture that "Beijing", "China", " National Stadium " and other words with national color and representing regions appear with extremely high frequency. On the one hand, they indicate the location of the opening ceremony of the Winter Olympic Games, and on the other hand, they also

emphasize the national character and regional symbol. Words such as "Zhang Yimou" and "director" show that the behind the scenes planning and coordinating role of the opening ceremony of the Winter Olympic Games are also frequently mentioned. In terms of content, it mainly focuses on the specific links and participants of the opening ceremony, the behind the scenes director and planning process, and the Olympic concept transmitted by the opening ceremony.

3.2. Social Semantic Network Analysis

This paper further analyzes the social semantic network of the keywords in the high-frequency thesaurus, and forms the co-occurrence matrix thesaurus and the first-level node social semantic network diagram. The word segmentation system can not only count the word frequency, but also record the semantic environment (meaning group) of each occurrence of words. By examining high-frequency words and their semantic environment, we can determine the theme of the meaning group, that is, media issues.

Table 2. CO-Word matrix

	'Lichun'	simple	torch	athlete	Zhang Yimou	romantic	safe	...
'Lichun'		2	0	3	4	5	1	...
simple	2		2	3	9	3	13	...
torch	0	2		17	2	1	0	...
athlete	3	3	17		0	0	3	...
Zhang Yimou	4	9	2	0		10	5	...
romantic	5	3	1	0	10		2	...
safe	1	13	0	3	5	2		...
...	...	...	...	...	...	...	...	

The overall semantic network shows the bridge relationship between high-frequency words. Through figure it can be found that the size of nodes reflects the position of this concept in the semantic network. From the figure, it can be seen that the core node is the word "Beijing", which is associated with most nodes.
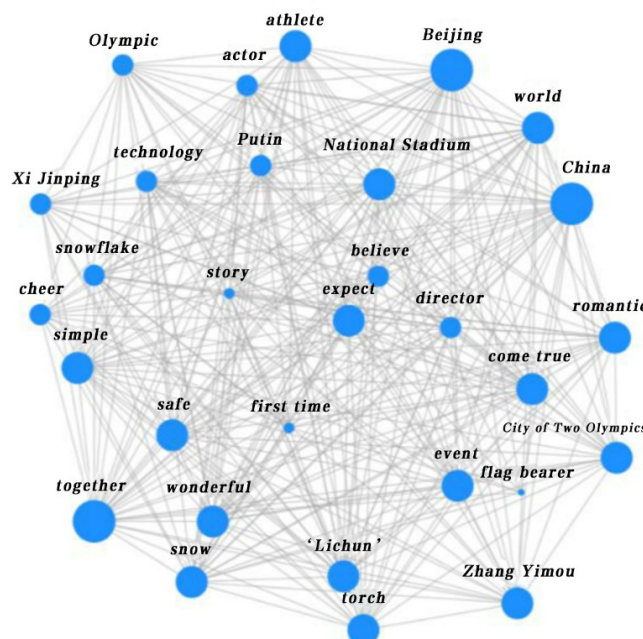

Fig 2. Overall semantic network diagram

After the detailed analysis of the social semantic network using the Rost tool, the co-occurrence semantic network of high-frequency words is obtained. The arrow pointing relationship and the line thickness between keywords more intuitively indicate the degree of association between high-frequency keywords. For example, Zhang Yimou, the general director, is associated with the important concepts of the Winter Olympic opening ceremony, such as "simple" and "safe". The words "snow", "Olympic" and "torch" are associated with the bird's nest, which shows that the media, on the one hand, pay attention to how China, as the host, will interpret the Winter Olympic opening ceremony, such as behind the scenes planning and programming, to meet the curiosity of the audience, and on the other hand, publicize Encourage the Olympic spirit and guide public opinion to look forward to the opening ceremony with a positive attitude.
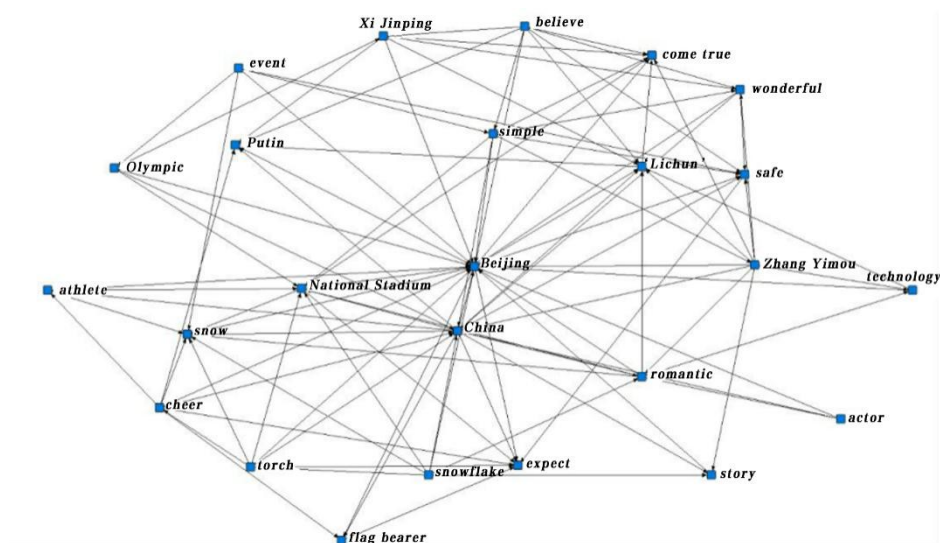

Fig 3. High frequency word semantic network diagram

4. Frame Refining

These media issues seem to be scattered, but in fact they are the selected agenda operation, which is controlled by a certain framework. On the one hand, the media selects news through a specific framework to make the content consistent with the framework. On the other hand, the media constructs news according to a specific framework, highlighting the orientation or attribute consistent with the framework. Through the detailed and hidden structure of news events, the final news text can affect the trend of public opinion. After preliminary data analysis, this paper distinguishes the news of People's Daily, Xinhuanet, CCTV news and China Daily, refines the specific topic framework of the report on the opening ceremony of the Winter Olympics, and tries to explore the law of agenda setting of various media in this event. After summarizing and refining, we get five main news Frameworks - the "curious disclosure" framework designed to preempt the wonderful content of the opening of the spoiler; Tell the warm stories related to the opening ceremony and show the "humanistic feelings" framework of the director's concept and cultural self-confidence; The "aesthetic presentation" framework that reproduces the wonderful moments of the opening ceremony and pays attention to visual effects; In connection with the Beijing Olympic Games, review the "historical fetters" framework of the historical inheritance significance of the double Olympic city; Report on the framework of "dignitaries' concerns" of national dignitaries participating in or commenting on the opening ceremony. After manual coding and review, the frequency of the above news frames in each media is obtained and drawn into a table.

Table 3. News frame frequency

	People's Daily	Xinhuanet	CCTV news	China Daily	Total frequency
Curious	12	4	14	17	47
Humanistic	4	10	15	18	47
Aesthetic	5	5	6	8	24
Historical	3	1	2	0	6
Political	2	5	6	8	21

The audience and orientation of each news media are different, and the framework selection and value presentation of news reports are also different. The People's Daily has extremely high authority and a wide audience, so its content is relatively cautious and comprehensive. Although the total number of news is small, each framework is involved and relatively balanced; The main prominent object of Xinhua media topics is "people in the opening ceremony", which focuses on the Winter Olympic concept conveyed by the general director, the story behind the performers and the humanistic design of the opening ceremony, so as to show more humanistic feelings of the Winter Olympic Games, highlight cultural self-confidence, and convey warm Winter Olympic stories to the public at the same time; Important audiences of China Daily come from overseas or related groups. In the process of reporting the opening ceremony of the Winter Olympic Games, China Daily focuses on introducing national flag bearers, contestants with special backgrounds and athletes' evaluation of the Winter Olympic Games. It also presents more views of foreign dignitaries. Generally speaking, it is based on a more diversified worldwide basis.

5. Conclusion

The Winter Olympics is not only a global sports event, but also a stage of political significance. The opening ceremony is an opportunity for China to show itself to the world. The agenda setting of the report of the Winter Olympics opening ceremony has an important impact on the tendency of public opinion. It can market the image of the country to the outside world and establish the image of a big country with self-confidence, friendship and humanism. At home, it can enhance national pride and stimulate people's patriotic enthusiasm. Therefore, in terms of news language, The high-frequency words used are those that highlight national and regional characteristics, those that reflect the theme of ice and snow and the Olympic spirit, and those that reflect the unique Olympic philosophy of the host country. In terms of the choice of news framework, the "national image" framework is the most important choice. Under the general framework of "national image", it has divided into five more detailed small frameworks, namely "curious", "humanistic", "aesthetic", "historical" and "political". Different media have different emphases on these five frameworks, reflecting the impact of the media's own attributes on the agenda setting.

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