

# Research on the Image of Yanqing in Mainstream Media Coverage of the Winter Olympics

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## ABSTRACT

The successful hosting of large-scale sports events can assist in the construction and dissemination of urban media image, and enhance urban competitiveness. This article mainly takes news reports on Yanqing from three mainstream media outlets, namely People's Daily, Beijing Daily, and Beijing Evening News, during the Winter Olympics as research samples. Using methods such as content analysis, the article analyzes Yanqing's urban media image from multiple perspectives by analyzing the emotional color, coverage density, themes, and keyword frequency of news reports. It presents a good media image of Yanqing built at different levels such as government, environment, culture, and society during the Winter Olympics.

## KEYWORDS

Beijing Winter Olympics; Yanqing; Media Image; Mainstream Media.

## 1. INTRODUCTION

The urban image is the overall perception and evaluation of a city by the public, and it is an important manifestation of the city's core competitiveness. The hosting of large-scale sports events can promote urban economic development, improve municipal facilities, beautify the city's appearance and environment, enhance the quality of citizens, enhance the quality of urban life, and shape the personalized image of government innovation, efficiency, diligence, and integrity. It is a good opportunity to enhance the city's image. The construction and dissemination of urban image largely rely on news media coverage. During the hosting of large-scale events, the cultural image and popularity of the host city are rapidly improved, such as Montreal in Canada, Wimbledon in the UK, and Dakar in Senegal, which are internationally renowned. In recent years, more and more domestic cities have enhanced their city image by hosting large-scale sports events.

Yanqing District is located in the northwest of Beijing and is known as the "Summer Capital" of Beijing, but its overall popularity and attention are relatively low. During the 2022 Beijing Winter Olympics, Yanqing, as one of the three major hosting regions for the Winter Olympics, attracted the attention of the world and was hailed as the "most beautiful Winter Olympics city". This article focuses on three media outlets, People's Daily, Beijing Daily, and Beijing Evening News, during the Beijing Winter Olympics, and uses content analysis to analyze the media image of Yanqing City during the Winter Olympics.

This article selects the Huike News Database and collects 292 news reports from February 4, 2022 to February 20, 2022, when the Beijing Winter Olympics will be held. On this basis, the text content was manually screened, and 102 articles were selected with a focus on reporting on Yanqing. Among them, 18 articles were reported by the People's Daily, 42 articles were reported by the Beijing Daily,

and 42 articles were reported by the Beijing Evening News. The focus was on analyzing the emotional color, coverage density, layout, reporting themes, and keyword frequency of the reported content, presenting the media image of Yanqing.

## 2. THE IMAGE OF YANQING FROM THE PERSPECTIVE OF MAINSTREAM MEDIA

### 2.1. Reporting Color

The reporting color refers to the emotional tendency of news reporting, which can be divided into positive, negative, and neutral. Positive reporting refers to the overall expression of positive emotions in an article; Negative reporting refers to conveying a negative attitude; Neutral reporting states facts without incorporating personal or group opinions or emotional nuances.

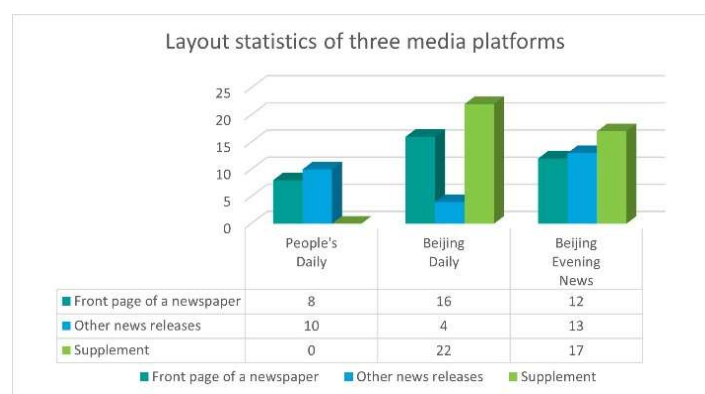
According to analysis, the three mainstream media outlets reported positively on Yanqing during the Winter Olympics, with no negative coverage. Positive reporting creates a positive public opinion atmosphere and conveys the positive urban media image of Yanqing.

### 2.2. Analysis of Report Layout and Report Density

The layout and edition are the language of a newspaper, reflecting the importance of the news report. Report density refers to the number of words in an article. This article analyzes the report density in four intervals: below 300 words, 300-800 words, 800-1500 words, and above 1500 words. The length of the report affects the communication of the content.

#### 2.2.1. Report Layout

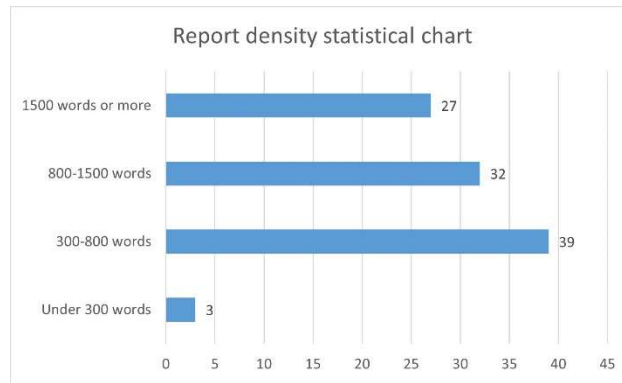
From the distribution of coverage pages, during the Winter Olympics, there were 8 articles in the main news section of People's Daily about Yanqing, 10 articles in other news sections, and no news reports in the supplement section; Beijing Daily reported 16 important news articles, 4 other news articles, and 22 supplementary articles; The distribution of the three types of sections in the comprehensive newspaper "Beijing Evening News" is relatively uniform, with 12 news sections, 13 other news sections, and 17 articles in the supplement section, as shown in Figure 1.



**Figure 1.** Layout Distribution Statistics

#### 2.2.2. Reporting Density

Among the 102 news report samples, there were 3 articles with a length of less than 300 words, 39 articles with a length of 300-800 words, 32 articles with a length of 800-1500 words, and 27 articles with a length of over 1500 words, as shown in Figure 2.



**Figure 2.** Statistical Chart of Reported Density

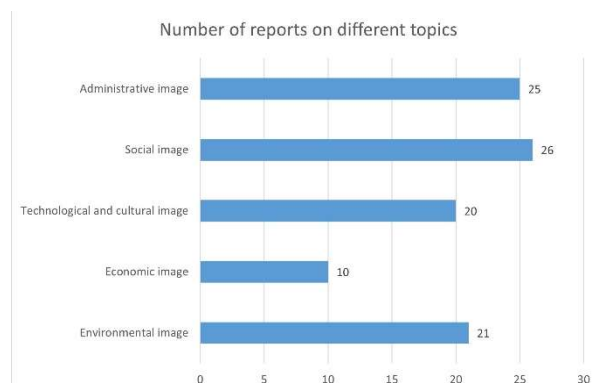
The proportion of words in the 300-800 word range of all reports is the highest, reaching 38%. This range not only satisfies the news description effect, but also satisfies the reading habits of readers, and can better convey the urban image of Yanqing to readers.

### 2.3. Analysis of Reporting Themes

The reporting theme is the central idea conveyed by the report, which can reflect the image of Yanqing in mainstream media. The reporting themes can be subdivided into environmental image, economic image, technological and cultural image, social image, and administrative image. Environmental image mainly refers to the natural ecological environment, including natural ecology, building facilities, and scenic spots and historical sites; Economic image mainly refers to the level of economic development, including the development level of various industries such as tourism and homestays in Yanqing, as well as the income situation of residents; The image of technology and culture mainly includes three parts: technological level, educational level, and historical culture; The specific refinement of social image includes social atmosphere, medical and health development level conditions, social atmosphere includes the quality level of citizens, volunteer image, etc; Administrative image refers to the image of the government, the image of government personnel, and government behavior.

#### 2.3.1. Theme Distribution

By reading and analyzing 102 reports on Yanqing one by one, the theme of each report was determined. According to statistics, the three media outlets reported on Yanqing during the Winter Olympics, covering five comprehensive topics: environmental image, economic image, technological and cultural image, social image, and administrative image. The specific distribution is shown in Figure 3.



**Figure 3.** Distribution of the number of reporting topics

The theme of social image mainly depicts the performance of volunteers in the Yanqing Winter Olympics. The efficient, professional, enthusiastic, dedicated and dedicated attitude of volunteers in the Yanqing competition not only represents the national image, but also represents the image of the Yanqing competition area. They have left a beautiful memory of the Winter Olympics for athletes from all over the world, left a beautiful impression of the Yanqing competition area, and showcased the urban image of Yanqing. As reported by "Thank you very much to the medical team in China", it only took athletes 28 minutes from being injured and falling on the competition field to being transferred to a designated hospital for treatment. The skiing doctors who provide medical support for high-altitude skiing are racing against time to save time, and their skillful medical skills are the best embodiment of the social image of Yanqing, a city with complete social security.

The theme of administrative image depicts the government image and civil servant image of Yanqing to readers. The Yanqing government has invested a lot of energy to ensure the smooth convening of the Beijing Winter Olympics, achieving a zero error and zero error administrative governance level; At the same time, civil servants in the Yanqing area also adhere to their positions, work diligently, and selflessly contribute to the smooth convening of the Winter Olympics. As mentioned in "Adequate Electricity Supply in the Timely Snowfall Competition Area", "More than 500 de icing personnel and 5 de icing vehicles were on standby in advance, and 19 ice observation points and 24 ice observation posts were on duty to conduct real-time ice coverage observations." The power workers were reported to us. In order to ensure the normal operation of the power grid equipment while cooling down and snowfall, they deployed in advance and held their positions.

The environmental image mainly depicts the natural environment of Yanqing and the Yanqing Winter Olympics competition area, with the most mentioned being the beautiful winter scenery of Haituo Mountain, the highest peak in Yanqing District, shaping the pleasant urban image of Yanqing. As reported by "Spring Snow Runs Aocheng", "Amidst the rustling spring snow, Xiaohaituo Mountain is magnificent and the venue is built due to the mountain terrain, without breaking the mountain shape or taking away the mountain scenery", presenting the towering, green and ecological image of Yanqing Haituo Mountain.

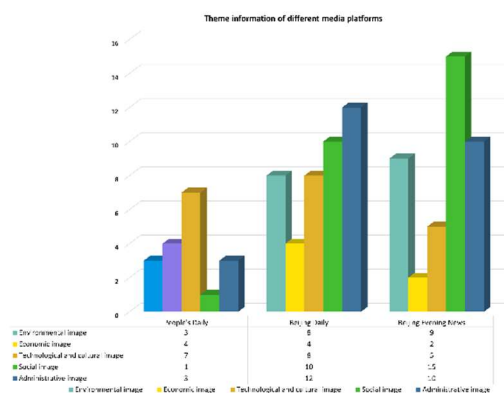
Ranked fourth in the reporting theme is the level of technology and culture, such as "Watching the Winter Olympics at the Foot of the Great Wall, Full of Chinese Flavor!" and "100 Years ago, Guarding the Haituo Mountain Forest", which present the "Great Wall Culture" and "Haituoshan Culture" of Yanqing, showcasing the image of this city with a long history and civilization. The report "Small Villages Embrace Development Opportunities Due to the Olympics" showcases the improvement in people's perception of the image of Yanqing City brought about by the Winter Olympics, which has also driven economic development.

The least reported topic is economic image, with only 10 reports on economic image themes. The report on this topic presents readers with the economic image of Yanqing seizing the opportunity of the Winter Olympics to vigorously develop. For example, the article "Small Villages Embrace Development Opportunities Due to the Olympics" tells the story of villages at the foot of Haituo Mountain leveraging the Winter Olympics to vigorously develop ice and snow tourism, showcasing the rapid economic development of Yanqing.

### 2.3.2. Number of Themes

The three mainstream media outlets also have different distributions of coverage on different topics. According to statistics, the People's Daily has reported on the theme of environmental image in 3 articles, economic image in 4 articles, scientific and cultural image in 7 articles, social image in 1 article, and administrative image in 3 articles; The Beijing Daily reported a maximum of 12 articles on administrative image, followed by 10 articles on social image, 8 articles on scientific and cultural image and environmental image, and 4 articles on economic image; The overall focus of the Beijing Evening News and the Beijing Daily is the same, both focusing on reporting on social and administrative image. The Beijing Evening News has a maximum of 15 articles on social image,

followed by 10 articles on administrative image, 9 articles on environmental image, 5 articles on scientific and cultural image, and 2 articles on economic image theme. The specific distribution is shown in Figure 4.



**Figure 4.** Statistical chart of the number of topics reported by different media

Through analysis, it can be found that as the largest newspaper in China, the People's Daily reports on a more macro level topic, mainly focusing on the theme of Yanqing's technological and cultural image. It not only showcases Yanqing's cultural customs and the application of high-tech in event protection, but also presents China's development and progress to the people of the whole country and even the world.

Beijing Daily and Beijing Evening News, as local newspapers, pay more attention to conveying the Beijing style to the outside world, and focus more on reporting on social and administrative images. In multiple reports by Beijing Daily, the administrative image of Yanqing, which served the people during the Winter Olympics and was responsible in governing and promoting harmony, was presented. The Beijing Evening News presents the image of Yanqing volunteers as selfless and enthusiastic, and the people as simple and kind in a harmonious society.

### 2.3.3. Keyword Frequency Analysis

Keyword frequency refers to the number of times keywords appear in an article, and keywords to a certain extent reflect the relevance of the content of the article. This article uses Weici Cloud to conduct word frequency analysis on 102 sample data. The more frequent the occurrence of word frequency, the higher the correlation with the image conveyed in the report. 131 high-frequency words were retained after removing irrelevant parts of speech such as onomatopoeia, prepositions, conjunctions, pronouns, and directional words.

According to the meanings of key words, high-frequency words can be divided into three categories: report on the competition staff, report on the competition venue, and report on the competition situation. Through high-frequency word statistical analysis, it was found that in the sample data, the most keywords were used to describe the host city of the Winter Olympics, with "Beijing", "Yanqing", and "China" all describing the host city. In addition, there is a higher frequency of reporting on the competition staff, such as "volunteers" and "guarantees". The keywords convey the diverse image of Yanqing city. Words such as "ecology", "environment", "greening", and "ecological civilization" can be seen from the news reports reflecting the green ecology of Yanqing, which is characterized by its green mountains and beautiful environment; The keywords "Great Wall," "Songshan," and "Heritage" reflect the cultural heritage of Yanqing, showcasing its rich historical heritage and diligent and wise Great Wall culture; The keywords "volunteers", "staff", and "drivers" are a microcosm of the ordinary and extraordinary people who silently contributed during the Winter Olympics, and also a symbol of the good social atmosphere in Yanqing; "Villagers," "citizens," and "tourists" are a microcosm of the

people of Yanqing. Some of them are enthusiastic about cheering for the athletes, while others are dedicated to their work, presenting the simple and kind social image of Yanqing's villagers.

**Table 1.** Statistical Table of High Frequency Words in the Sample

High-frequency words	Number of occurrences
Beijing	seven hundred and twenty-nine
Yanqing	four hundred and forty
athlete	two hundred and seventy-three
Ice and snow	two hundred and sixty
Venue	two hundred and fifty-five
guarantee	two hundred and forty-six
Division	one hundred and ninety-six
China	one hundred and eighty-three
volunteer	one hundred and thirty-four
Snowmobile	one hundred and seven

Overall, the reports of the three mainstream news media have presented a good image of Yanqing: a government image that is diligent and willing to contribute, a green environment image with beautiful scenery and pleasant ecology, and a social image with simple and sincere folk customs and enthusiasm. However, there are still problems in the construction of Yanqing's urban media image, such as a relatively single image and a lack of distinctive urban cultural characteristics. In the future, Yanqing should utilize the heritage of the Winter Olympics and continuously strengthen the media image of the "most beautiful Winter Olympics city"; Digging into urban individuality and forming diversified personality labels; Make full use of self media to convey the voice of Yanqing.

The urban image is the core of a city's competitiveness, and enhancing the urban image is conducive to the development of the city's economy and culture. Yanqing is located in the northwest of Beijing and belongs to the suburban area. By hosting the Winter Olympics, Yanqing's international reputation and attention have greatly increased. The urban image has also developed from the past "summer capital" and "summer resort" to a new image - "the most beautiful Winter Olympics city". Yanqing should make good use of the positive impact brought by the Winter Olympics, and use the three golden business cards of the Great Wall, Winter Olympics Park, and World Park to continue the precious heritage of the Winter Olympics, making more and more scenic spots and tourist routes become check-in places for citizens and tourists, making Yanqing's urban image more eye-catching, and promoting the development of Yanqing's tourism industry to a higher level.

## ACKNOWLEDGEMENTS

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