

# A Corpus-Based Contrastive Research on the Reports on Beijing Winter Olympics in Chinese and American Media

Qiyue Zhang\*, Hongrui Li, and Sai Luo

**Abstract**—The COVID-19 epidemic, the biggest “black swan” event of recent years, has a profound impact on international relations and accelerates the evolution of the international relations pattern. The strategic interaction between China and the United States has taken on new characteristics, with a proliferation of Cold War thinking and conservative ideology in the United States and a rise in hostility towards China, as evidenced by the China-related reports in the *New York Times*, a mainstream media in the United States. The Olympic Games, as a worldwide sporting event, is covered in detail by the media of various countries. Due to the influence of political stance, ideology and cultural differences, the expression of emotions and value evaluation of the coverage of the Olympic Games vary among the media of different countries. Based on a self-built corpus, this paper compares and analyses the coverage of the 2022 Beijing Winter Olympics by the *New York Times* and the *People’s Daily*, the mainstream media in China and the US, from four parts of the corpus, including subject words, index lines, collocative words and collocative phrases, in conjunction with critical discourse analysis theory. The aim is to compare the different reporting strategies of the mainstream media in China and the United States when the Winter Olympic Games were held in Beijing, analyze the reasons for the differences in the coverage of the Olympic Games, and understand the perspective of American media workers, their communication skills that different from China, thereby achieving mutual communication between the Chinese and American media, eliminating misunderstandings and jointly creating a favorable international dissemination environment. This will ultimately contribute to building a new type of international relations with win-win cooperation and establishing an international image conducive to China’s development.

**Index Terms**—Beijing Winter Olympics, critical discourse analysis, China’s national image, corpus

## I. INTRODUCTION

This study retrieved news reports containing 北京冬奥会 (Beijing Winter Olympics) and 中国 (China) from February 4 to February 20, 2022 from *People’s Daily* and the *New York Times*, and finally selected 16 news reports from *People’s Daily* (hereafter referred to as Corpus A) with a total of 21,208 morphemes, and 23 news reports from the *New York Times* (hereafter referred to as Corpus B) with a total of 19,255 morphemes to build a corpus for comparative analysis. Using the corpus software Antconc 3.5.8w, the study was conducted in four areas, namely thematic words, index lines, collocative words and collocative phrases, to reveal the differences in the focus and attitudes towards Beijing’s hosting of the Winter Olympics between the two countries, and to further interpret the image of China constructed in the

Chinese and American reports.

## II. THE ANALYSIS OF THEMATIC WORDS

In corpus analysis, words that “occur frequently enough when compared to a reference corpus” are called thematic words or keywords [1]. Most keyword analysis is used “to describe the content of texts in a discourse domain” [2]. By observing those thematic words, we can discover the word characteristics of a given text. In this study, Corpora A and B were used as the observation corpora, and Antconc 3.5.8w was used to search each of the two corpora, resulting in a list of high-frequency words for both corpora. After removing the common personal terms, the top 21 subject words in the two observed corpora were selected for comparison and used to analyze the issue tendencies of the Chinese and American media regarding the event of Beijing Winter Olympics Games. The results are shown in Table I.

TABLE I: STATISTICAL COMPARISON OF HIGH-FREQUENCY WORDS

Rank	Freq	NYT	Rank	Freq	People’s Daily
1	178	China	1	62	冬奥会(the Winter Olympic Games)
2	93	but	2	58	滑雪(skiing)
3	92	Chinese	3	46	中国(China)
4	89	Olympic Games	4	46	运动员(athletes)
5	88	Beijing	5	45	北京(Beijing)
6	63	snow	6	39	冬奥(Winter Olympics)
7	47	winter	7	38	发展(develop)
8	44	ice	8	38	谷爱凌(Gu Ailing)
9	43	sports	9	37	冰雪运动(winter sports)
10	42	states	10	32	比赛(match)
11	41	united	11	31	场馆(stadium)
12	38	like	12	30	训练(training)
13	36	water	13	27	国家(country)
14	35	athletes	14	25	项目(event)
15	35	gold	15	24	参与(participate)
16	34	American	16	23	中心(center)
17	33	country	17	23	体育(sports)
18	30	year	18	20	服务(service)
19	29	medal	19	19	冰雪(ice and snow)
20	28	media	20	19	动作(action)
21	28	world	21	19	场地(arena)

By comparing the lexical selection ranking within the high-frequency word statistics comparison table (top 21) in Table 1, among the top 21 high-frequency words, “中国 (China)”

Manuscript received November 9, 2022; revised March 24, 2023, accepted April 15, 2023.

Qiyue Zhang, Hongrui Li, and Sai Luo are with Shandong University, China

\*Correspondence: zhangqiyue202303@163.com (Q.Z.)

“北京 (Beijing)” “国家 (country)”, “运动员(athletes)”, “奥运会 (Olympic Games)” and “体育 (sports)” are high-frequency words commonly used by China and the United States. We can see that both Chinese and American coverage of the 2022 Beijing Winter Olympics related to China is focused on sports and, to a lesser extent, on the organization of the Beijing Games.

However, there are distinct differences between the two: at the beginning is the inclination for choosing word. The option of words reflects different intentions. Both the *People’s Daily* and the *New York Times* focus on the conditions of the Winter Olympics in Beijing, which is in line with Beijing’s status as the host city of the Olympics and the fact that it has been actively preparing for the Games in recent years. By contrast, “water”, “snow” and “ice” appear more frequently in the *New York Times’* list of high-frequency words, suggesting that the lack of snow due to severe water scarcity has forced the Chinese government to resort to making artificial snow, drawing people’s attention to China’s current tricky environmental problem. “American” also appears more frequently in its list of high frequency words, but does not appear in the top 21 list of high frequency words in the *People’s Daily*. In the *New York Times*, the word is mostly associated with expressions such as commentary and opinion, reflecting the attitudes of the American people towards the Beijing Winter Olympics. However, these comments and attitudes have a negative, or even critical connotation between the lines.

Secondly, there is a division in emotional attitude. The *People’s Daily* has optimistic attitudes towards the progress, popularity and humanity care of Beijing Winter Olympics, which can be reflected by words such as “development”, “participation” and “service”. The *New York Times* employs words that implicitly report the conditions of Olympics. For instance, it uses “media” and “united” to express its neutralism.

Thirdly, the reporting emphasis of the two newspaper is different. The *People’s Daily* is based on the harmonious relationship between China and the international community during the Winter Olympics. Words such as “服务 (service)”, “场馆 (venue)” and “场地 (site)” reflect the excellent service and professional training venues provided by China to athletes from all countries. The *New York Times*, however, reports on Beijing’s hosting of the Winter Olympics, focusing on the act or purpose of hosting the Games, such as “medal”, “gold” and “media”, without expressing its core content, such as environmental protection and win-win cooperation and other themes.

### III. COMPARATIVE ANALYSIS OF INDEX ROWS

Index rows can present the context of key words and adequately express their meanings [3]. From the presentation of high-frequency words in Table I, we used Ant Conc3.5.8w software to select the high-frequency words “China” and “中国”, which both sides reported, for the comparative analysis of index rows co-occurrence. The indexed rows of “中国” (10/46) and “China” (10/178) are shown in Tables II and III:

TABLE II: COLLOCATION ROW INDEX OF 中国 (CHINA)

Collocation Row Index of 中国 (10/46)			
Rank	the Prior Context	Search Term	the Post Context
1	康蒂还在报道中表示, (Condi also reported that)	中国 (China)	通过举办北京 2022 年冬奥会,展示其创新实力。 (is demonstrating its innovative strength by hosting the Beijing 2022 Winter Olympics.)
2	维修人员进入宾客客房间时,也会身穿防护服。 (Maintenance staff will also wear protective clothing when entering guest rooms.)	中国 (China)	通过打造闭环,努力避免疫情传播,效果不错。 (has been effective in its efforts to avoid the spread of the epidemic by creating a closed loop.)
3	日本电视台记者辻岗义堂第一次来中国,他描述自己感受到了 (Japanese TV journalist Tsujioka Yido, who came to China for the first time, described how he felt the)	中国 (Chinses)	人的乐观、开朗和友善。 (optimism, cheerfulness and friendliness.)
4	新增设项目就此产生冬奥历史首金,这也是北京冬奥会 (The new project produced the first gold in the history of the Winter Olympics, which is also the first gold of the)	中国 (Chinese)	代表团雪上项目首金。 (delegation to the Beijing Winter Olympics on snow.)
5	北京冬奥会的举办将进一步促进 (The Beijing Winter Olympics will further promote)	中国 (Chinese)	冬季体育运动全面发展。 (comprehensive development of winter sports)
6	张家口坚持生态优先,推进绿色发展,经济发展获得新动力,成为 (Zhangjiakou insists on ecological priority, promotes green development, gains new momentum in economic development, and becomes)	中国 (Chinese)	冬季运动产业的聚集地和旅游胜地。 (winter sports industry’s gathering places and tourist destination.)
7	开幕式上,火炬点燃方式独特新颖,让我们看到, (At the opening ceremony, the torch was lit in a unique and innovative way, showing us that)	中国 (Chinese)	用绿色描绘未来的创新力和行动动力 (innovative power and action drive to portray the future with green)
8	“坐高铁去张家口,窗外风景一望无垠,还能看到长城。 (“When I took the high-speed train to Zhangjiakou, the scenery outside the window was endless, and I could see the Great Wall.)	中国 (China)	在一个如此美好的环境中举办赛事,十分有意义。” (is hosting the event in such a beautiful environment, which is very meaningful.)
9	“冬奥会的举办,标志着	中国 (Chinese)	地区协同发展迈入新阶段。”

	(“The hosting of the Winter Olympics marks a new stage in		( collaborative regional development.”)
10	谷爱凌表示, (Gu Ailing said that)	中国 (China)	已经实现”带动3亿人参与冰雪运动”的目标,( has achieved the goal of “driving 300 million people to participate in ice and snow sports”.)

As it can be seen from Table II, the Chinese media hold positive attitudes towards China. For example, in terms of science and technology, China demonstrates its innovative competitiveness by hosting the 2022 Beijing Winter Olympics; in view of medical care, it is noted that China’s efforts to avoid the spread of the COVID-19 epidemic by creating a closed loop are effective; in regard of international relations, the optimism and friendliness of Chinese people are highlighted by relaying the feelings of a Japanese TV reporter; at the level of sports, it is commented that the hosting of the Beijing Winter Olympics enables China to enjoy the prosperity of winter sports. These tell us that the Chinese media have a more positive view of “China”. In their views, China’s hosting of the Beijing Winter Olympics demonstrates its economic, political, cultural and medical capabilities, which will contribute to the advancement of global sports and provide a new paradigm for the international community to achieve mutual benefits and peaceful development.

Nevertheless, the mindset that a strong country must seek to establish global or regional hegemony has led some Western countries and media to have a complex attitude towards China hosting the Winter Olympics [4]. They worried that the rise of China will pose a threat to their prospects and China will pursue global hegemony. They are not open and inclusive enough to congratulate China’s achievements of 2022 Beijing Winter Olympics. Therefore, they resort to unethical ways to mislead public opinions on China’s contributions to the world. A search of this corpus reveals negative reports on China in the West, which are indexed in the rows shown in Table III below:

TABLE III: COLLOCATION ROW INDEX OF CHINA

Collocation Row Index of <i>China</i> (10/178)			
Order	the Former Context	Search Term	the After Context
1	that seemed aimed at drowning out criticism of	China	,a hallmark of previous campaigns.
2	An Olympic Win for	China	Already
3	Attendance is limited to residents of mainland	China	and is by invitation only.
4	American athletes competing in Beijing, some for	China	and some for the United States.
5	American because she had chosen to compete for	China	, and suggesting that her identity must fall
6	the official news agency of	China	, and the discourse went, well, somewhere else.
7	Eileen Gu, who was hoping to give	China	another gold medal.
8	the risks to major infrastructure projects in	China	are increasing
9	in recent days, every country has recognized that	China	has been harming human rights in every way
10	I’m American, but when I’m in	China	, I’m Chinese,

Table III displays that the Western media have misrepresented China. For example, they believe that China has already won an Olympic win for China. Besides, Eileen Gu, who is an American, was hoping to give China another gold medal. They argue that the risks to major infrastructure projects in China are increasing, and that the attendance of Beijing Winter Olympics is limited to residents of mainland China and is by invitation only. Meanwhile, it jumps to conclusions that every country has recognized China has been harming human rights in every day. These statements are definitely wrong and biased.

#### IV. COMPARATIVE ANALYSIS OF COLLOCATION WORDS

The comparison of collocative words mainly analyzes the modal system from the perspective of evaluative adjectives and evaluative verbs in texts. In this study, the words “Beijing” and “Winter Olympic Games” in *People’s Daily* and *New York Times*, which are frequently used, were selected as search terms to extract their collocation words. The specific results are shown in Table IV: Comparison of collision words for “Beijing” and “Winter Olympic Games” in *People’s Daily* and *New York Times* (top 30):

TABLE IV: COMPARISON OF COLLISION WORDS FOR “BEIJING” AND “WINTER OLYMPIC GAMES” IN *PEOPLE’S DAILY* AND *NEW YORK TIMES* (TOP 30)

Matching Words of 冬奥会 (the Winter Olympic Games) in <i>People’s Daily</i> (the Frist 30)						Matching words of <i>Winter Olympic Games</i> in NYT (the Frist 30)					
Total No. of Collocate Types: 389						Total No. of Collocate Types: 45					
Total No. of Collocate Tokens: 620						Total No. of Collocate Tokens: 60					
Rank	Freq	Freq(L)	Freq(R)	Stat	Collocate	Rank	Freq	Freq(L)	Freq(R)	Stat	Collocate
1	21	10	11	3.23179	的(of)	1	8	6	2	0.91427	the
2	20	20	0	5.69745	北京(Beijing)	2	3	3	0	0.82399	to
3	10	5	5	3.99948	在(in)	3	3	2	1	0.7205	of
4	9	9	0	6.86738	本届(current)	4	3	0	3	3.34543	games
5	8	3	5	3.65793	和(and)	5	2	1	1	3.28201	one
6	6	2	4	3.92878	运动员(athletes)	6	2	0	2	0.41284	in
7	5	1	4	4.54545	项目(events)	7	1	1	0	4.77677	winning
8	5	1	4	3.33133	滑雪(skiing)	8	1	1	0	2.87865	united

9	5	3	2	3.94138	发展(develop)	9	1	0	1	8.2362	unceremoniously
10	5	2	3	3.40795	了(end)	10	1	0	1	8.2362	typically
11	5	2	3	5.28242	举办(hold)	11	1	0	1	5.91427	turned
12	5	2	3	3.66574	中国(China)	12	1	0	1	6.2362	Tokyo
13	4	4	0	5.69745	通过(pass)	13	1	1	0	1.91427	they
14	4	3	1	6.06002	认为(believe)	14	1	0	1	6.2362	summer
15	4	4	0	4.40795	表示(show)	15	1	1	0	2.84389	states
16	4	2	2	5.69745	巴赫(Bach)	16	1	0	1	6.2362	started
17	4	2	2	6.54545	代表团 (delegation)	17	1	0	1	5.91427	sponsorship
18	3	2	1	5.45234	金牌(gold medal)	18	1	0	1	8.2362	slinging
19	3	1	2	4.64499	跳台(diving platform)	19	1	0	1	6.65124	skateboarding
20	3	0	3	3.20441	谷爱凌(Gu Ailing)	20	1	0	1	5.91427	right
21	3	2	1	3.69745	记者(journalist)	21	1	1	0	0.66635	on
22	3	1	2	6.13041	筹办(make preparations)	22	1	1	0	3.42885	now
23	3	2	1	4.36488	是(is)	23	1	0	1	8.2362	nated
24	3	2	1	4.28242	日(day)	24	1	1	0	8.2362	med
25	3	2	1	6.13041	数字(number)	25	1	1	0	8.2362	loss
26	3	2	1	4.64499	意大利(Italy)	26	1	1	0	8.2362	locate
27	3	0	3	4.20441	女子(woman)	27	1	1	0	5.2362	life
28	3	1	2	5.64499	奖牌(medal)	28	1	0	1	3.48132	last
29	3	1	2	4.7519	后(after)	29	1	0	1	5.2362	Japan
30	3	3	0	5.45234	参加(participate)	30	1	0	1	6.2362	hour

As shown in the table above, among the top 30 words for “Beijing”, “Olympics,” “China,” and “at” were used by both *People’s Daily* and the *New York Times*. While among the top 30 collisions for “Winter Olympic Games”, words like “skateboarding” are also commonly used by both sides. From this, we can see that different media in China and the United States have some common content in their coverage of the 2022 Beijing Winter Olympics in China, such as sports events. But there are more differences.

The first is the difference in reporting attitudes. The different combinations of the words “Beijing” and “Winter Olympics” reflect the dissimilar reporting attitudes of the two media. In contrast, the frequency of words such as “water” and “snow” on the *New York Times* “Beijing” collocation list is still relatively high, which is intended to hint at the water shortage and environmental problems of the Beijing Winter Olympics mentioned above. Furthermore, the collocation “sponsor” in the collocation “Winter Olympics” also ranked in the top 30, alluding to the fact that the Beijing Winter Olympics opened under “untimely” conditions because of the “sponsorship” of some mercenary people. All this reflects that the *New York Times*’s reporting on the Beijing Winter Olympics is based on negative tones, and is not in line with the truth. On the contrary, in the *People’s Daily*, the words “green”, “closed loop” and “management” matched with “Beijing” not only reflect the Beijing Winter Olympics’ adherence to the concept of green development that fully consider resource conservation and environmental protection issues, but also highlight the closed-loop management innovation system adopted by the Beijing Winter Olympics during the epidemic period, and thoroughly affirm these innovations.

The second is the difference in the report’s focus. *People’s Daily* focuses on reporting on the innovative management

measures taken by the Winter Olympics and the key competition events together with awards of the Winter Olympics, and the collocations of “green”, “closed-loop management”, “skiing”, “首金 (the first gold medal)” and “Gu Ailing” reflect this. The *New York Times* is more inclined to compare the Beijing Winter Olympics with the 2021 Summer Olympics in Tokyo, Japan, as seen from the collocation of words such as “Tokyo” and “Japan”.

## V. COMPARATIVE ANALYSIS OF COLLOCATION PHRASES

The comparison of collocation phrases extends from the vocabulary level to the phrase level, containing more context and semantic components, which is more conducive to the construction and analysis of discourses [5]. This study extracted the words “snow” from the *People’s Daily* report and “snow” in the *New York Times* for comparison, and the specific results are shown in Table V: Comparison of “snow” in The *People’s Daily* and “snow” in the *New York Times*.

From the above table, we can see that in the *People’s Daily* and the *New York Times*, the words describing snow sports such as “skiing”, “snowmobiling”, and “sledding” in the *People’s Daily*, and snowboarding, snowboarders, snow Apparel (ski sportswear) in the *New York Times*, have maintained a leading position in the collocation of the two media, which shows that the *People’s Daily* and the *New York Times* for the 2022 Beijing Winter Olympics China-related reports are mainly focused on related snow sports while attaching great importance on athletes and sports culture elements of multiple countries and the hosting of the Beijing Winter Olympics.

Meanwhile, in contrast to *People’s Daily*, the *New York Times* has such articles as “snow rescue”, “snow-making machinery”, “snow-making project”. There are more terms

for technical services. And compared to the *New York Times*, the names of snow sports venues such as “雪飞燕(Xuefeiyuan)” and “雪游龙(Xueyoulong)” in the *People’s Daily*, which are rich in Chinese cultural concepts, are significantly more. This reflects the *People’s Daily* focuses more on the introduction to the field and involves the concept, carrying forward the

Chinese culture. By comparison, the *New York Times* focused on reporting the winter Olympics’ science and technology information and services. At the same time, the *New York Times* and other Western media’s reporting on the “artificial snow” is one means to discredit the Beijing Winter Olympics for its water consumption and ecological damage.

TABLE V: COMPARISON OF “SNOW” IN *PEOPLE’S DAILY* AND *THE NEW YORK TIMES*

Matching Phrases of 雪 in <i>People’s Daily</i>			Matching Phrases of Snow in NYT					
Order	Frequency	Phrase	Order	Frequency	Phrase	Order	Frequency	Phrase
1	58	滑雪 (skiing)	1	9	snowboarding	37	1	snow rescue
2	37	冰雪运动 (winter sports)	2	4	snow making	38	1	snow rescue specialists
3	19	冰雪 (ice and snow)	3	4	snowboarders	39	1	snow sports enthusiasts
4	11	雪车 (sleigh)	4	3	snowboarder	40	1	snow sports market
5	10	旱雪 (dry ski)	5	3	snow in	41	1	snow surfaces
6	8	雪橇 (bobsled)	6	3	snowy	42	1	snow world
7	6	滑雪场 (ski resort)	7	2	snow sports	43	1	snow-making project
8	6	雪上 (on snow)	8	2	snowboard	44	1	snow-making machinery
9	5	雪道 (trail)	9	2	snowfall	45	1	snow-making operations
10	3	造雪 (snowmaking)	10	1	letitsnow	46	1	snowboarding lessons
11	2	冬雪 (winter snow)	11	1	snowboarder and freeskier	47	1	snowboarding and freestyle skiing world
12	2	冬雪夏练 (practice skiing in summer)	12	1	snowboarder competing	48	1	snowboarding and skiing
13	2	大雪 (great snow)	13	1	snowboarder competing for malta	49	1	snowboarding competitions
14	2	无雪 (no snow)	14	1	snowboarder shaun white	50	1	snowboarding events
15	2	滑雪板 (skis)	15	1	snowboarding and freeskiing	51	1	snowboarding tam
16	2	雪中 (in the snow)	16	1	snowboarding events	52	1	snows
17	2	雪杖 (ski stick)	17	1	snowfall of the winter	53	1	snowstorm
18	2	雪铲 (snow shovel)	18	1	snow across the finish area	54	1	snowstorm covered
19	2	雪飞燕 (Xuefeiyuan)	19	1	snow also fell in beijing	55	1	snowy conditions
20	1	仿雪 (artificial snow)	20	1	snow and high wind	56	1	snowy course
21	1	冰天雪地 (a world of ice and snow)	21	1	snow and ice			
22	1	滑雪服 (ski suit)	22	1	snow apparel			
23	1	滑雪短途游 (a short ski trip)	23	1	snow apparel and apres-ski			
24	1	滑雪赛 (ski racing)	24	1	snow changes everything			
25	1	真雪 (real snow)	25	1	snow crisp			
26	1	蔡雪 (Cai Xue)	26	1	snow for the first time			
27	1	降雪 (snowfall)	27	1	snow gets real			
28	1	雪上运动 (sport on snow)	28	1	snow in a manner			
29	1	雪包 (snow bump)	29	1	snow in the middle			
30	1	雪地 (snowfield)	30	1	snow in winter			
31	1	雪坡 (snow slope)	31	1	snow is man-made			
32	1	雪季 (snow season)	32	1	snow making for the Beijing			
33	1	雪游龙 (Xueyoulong)	33	1	snow making was lost in			
34	1	雪联 (ski federation)	34	1	snow other countries are adding			
35	1	雪花 (snowflake)	35	1	snow out of the ski			
36	1	雪雾 (snow fog)	36	1	snow park			

## VI. ANALYSIS OF SOCIAL PRACTICE MOTIVATION

According to Fairclough, language is an intrinsic part of society, not an independent one. It is not only a system, but also a social process, as society restricts the evolution of language. Therefore, the analysis of language cannot be separated from the social environment, which provides an abstract external context for the language system. The social practice analysis takes the politics, economy and culture behind the discourse as the research object [6]. Thus, we should construct and analyze the discourse, order, material situation, social relation, ideology and value system reflected by language in the concrete social environment.

In the past 20 years, China's economy and its international status has been rising significantly. Western countries, led by the United States, have proposed the "China threat theory" and constantly exaggerated the facts and smeared China's image. In addition, Covid-19 has weakened the power of the developed capitalist countries in the west, thus leading economies in the world, except China, have suffered a sharp recession and their international reputation has been severely damaged, which has intensified the Sino-US rivalry. As a global hegemon, the United States cannot accept the prosperity of emerging developing countries, especially China, which has become increasingly influential in the world. The United States claims that China poses a serious threat to their global interests. This is reflected in the reporting on China, where the American media utilize copious methods to highlight American superiority and denigrate China's advancement, achievements and Chinese image.

The *New York Times* is the world's representative newspaper, which has won 132 Pulitzer Prizes and boasted a wide readership. It conveys the vital interests of local interest groups and ruling class, and portrays its ideological message and main ideas in its reports under the surface of objective and fair news discourse [7]. "In a provocative choice, China picks an athlete with a Uyghur name to help light the cauldron," the *New York Times* reported on February 4th after carrying the torch at the opening ceremony in Beijing, the use of the words "Provocative" and "Uyghur name" is a malicious provocation to the problems in Xinjiang, and the selective reporting is intended to hype the problems in Xinjiang and tarnish China's image. In addition, the Beijing 2022 Winter Olympics concluded successfully on February 20th, and the closing ceremony also brought a visual feast to countless spectators, but the *New York Times* ran the headline: "With Olympics Closing Ceremony, China Celebrates a Joyless Triumph", proposing that the 2022 Winter Olympics in Beijing present a drab picture, constrained by global health woes, riddled with geopolitical tensions and once again tainted by doping allegations, and overshadowed by the crisis in Ukraine. As mentioned in the previous analysis, some reports will appear derogatory terms or subjective evaluation of the narrative. The *New York Times* reports on XI Jinping Focus: XI Jinping announces China aims to achieve carbon neutrality before 2060, questioning the statement's "Carbon neutrality" goal. It reported that "by saying China would aim to achieve carbon neutrality before 2060, Xi left vague exactly when that key threshold would be reached." The use of "vague" in the text misleads the reader and again questions China's "carbon neutrality" goal.

The above survey analysis shows that the differences between the two reports are related to the conflict of political ideology. Founded in 1948, the *People's Daily* was signed up

personally by Comrade Mao Zedong. It can publicize the Communist Party of China's stance, describe social conditions and express public opinion. It plays a critical role in public opinion supervision, timely dissemination of major events at home and abroad, and especially in showing the world a credible and amiable image of China [8].

The *New York Times* follows the same reporting principles as when Adolph Ochs took over the newspaper. Its coverage of the Beijing Olympics mainly involves editorials written by manifold authors [7]. The U.S. mainstream media deliberately "Highlight" and "Select" certain information and reports on its so-called "Objective Facts", imposing negative images on Chinese sports. According to the theory of critical discourse analysis, we mainly analyze the reasons from three aspects: socio-economy, politics and culture. From the socio-economic point of view, the U.S. and other Western countries are under the impact of the epidemic and the dramatic economic fall, while China's skyrocketing economic development, instant prevention and control in the face of the Covid-19 pandemic, remarkable achievements, are in sharp contrast with Western countries. In this way, China shakes the interests and hegemony of the United States and other Western countries. From the political point of view, anti-globalization, international conflicts, Sino-US game and political struggle have intensified, the United States attempts to blacken China's image and denigrate its development and achievements to weaken China's international status. From a cultural perspective, first and foremost, is the sense of racial superiority and self-confidence of Western countries in their own civilizations and systems. Secondly, there are obvious cultural and spiritual barriers and gaps between China and foreign countries, which make it difficult for Chinese culture to spread internationally [9].

Hence, based on the above analysis, China is facing tests and crisis in all aspects as it approaches increasingly closer to the center of the world stage. Since the world needs to understand China more accurately, China is supposed to interpret development theory to the international community in a multilingual and multimedia way to truly convey China's voice [10].

## VII. CONCLUSION

Fact is absolute while news reports are a combination of objectivity and subjectivity [11]. News discourse, be it positive or negative, conveys the stance and emotion of reporters and propagate their values to the public subconsciously. By virtue of comparative analysis in corpus, it is not complicated for us to study the news corpus and describe the word selecting techniques and emphasis differences between the Chinese and Western mainstream media in their coverage of the Beijing Winter Olympics. Hence, we are able to provide a relatively objective interpretation of how the Western media manipulate language and transmit ideology in their coverage of the event. The comparison reveals that the *New York Times* tends to be negative when it records the Beijing Winter Olympics, which can be seen in its vocabularies, index lines and collocations. It chooses negative messages during the Beijing Olympics to exaggerate the seriousness of China's environmental problems, attack China's institutional and management shortcomings, and convey terrible emotions. The reports of *People's Daily*, on the other hand, was affirmative,

expressing strong confidence in promoting the development of world sports and attempting to present the image of a great nation that advocates mutual benefits and peaceful development in the international community. The Chinese and American media should attach great importance to these series of positive and negative reports and reflect on their successes and failures. Then they could facilitate foreign communication by honing their skills in organizing languages under diverse cultural backgrounds, striving to disseminate the comprehensive and authentic image of China, thereby enabling the global community to have a profound impression on China's image.

#### CONFLICT OF INTEREST

The authors declare no conflict of interest.

#### AUTHOR CONTRIBUTIONS

Qiyue Zhang selected the research sample and constructed the corpora; Qiyue Zhang and Hongrui Li analyzed the text and data in corpora; Qiyue Zhang, Hongrui Li, and Sai Luo wrote the paper; all authors had approved the final version.

#### FUNDING

This work was supported in part by the School of Foreign Languages and Literature at Shandong University under Grant 22119.

#### ACKNOWLEDGMENT

F. Qiyue Zhang would like to give heartfelt thanks to her academic supervisors, for their invaluable instruction and inspiration. Without their previous advice and guidance, this study could not have been completed. Also, she must express our sincere thanks to all the professors in Foreign Language School of Shandong University, for their enlightening courses and lectures in study.

S. Hongrui Li thanks Professor Wuzhen for his constant encouragement and painstaking criticism, and the two co-authors, who have offered generous support and helpful advice guidance through all the stages of the writing of this

thesis.

T. Sai Luo thanks for joining this group to complete the research on this topic with everyone. Thanks to the two instructors for their help. Whenever we have questions that need to be answered, the teachers are very patient to answer from multiple angles and levels. She is also very grateful to all the team members for their help to me, clarifying the tasks and pointing out the deficiencies. Everyone has a very clear division of labor and cooperates very well, and can complete each stage of the task more efficiently.

#### REFERENCES

- [1] P. Baker, "Querying keywords: Questions of difference, frequency, and sense in keywords analysis," *Journal of English Linguistics*, vol. 32, no. 4, p. 347, 2004.
- [2] J. Egbert and D. Biber, "Incorporating text dispersion into keyword analyses," *Corpora*, vol. 14, no. 1, p. 79, 2019.
- [3] Z. D. Pan and G. M. Kosicki, "Framing analysis: An approach to news discourse," *Political Communication*, vol. 10, no. 1, pp. 55–75, 1993.
- [4] B. Shao and Z. M. Hui, "'The Chinese Dream' in the perspective of western media: A corpus based critical discourse analysis," *Foreign Language Research*, vol. 6, no. 148, pp. 28–33, 2014.
- [5] H.-L. Lai, "Collocation analysis of news discourse and its ideological implications," *Pragmatics*, vol. 29, no. 4, pp. 545–570, 2019.
- [6] H. Wu, "New media research methodology — Critical discourse analysis," *News Studies*, vol. 8, no. 4, pp. 13–69, 2017.
- [7] L. T. Ni and L. Liu, "Analysis of Chinese image in reports of the Tokyo Olympic Games in British and American mainstream media: Corpus-based critical discourse analysis," *Journal of Changchun Normal University*, vol. 1, no. 41, pp. 105–113.
- [8] Introduction to the *People's Daily*. (2016). [Online]. Available: <http://www.people.com.cn/GB/50142/104580/index.html>
- [9] Y. Y. Ming, "Reflections on the international dissemination of Chinese culture in the post-epidemic era," *External Communication*, vol. 8, no. 287, pp. 14–17, 2022.
- [10] Z. Y. Zhou, H. R. Zhang, and Y. X. Wang *et al.*, "A comparative study of the characteristics of Chinese and foreign media reports-critical Discourse analysis," *Overseas English*, vol. 2, no. 438, pp. 127–129, 2021.
- [11] M. Bednarek and H. Caple, "News discourse," *A&C Black*, vol. 46, 2012.

Copyright © 2023 by the authors. This is an open access article distributed under the Creative Commons Attribution License which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited ([CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)).