Beijing Olympic Games

With economic reforms and open door policy, Chinese cities have become more and more integrated with the global economy and the global urban hierarchy, spearheaded by Shanghai, Beijing, and Guangzhou (Wei and Yu 2006). One of the world’s most well-known media event in 2008 was the summer Olympic Game taken place in Beijing. Mega-projects like the Olympic Games require a tremendous investment of human, financial and physical resources from the community with stage them (Kidd 1992). Therefore, most media have shared negative opinion of how the Beijing can be failed to organise such project. The arguments before the event were focused on various issues to doubt the state’s ability to organise the game. However, after the event was broadcasted, media have immediately shifted from negative focused reports to be with much more positive attitudes. Most media companies already agreed that the Beijing Olympic Game in 2008 was one of the best in the history.

The success of Beijing Olympic Game is unquestionably related to the design of event itself apart from visual effects. According to the official website of Beijing Olympic Games (2008) that there are three key design theme of Beijing Olympic Game – the ‘green Olympic’, the ‘technological Olympic’ and the ‘cultural Olympic’ in which that the whole event was organised. This paper is aimed to analyse how the media played an important role to broadcast the culture of China through ‘cultural Olympic’.

The paper will firstly introduce the Olympic games in Beijing and critically review by comparing to past broadcasting of Olympic games that how the ‘cultural’ element was been broadcasted. The paper will focus cultural element of Beijing Olympic Games to identify how it helped the success of the event itself and how it unblocked the cultural rigidities of the host community. By comparing with how media broadcasts the other past Olympic games, Billings (2008) argued that the Beijing Olympic have been successfully delivered the message that the state wish to audience around the world. Guo and Song (Ying and Song 2008) further argued that the Chinese culture have been successfully splendored through the three themes of Beijing Olympic Games. The paper will also highlight the differences of how media was broadcasted by comparing the Western and Chinese explanations to identify the subjective / objective attitudes of the event.

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