10.15 1.15  The Torch Relay

1. Han-Teng Liao: How the Two Chinese Online Encyclopaedias Document the Olympic Flame Relay

Abstract
User-generated online encyclopedias have received increasing public and academic attention, mainly due to the global success of Wikipedia, which usually dominates the search results returned by major search engines. This might explain why Chinese Wikipedia faces the competition from Baidu Baike, a similar online project launched by China’s leading search company, while the global Wikipedia project has little to no competition for its other non-English language versions. Chinese Wikipedia has become increasingly popular in China since its inception in 2002, and then it was blocked from Mainland users by Beijing in 2005. In contrast, Baidu Baike was launched shortly after Chinese Wikipedia was blocked. Baidu Baike now hosts one million entries, six times the amount of entries in Chinese Wikipedia. How will the Chinese-speaking self-selected volunteer contributors in these two major online user-generated encyclopedias document the flame relay specifically and the Beijing Olympics in general? Such question is particularly interesting because only recently have most entries of the English Wikipedia been unblocked, while some sensitive entries and the whole Chinese Wikipedia remains blocked. In addition, both Chinese-written encyclopedias are written by volunteers who can write in Chinese language, including those from Hong Kong, Taiwan, Singapore and the Chinese diasporas. It should also be noted that even before the flame relay started, the protests in Hong Kong and the political drama between Taiwan and China about the route plan were both well documented in both regions as major news events. My research aims to explore how these events are documented in the Chinese written Internet Encyclopaedias, which includes China’s Internet censored by Beijing and the others based in Hong Kong, Taiwan, Singapore, etc. This research will first identify the differences in news coverage between the Mainland and Taiwan, and summarize these differences in several paragraphs that are suitable for encyclopedic content, along with related references. Then these paragraphs will be submitted to both encyclopedias, and observations will be made and documented on the further editing.


Abstract
It is claimed that the Olympic Games have always brought people together in peace, and helped promote universal moral principles, commonly understood as ‘human rights’. Since Beijing was elected as a host city for the 2008 Olympics, calls for boycotts of the Games emerged in protest of China’s poor human rights records. The protests became radical following China’s recent crackdown on demonstrations in Tibet. While the Olympic torch was travelling around the world in the run-up to the Games, the tour was marred by violent protests. This paper aims to examine the torch relay of the 2008 Olympics, and argues that the torch relay, as an event, provides an occasion in which certain things, with different positions, forms and organisations, are said and done; and with various power relations, they mutually intersect, interact and compete; the things being said in turn underpin the production of a particular conception of ‘human rights’. This paper recognises that everything that one holds as solid or certain about the world is, upon closer examination, accidental and contingent. We therefore need to know about the conditions and circumstances under which those values (i.e. human rights) grow up, develop and change.
3. Dr Boria Majumdar: *When Sport Mattered the Most- Delhi and the Olympic Flame Relay*

Abstract
This paper literally follows the Indian leg of the Olympic flame relay in Delhi and focuses on how the relay personifies intercultural encounters, conflict, and negotiation. Focusing on the harmonious, sometimes perilous encounters with the officials, protesters, and discourses, a context is created for understanding the significance of the Olympic movement and what it really means to peoples across the world. Through intensive interviews and ethnographic research, this paper draws attention to a different sense of “Olympism” and “the Olympic Movement”, which goes against the demands and prerogatives of today’s conventional understanding of the Olympic sports industry.

4. Prof. John Horne *The ‘caged torch procession’: celebrities, terrorists and the 2008 Olympic torch relay*

Abstract
Along with the opening and closing ceremonies, one of the major non-sports events associated with the modern Olympic Games is the torch relay. Although initiated in 1936, the relay has been subject to relatively little academic scrutiny. The events of April 2008 however will have cast a long shadow on the practice. This paper will focus on one week (6-13 April) in the press coverage of the 2008 torch relay as the flame made its way from London to Paris in Europe and then to San Francisco in the USA. It will discuss the interpretations offered in the mediated coverage about the relay, the Olympic movement, the host city and the locations where the relay was taking place, and critically analyse the role of agencies, both for and against the Olympics, that framed the ensuing debate.

2.30-5.45 Representing the State

1. Limin Liang: Framing China and the world through the Olympic Opening Ceremonies, 1992-2004

Abstract
The Olympic Games are a heavily media-constructed reality today. Its opening ceremony in particular, offers condensed images of both the “national” and the “transnational” aspects of the Games, between which a vital tension is kept. This raises the question as to whether a truly “liminal” presentation of the Games is possible. In Olympic research, there is the neo-Durkheimian approach (Dayan and Katz, 1992) that sees media events such as the Olympic Games as occasions to unify a society and to achieve reconciliation. On the other hand, there is the critical approach that interprets media rituals as a way of imposing social order by the groups in power (Roche, 2000; Tomlinson, 2000; Couldry, 2003; Tajima, 2004). With these two traditions in mind, the live broadcasting of the previous four Olympic Opening Ceremonies (1992-2004) by China’s state broadcaster, China Central Television (CCTV), is analyzed. The study finds that the Chinese broadcasters tended to gloss over many of the problems that beset the modern Olympics games and makes a careful effort to eulogize the “human communitas” aspect of the Games. However, there are also moments when the tension between nationalism and the Olympic ideal is made explicit and when real world political conflicts fail to be papered over. Further, the analysis reveals changes in the media language adopted for a highly ritualized event such as the Olympic Opening Ceremony. While comments provided by CCTV over the years largely concentrate on sports related topics, there is a trend towards more diversified content. Moreover, the language used has changed from a high-flown, hortatory style to a plainer and more relaxed style. As markers of acceptable norms in a society, the changing media discourse reveals changing values that were previously deemed inappropriate for the occasion, which can be further mapped onto the
changes in the Chinese media organizations and sports culture. These changes may set the context for CCTV’s coverage of the upcoming Beijing Olympic Games.

**Key words:** Olympic Games, Opening Ceremony, China, CCTV, media events, nationalism, spectacle, festival, ritual.

2. Jialang Luo: ‘Betwixt and Between’ Rethinking Ritual Aspects of the Opening and Closing Ceremonies of the Beijing Olympics

**Abstract**

Taking as its point of departure the traditions associated with the Olympic Games, this paper discusses the sentiments and aspirations of a nation “betwixt and between” recovering from a traumatic modern history, with the philosophy of harmony constructing an intangible social structure, as well as uncertainties in the Government about how to fulfil its political vision of establishing a Harmonious Society. Specifically, drawing on both anthropological theories of ritual and data collected in Beijing as part of a long-term multi-sited fieldwork, the paper looks at three displays of cultural performance: ‘footprint and five rings’, ‘harmony’ and ‘the memory tower’. Through analysing how China attempted to use the Opening and Closing Ceremonies as public rituals for realising its national dream of reinventing itself, and how this ambition has been frustrated and promoted, the paper hopes to demystify the rites of passage of China’s coming of age from anthropological perspective, and to bring a new dimension to the development of concepts of ritual by using Beijing as a case study.

3. Christopher J. Finlay and Xin Xin: *Soft Power and the Management of Nationalism at the Beijing Games*

**Abstract**

The Olympic Games are global communication events that offer host-nations the unique opportunity to strengthen their ‘soft power’ efforts by allowing them to construct global messages about their cultural identities and norms and work towards public diplomacy goals that may be more difficult to achieve under normal circumstances. At the same time, however, the Olympics accentuate nationalist and patriotic sentiment, especially in host-nations. As Chinese nationalism continued to rise in the lead up to the Beijing Olympics, it is clear that China is no exception to this rule. Nationalist conviction must be conceptually differentiated from support for the national government. Indeed, we suggest that one of the tasks of the Chinese government during the 2008 Olympics will be to manage strong nationalist emotions in order that they support the public diplomacy efforts of the Chinese nation-state. This paper will explore how key domestic journalism sources portray Chinese nationalism during the Games and whether this presentation differs depending on how the stories relate to specific Chinese public diplomacy goals. We will perform a discursive analysis of Games coverage in three major domestic news sources: *The Beijing News* (xinjingbao), a popular metropolitan daily that covers general news; *The Global Times* (huanqiushibao), a daily newspaper that focuses on international issues; and the popular news website sina.com.cn. In addition, we will analyze Games coverage in *The New York Times* and on the BBC News website. Games coverage in these two Western media sources, which are available in China, will be used to comparatively contextualize domestic journalism coverage. We are particularly interested in comparing how nationalism has aided or hindered the public diplomacy efforts of the Chinese government with respect to two different types of external actors. First, we analyze how inter-state diplomacy is impacted via a case study of the coverage of Olympic contests between China and Japan. Key questions about the ways in which anti-Japanese nationalism is covered in the Chinese media will be asked. In a second case study, we examine how diplomatic efforts between China and global non-governmental actors (NGOs) are influenced by nationalism. In this case study, we ask whether global NGOs have taken proper account of Chinese nationalism and we consider whether the press will be channelled by the Chinese government to counter global NGO Olympics-related efforts. By
comparing these two case studies, we begin to explore how Chinese nationalism, as a volatile component of the Beijing 2008 Olympics, may be managed by Beijing and how the public diplomacy goals associated with different types of external actors determine the specific challenges and opportunities that nationalism presents.

4. Chen Weixing: *The Communication Gesture of the Beijing Olympic Games*

**Abstract**
As key phenomena of globalized communications, an Olympic host country's organizational capacity, level of sports and cultural charm become important items to evaluate in international relations, that is, the symbolic performance of organizing global cultural activities serves as a communication platform to contend for soft power. To host the Olympic Games is an opportunity for a nation-state’s international public relations to shape its image. China’s communication gesture is to balance the gap of value distribution by transforming the value conflict at an ideological level as much as possible into the solemnity and enthusiasm needed to fulfill her commitment to the international community. The Beijing Olympics aim not only to show to the world the cultural impact of China’s sports level, but also to display her strength and sincerity to provide public goods through the organization and the quality of services. Thereby “a harmonious world”, the Chinese conception of what it means to be international, to a large extent aims to gain the international community’s understanding and praise. It should be mentioned that the globalization of communications not only reduces the marginal cost of information diffusion by enlarging the flux, but also makes sufficient interactivity that breaks the monopoly of each party over the information. China’s peaceful development on the world stage can not be divorced from this cultural breakthrough, which is necessarily accompanied by the profound changes in Chinese society itself.

**Keywords:** Olympic, communication, political culture

6.00 Keynote Speech:

Prof. Bruce Kidd: *Human Rights and the Olympic movement after Beijing*

**Abstract**
Human rights took a beating during the build-up to the Beijing Olympics and during the Games themselves, with increased arrests and forced removals within Beijing and China, and the suppression of the right to freedom of expression for Chinese citizens, journalists and Olympic participants from many countries. The result was deep embarrassment for the IOC and the Olympic Movement. It appeared to many that the IOC had simply caved into China, and that the Olympic Movement had abandoned its historic ambition to 'the placement of sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity' (Olympic Charter).
This paper will discuss the human rights abuses that occurred during the Beijing Olympic Games and argue that they stem from a complex of factors, most worrisome the increasing subordination of the Olympic Movement values to sport, and the indifferent implementation of the recommendations of the 2000 reforms. While a generation ago, the IOC could justify the low threshold for membership and staging games on the grounds that first it had to 'enlarge the tent' and that the world expected it to follow 'the principle of non-intervention', the Olympic Movement now enjoys the support of every national community in the world and the international community has now moved beyond 'the principle of non-invention' to embrace 'the principle to protect. The paper concludes with recommendations for realizing a higher standard of human rights within the Olympic Movement.
10.45 -1.00 China, media and the Olympics

1. Kevin Latham China’s media landscape viewed through the Olympics

Abstract
The organizers of the Beijing Olympics designated the 2008 Games the ‘high-tech Olympics’ emphasizing their role in national ‘informatization’ – the promotion of new media, information and communications technologies throughout the country. Both the Olympics and new media have also been linked by the government to the formulation of present and future national identities. Media coverage of the games in China has been unprecedented in scale, content and the deployment of technology and resources and comes at a time when Chinese society and media are both undergoing processes of fundamental and far-reaching change. This paper offers a preliminary consideration of how the changes in China’s media landscape can be understood through a number of different Olympics-related events in the run up to and during the Beijing Games in August this year.

2. Huang Yaohua A study of Guangdong Television's Olympics coverage strategy

Abstract
The Beijing Olympic Games was a magnificent and influential sports event which drew attention from all over the world. CCTV, as an organization of television and news media, was the only company to broadcast the 2008 Beijing Olympic Games, as authorized by International Olympic Committee. The local media including Guangdong TV Station encountered an emergent issue, that is, how could the local media share the broadcasting of the games? A study of the strategies used by Guangdong TV Station during Beijing Olympic Games can reveal her media ecological environment, and the hidden cultures behind the signs of media ecology.

Due to the restrictive policy and Olympic resources, Guangdong TV Station is not a great competitor for CCTV. Within a specific local culture, Guangdong TV station aims to set up a community of local television culture on the basis of giving full advantage of Cantonese broadcasting, which can make social and economic profits from broadcasting sports events and other competitive activities.

3. Liu Jun The effect of Use of Mobile Media on Olympic Games Knowledge among Migrant Workers -- Results of a Pilot Study in Fuzhou;

Abstract
Based on a theoretical outline of mobile communication in general, this paper relates the experiences of migrant workers from both rural and urban areas in Fuzhou using mobile phones to stay in contact with the Beijing 2008 Olympic Games and how this contact supported and encouraged migrant workers to persist. In another words, does the relationship between demographics and knowledge about the Beijing 2008 Olympic Games issues differ according to the use of mobile phones among migrant workers? Results indicate that television became the primary source of Olympic Games news, indicating media preference and audience expectations from migrant workers, but actually with little advantage as the respondents considered mobile phone as the second source. Regarding the average mobile media penetration rate among previous studies, sample migrant workers and their information expectations, we should not ignore the mobile phone’s impact as a channel for information and public services. The focus is also on how the government, the official press and Service Providers (China Mobile and China Unicom) appreciated mobile phone as a means of broadcasting Olympic Games information, such as calling for participation on the Olympic torch relay, and popularizing of knowledge in the future.
Keywords: Mobile Communication, Mobile phone, the Beijing 2008 Olympic Games, Migrant workers, Information and Communications Technology (ICT)

4. Charles R Bladen *The representation of volunteering at the Olympics*

Abstract
This presentation highlights the current theoretical and practical confusion related to Olympic volunteer motivation and the role of the English-speaking media in its recent portrayal of volunteering in Beijing. Using content analysis, media reports are compared in the light of the constructs of altruism (Flashman and Quick, 1985; McCurley and Lynch, 1998; Cuskelly et al, 2006,) and egoism (Stebbins, 1996) in order to establish the nature of the representation of volunteering at the Games. Implications relate to the fostering of initial, repeat and career volunteering for future events of this kind.

3.00-4.45 Looking Back…(A Keynote Session)

1. Prof Ren Hai, *Olympics Games and their Impact on Social Values in China*

Abstract
The 2008 Beijing Olympic Games have drawn worldwide attention. The main reason is that the games were staged in a country with quite different social background in comparing to their previous hosts. What influences of the Games have generated and will possibly generate on this most populous country in the world? The question provoked a lot of interesting debates which often ended up with diversified even contradictory conclusions.

Staging the 2008 Olympic Games has overlapped with China’s social reform initiated thirty years ago, which makes the mega event unique and have some special impacts on China. My presentation will concentrate on their impacts on social values in China since social values are the core of a society, guiding the social changes.

2. Prof. John Hughson: *The cultural Legacy of Olympic Posters*

Abstract
This presentation was inspired by A Century of Olympic Posters, an exhibition recently featured at the V&A Museum of Childhood. The discussion focuses on the problematic status of the Olympic poster as an object of art. Being primarily concerned with the utilitarian purpose of advertising the Olympic Games, can the poster be properly regarded as an item of artistic worth? Towards an answer to this question the presentation considers controversies that have surrounded particular Olympic posters, as well as the existence of what we might regard as the anti-poster. The latter section of the paper locates Olympic posters in relation to the ‘Cultural Olympiad’ and asks whether posters may take a prominent role in the closer joining of the artistic and athletic dimensions of the Olympic occasion.