

NATIONAL IDENTITY REPRESENTATION IN SPORT MEDIA  
-THE CASE OF CHINA AND THE U.S.

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Abstract

Based on the interpretation of the newspaper's role in constructing national identity, this study explores the dynamic strategies employed in nationalism constructing in two major newspapers of China and USA during the 2012 London Summer Olympic Games. By situating meanings of news texts into specific social cultural contexts, the distinctions and connections between various forms of discourse in news texts are revealed, displaying the complex process of nationalistic ideology construction in China Daily and The New York Times.

Three levels are included in the discursive construction of national identity between two newspapers. In the first level, two newspapers are engaged in the process of representing their athletes with specific nationalistic ideology. In the second level, different authors from the two newspapers present distinct process of identification, illuminating that reporters' personal identification has potential to influence their readers' identity and finally contribute to the construction of national identities. In the third level, both newspapers demonstrate their own genres to interact with readers facing those failure athletes, indicating the fact that various discourses can work together to the discursive construction of national identity.

Keywords: National Identity; Critical Discourse Analysis; Olympic; Newspaper.