

Review Article

Research on the Characteristics of English Texts on the Beijing Winter Olympics

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Abstract: This article focuses on the characteristics of the Beijing Winter Olympics English texts. It includes nominalization phenomenon, passive voice, compound sentences, attributive postpositions and fixed collocations and a summary of phrase expressions in Winter Olympics sports events. Combined with the background of the Beijing Winter Olympics, domestic and foreign sports event manuscripts are focused on. This paper analyzes contents, significance and future prospects of sports language development. It is beneficial to Chinese sports power construction, and could form a great social atmosphere for people.

Keywords: Language features; 2022 Beijing Winter Olympics; sports.

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1. INTRODUCTION

Based on the background of the 2022 Beijing Winter Olympics as the current affairs, the research analyzes the content, logical structure and features of sports English language texts based on the Beijing Winter Olympics English texts through intensive reading of the Winter Olympics sports texts and the retrieval of the Corpus of Contemporary American English. It also analyzes and discusses the forward-looking exploration of the post-Beijing Winter Olympics development.

2. Background of the Beijing Winter Olympics

From the emergence of the modern Olympic Movement to its introduction into China and its great development, it has experienced a long process. It was not until 1932 that the government of the Republic of China officially sent members to participate in the 10th Olympic Games held in Los Angeles, USA. On August 8, 2008, the Beijing Olympic Games opened smoothly, which has greatly enhanced China's discourse in the Olympic sports field.

Compared with the Summer Olympic Games, the Winter Olympic Games has a relatively single development and is subject to more restrictive factors. In 1924, the Winter Olympic Games were officially formed, and the French city of Chamonix hosted the FIRST Winter Olympic Games.

The XIII Olympic Winter Games took place in Lake Placid, New York, United States of America, in 1980, which were the first Olympic Winter Games that the Chinese Olympic Committee (COC) participated in after being re-instated its legal status in the International Olympic Committee (IOC) in 1979. The history of China's winter Olympics is tortuous. The 19th Winter Olympic Games were held in Salt Lake City, Utah from February 8 to 24, 2002. China achieved zero gold medals in the Winter Olympic Games at the Games; however, it established a solid foundation for the development of China's Winter Olympic Games. The Chinese team performed well at the XXI Olympic Winter Games in Vancouver, Canada, winning 11 medals, including 5 gold, 2 silver and 4 bronze. Wang Meng captured 3 gold in women's 500m, 1,000m Short-track Speeding Skating and Relay. On July 31, 2015, Beijing won the bid to host the 128th IOC with 44 votes at the plenary session in Kuala Lumpur, capital of Malaysia. On February 25, 2018, the quadrennial Winter Olympics officially opened the chapter of "Beijing Time".

To ensure the smooth holding of the Beijing Winter Olympics, the Chinese government has provided a solid guarantee in all aspects. In response to the national policy and the call of "driving 300 million people to participate in ice and snow sports", the sports channel of People's Daily Online began to broadcast a series of micro documentary "People's Ice and Snow

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(Guo, 2021). The Story of Ice and Snow" from January 2020, aiming to comprehensively show the ice and snow dream of Chinese people Things". "We will carry out extensive fitness activities for all, accelerate efforts to build China into a great sports country, and make good preparations for the Beijing Winter Olympic and Paralympic Games" (Guo, 2021). Under the background of rapid economic development in China, the consumption demand of sports is also growing based on the continuous improvement of people's living environment and living standard? Especially since the successful bid to host the Winter Olympics, the people's cultural demand is in a rapid growth trend, and it has become particularly important to improve the unbalanced development of the snow and ice sports in our country. This requires the media to actively participate in the publicity and popularization of snow and ice sports and Winter Olympic culture, to meet people's cultural needs. Preparations for the Beijing Winter Olympics have been particularly cautious because of the COVID-19 pandemic. The international community has also spoken highly of the preparations for the Beijing Winter Olympics. Juan Antonio Samaranch Jr., chairman of the IOC Coordination Commission for the Beijing Winter Olympics, said bluntly: "Against the backdrop of the global pandemic, hosting the 2022 Winter Olympics will undoubtedly be challenging" (Xiang, 2022, p.8). For the Winter Olympics, sustainable development is the vision. "Sustainability into the Future -- Beijing Winter Olympic Games Sustainable Development Report (Pre-competition)" shows that the Beijing Winter Olympic Organizing committee is environmentally positive there were 119 similar environmental measures in three areas: impact, new development in the region and better life. It can be said that China has fully realized the concept of "hosting a green Olympic Games". "Beijing 2022 will be a carbon-neutral event," said the Independent.

3. Intensive Reading Analysis of the Winter Olympics' English Texts

This analysis based on the Beijing Winter Olympics includes research on the nominalization phenomenon, passive voice, compound sentences, attributive postpositions and fixed collocations of phrases in English reports of events, and a summary of phrase collocations in Winter Olympics sports events.

We analyzed English text data from sports competitions mediated by the Internet, commented on discourse phrases translation, core sentences or paragraphs, and learned to express the terms of sports technique correctly. We also focused on scientific language itself, explored the collocation and professional expressions of English texts for the Beijing Winter Olympics. In addition, we used a professional way of thinking in English to find and compare the methods of translating sports vocabulary from foreign websites. It is conducive to improve the quality of

information dissemination, expand communication channels, and view the competition of cultural soft power and discourse power between countries from sports field.

Starting from the smallest unit vocabulary representing the Winter Olympics, for instance "Speed Skating W 1000m, Figure Skating W Free Skating, Nordic Combined M Team 4x5km, Freestyle Skiing W Freeski Halfpipe Qual, Biathlon M 15km Mass Start". The characters in Chinese are ideographic, and modifiers are generally placed before nouns; while English is more phonetic and language expressions put attributives behind, thus highlighting the core position of nouns in sentences. This language rule is seen in sports English expressions, which is understood that the major core nouns of the event are in the front, the categories and sub-items to which they belong are in the back, and the noun phrases are used frequently, followed by adjectives modifying the qualifying nouns.

We summarize and extract the writing and expression characteristics of the Winter Olympics English texts (Detailed analysis of the actual examples are provided below):

- a. **Grammar:** Passive voice is frequently used
- b. **Vocabulary:** Noun phrases account for a large proportion. Prepositions (with of, etc.) have a large number of phrases, and are vaguely expressed (more rigorous and scientific)

We take *Bach's speech at the closing ceremony of the Beijing Winter Olympics* as an example to analyze the text:

- a. "May the political leaders around the world *be inspired by* (the passive voice is used to highlight the rigor of formal style) your example of solidarity and peace."
- b. "With *over* (fuzzy, rigorous expression) 300 million people now engaged in winter sports, with the great success of the Chinese athletes, the positive legacy of these Olympic Games *is ensured*. (The preposition of phrase is used many times, and the language is more objective)"
- c. "*With the truly exceptional Olympic Winter Games Beijing 2022* (prepositional phrase usage) we welcome China as a winter sport country."

Besides, here are a few examples of *China Daily's* English presentation of the Beijing Winter Olympics, in parentheses is text analysis:

- a. "*However* (logical relational words indicate turning points), Beijing 2022, *held from Feb 4 to 20* (non-predicate verb usage), has played host to multiple *achievements* (nominal expressions) by Team China on the snow." Chinadaily.com.cn (2022, February 21).
- b. "Considerable progress *has been made*

- (passive voice) by the Chinese team *in cross-country skiing*. (Prepositional phrase use)" Chinadaily.com.cn (2022, February 21).
- c. "A pre-show *presented by* square dancers aged from five to over 70 years old *was held* (in passive voice) prior to the opening ceremony." Splendid opening ceremony raises curtain on Games, Xinhua (2022, February 4).
 - d. "Violators *will be punished* (passive voice) *in accordance with legal provisions* (prepositional phrase), securing *the robustness of the system* (noun phrase use of) and helping to incentivize compliance throughout society."

Chinadaily.com.cn (2022, February 15).

The query application of the corpus can present the application rules of sports English discourse characteristics more clearly and objectively, which is an important reference for using vocabulary in the sports English discourse scientifically and accurately.

The following are some examples of three words "record, breakthrough, event" to see how they are matched and used in the corpus:

a. Record



Figure 1: The corpus "record" word frequency collocation retrieval resources

Corpus "record" word frequency collocation retrieval, Corpus of Contemporary American English

(n.d.).Retrieved October 7, 2022, from <https://www.english-corpora.org/coca/>

b. Breakthrough

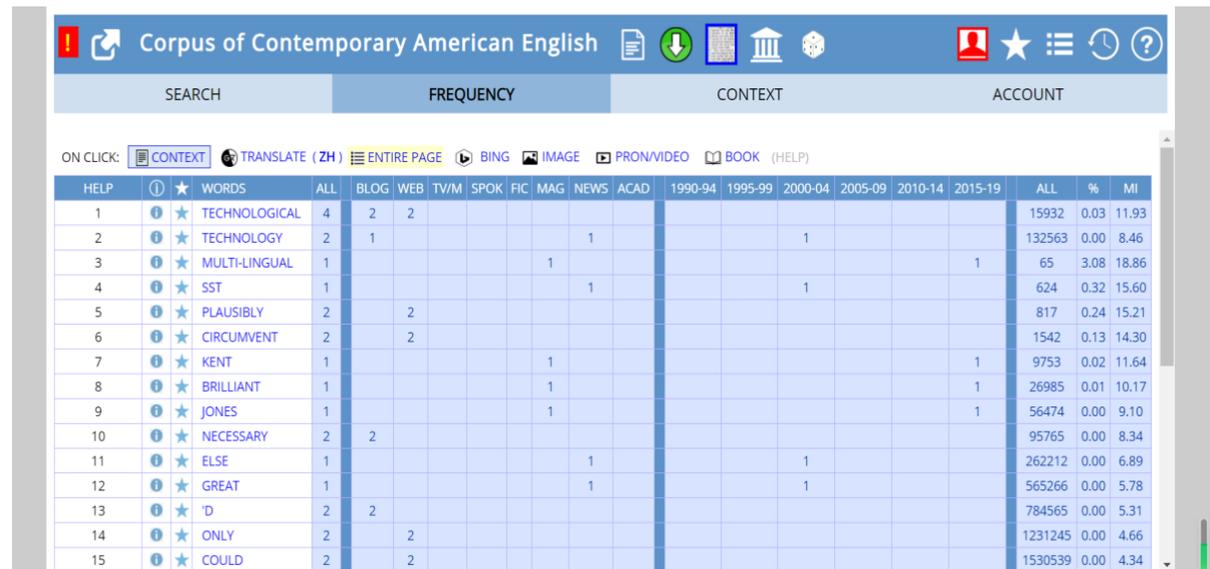


Figure 2: The corpus "breakthrough" word frequency collocation retrieval resources

Corpus "breakthrough" word frequency collocation retrieval, Corpus of Contemporary American English

(n.d.).Retrieved October 7, 2022, from <https://www.english-corpora.org/coca/>

c. Event

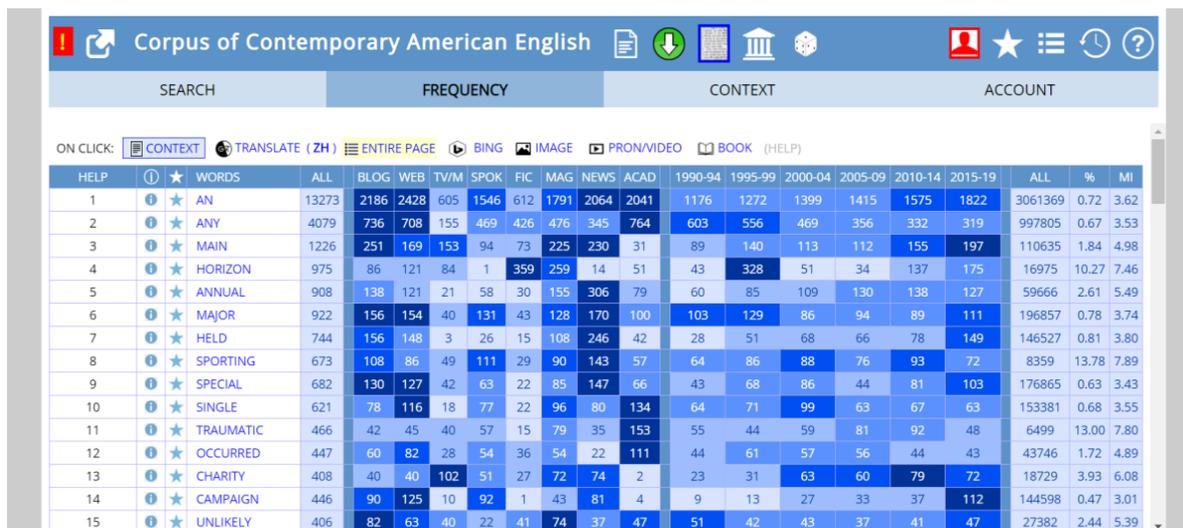


Figure 3: The corpus "event" word frequency collocation retrieval resources

Corpus "event" word frequency collocation retrieval, *Corpus of Contemporary American English* (n.d.). Retrieved October 7, 2022, from <https://www.english-corpora.org/coca>

In addition, it is necessary to analyze the style and color of the English text of the Beijing Winter Olympics sports. The Winter Olympics events' textual presentation and broadcasting can even be extended to various competitive sports. In the face of the same sports competition, the national positions and emotional colors represented by Chinese and foreign media reporters are not exactly the same, that is to say the same event's evaluation by the media in different countries is different, which requires a multi-angle study of texts from different positions, so as to reduce people's one-sided understanding of sports events that rely too much on subjective factors.

Below are a few examples of Gu Ailing's championship coverage:

- "She said that she hopes to promote understanding and friendship between nations through skiing. In interviews, she has said that her goal is to encourage more girls and women to take up winter sports." (Liu,2022,para. 13)
- "While Gu has become a sensation on Chinese social media, she has raised many eyebrows in the US. In some media coverage, she was portrayed as a traitor, while others implied that her decision to join the Chinese team was financially motivated."(Liu.2022,para. 14)
- "Eileen Gu fans temporarily crashed China's leading social media platform on Tuesday, as tens of millions rushed online to celebrate the teenage freeski sensation winning her first gold medal of the Beijing Winter Olympics." What practical expressions can we learn from foreign media reports on Gu Ailing (2022)

- "She has so many sponsorships in China that she is a ubiquitous presence in advertisements and receives glowing news coverage from the state media." (*Tiffany& company New York Times*). (What practical expressions can we learn from foreign media reports on Gu Ailing,2022)

It is not difficult to find the reports on the Chinese team athlete Gu Ailing at the Beijing Winter Olympics. The use of vocabulary in "China Daily" is obviously more formal, regular and rigorous, which is close to the habit of Chinese people's English expression, easy to understand, and does not hesitate to the praise and emotional attitude of the athlete's great performance. Then, in foreign media reports represented by *The Economist*, the third-person and God perspective expressions are more prominent, and the expressions are more objective and authentic, which may be related to the introduction of non-national events. Both have their own strengths and merits, and both are worth learning from. They are excellent materials and templates for learning and accumulating professional vocabulary.

4. Forward-Looking Explorations of the Post-Beijing Winter Olympics

Beijing Winter Olympics has brought Beijing and neighboring cities many positive effects on political, economic and cultural development. For the above problems, the positive effect advocates put forward that large-scale sports events are "triggers" (Essex & Chalkley, 1998) and "catalysts" (deMenezes & deSouza, 2014) for urban development. A large number of studies have shown that large-scale sports events have significant economic impact. The large amount of investment required for the preparation of the events and the large number of tourists attracted during the event can greatly improve the city's infrastructure,

industrial structure and tourism consumption. After the end of some large-scale events, the competition facilities and venues have not been effectively used. For example, the 6th Athens 2004 Olympic Games related venues, due to the early planning is not comprehensive, resulting in the subsequent use of inconvenience, venues and land abandoned; South Korea tore down the main venue after the PyeongChang 2018 Winter Olympics. Therefore, how to deal with the "tournament legacy" has become a hot topic in academia and industry. The term "legacy of a sporting event" usually refers to the sum of the elements left behind by the event. The currently accepted definition is Preuss's: regardless of time and space production, event legacy includes all changes made by a sporting event that last longer than the sporting event itself, as well as all future effects of such changes.

The legacy of an event has six dimensions: infrastructure, knowledge, policy, emotion, network relationships and culture. Beijing will put the legacy people-oriented and meet people's interests. The "double Olympic venues" intelligent transformation and new venues planning take into account the needs during the Olympic Games and the utilization after the Games. For example, the "handle head" of the newly-built national ski jumping center "xueruyi" contains two multi-functional spaces, and the lower end area is designed as a football field; the design of Shougang's large diving platform is integrated with the industrial and cultural sites in the surrounding Shougang Park and the landscape of Shijingshan.

The Beijing Winter Olympic Games will take Beijing as the center, promote the coordinated development of Beijing, Tianjin and Hebei, radiate and drive the surrounding cities and towns, and promote the formation and improvement of economic networks. According to incomplete statistics, one in five people in Chongli is engaged in ice and snow related work. From enhancing infrastructure to upgrading industrial transformation, from public services optimization to urban barrier free environmental improvement, the regional transportation in Beijing and Zhangjiakou is more convenient, the ecological environment is significantly improved, the industrial linkage is closer, and the public services are more balanced, which injects new impetus into the long-term development of regional integration after the games.

Brand endorsement and self-media operation, exclusive interviews with famous athletes and interpretation and guidance of special guests, as well as the establishment of corporate clubs for re-employment and entrepreneurship of retired athletes are all important channels for the promotion and development of the spirit of the Winter Olympics, and should be encouraged support.

The technical advancement and the Winter Olympics sports media are particularly crucial during the pandemic period. It necessitates that we consider the planning and evolution of the language itself as well as the history of the Beijing Winter Olympics. The nation's health improvement has been a recurring issue throughout modern development.

Language is an objectively existing phenomenon and a conventional symbol system in human society. To realize English language development of the Winter Olympics itself, it is necessary to adapt to the times, explore the technological transformation and innovation of sports English language expression's application, take Chinese Winter Olympics discourse as the main body, and absorb the positive factors of sports exchanges in European and American countries, so as to promote the standardization of the Chinese Winter Olympics English expression system.

To promote the transformation of the Chinese Winter Olympics English academic language and sports industry development from traditional to new, in addition to macro areas such as national strategies, it is also necessary for the Chinese young generation to exert their subjective initiative to explore and practice in the field of energy academic research. It is indispensable to focus on academic exchange comprehensive consideration, sports English communicative application, opportunities, sports academic language long-term planning, and guide practice with academic theories.

5. CONCLUSION

A strong sports nation is a crucial step in the creation of a contemporary socialist nation. Sports are an important indicator of overall national strength and social civilization. Foreign language experts must focus their attention and exert their best efforts on English texts of the Chinese Winter Olympics and sports discourse system. The discourse produced by the Beijing Winter Olympics reflects the virtues and insight of Chinese sports modernization. The writing of sports English on the Chinese Winter Olympics is hoped to benefit from the findings in this article.

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