

The Impact of Beijing Olympic Games on China's International Status

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Abstract. The 2008 Beijing Olympic Games further demonstrated the image of China as a major country of peace, cooperation, development and responsibility in an all-round way, established the image of modern China as an open, civilized and united country to the world, and greatly enhanced China's international influence. In this paper, the documentary method and deductive induction method are adopted to analyze the influence of the 2008 Olympic Games on the promotion of China's international status from different dimensions. According to the research results, both Beijing and China have improved their influence greatly after the Olympic Games, and established a good image and responsibility as one of the largest developing country. The purpose of this paper is to study the influence of major sports activities on the development of "soft power", such as the building of national political image and the dissemination of excellent culture, so as to provide reference for the holding of such major events in the future.

Keywords: Impact; Beijing Olympic Games; China's international status.

1. Introduction

1.1 Research Background

The 2008 Beijing Olympic Games became a hot topic among experts and scholars. Many scholars believe that the 2008 Beijing Olympic Games played an important role in the promotion of China's international influence, such as carrying forward the excellent traditional Chinese culture, promoting the communication and integration of Chinese and Western cultures, promoting China's modernization construction and helping China establish the international image of sustainable development. In addition, the Olympic Games also further strengthened the national identity and enhanced the diplomatic strength to let the world know more about China and promote the popularity of unity, friendship, harmony, and other spirits. Some scholars believe that the 2008 Beijing Olympic Games comprehensively affected sustainably China's political, economic, and cultural development. In particular, it has promoted the complementarity and integration of Eastern and Western civilizations and profoundly influenced the young generation of China. Others believe that the 2008 Beijing Olympic Games was a grand event of China's sports diplomacy, showing to the world the peaceful development and integration of China with the world and the image of the warm, open, and civilized Chinese people, and promoting the development of China's "summit diplomacy". In its assessment report on Beijing's bid, the International Olympic Investigation team said, "Hosting the Olympic Games in Beijing will leave a unique and valuable legacy for sports in China and around the world." The 2008 Beijing Olympic Games not only contributed to the Olympic Games, but also further accelerated the development of sports culture in China.

1.2 Literature Review

The slogan of the 2008 Beijing Olympic Games "One World, One Dream" vividly embodies the essence of the Olympic spirit and universal values: Unity, friendship, progress, harmony, participation and dream. It was an expression of the world's common desire for a better future for mankind, and it inspired Olympia. It has played an important role in enhancing China's international influence. In recent years, many scholars and experts have worked through different genres of literature, these paper studies, explores and interprets these influences from different angles.

He Zhenliang, former president of the Chinese Olympic Committee, pointed out that the Beijing Olympic Games is being held in a big Eastern country with 5,000 years of civilization and profound cultural deposits. Chinese should seize this once-in-a-lifetime opportunity to show our long cultural tradition to the world [1]. Yu Jian (2008) believed that the 2008 Beijing Olympic Games has a comprehensive effect on the political, economic and cultural development of contemporary China, especially promoting the complementarity and integration of Eastern and Western civilizations, which has profoundly influenced the young generation of China [2]. Zhang Li et al. from the School of International Relations of the Renmin University of China pointed out in the article Analysis of China's International Image after the Beijing Olympic Games that the Beijing Olympic Games not only further demonstrated the image of China as a peaceful, cooperative, developing and responsible power, but also set up a good image of an open, civilized and united modern China for the world [3]. It has shaped the image of peace and cooperation in China. It promoted the development of China's "summit diplomacy". Li Defang from the School of Political Science and School of Public Administration of Shandong University believes that the 2008 Beijing Olympic Games is a grand event of China's sports diplomacy, showing the world the image of China with peaceful development and integration with the world as well as the image of enthusiastic, open and civilized Chinese people, and promoting the development of China's "summit diplomacy" [4]. Li Zhifei, Department of Diplomacy, School of International Relations, Renmin University of China, believes that the Beijing Olympic Games provided a diplomatic opportunity for the practice of China's new diplomacy concept, enhanced China's international image, enhanced China's soft power, and created a more beneficial international space and environment for China [5]. Zhong Minghua of Jinan University believes the 2008 Beijing Olympic Games is an important opportunity for China to improve its national image. With the successful conclusion of the Olympic and Paralympic Games, the world has seen a brand-new China, and China's national image has improved further [6].

1.3 Research Significance

The 29th Olympic Games held in Beijing in August 2008 attracted global attention and amazed the world. The 16-day sporting event created many Olympic myths -- more than 26,000 journalists from more than 200 countries and regions participated in the coverage, more than 4 billion viewers watched at the same time and more than 5,400 hours of live broadcasting. These "myths" made the Beijing Olympic Games a miracle in the history of world sports, built China's image as a significant country, and greatly enhanced China's international standing. The paper holds that its role in promoting China's international status can be reflected in the successful creation of "four business cards" for China. Analyzing and reviewing the analysis of the influence of experts and scholars on the 2008 Beijing Olympic Games, it can be seen that its effect on the promotion of China's international influence has four aspects. Firstly, from the shaping of political image. Secondly, the shaping of cultural image. Thirdly, the shaping of national image. Fourthly, the shaping of diplomatic name cards.

2. It Builds An Open And Responsible Political Image

International status refers to a country's position in the international system and its state in the international power comparison structure formed by its interaction with other international actors, indicating that a country's ability to exert influence and role on the world stage is the essential condition and guarantee for a country to seek national interests [7]. In essence, China's application for, preparation for, and hosting of the Olympic Games is a process to win recognition from all countries and improve its international influence by shaping and displaying its national political image [8]. This process consists of three stages: application, preparation, and hosting. Firstly, after fierce competition, the International Olympic Committee awarded the right to host the 2008 Olympic Games in China [9]. It is recognition and enhancement of China's international standing and reputation. Secondly, through the preparation for the Olympic Games, China has constantly promoted

political, economic, cultural, infrastructure, and environmental improvement, winning the understanding and recognition of other countries [10]. Thirdly, by hosting the Olympic Games, China has created many firsts and firsts, letting the world see China's strength and sincerity. At the closing ceremony of the Beijing Olympic Games, Jacques Rogge, then President of the International Olympic Committee, said, "Through these Games, the world has learned more about China, and China has learned more about the world." The 2008 Beijing Olympic Games showcased to the world the tremendous achievements China has made since its reform and opening up and made the world feel China's prosperity and progress with infinite vitality and prospects for development. This article believes that behind or the foundation of this series of recognition, in essence, is the recognition of China's national political image. When bidding for the 2008 Olympic Games, China and the world still had a lot of incomprehension and incomprehension [11].

At that time, friction and conflicts occurred in one way or another between China and the West. The bombing of an American restaurant in 1999, the plane crash in 2001, etc., all made the western view of China less objective and factual. Western countries also incited anti-China violence on the eve of the Olympic Games. For example, a farce in London, Paris, San Francisco, and other places besieged and grabbed the Olympic torch. A massive earthquake also hit China in Wenchuan on May 12. Against this background, the Chinese people are united, and the Chinese government is confident. With its actions, Chinese have made China's position and responsible attitude clear to the world. Despite the earthquake disaster, the construction of the Olympic venues has not been affected. The Chinese government has built, and renovated sports facilities, built a rapid transport network connecting all areas, and carried out large-scale environmental improvement and information technology construction. In particular, to fulfill the promise of a green Olympics, the Chinese government was determined to shut down large and small polluting enterprises in the city and even in neighboring Hebei Province and moved Shougang from Beijing to Caofeidian. During the Olympic Games, "Olympic Blue" appeared in Beijing. The bright and clean sky reflected the integrity and determination of the Chinese government. In the Olympic arena, Chinese spectators applauded their own athletes and their foreign counterparts. Lang Ping led the US volleyball team to a victory over China, and Jamaican Usain Bolt made the front pages of Chinese newspapers when he broke the record in the men's 100m final. Throughout the bidding, preparation, and hosting of the 2008 Olympic Games, the industrious, brave, and intelligent Chinese nation, with unprecedented enthusiasm and creativity, successfully hosted a high-level Olympic Games and made remarkable achievements at home and abroad. It is a model for developing countries to host the Olympic Games. It has won respect and admiration of the world and issued a political name card with Chinese characteristics to the world.

3. Create A Green And Scientific Cultural Image

With its human civilization, Chinese culture has been at the forefront of the world. However, in modern times, some advanced cultural concepts were once far from Chinese culture. For example, environmental protection, science, and technology. Hosting the Beijing Olympic Games brings these concepts back to the scope of Chinese culture. On August 5, 2008, the United States Olympic team cyclists arrived in Beijing and walked out of the Beijing Capital International Airport wearing black masks covering their mouths and noses. This dazzling move shocked the Chinese people and encouraged the Chinese government and people to make environmental protection a major issue with greater strength and awareness. The Chinese government has been consolidating and strengthening environmental protection measures for other cities in China to do an excellent environmental protection model and lead the way. For example, in Hebei Province, factories must only reopen once they have improved their facilities and met basic emission standards. By hosting the 2008 Olympic Games, the Chinese people no longer regard pollution control as a way to make the Olympics a success. Instead, they hope to continue to enjoy bluer skies and cleaner skies until it becomes a shared realization that "lucifer and lush mountains are invaluable assets". At that time, the green Olympics

proposed by China was utterly consistent with the methods and ideas advocated by China today to improve the efficiency of resource utilization, control the total emission of pollutants, and promote the sustainable development of the social economy through a circular economy. Through the action of the Green Olympics, the government attaches great importance to environmental issues, improves the awareness and concept of environmental protection of Chinese citizens, and shows the desire of modern China to protect the environment and live in harmony with the natural environment and the determination to control the environment.

In contrast to Western society's alienation from environmental "issues" under the energy crisis, after the 2008 Beijing Olympic Games, "green" has become the new name card of Chinese culture. At the same time, since the May 4th Movement, it has belonged to the West regarding technology. Over the years, Western countries have seized the hegemony of science and technology and often brandished the big stick of intellectual property rights in China's face so that China has had enough of the bitter taste of Western technological blockade. Since the middle of the 20th century, with the increasing scale of the Olympic Games, it has increasingly shown its role in promoting economic and social development. Taking the Olympic Games as an opportunity to promote development has become a strategy adopted by some countries, especially those in large-scale economic construction, to promote economic and social development, primarily scientific and technological progress. The Olympic Games have become the accelerator of scientific and technological development and application. In this paper, the 2008 Beijing Olympic Games put forward the slogan of "Science and technology Olympics". With the help of science and technology for the Olympic Games, the latest and best and relying on their own numerous scientific and technological achievements in the Olympic Games, "Bird's Nest" and "Water Cube" not only stunned the appearance of the world, but the West also praises their use of high technology. In Terminal 3 of Beijing Capital Airport, the massive and complex contemporary Epang Palace is in good order under the management of high-tech means. The high-definition broadcast of the games, the fantastic opening ceremony, and the complex points system all show the world that China's scientific and technological level has caught up, and some even lead the world [12]. In addition, the scientific and technological concepts formed by hosting the 2008 Olympic Games have been further promoted in the fields of new rural construction, urban construction, energy conservation, and emission reduction. China is not only recognized as a significant country by the world but also gradually recognized as a major country in science and technology by the world.

4. China Has Built A National Image Of Unity And Cooperation

The totem of the Chinese nation, the dragon, is often shaped into an aggressive "evil dragon" by hostile forces with ulterior motives. China's consistent position is to strengthen cooperation and seek common ground while shelving differences. China uses the Olympic Games to tell China's story, spread China's voice, promote Chinese culture, avoid formalization and artificially setting up antagonisms and widening differences, and effectively seek advantages and avoid disadvantages. As we all know, "Olympic culture is a culture of strength". The original slogan of "Faster, Higher, Stronger" also reflected the will of the strength. However, the traditional Chinese culture only partially includes the Olympic culture. Because the excellent compatibility of Chinese traditional culture will absorb its advanced ideological content, this retains the tradition and keeps new ideas intact. More importantly, the harmonious consciousness has a new connotation: publicity of personality and self-presentation. It also added to the Olympic slogan of "more unity" against the background. This article holds that the 2008 Beijing Olympic Games showed the world a Chinese nation that loves unity and is good at cooperation. Mr. Samaranch, honorary life President of the International Olympic Games, said: "The host city of the Olympic Games if there is no cultural inclusion, it is not complete." The opening and closing ceremonies of the Beijing Olympic Games, as well as all the cultural activities during the Games, demonstrated China's status as a significant cultural power, let the world appreciate the essence and charm of our traditional culture, inspired the

Chinese people, shocked the world, moved the world, and marked that China no more extended exports television, electronic products, handicrafts, etc., to be recognized by the outside world. China's culture has been the world has never been recognized, and the Olympic Games make Chinese culture enhances the country's cultural soft power and comprehensive national strength [13]. At the opening ceremony, the condensed version of the scroll of five thousand years of Chinese civilization slowly in the "bird's nest" spread, the magnificent fou song, vividly reproducing China's ancient rites and music. A "friends come from afar, what a joy!" incisively and vividly expresses the Chinese nation since ancient times on the traditional virtues of hospitality and good friends. The scroll unfolds gradually, from the four great inventions of ancient China to the modern network culture, from the unremitting self-improvement of ancient Chinese to the unity and friendship of modern China, from the ancient "harmony" to the contemporary "harmony", from the past represented by the seventy-two disciples of Confucius Sage to the future represented by lively and lovely children. From China's ideal of Great harmony thousands of years ago to the Olympic theme song "You and I" displaying good wishes, all reveal the essence of the Chinese civilization of "harmony." Not only in the Olympic venues but also outside the Olympic venues, the meticulous care and civility of volunteers and the kindness and friendship of ordinary Chinese people have all conveyed to the world the industrious and good-natured nature of the Chinese nation. All these have added points and colors to China's standing on the international stage and have become valuable assets for China to engage with the world more confidently and calmly. In the article Analysis of China's International Image After the Beijing Olympic Games, Zhang Li et al from the School of International Relations of Renmin University of China pointed out that the Beijing Olympic Games not only further demonstrated China's image as a peaceful, cooperative, developing and responsible major country, but also set up a good image for the world of an open, civilized and united modern China. Practice has proved that the 2008 Beijing Olympic Games played a significant role in promoting China's overall national strength [14].

5. It Has Cultivated A Pragmatic And Sincere Diplomatic Image

The Beijing Olympic Games provided a diplomatic opportunity for China to put its new diplomacy into practice and created a more favorable international space and environment for China. For a long time, the Western community has regarded socialist China as an outlier in the international community. Theories of the "China threat" and "China collapse" have been raging for decades. China was unwilling, but it seemed to have no choice in the face of the Western demonization of China. The bidding and hosting of the 2008 Beijing Olympics gave China's leaders a diplomatic platform to shine, and China seized it forcefully. In Olympic diplomacy, the Chinese government showed its position to the world through its actions. The Chinese people and overseas Chinese all over the world also rushed to the front line to fight against the hegemony of Western public opinion. After the opening of the Olympic Games on August 8, 2008, Westerners saw with their own eyes a China that was different from their imagination and even overturned their initial impression of China so that the anti-China noise came to an abrupt end. Professor Jin Canrong of Renmin University of China once pointed out: "After the Olympic Games, the Western criticism of China will gradually increase its gold content '." To promote the great rejuvenation of the Chinese nation, Chines need to unite all who can be united. As some international diplomats have said, there are no eternal friends, only eternal interests. To serve the Chinese nation's interests, Chinese need cooperation and struggle. This requires us to be good at using diplomacy as a powerful weapon. The process of bidding for, preparing for, and hosting the Olympic Games has played a decisive role in improving China's diplomatic approach and optimizing its diplomatic layout. In particular, the Beijing Olympic Games allowed China and the world to observe each other at such a close range for the first time and provided opportunities and platforms for further understanding and interaction between China and the rest of the world.

6. Conclusion

6.1 Key Findings

To sum up, the Beijing Olympic Games promoted the popularization of the spirit of unity, friendship, and harmony, shaped China's image of peace and cooperation, and promoted the development of China's "summit diplomacy". From the analysis of four dimensions, the Beijing Olympic Games significantly affect the promotion of China's international influence. This kind of improvement is multi-dimensional and multi-level; scholars need to summarize its experience profoundly and apply it in future practice. Therefore, this paper suggests establishing the Beijing Olympic Games Influence Research Institute, which will gather a group of experts and scholars to conduct a more in-depth and extensive study on the influence of the Beijing Olympic Games.

6.2 Future Studies

This paper studies the influence of the Beijing Olympic Games on the promotion of China's international status from four dimensions: the political business card of openness and responsibility, the cultural business card of green and science and technology, the national business card of unity and cooperation, and the diplomatic business card of pragmatism and sincerity. This paper wants to solve the problem is the impact of the Beijing Olympic Games on the promotion of China's international status. The solution is to study the relevant literature, original thinking, deduction, and induction. The research finds that through "making four business cards", Beijing Olympic Games has effectively promoted China's international status. The research limitation is due to the limited reference materials, so the views may need to be more comprehensive and profound. In the future, the author plans to conduct a more profound, comprehensive and comprehensive study of this issue. As a beginner, the shortcomings of this paper are that some of the paper standards need to be revised.

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