The Change of Nation Branding on China through Beijing Olympic Games

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This paper presents approaches to enhancing China’s national brand through Beijing Olympic Games. There are lots of functions such as social, political, economical, and cultural. This paper deals with China’s changing progress using media and national branding via survey’s outcomes. The result implications can be drawn about these findings at the theoretical and critical levels. Regarding the role of agenda-setting and framing, the outcome showed that media reports on China. It is absolutely conceivable that the spectacle itself has had some short-term positive effect that influenced as soon as new incidents and events came to occupy the respondents’ attention all over the world. Centralized control of media representations is extremely useful to achieve. The Beijing Games were assigned that they may tried to change the national image or to make the national brand, they have certainly been successful in winning the media and popular belief over to the claim that hosting the Games will have a transforming impact clearly. That was the successful changing of national image.

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On August 8, 2008 Beijing Olympic Games held in Beijing, China. At that time, Beijing International Media Center (BIMC) held a press conference in Hall 1 of the Press Release Office on the circumstances of all organization work for the opening ceremony of the Beijing Olympic Games (Chinese Law and Government, 2009). Almost all eyes in the world were on the games. The congregation of the world’s leader and government dignitaries on the occasion of the opening ceremony satisfied the Chinese people’s desire for international recognition of their achievements and development. The successful and spectacular games would have laid proof not only to China’s abilities in organizing and managing as the largest and most complex global event but also to show off its reliability and absolute necessity as a member of the international community. Even though in international relations, military and economic competitiveness are of the most importance in China, the most important thing is change of nation branding in China.

Recently, however, soft power in the form of nation branding has become a hot conversation topic. Nation branding, a concept adopted from marketing principles, assesses how a country is regarded by other countries (Lee, 2010). A nation’s brand is a concept that compasses the favorability of a country’s image and the level of trust it commands in the world. This paper presents approaches to enhancing China’s national brand.

Brands are valuable assets and if they are well managed they can provide a guaranteed stream of future income. This term can apply to national situation. Well-managed nation brandings drive respected reputations and, as Fombrun and van Riel (2004) have documented, favorable reputations result in higher imaginable returns. Through well-conceived and effectively nation brandings, are able to build favorable reputations which enhance the confidence. Even in times of difficulty of the benefits of well-developed nation brandings, they don’t just command respect because of their value to nations. They do so because they can add to the quality of life and make their national image much higher.

This assessment results widespread expectations held in China and abroad prior to the Beijing Games that the hosting of it would have a strong impact on social, political, cultural, and economic developments in