



# Framework Analysis in the News Reports of Cross-Era Sports Female Stars

## Take Lang Ping and Gu Ailing as Examples

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**Abstract.** Taking Lang Ping and Gu Ailing as cases, this study uses the content analysis method to analyze the reports of the two cross-era sports stars in the Paper, aiming to explore whether sports are still the product of great power game and pan-politicization. This study believes that different reporting frameworks can affect the public's perception of sports stars, and that deified reporting may make the public feel out of reach, while personalized reporting makes people feel intimate. The reporting framework will affect the shaping of the image of sports stars. The deified discourse may make the star image too single and lack of personality, while the diversified reports will help to shape the three-dimensional and real star image. Therefore, this study suggests that the media should adopt diversified reporting methods according to The Times and individual characteristics to reflect the true face of sports stars. Reports should balance the individual achievements and team spirit of sports stars, and avoid excessive deification or personalization.

**Keywords:** sports star; framework analysis; Lang Ping; Gu Ailing; cross-epoch

## 1 Introduction

The popular understanding in academic circles is that with the development of society, media sports is depoliticized and returns to the spirit of sports. With the change of times, whether the depoliticization of media sports will play an important role in the development of sports news. Therefore, this paper starts the paper to analyze the similarities and differences of lang Ping's news reports and Gu Ailing, study whether sports are still the product of great power game and politicization, and what changes, so as to put forward corresponding suggestions to promote the development of sports news in China. There are few domestic academic studies on the comparative framework analysis of cross-era female sports stars, so this study can enrich the comprehensive domestic research on the framework analysis and comparison of intergenerational female sports stars, so as to promote the development of sports news.

## 2 Literature Review

In the field of media sports, domestic scholars have made good achievements in the research of framework analysis and the direction of identity construction. At present, the whole can be divided into identity construction, media image change, discourse change, heroic narrative and so on

In terms of identity construction, Xue Wenting scholars in the article of identity build vision <the People's Daily> women's volleyball team "fifth" report analysis mentioned the women's volleyball team "fifth" report is how to build the national identity and national identity, the view is very good complement the domestic academia about women's volleyball report identity build blank in the field, but also mentioned the media in the construction of both identity at the same time also has certain limitations.

In media image and discourse change, scholars Wu Dongyan, Wei Qian in its article China sports reports since the founding of the characters and discourse change, from the "hero" myth in the grand narrative, to the system of the "typical" characters, to the new media environment personality "web celebrity", the sports characters experienced changes, is the national progress, era concept change, is also the historical media ecology and audience demands different sports reports different "narrative" way, more reflects the "sports" itself carries the initial meaning gradually return process.[1]

In terms of hero narrative, scholars Wang Xingmei and Shen Fengjie put forward in their article "Hero narrative in Media Sports and Its Reflection" that since the reform and opening up, the hero narrative in media sports has mushroomed like bamboo shoots after a spring rain. Sports media with a strong sense of social responsibility and keen observation to shape a series of athletes who win glory for the country image.[2] And from the cultural roots of the generation, the type of sports heroes, the context of the narrative, and the construction of the hero theme, and reflect on the shortcomings and shortcomings in the communication.

## 3 Content Analysis and Comparison

### 3.1 Analysis of the Distribution of Annual Reports

Due to the huge sample size, we set the screening conditions as the text containing the words "Gu Ailing" and "Lang Ping" in the title. By analyzing the changes in the number of surging news reports, we can find that the reports on Lang Ping were mainly concentrated in 19 years ago and 21 years ago, while the Gu Ailing reports were largely concentrated during the Winter Olympics. (See Table 1)

**Table 1.** Distribution of the number of annual reports

a particular year	The surging news			
	Gu Ailing		Lang ping	
	Number / article	scale%	Number / article	scale%
In 2023,	22	7	6	3
In 2022,	207	68	9	4

In 2021,	56	19	66	30
In 2020,	16	5	14	6
In 2019,	4	1	30	13
In 2018 and before	0	0	97	44
tote	305	100	222	100

### 3.2 Comparison of the Reported Genre Distribution

News genre is the form in which the media reports the news text. In data statistics, "interview" this genre except included in the interview, also includes the mixed interview area interview news, and whether to calculate within the "interview" genre depends on the proportion of news interviews, only add a small part in the news interview is not in the "interview" genre.(See Table 2)

**Table 2.** Reports on the genre distribution

types or forms of literature	The surging news			
	Gu Ailing		Lang ping	
	Number / article	scale%	Number / article	scale%
message	204	66.7	148	67
communication	53	17	26	12
exclusive interview	26	9	21	9
feature article or story	1	0.3	0	0
comment on	21	7	22	10
In-depth coverage / documentary material	0	0	2	1
advertising video	0	0	3	1
tote	305	100	222	100

### 3.3 The Reported Topics

In sports reporting, event reporting is the absolute focus, and this fully shows that Gu Ailing's athlete image is still the dominant image of all its media images. The second is the report of the personal image of the life. Lang Ping's coverage is more about the performance of the entire women's volleyball team, and the image of the women's volleyball coach was more common, while after her resignation, the theme preferred her individual.(See Table 3)

**Table 3.** Reports on the motif distribution

theme	The surging news			
	Gu Ailing		Lang ping	
	Number / article	scale%	Number / article	scale%
Preparation / competition status / sports performance	174	57	91	41
Personal image / development / life / relationship	90	29	86	39

Participation in business / social activities	23	8	30	13
other	18	6	15	7
tote	305	100	222	100

### 3.4 The Reported Tendency of the Case

In this study, the tendency of news reporting was divided into three categories: positive reporting and negative reporting and unbiased reporting for statistical analysis. After analysis and classification, it can be found that the media is basically neutral towards the two reports, and the only two negative news is all related to commercial marketing hype, which has little to do with me.(See Table 4)

**Table 4.** Reports the distribution of propensity

theme	The surging news			
	Gu Ailing		Lang ping	
	Number / article	scale%	Number / article	scale%
front	225	74	140	63
No obvious tendency	79	25.5	81	36.5
downside	1	0.5	1	0.5
tote	305	100	222	100

## 4 Discourse Analysis and Comparison

### 4.1 Patriotic Words

The framework of Gu Ailing is basically the change of "naturalization + genius girl" "Beijing girl, Chinese girl" "young role model, female power" "new fashion new favorite". During the 2022 Winter Olympics, the Gu Ailing exploded. Although the front | Gu Ailing after the second jump error, encourage more girls contact with snow and ice sports and encourage young people to enjoy the process, Gu Ailing claims to ordinary girl articles such as Z generation idol and female model, but also the Gu Ailing on the podium holding up golden ice pier pier. Gu Ailing after comfort error silver player, this is China's Olympic spirit "and other news emphasizes the national attribute of Gu Ailing, according to statistics only the title mentioned" China " news has 40, and through Chinese cities, Chinese food and other words to strengthen the national attribute of news has 18, accounting for as much as 20%. When in foreign social media such as Twitter mostly the negative voice for Gu Ailing to Gu Ailing as the topic point, the ultimate goal is to China national level criticism even attack, the narrative way is more ideological tendency, position attitude of political discourse, even for the criticism of individual itself, also was labeled as "betrayal" this kind of political words.[3] In the face of these controversies and challenges, Gu Ailing chose the "golden mean" of "without avoidance and amplification", —, which is also the unique advantage of "third

cultural people" in international communication. Using the "context collapse" function of social media platforms, Gu Ailing posted a short video of himself eating pie at the Winter Olympics, which not only alleviated the possible controversy over his national identity, but also took the opportunity to spread Chinese food culture.[4]

After two centuries of change, the report of Lang Ping is basically a "volleyball hero who wins glory for China" "Gold medal coach of Chinese Women's Volleyball Team" "Mother with human touch". Lang Ping was also controversial during his tenure in the United States, similar to Gu Ailing's initial naturalization. When Lang Ping returned to lead the women's volleyball team to the top, the media began to publicize her patriotic attributes. After Lang Ping returned to China, she seemed to have been tied to the Chinese women's volleyball team until her retirement, but there was still no lack of Lang Ping coaching the Japanese Women's Volleyball Team? Lang Ping himself responded: "purely rumors" and other articles with political attributes. It can be seen that whether Gu Ailing or Lang Ping, both at home and abroad, the media first emphasized their political attributes, and then conducted other subsequent reports.

## 4.2 Deified Discourse

Liesbet van Zoonen (1998b, 124) notes our imaginations of journalistic identity often rest on seeing journalists through a "stereotyped dichotomy", appreciating both

positive and negative attributes when they emerge.[5]In the 20th century, the media image of athletes was very extreme, basically in a period of qualitative development. The media image of athletes in this period almost symbolizes the rise of the country, national rejuvenation and national prosperity. Therefore, Lang Ping's deified words are much more obvious than the Gu Ailing.

Since 2000, the media image of athletes has changed from a uniform immortal body to a "people" with flesh and blood. But post after 95 can understand the spirit of women's volleyball? Peking University student: Lang Ping is an immortal like the Queen Mother and other reports, it can be seen that his narratives are still deified, while in contrast, the Gu Ailing series reports do not have such obvious deified words. The slightly deified word "genius girl" has only appeared nine times, accounting for about 3 percent of the overall report. It can be seen that under the influence of The Times, the degree of cross-era sports actress deification is different, but it still exists. However, the athletes themselves have broken this deification intentionally or unintentionally. The "god-making" movement reflects people's desire for success and the pursuit of ideals, but this is not a reason to impose one's will on others. This kind of pathological pursuit behavior has seriously affected the normal life of sports stars, and at the same time, it has also worsened the sports environment, which is not conducive to the practice of socialist core values.[6]Whether Lang Ping retired with defeat, or Gu Ailing said that she is just an "ordinary girl" and their "friends", they are all telling the audience intentionally or unintentionally that we are "people", not "gods".

### 4.3 Personality Discourse

In the traditional view, Lang Ping is often tied to the Chinese women's volleyball team. The screening also found that 105 articles with the Chinese women's volleyball team appeared in the title, accounting for about half of the overall report. As for her personally, she is more related to the identity of "mother". Whether it is the "mother" of the team members, or the real mother status of Tian Lang, the media seems to be trying to portray Lang Ping as a caring and responsible mother. But we should know that a woman must be herself, a wife, a mother. When reading the sample, the author found that Lang Ping's personal daily life would also be included in some interviews and in-depth interviews, such as CCTV News Weekly: How will coach Lang Ping start the next journey of her life after the match? It promotes Lang Ping's life after the competition: cutting the pomegranate juice from the courtyard, making dumplings for the New Year, teaching fans to exercise, traveling with her daughter, and riding shared bikes on the streets of Beijing.

## 5 Conclusion

As Foucault put it: Words are not just linguistic symbols, but can also be "discourses", and this arrangement gives these symbols a specific mode of existence, and language goes beyond the literal meaning to belong to the broad practice of ideology, constructing and influencing people's behavior and ways of thinking.[7]Different reporting frames can affect the public's perception of sports stars. Divified reports may make the public feel out of reach, while personalized reports make people feel intimate. The reporting framework will affect the shaping of the image of sports stars. The deified discourse may make the star image too single and lack of personality, while the diversified reports will help to shape the three-dimensional and real star image. Therefore, the media should adopt diversified reporting methods according to The Times and individual characteristics to reflect the real appearance of sports stars. Reports should balance the individual achievements and team spirit of sports stars, and avoid excessive deification or personalization. Sports stars themselves should also actively shape and maintain their personal brands, show their real life through social media and other platforms, and strengthen their interaction with the public.

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