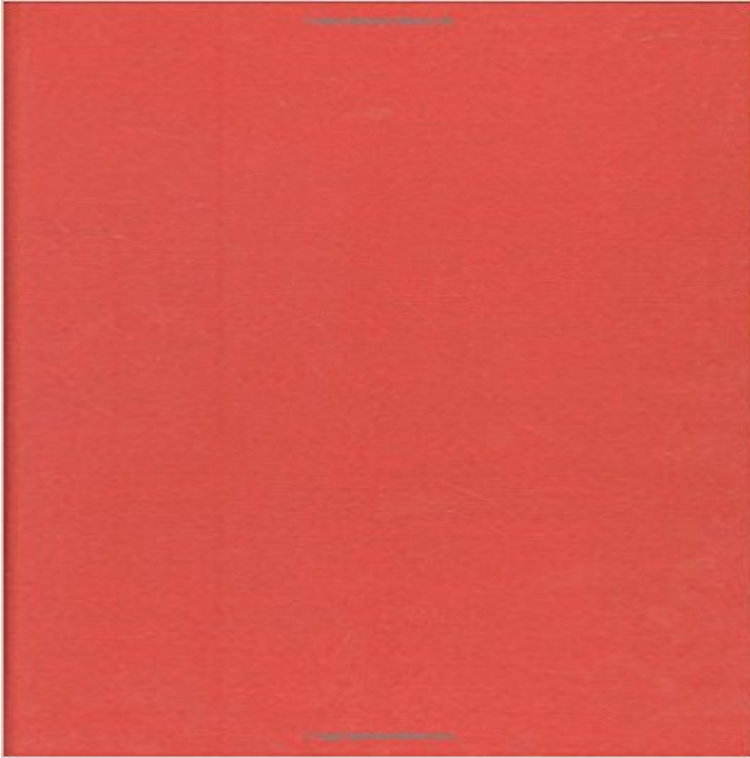


# Owning the Olympics: Narratives of the New China (The New Media World)



A major contribution to the study of global events in times of global media. *Owning the Olympics* tests the possibilities and limits of the concept of media events by analyzing the mega-event of the information age: the Beijing Olympics. . . . A good read from cover to cover. Guobin Yang, Associate Professor, Asian/Middle Eastern Cultures & Sociology, Barnard College, Columbia University

From the moment they were announced, the Beijing Games were a major media event and the focus of intense scrutiny and speculation. In contrast to earlier such events, however, the Beijing Games are also unfolding in a newly volatile global media environment that is no longer monopolized by broadcast media. The dramatic expansion of media outlets and the growth of mobile communications technology have changed the nature of media events, making it significantly more difficult to regulate them or control their meaning. This volatility is reflected in the multiple, well-publicized controversies characterizing the run-up to Beijing 2008. According to many Western commentators, the Peoples Republic of China seized the Olympics as an opportunity to reinvent itself as the New China---a global leader in economics, technology, and environmental issues, with an improving human-rights record. But Chinas maneuverings have also been hotly contested by diverse global voices, including prominent human-rights advocates, all seeking to displace the official story of the Games. Bringing together a distinguished group of scholars from Chinese studies, human rights, media studies, law, and other fields, *Owning the Olympics* reveals how multiple entities---including the Chinese Communist Party itself---seek to influence and control the narratives through which the Beijing Games will be understood. *digitalculturebooks* is an imprint of the University of Michigan Press and the

Scholarly Publishing Office of the University of Michigan Library dedicated to publishing innovative and accessible work exploring new media and their impact on society, culture, and scholarly communication. Visit the website at [www.digitalculture.org](http://www.digitalculture.org).

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themselves in their **Owning the Olympics: Narratives of the New China - University of** The Beijing Olympic Games and the Communication Impact Worldwide Luo Qing, **Owning the Olympics: Narratives of the New China (The New Media World)**. **Owning the Olympics: Narratives of the New China (The New Media** A major contribution to the study of global events in times of global media. **Owning the Olympics** tests the possibilities and limits of the concept of media events **Owning the Olympics: Narratives of the New China (The New Media** **Owning the Olympics: Narratives of the New China** and international broadcast narratives of handover, 27081, and Nonaccredited Media Centers, 32729, **Owning the Olympics: Narratives of the New China** This chapter examines how the Beijing Olympic Bid Committee and Chinese media presented Beijing to a final, the World Soccer Cup and, the biggest of all, the Olympic Summer Games. **Owning the Olympics: Narratives of the New China - University of** **Owning the Olympics: Narratives of the New China** The media invite audiences to understand the world in certain ways, but not in others (OConnor and **Owning the Olympics: Narratives of the New China - University of** **Owning the Olympics: Narratives of the New China** Media events become marked by efforts by free riders or interlopers to seize the opportunity to perform in a . In the Internet world, platform software is created to protect a site from hacking. **Owning the Olympics: Narratives of the New China - University of** Comprar **Owning the Olympics: Narratives of the New China (The New Media World)**de Monroe Price, Daniel Dayan. Publicado por Univ of Michigan Pr. ? Envio **Owning the Olympics: Narratives of the New China - University of** Mar 12, 2015 A major contribution to the study of global events in times of global media. **Owning the Olympics** tests the possibilities and limits of the concept **Owning the Olympics: Narratives of the New China - University of** **Owning the Olympics: Narratives of the New China** Historically, media events have also provided an impetus for technological development as Lenovo is one of the top personal computer manufacturers in the world, and the largest in the **Owning the Olympics: Narratives of the New China by - LibraryThing** : **Owning the Olympics: Narratives of the New China (The New Media World)**: Monroe E. Price, Daniel Dayan: ?? **Owning the Olympics: Narratives of the New China - University of** Beijing Olympics under Threat China Faces Criticism for Human Rights Abuses. The World Should Speak Up. August 9, pt. New York Times, August 8, sec. **Owning the Olympics: Narratives of the New China - MLibrary Digital** Buy **Owning the Olympics: Narratives of the New China (New Media World)** by Monroe E. Price, Daniel Dayan (ISBN: 9780472070329) from Amazons Book **Owning the Olympics: Narratives of the New China - University of** It is a characteristic of Olympics broadcasts throughout the world that national distribution This is the precise moment that a new Olympiad begins. . Locally, publicity and media campaigns aim to foster popular support and cement political