

Overcoming stereotypes? China and the Olympics 2008

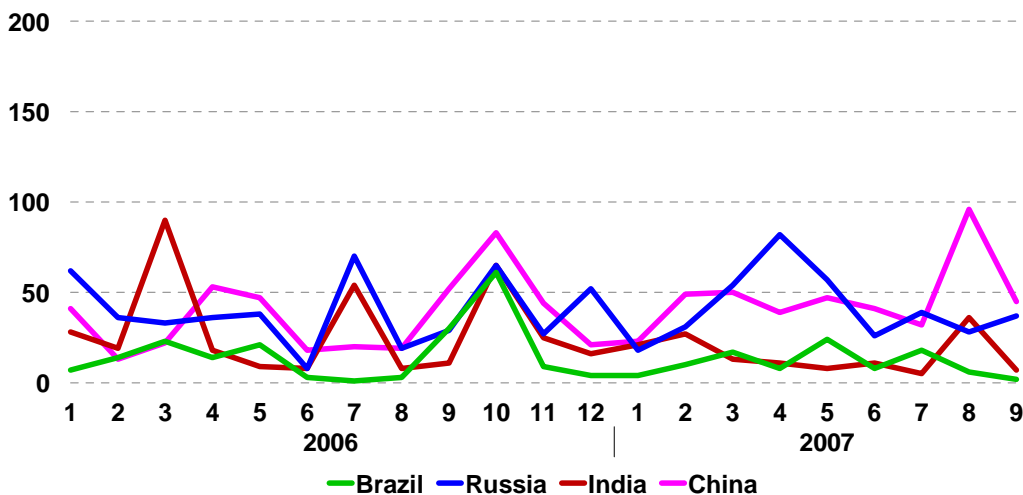
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China has been among the most fascinating countries over the last years. The country is in the middle of a huge process of change. Major economic efforts such as the latest IPOs in the banking and insurance sector have attracted the attention of foreign investors. But despite the economic upturn China still faces severe image problems.

As the host of the 2008 Olympic Games China will take this as a chance to reshape the global image of the country. But is there an opportunity of reshaping the image of China?

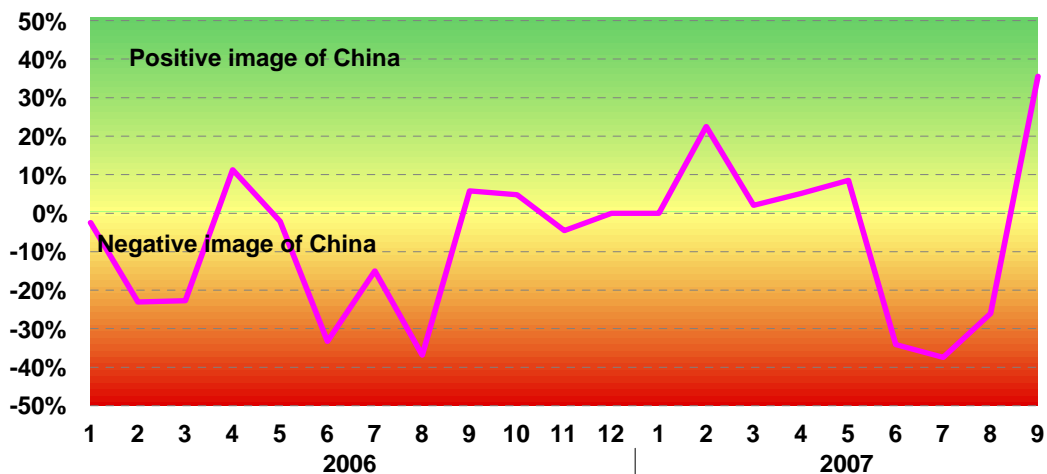
Given the analysis of how the international media have been reporting on countries in 2006 and 2007 the workshop will deal with different examples of Place Branding. At first we will take a look on a case study that gives us examples from the Middle East. Further we will be introduced into a study about China. The question how China would be able to overcome the stereotypical assessment will also be discussed.

Media presence of nations in international Newscasts: Selected countries



Basis: A total of 34,615 reports in 10 international TV newscasts

Overall assessment of Germany: International newscasts compared to German news

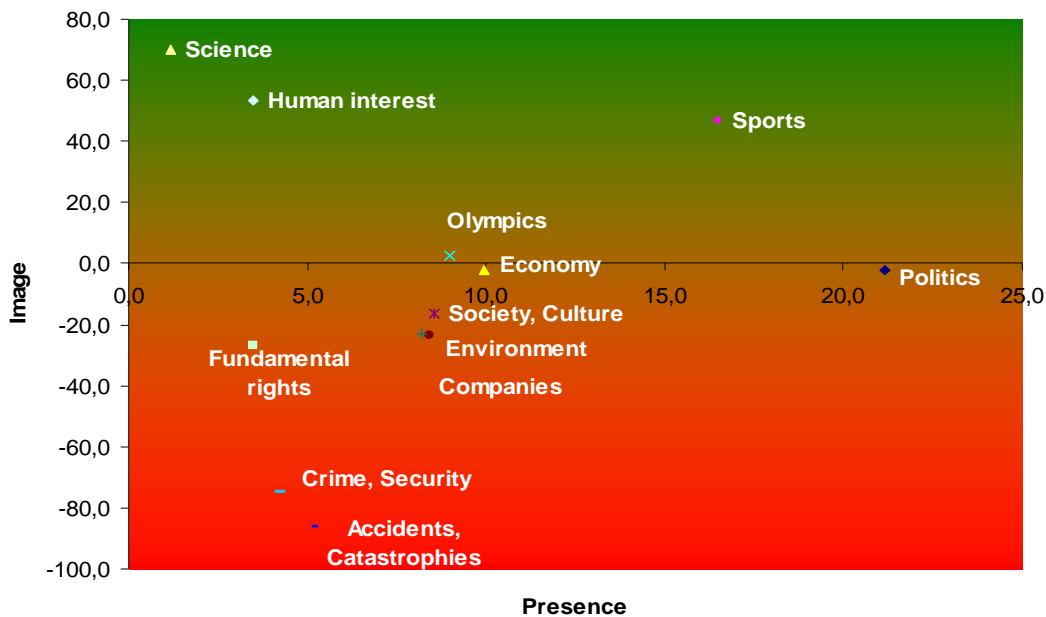


Basis: A total of 855 reports that referred to China; 2006 – 9/2007

As the Chart at the top of the page indicates, the overall assessment of China in the coverage of international TV newscasts has been driven by negativity.

However, the image of a country might not change within days. It does not even change within months. But a look into the long term media image of China reveals that sports has been a top positive image factor. What can be done to set a focus on image drivers will be discussed among the workshop participants.

Long term media image of China: May 2006 – August 2006



Basis: A total of 855 reports referring to China; 2006 – 9/2007