

Study on the Presentation of China's National Image in the Opening and Closing Ceremonies of Hangzhou Asian Games from the Perspective of Semiotics

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Abstract: In the presentation of international image, shaping the country with the help of the language of cultural symbols has also become an important way of cross-cultural communication in today's era. The Hangzhou Asian Games has become a widely acclaimed event both at home and abroad, and one of its essences lies in the fact that it has skillfully borrowed many cultural symbols with consensus, realizing a high state of dialogue in the international communication arena.

Keywords: Hangzhou Asian Games, Semiotics, International Communication.

1. Introduction

Enrich the study of the Asian Games. It helps to tell a good Chinese story, promote the shaping and dissemination of a good national image, and help to promote the innovation of means and methods of international publicity. In the international image presentation, shaping the country with the help of cultural symbol language has also become an important way of cross-cultural communication in today's era. With the opening of the Hangzhou Asian Games on

September 23, 2023, the Games are attracting renewed attention as the international competitiveness of the Asian region continues to rise.

2. Hangzhou Asian Games cultural symbols analysis

2.1. Asian Games National Landscape Symbols

2.1.1. Place of cultural interest

Table 1. 2023 Asian Games Human Landscape Overview

2023 Asian Games Human Landscape Overview	
Region or city	landscape symbol
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	Three Pools and the Moon (idiom); fig. two excellent views
Ningbo subprovincial city in Zhejiang	Tianyi Pavilion
Wenzhou prefecture level city in Zhejiang	Five Horse Sculpture
Huzhou prefecture level city in Zhejiang	green water and green hills
Shaoxing prefecture level city in Zhejiang	The Orchid Pavilion Gallery
Jinhua prefecture level city in Zhejiang	"YiXinOu" Chinese-European liner train

2.1.2. Natural landscape

Table 2. Overview of the natural landscape of the 2023 Asian Games

Overview of the natural landscape of the 2023 Asian Games	
municipalities	vistas
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	Olympic Sports Center Stadium
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	City balcony
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	Leifeng Pagoda, by West Lake until it was destroyed (also from Madam White Snake)
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	Cloud-dwelling bamboo path
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	Xiaohezhi Street
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	Qiantang River
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	Gongchen Bridge
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	The Grand Canal, 1800 km from Beijing
Hangzhou subprovincial city and capital of Zhejiang province in southeast China	Hangzhou, built starting from 486 BC

2.2. Asian Games Humanities and Customs Symbols

2.2.1. Visual Culture Symbol Analysis

Table 3. 2023 Hangzhou Asian Games Opening Ceremony national image related symbols analysis

2023 Hangzhou Asian Games Opening Ceremony national image related symbols analysis table			
Opening Ceremony Flow	Relevant link	Image symbol	Symbolic reference
Pre-opening Ceremony	Venue Overview	Asia Icon Architecture	Hangzhou connects with Asia
	Introduction of personnel	The leaders attended	On behalf of the States
		Asian Games emblem	The Spirit of the Asian Games
		Rice paddy Municipalities	Bumper harvest Modernize
Ceremony Video	"The Tide Rises in Asia	The moon	The whole country, irrespective of its boundaries
		Mechanical person	Intellectualize
"National Style and Elegant Rhythm	"Ink into Poetry and Painting	Clap each other's hands	Passing on Friendship
		Ink (used in painting)	Chinese traditional white space culture
	"Picking Lotus in Jiangnan	Play chess	Elegance is the aesthetics of ordinary life everywhere.
		Pick lotus flowers	
	"Smoke and Rain Dyeing Jiangnan	Pink Dress	Endure forever
		Kongmingtongue, a traditional Chinese lantern with a hole in the ground	
The Tidal Wave of Qiantang	The Tide is Turning.	Gongchen Bridge	Linking old and new
		Blue waves and billows	The beauty of the power of the Qiantang tidal wave
		Sailboat	Brave the wind and the billows (idiom); to have high ambitions
	The Melody of Youth	Tree of Life	Unrelenting exuberance
		Various sports	Universal participation
		3D green field	Digital Intelligent Modern
Cooperate	Chorus of "Dream Heaven	Breakdancing show	Join the Games for the first time
		Flicker	Rhythm and Vitality
		Little egret (Egretta garzetta)	Natural beings, pure
	"The Mountains and the Waters Together	Milky Way	Landscape color
		Waterfalls	Harmony between nature and man
		Hundreds of small stages	Happy home
Ignition ceremony	Light a fire	Wheat wave	Fall Harvest
		Flags of all countries together on stage	Asian Solidarity Development
		Athlete Passing	Olympic Spirit Legacy
		Digital person	Participation of all people in the event
Chorus Ending	Together in Love	Wave Torch Body	Lit. be brave enough to lead the tide (idiom); fig. to stay ahead of the curve
		Lotus flower (Nelumbo nucifera Gaertn, among others)	Olympic Sports Center
		Osmanthus flowers	The autumn equinox
		Big screen face	Uniting for Peace
		Digital fireworks	Eco-friendly

Table 4. Explanation table of symbols related to the national image of the closing ceremony of the 2023 Hangzhou Asian Games

Explanation table of symbols related to the national image of the closing ceremony of the 2023 Hangzhou Asian Games			
Flow of the Closing Ceremony	relevant link	image symbol	symbolic reference
Before the Closing Ceremony	Venue Overview	Asia Icon Architecture	Hangzhou connects with Asia
	Introduction of personnel	The leaders attended	On behalf of the States
closing ceremony	Hangzhou is best remembered as the capital of China	osmanthus flowers	fall
	national flag and national anthem	red flag	love one's country
ceremony of welcoming guests	"Asian Games Gathering Tide	Hangzhou Landscape	Local Scenery
	"The Sparkling Together	Asia Font Architecture	Asian Asian Games
closing performance		fig. happenings from one's life	lake water ripples
		lotus flower	Flower of Memory
	Entrance of delegations	National flags	Regional solidarity
	Extinguish the torch.	digital person	Image of the whole population
	Heart to Heart.	Asia logo	Asia Solidarity
		CNC Lawn	Intelligent, digital

2.2.2. Auditory cultural symbols

Table 5. List of 2023 Hangzhou Asian Games Songs

List of 2023 Hangzhou Asian Games Songs			
Author (of some project)	Song title	Post	Thematic
Sung by Zhou Shen and Wang Zi Ning, with lyrics by Zhu Quan. He Muyang Composer	The Future of Ida	Promotion Songs for Hangzhou Asian Games	Unity and love for the future
Lyrics by Yin Xiangtao, Yin Qianwen Composer Wang Kai and Huang Xiaoyun sang the original song	Light of Asia	Promotion Songs for Hangzhou Asian Games	Asia's mountains and oceans are intertwined
He Qi, Carrie Cham Beijing Angel Children's Choir Beijing Angel Children's Choir Sung by Lou Xiaoqi and Lou Yihan, with lyrics by He Qi Composer	The Beautiful Asia is a big home The Beautiful Asia is a Big Home	Promotion Songs for Hangzhou Asian Games	Asia as one, hand in hand
Han Bing Lyrics by Zhang Yijiang Composer. Sun Nan Singer	Together in Love	Theme song of Hangzhou Asian Games	Asian community of destiny
Composed by Pang Long and Kong Fan Dong, with lyrics by Wang Yibo Sung by	Ignite.	Torch Relay Promotion Song	Welcoming the Asian Games
Zhu Hai Lyrics Wang Bei Music	"Our Asia	Opening Gala Music	Hand in hand, we are one
Wu Bai Lyricist, composer, singer	"Once Again	Closing Chorus	I don't want to part. I'll see you again.
Composed by Lu Chengping, Lyrics by Xu Nuo	Miracle of Asia	Closing Ceremony Chinese Team Entrance Song	Asia grows and multiplies without end

2.3. Typical groups

2.3.1. Sports figures

Sports figures are the best demonstration of a country's

sporting prowess, interpreters of the Olympic spirit and practitioners of the Olympic motto "Higher, Faster, Stronger, More United".

Table 6. Chinese Sports Figures at the Opening and Closing Ceremonies of the 2023 Hangzhou Asian Games

Chinese Sports Figures at the Opening and Closing Ceremonies of the 2023 Hangzhou Asian Games		
Opening session	character appearing in a play Sun Haiping (1946-), PRC politician, diplomat and politician, secretary-general of the Republic of China from 2008	summary Track and field athletes, coaches
	Zhang Rongfang	Women's volleyball player, main player of Chinese women's volleyball "three consecutive championships", vice president of China Volleyball Association.
	Xu Haifeng (1957-), PRC politician, 50m pistol gold medalist at Los Angeles 1984 Olympics	Shooting Olympic champion, China's first ever Olympic gold medalist
Entry of the OCA flag	Ye Qiao Bo	China's first Winter Olympics medalist and a speed skater who has won 23 world championships.
	Lau Yun (1905-1995), Taiwanese poet	China's first gymnastics Olympic champion to win gold medals in the vault event in two consecutive Olympics
	Guo Jingjing (1981-), Chinese female diver and Olympic gold medalist	Diving Olympic Champion and FINA World Championships five-peat winner
	middle age	China's first men's fencing Olympic champion and fencer
	Luo Xuejuan (1989-), Chinese athlete, lady high jumper	Olympic swimming champion and ambassador for the current Asian Games bid
Athletes' oath	Zheng Xingwei (1913-1992), Chinese-American mathematician, physician and inventor	Chinese badminton player
	Yingsha Sun	table tennis player
	Raymond Yip	Chinese swimmer
	Fan Zhendong (1969-), Chinese footballer	Chinese table tennis player
	Xu Mengtao	Chinese freestyle skier
torch relay ceremony	Shi Zhiyong (1949-), Chinese-American physicist, astronomer and mathematician	Chinese weightlifter
	Li Lingwei (1957-), PRC actress	Chinese badminton player
	Wang Shun (1936-), fourth governor of Hainan	Chinese swimmer
Closing Ceremony Flag Bearer	Xie Zhenye (1902-1985), Chinese tennis player	Hangzhou Asian Games Men's 100m, Men's 4×100m Relay Champion

3. Analysis of the Presentation of The Country's Image

3.1. Economically: a thriving and competitive country

The Hangzhou Asian Games, as an important window to show China's style and charm to the world, profoundly and vividly depicted the vigorous development and rapid change of the host city of Hangzhou. This series of high-tech applications not only made the Asian Games' holy flame relay more technological and futuristic, but also let the world see a more open, innovative and dynamic image of China.

3.2. Politically: a friendly and open-minded country

As an outstanding representative of the country's image, China's leaders personally attended the entrance ceremonies of the sports teams of various countries during the Asian Games with great diplomatic courtesy. Whenever a team stepped into the venue, the leaders would take the initiative to wave their hands in greeting, with enthusiastic smiles on their faces. This warm scene not only demonstrated China's great power style, but also conveyed China's firm upholding of the five principles of peaceful coexistence and the great

importance it attaches to international friendship and cooperation.

3.3. Culturally: deeply civilized countries

The Hangzhou Asian Games has become a widely acclaimed event at home and abroad, and one of its essences lies in the fact that it has skillfully borrowed a number of cultural symbols with consensus, and carefully woven a traditional scroll showing the unique flavor of China's Jiangnan culture and the poetic and picturesque atmosphere of the ink and water hometown. This is not only a deep tribute to China's profound cultural heritage, but also an invitation to a cultural feast for the whole world.

4. Analysis of data on the shaping of the country's image

4.1. Reliability test

Cronbach's Alpha coefficient is used to assess the internal consistency of a questionnaire or scale, i.e., reliability. The Alpha coefficient takes values from 0 to 1, with higher values indicating better internal consistency of the scale. A reliability analysis of the Hurst scale shows that each alpha value of the scale is above 0.9, indicating that the scale has a high reliability of more than 90%.

Table 7. Reliability statistics

Cronbach Alpha	Reliability statistics	
	Normalized term-based clone Bach Alpha	item count (of a consignment etc)
.970	.971	16

4.2. Validity tests

The KMO sampling fitness number is used to measure the suitability of the data for factor analysis. The value ranges from 0 to 1, with higher values indicating that the data is more suitable for factor analysis. A value of 0.959 for the KMO of the dependent variable dimension indicates that the data is

suitable for factor analysis. Bartlett's test of sphericity was used to test whether the correlation matrix between the variables is a unit matrix. The significance (p-value) is 0.000, which is less than 0.05, indicating that the original hypothesis is rejected, i.e., there is sufficient correlation between the variables to be suitable for factor analysis.

Table 8. KMO and Bartlett's test

KMO and Bartlett's test		
KMO Number of Sampling Suitability Measure.		.959
	approximate chi-square (math.)	2624.702
Bartlett's test of sphericity	(number of) degrees of freedom (physics)	120
	significance	.000

4.3. Linear analysis

The R-value in the model is 0.856, and the adjusted R-squared value is 0.732, which means that about 73.2% of the

positive country image can be generated by changes in cultural symbols through plurality, comprehensibility, uniqueness of Chinese characteristics, impression retention, cultural misinterpretation and consistent understanding.

Table 9. Model summary^b

Model summary ^b										
mould	R	R-square	Adjusted R-square	Errors in standardized estimates	Change statistics					Durbin Watson.
					Change in R-square	F Amount of change	Degree of freedom	Degrees of freedom	Significance F Amount of change	
1	.856a	.732	.718	.582	.732	51.620	8	151	.000	2.284

The ANOVA plot presents the results of the analysis of variance (ANOVA) to assess the overall significance of the regression model. The mean square sum of the regression model is 139.855 with 8 degrees of freedom, F-value of

51.620 and p-value of 0.000 indicates that the model is significant, which means that all the independent variables jointly have a significant effect on state shaping and the model is a good fit.

Table 10. ANOVA^a

ANOVA ^a					
mould	square sum (e.g. equation of squares)	(number of) degrees of freedom (physics)	mean square	F	significance
regression (statistics)	139.855	8	17.482	51.620	.000b
1 residual	51.138	151	.339		
(grand) total	190.994	159			

5. Possible Communication Approaches and Recommendations

5.1. Emotional communication: in-depth expression of consensual cultural symbols

In the process of dissemination on the international stage, we should focus on linking Chinese cultural symbols with the consensual emotions of the global audience, not just stopping

at superficial displays, but digging deep into the essence and traditions of Chinese culture, interpreting the cultural heritage and telling the Chinese story in an infectious way, so that people of different cultural backgrounds can find resonance and be touched by it.

5.2. Intelligent technologies: enabling modern language expression

The 3D dome design, the appearance of digital torchbearers, and the expression of technology smoothly embedded in the performances of the event represent the leading image of Hangzhou Asian Games, which is oriented to the future and adheres to development. In international communication, we will encounter different language barriers and cultural barriers, with the help of technology, we will eliminate the communication threshold, deepen mutual understanding, Chinese culture and cultures around the world on the basis of mutual respect and understanding, to achieve more in-depth and extensive exchanges and fusion, to build a modern language expression system.

5.3. Innovative narrative scenarios: actively constructing communication platforms

In the vast arena of international exchange, China should show a more vigorous and positive attitude, proactively embrace all kinds of diplomatic and diplomatic activities, and commit itself to innovating and expanding new narrative scenarios and platforms. This is not only an excellent opportunity to demonstrate China's comprehensive national strength and cultural confidence, but also an important practice to promote the concept of building a community of human destiny. Through active participation in international exchanges and cooperation, China can gain a deeper understanding of the world, and at the same time let the world

know China more comprehensively, so as to jointly promote the improvement and development of the global governance system on the basis of mutual respect and understanding.

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