CONTENTS

PREAMBLE	
National Ambitions, Regional Geopolitics, Soft Power Impacts William W. Kelly	1
PROLOGUE	
New East Asia: New Media Images, New Nationalisms	
Tianwei Ren	7
CHINA	
1. The Nationalist Construction of Chinese Olympians: Media, Change, Reform Richard Xiaoqian Hu and Junjian Liang	m 17
2. A Special Salience: Media, Iconography, Nationalism: Modern Chines Olympic Games and Heroes as Soft Power 'Projectiles'	se
· ·	19
3. National Renaissance, International Assertion, New Global Image: Chir and the Modern Olympic Games: Media Opportunities for the Projection of Forceful Nationalism	
	33
JAPAN	
4. Democracy through the Lens of Sports Journalism: Japan and the East Asia Olympic Games	ın
Keiko Ikeda 10)5
5. Media Representation Transformed: from Unconditional Affirmation to Criical Consideration: The Tokyo Olympics 1964 and 2020	t-

6. Continuity or Change: After the Tokyo Olympic Games 1964: Exploring the

Tokyo Games 2020 through various Critical Reviews

119

135

Christian Tagsold

Tyrel Eskelson

SOUTH KOREA

7. Is It the Same Olympic Games? Comparison between 1988 Se	oul Summer
Olympics and 2018 PyeongChang Winter Olympic Games	
Chang Wan Woo and Mikyung Bae	159
8. Korea's Democratic Movement and the Seoul Olympic Games: I	Nationalism
or Olympic Movement	
Mikyung Bae and Chang Wan Woo	181
9. Seoul 1988: Making of a Nation -the Media and a Mega-Event	
Kyoungho Park and Gwang Ok	201
INTERNATIONAL PERSPECTIVES	
10. Programming China's Image through the Beijing Olympics: A of Chinese and Taiwanese Television Broadcasts of the 2008 Beiji	-
Opening Ceremony	
Florian Schneider	227
11. Soft Power Projection via the Olympic Games: Sport as Geopo	litical Diplo-
macy	
Paul Michael Brannagan and Jonathan Grix	251
12. The Beijing Olympics: Retrospective Reflection on the Impact	of the Global
Media	
Susan Brownell	269
EPILOGUE	
Media, Soft Power, Olympic Images: Eastern Renaissance	
Tianwei Ren	293
CODA	
A Tribute in Honour of Professor J.A.Mangan's Contribution to Studies	East Asian
Tianwei Ren	299