Abstract

Sport plays important role in international politics of states and is becoming one of the most important sources of national branding. The aim of this study was to determine how China tried to change the view of the world on the country and improve its image through the Olympic Games in Beijing 2008. The study applies a qualitative method, it is a case study. Rebranding of China during the Olympics has been studied over several discursive categories through which it is possible to be captured. One of the categories was the human right discourse – which examined the discursive strategies attempting to marginalize traditional criticism in the area of human rights. Next category was the modernization discourse that captured China as a moder, global power built on the old foundations and cultural tradition rather that the discourse of an outdated country and the third was a discourse of environmental protection – category that showed effort to portray the green and healthy China. China tried to send a very loud signal to the world that it is a country that respects human rights, protects the environment, is modern, safe and nonconflicting. However, China was able to use the Olympic Games for the presentation of its culture that is in fact the thing that builds Chinese image external actors over the country and improve its image through Olympic Games in Beijing 2008.

Key words
Sport, Foreign Policy, Branding, Image, Discourse, Olympic Games Beijing 2008