

Research on the Media Image Construction of Asian Games Volunteers from the Perspective of Frame Theory—Taking Hangzhou Asian Games Reports by Mainstream Media as an Example

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Abstract: The contemporary youth's image on the media is a glimpse of the nation's future and related to the formation of the national image, which is a key point of China's development. News and reports about the dedication of volunteers, published by various mainstream media serve as key channels to show the contemporary youth's image. We select news and reports about volunteers during the Asian Games from two mainstream media as the research object, and analyzes the characteristics of mainstream media's news and reports about volunteers from the perspective of framework theory. Under this framework, a positive image of Chinese young volunteers will be presented and disseminated in three dimensions.

Keywords: Young volunteers; Frame theory; Media image; Hangzhou Asian Games; Mainstream media; News story

1. Research Background

The 19th Asian Games in Hangzhou officially came to an end on October 8, 2023. This Asian Games is remarkable, showcasing not only the impressive performance of the athletes, but also the selfless dedication of the volunteer teams. The volunteers of Hangzhou Asian Games are mainly from college and universities, and "Xiaoqinghe", which is a word referred to "young green lotus" in Yang Wanli's poem. The youthful vitality, enthusiasm and thoughtfulness of "Xiaoqinghe" not only show the sense of responsibility and charm of contemporary youth, but also show the image of responsibility and dedication of Chinese youth groups under the style of a big country.

The description of the connotation of frame theory originated from the book *Frame Analysis* by sociologist Goffman, who defined frame as "the process that people make events with subjective color and construct social realistic significance after thinking and choosing". The research on frame theory in Chinese academic circles began in 1990s. Zang Guoren, a Taiwan scholar of China, put forward the three-level frame theory.[1-2]He divided the internal structure of news frame into three levels: the high level is the definition of news theme and represents the significance of events; the middle hierarchy is a generalization of major events, which is reflected by major events, previous events, history, results, influences, attributions and comments; low-level structure analyzes the use of linguistic structures from a micro-linguistic perspective, including rhetoric, grammar and metaphor[3].

Based on the framework theory, we select reports from two mainstream media, Xinhua Net and China News, and analyzes the specific reporting situation and the presentation of related media images, so as to explore the media images of volunteers showing on mainstream media.

2. Report situation

2.1. Macro framework analysis

2.1.1. Report genre

News newsletter reports and news feature interviews are main forms of report used by both media.

A few news comments and other genres are also included. Among the 19 reports on Asian Games volunteers on Xinhua Net, most of them are news reports, accounting for 12 articles and 63.2%; the number of close-ups about Asian Games volunteers is second, accounting for 5 articles and 26.3%; there are also related video reports and news comments, accounting for 2 articles, accounting for 10.5%. Among the 20 reports related to China News Network, short and medium message reports are the main ones, accounting for 12 articles and 60.0%; the second largest number is close-up, accounting for 5 articles, 25.0%; other reports are videos and graphic contents or news comments supplemented by words, accounting for 3 articles and 15.0%. (Table 1)

From numbers above, short messages account for the largest proportion, delivering amounts of concise and quick information to the public, letting them know the dedication by Asian Games volunteers. News features come second, and they are mostly presented in the form of a combination of pictures and texts, showing the meticulous work done by volunteers intuitively. In addition, news commentary and other types of reporting genres are eclectic, paying attention to both macro-overall display and micro-details, so that the media image of young volunteers in the Asian Games is full and vivid, and presented to the national audience in a multi-dimensional way.

For example, on August 27, 2023, the report "Volunteers, Ready" from Xinhua Net showed readers the carefully prepared figures of volunteers and their positive spirit in the early stages of the Asian Games through videos and pictures. News commentary reports primarily showcase the volunteers' spirit for the Asian Games and comment on and reveal the significance of voluntary activities. "Xinhua Net Review: Friendly 'Xiaoqinghe'" comments on the careful service and enthusiastic dedication of "Xiaoqinghe" at the competition venue, and highlights the sentiment of "illustrating youth with volunteers and interpreting love with affinity."

The above analysis of reporting genres demonstrates that Xinhua Net and China News are mainstream media outlets with diversified reporting formats. They not only offer concise and clear news but also provide professional and in-depth features and interviews. Large-scale and influential events are not merely competitive activities but have also evolved to offer sports competitions and services in line with the development of the times and economic shifts, representing the image of the host country or city. The media serves as an important bridge connecting China and foreign nations to large-scale events. Therefore, organizing and guiding the media to cover and report, as well as providing high-quality professional services, have become essential parts of the preparatory work for such events.

Table 1: Genres of reports on volunteers in the Asian Games by Xinhua Net and China News (Unit: Articles).

Report genre	XINHUA NET		CHINA NEWS	
	Quantity	Percentage	Quantity	Percentage
News report	12	63.2%	12	60.0%
News feature	5	26.3%	5	25.0%
News commentary	2	10.5%	3	15.0%

2.1.2. Report Perspective

Xinhua Net features a national perspective in its reports on young volunteers, with 8 articles, accounting for 42.1%; the personal perspective comes second, with 7 articles, accounting for 36.9%; there are 4 articles from the perspective of the masses, accounting for 21.0%. Among the reports on Asian Games volunteers on the China News Network, there are 10 from a personal perspective, accounting for 50.0%; the national perspective follows with 8 articles, accounting for 40.0%; and the perspective of the masses is the least represented, with 2 articles, accounting for 10.0%. (Table 2)

Table 2: Perspectives of Xinhua Net and China News on Asian Games Volunteers (Unit: Article).

Reporting perspective	XINHUA NET		CHINA NEWS	
	Quantity	Percentage	Quantity	Percentage
National perspective	8	42.1%	8	40.0%
Personal perspective	7	36.9%	10	50.0%
Mass perspective	4	21.0%	2	10.0%

The national perspective mainly emphasizes the positive influence of young volunteers on China's

sports undertakings and the evaluation of China's competition services by various countries in this grand event; personal perspective mainly emphasizes different volunteers' respective sports views, outlook on life and values, and presents a model image worth learning from young people from different display aspects. From the perspective of the masses, it mainly comes from the comprehensive evaluation of Asian Games volunteers by athletes at home and abroad.

2.1.3. Reporting topics

The reports on volunteers at the Hangzhou Asian Games by Xinhua Net and China News exhibit characteristics of thematic variety and diversification. Through analysis of the samples, it has been found that the topics used by Xinhua Net and China News to construct the media image of volunteers mainly include: preparation before the Asian Games, diligence during the Asian Games, and praise and gratitude following the Asian Games. Because a report may encompass more than one topic, there are no absolute boundaries between these themes.

Preparation before the Games

The reports from Xinhua Net and China News on the preparation of volunteers for the Asian Games include close training for volunteers in the early stages of the Asian Games, the ceremony of volunteers departing based on video presentation, and observation on the preparation of volunteer service for the Hangzhou Asian Games. For instance, the news released by China News Network, "Zhejiang University Held the Asian Games Volunteer Swearing-in Ceremony," reported on the swearing-in ceremony for Asian Games volunteers held at Zhejiang University in Hangzhou on September 11 through picture displays and text-assisted introductions. It also featured the volunteer team from Zhejiang University, which independently designed the "warm heart bag" and commemorative badge. Xinhua Net published a message, "All the Volunteer Service Stations in 21 Asian Games Cities in West Lake Scenic Area," which detailed the warm and standardized service style of more than 1,200 volunteers at 21 Asian Games city volunteer service stations in the West Lake Scenic Area.

During the period of serving the Asian Games

Xinhua Net and China News have focused on and publicized various types of volunteers, comprising the largest number of reports and fully showcasing the grace of Asian Games volunteers. For instance, "The Asian Games feature the warm-hearted CPIC service on the front line," which, through reports on different CPIC personnel, shares the extraordinary moments of their ordinary volunteer lives and displays their selfless dedication to the Asian Games volunteer spirit. Xinhua Net's "My Asian Games Story: Xiaoqinghe in the Equestrian Center" primarily presents "Xiaoqinghe's" main duties in the equestrian arena to the audience via video, allowing people to more intuitively understand the main tasks of volunteers and the truest sentiments of volunteers. The commentary by China News, "Enthusiastic Asian Games," is emotionally rich, with every word conveying the meticulous contributions made by Asian Games volunteers in all aspects of the games. Additionally, the feature by China News Network, "Volunteers with Foreign Faces at the Asian Games: Warm Heart Service Builds a Communication Bridge," takes Jin E, an international student volunteer from Vietnam, as the main subject of the interview, presenting a unique Asian Games narrative from the perspective of foreign volunteers, which is distinctive and fosters friendly exchanges between China and other countries.

Thanks for their understanding after the Games

In the reports by Xinhua Net and China News on the volunteers of the Asian Games, many pages are dedicated to describing the progress, growth, and self-breakthroughs made by young volunteers through their activities, accompanied by abundant praise from people from all walks of life for their hard work. For instance, "The Warm Moment of the Asian Games Behind the Handwritten Thank-you Letter" centers around the handwritten thank-you letter from Korean journalist Quan Yuyou, leading to the media village and official reception hotels that have received nearly 300 thank-you letters from friends from various countries and regions since the beginning of the Asian Games. The Xinhua Net report "Reflecting Achievements, People-oriented, Enhancing Friendship—Overseas Sportspeople Positively Evaluate the Hangzhou Asian Games" presents the excellent volunteer activities of the Asian Games through the evaluations of overseas professionals. Singh, the Acting President of the Olympic Council of Asia, expressed gratitude to the volunteers during the closing ceremony, noting that the volunteers' hard work, selfless dedication, and the support and cheers from the audience made the athletes feel at home.

2.2. Meso-framework analysis

2.2.1. Source of report

The related reports from Xinhua Net and China News mainly come from two sources: self-collection and reprinting. "Self-collection" refers to reports written by their reporters, correspondents, or commentators after conducting interviews; "Reprinted" means reports reprinted from other media. Most reports on Asian Games volunteers by these two mainstream media originated from their own interviews and articles, totaling 28, while 11 reports were reprinted from other media (Table 3). As mainstream media, Xinhua Net and China News serve as important tools for our party and country to carry out news propaganda. They possess large editorial teams capable of quickly obtaining relevant information as news events unfold and publishing it after processing[3]. Most of the reprinted news comes from Zhejiang local news and other media sources, demonstrating that Xinhua Net and China News Network excel at capturing local news highlights and can select and reprint outstanding reports from other media for further promotion. This also helps to understand the views of users from other media or new media, thereby enhancing comprehensiveness and interactivity.

Table 3: Xinhua Net and China News Network reported the source of Asian Games volunteers (unit: article).

Report source	XINHUA NET	CHINA NEWS
Self-collected	15	13
Reprinted	4	7

2.2.2. Report framework structure

National Image Framework

This Hangzhou Asian Games is the largest in history, and it also serves as an international event that fully showcases China's initiative and propositions. Since its inception, its influence has extended to politics, economy, culture, and international relations. Li Baocun posits that the representation of a national image hinges on the country's strength across all aspects and levels. In the realm of sports, events like the Olympic Games and major intercontinental competitions are the prime stages for displaying national image. It is not just the athletes who ascend the podium; volunteers and staff also contribute significantly at the front desk and behind the scenes. Their presence enhances visitors' perceptions of China's image and demeanor. Singh, the acting president of the Olympic Council of Asia, has repeatedly praised them, and in his opening address, he remarked, "We need 'Xiaoqinghe', and the successful organization of the Asian Games is inseparable from your dedication."

As mainstream media, Xinhua Net and China News strive to project a grand national style externally by shaping the image of young volunteers at the Asian Games, boost national pride and identity internally, and emphasize their role as representatives of the country in their reporting. Hence, they most frequently utilize the national image framework, reflecting the reporting tendency of mainstream media: in international sports events, young volunteers and workers first represent their country, followed by themselves as individuals. For instance, in Xinhua Net's commentary "Xinhua Net Review: Affinity 'Xiaoqinghe', writing youth through volunteering," Xinhua Net showcases cultural exchanges at the Asian Games to readers by describing the rigorous training of volunteers and the warm smiles of "Xiaoqinghe". "Xiaoqinghe" sees interacting with delegation members as a chance to present the mental outlook of Chinese youth and narrate Chinese stories effectively, allowing the world to witness the vibrancy of Chinese youth in the new era and comprehend the spirited stance of China today. In the China News Network report, "From G20 to Hangzhou Asian Games: 'Xiaoqinghe' exhibits the style of Chinese youth", from the Autumnal Equinox to Cold Dew, from "G20" to the "Asian Games," "Xiaoqinghe" has been a constant presence. "Xiaoqinghe" volunteers not only ensure the success of the Asian Games but also continue their service during the subsequent Asian Paralympic Games, acting as excellent "hosts" and demonstrating the contemporary style of Chinese youth to Asia and the world. Therefore, the global perception of Chinese youth is shaped by the image of young volunteers at the Asian Games. These volunteers not only possess the spiritual qualities of "due diligence," "sincerity and enthusiasm," and "warmth and affinity" but also display richer and more authentic personality traits, which, when mediated, present a more nuanced image of young volunteers[4].

Social Model Framework

As national mainstream media, Xinhua Net and China News bear the significant responsibility of

disseminating core social values, shaping social trends, and reinforcing social identity. In reporting on Asian Games volunteers, they employ not only the national image framework but also a vast number of social exemplar frameworks, illustrating how Chinese youth serve as role models. "Young college students step into society through the volunteer service of the Games, they inquire, seek answers, transform external social demands into internal drivers for growth, and unleash creativity and courage," says Liu Chao, volunteer leader teacher at Zhejiang A&F University for the Asian Games. Asian Games volunteers are exemplars of China's excellent youth and embody the spirit of selfless giving. They offer silent contributions both within and beyond the stadium, epitomize youth through their volunteerism, and interpret the notion of 'unity with love' through their approachability. By reporting on various young volunteers' endeavors, Xinhua Net and China News inspire young people to emulate the volunteers' self-challenging spirit and their proactive commitment.

"I believe that as a volunteer, one should have the spirit of selfless service, help others, gain diverse experiences, and savor the joy of giving; possessing some foreign language skills is essential to facilitate communication with people from other countries and to showcase the splendors of the Asian Games and the unique allure of China," remarks Lin Xuerou, a Hangzhou Asian Games volunteer and Malaysian student, during an interview. China News underscores how Chinese girls value volunteer work and deeply love China by republishing the report "Lin Xuerou, a Foreign Volunteer at the Hangzhou Asian Games: China Gives Me a Once-in-a-Lifetime Volunteering Opportunity". Lin Xuerou's exemplary image is not only a model for Chinese youth but also demonstrates that the zeal for volunteerism in China can profoundly impact both Chinese and international youth, no matter where they are.

Qi Yuqing, a student from Zhejiang University of Technology majoring in broadcasting and hosting arts and proficient in four languages, firstly serves as a technical representative for comprehensive competition affairs, providing personalized translation services to foreign technical officers, and secondly, assists professional translators with straightforward interpretation tasks as a language service volunteer. The report "This Hangzhou University Student Volunteer Stands Out—Fluent in Four Languages and Fulfilling Multiple Roles" by the media vividly sketches the versatile image of young volunteers, presenting a portrait of Chinese youth eager to express gratitude, give back to society, and shoulder social responsibilities. Volunteer activities are not only a display of the nation's youthful energy and dynamism but also serve as an effective educational tool and a means to promote a wholesome lifestyle.

Through the utilization of the social exemplar framework, Xinhua Net and China News have crafted an ideal image of Asian Games volunteers, effectively guided public opinion, and steered Chinese youth towards establishing correct values and pursuing a healthy, forward-looking lifestyle.

Life Value Framework

In the new era, mainstream media have not only championed the vanguard and exemplary roles of young volunteers but have also promoted the life values that Chinese youth should aspire to. Xinhua Net and China News Network have shifted their focus towards the "people" behind the competition, giving attention to the personal life values realized by volunteers behind the scenes.

"I have always been eager to engage in volunteer service. There's a saying that made a deep impression on me: 'Participating in volunteer service shows you can see others in your eyes.' I aspire to be that kind of person," said Qi Bote, a doctoral student at Zhejiang University and a volunteer at the Hangzhou Asian Games. In the article "Asian Games Volunteers Meet Like-minded People while Running as Torchbearers," China News highlights Qi Bote's journey as a volunteer. From being a sports-specialized student to becoming a volunteer, he has been investing his youthful energy positively into the realm of sports, hoping to encounter more like-minded individuals through further volunteer work to better realize his life value.

In the article "Cui Yiwen, the Girl Who Blocked the Knife: The Torch Transmits Hope, Courage, and Dreams" reprinted by China News Network, the mental odyssey of Cui Yi, a "Knife-blocking Girl" who defended her classmates by blocking eight knives four years ago, is portrayed. After graduating from college in 2022, she joined the Ningbo Public Security Bureau's High-tech Branch as a new police officer. As a torchbearer, Cui Yi consciously intensified her physical training and upper limb strength workouts. Post-torch relay, she embraced the role of a volunteer. "To me and everyone, I believe the torch relay represents hope, courage, and dreams for the future. It's about resetting to zero and starting anew. I hope people will look at me in the future and remember me as an exemplary people's police officer," Cui Yi stated. This new aspiration of hers also imparts sincere and valuable life values to a vast number of Chinese youth.

2.3. *Micro-framework analysis*

2.3.1. *Title construction*

For the audience, the focal point of news reports is influenced by many factors, among which the title is crucial. It encapsulates and summarizes the news content, serves as the eye of the news, and is an important prompt that draws the audience to read, listen, or watch the news. For reports on Hangzhou Asian Games volunteers, owing to varying thematic frameworks, there are fundamental differences in how headlines are crafted[5].

According to statistics, mainstream media coverage of Hangzhou Asian Games volunteers mainly concentrates on actual topics, aiming for an objective portrayal of news facts. Overall, the headlines are not template-driven but are often related to objective facts and assessments, such as "Music show goes viral," "Youthful vigor at the Asian Games shines," and "Asian Games volunteers with foreign faces: warm service builds a bridge for communication." The reports from the two mainstream media about Asian Games volunteers are primarily direct narratives, enabling readers to quickly grasp the latest happenings, such as "Hangzhou Asian Games and Asian Paralympic Games hold volunteer departure ceremony," "All volunteer service stations in 21 Asian Games cities in West Lake Scenic Area welcome guests," and so on. In crafting the headlines, news reports are meticulously designed to shape the image of volunteers and promote the spirit of volunteerism. To reflect this value, the mainstream media present a realistic and multidimensional media image of volunteers through personal close-ups, such as: "Colorful Asian Games of the 'Knife-Blocking Girl': Torchbearer Becomes 'Little Green Lotus' Displaying Gen Z Style," "Post-Asian Games 'Post-00s' Volunteers: Seeing the Real Mainland through the Asian Games," etc. Crafting headlines with viral phrases or trending terms not only encapsulates the core message of the report but also piques the interest of young readers, resonates with the young volunteers featured in the report, and encourages them to engage deeply with the content of the report on an emotional level.

2.3.2. *Picture presentation*

Pictures serve as both an elucidation of written reports and a supplement to significant facts, playing an irreplaceable role in news reporting. The right images can not only solidify the readers' impression of the report and capture their attention but also help confirm the credibility of the news indirectly.

Among the volunteer news reports of the Hangzhou Asian Games, 30 reports featured images. In today's visually oriented culture, news media are increasingly bolstering the proportion of graphic content, and the two mainstream media outlets examined in this paper are no exception. Despite the variety in the content of the images, they share a common focus on competition volunteers. Most photographs depict individual volunteers or specific moments from their service activities, as well as snapshots from before and after these activities and volunteer training sessions.

The sample report includes 102 images, each revealing the media's distinct reporting tendencies. The images are categorized into volunteer portraits, service scenes, training moments, group photos, and some without volunteers. The statistics are as follows: Portraits and service scenes of volunteers are frequent subjects in the news reports about Hangzhou Asian Games volunteers. Most are natural shots aimed at authentically depicting the scene. These photos focus on the most direct representation of the volunteers, bringing their actions and expressions to life with vivid authenticity. The volunteers' images often feature their smiles, proper posture, uniform attire, enthusiastic demeanor, and active engagement. Group photos, which not only include volunteers but often feature spectators or leaders, form a significant portion of the sample. The low-level framework constructed by the news reports and picture presentations of competition volunteers complements the thematic framework by concentrating on the overall image of the volunteers, accentuating their youthful, beautiful, and quietly dedicated image, and reinforcing readers' appreciation of the volunteer spirit[5-6] (Table 4.)

Table 4: *Classification of pictures in Xinhua Net and China News's reports on Asian Games volunteers (Unit: Piece).*

Content	Volunteer Image	Volunteer Service Scene	Volunteer Training Scene	Group Photo	No Volunteer
Quantity	32	27	16	12	15

3. The concrete presentation of the media image of Asian Games volunteers

A detailed analysis of 39 news reports from macro, meso, and micro perspectives reveals that the mainstream media, represented by Xinhua Net and China News, focus on three phases: preparation before the competition, service during, and appreciation after. They depict the media image of young volunteers with distinctive features from national, personal, and mass perspectives.

3.1. "Xiaoqinghe," a Symbol of Willingness and Positivity

The name "Xiaoqinghe" originated at the G20 Hangzhou Summit, inspired by the poem from the Song Dynasty poet Yang Wanli, "The lotus leaves are endlessly green, and the lotus flowers are uniquely red." The homonym "Qinghe" symbolizes the youthful exuberance and approachability of young volunteers. Zhao Hongyan, a student volunteer representative, expressed, "We are prepared. In our service, we will pay attention to every process, step, and detail, contributing to the success of the grand event with fine, precise, and wonderful service." Mustafa, an international community volunteer representative, noted that the Hangzhou Asian Games is not merely a sports event but also a grand occasion for cultural exchange and learning. Alongside international volunteers from around the globe, he commits to upholding the volunteer spirit of "dedication, friendship, mutual assistance, and progress" and endeavoring to do so successfully.

Volunteers express that training has deepened their understanding of the organization and service of the Asian Games, inspiring them to serve with even greater enthusiasm, enhance their teamwork skills and professional levels, and contribute their youthful vigor. In "Asian Games Partners, Zhejiang Agriculture and Forestry University's 'Xiaoqinghe'," interviews with volunteers from the university showcase the spirit of active dedication demonstrated by "Xiaoqinghe" in various roles. The experience gained from service not only elevates young people's service capabilities but also fuels their eagerness to participate in sports activities. As Liu Chao, the volunteer leader teacher at Zhejiang Agriculture and Forestry University's Asian Games, stated, "Young college students enter society and, through the volunteer service of the Games, question and find answers." In the personal story "Lin Xuerou, a Foreign Volunteer at the Hangzhou Asian Games: China Gives Me a Once-in-a-Lifetime Volunteering Opportunity," Lin Xuerou reflects on the essence of volunteering—serving without expecting anything in return, embracing diverse experiences, and experiencing the joy of giving. Lin Xuerou, a Malaysian student in China, hopes to showcase the charm of Asian Games volunteers. When Chinese athletes triumph at the Asian Games, she feels it is not only a victory for China but also a personal honor.

Volunteers at large-scale sports events foster a service-oriented mindset toward others and society, ensuring that every participant experiences meticulous, considerate, and thoughtful service through their volunteerism. By respecting volunteer labor and mobilizing their enthusiasm, initiative, and creativity, their motivation for work is bolstered, satisfying various intrinsic and extrinsic needs of the volunteers.

3.2. New Youth in the Z Era: Adept Learners and Brave Trailblazers

For many young college students, the various aspects of volunteering at the Asian Games are uncharted territories. Take Qi Yuqing, a student from Zhejiang University of Technology majoring in broadcasting and hosting art. As a "Xiaoqinghe" volunteer, despite her proficiency in four languages, she faced numerous challenges in the initial days of her role, such as quickly learning and understanding foreign technical terms and abbreviations. The report "This Hangzhou University Student Volunteer is Making Waves—Fluent in Four Languages and Serving Multiple Roles" details how Qi Yuqing, after a steep learning curve, adapted to the high-intensity work rhythm. For contemporary Chinese youth, learning new skills and excelling in larger arenas is both a desire and an aspiration. Wang Ling, a "Xiaoqinghe" from Zhejiang Sci-Tech University, volunteered at the Hangzhou Olympic Sports Center Stadium. "I was tasked with audience service, a role that seems simple but is actually full of challenges. It requires dealing with diverse customer groups, memorizing the logos, flows, and seating areas, and promptly assisting the audience with their queries," said Wang Ling. During this time, she often took more than 30,000 steps a day, tirelessly repeating the welcome phrase.

These are the new youth of Generation Z. As portrayed by mainstream media, they are fearless in trying new things. Young people are not deterred by difficulties; they are eager to reach new heights, presenting another facet of Chinese youth to the nation and the world during the Asian Games. On one

hand, competition services provide young volunteers with opportunities to manifest their spirit of volunteerism. On the other hand, they integrate and reinforce the spirit of sports—being eager to learn and unafraid of challenges—with the spirit of volunteering. The fusion of these spirits offers a unique lens through which the volunteer image is communicated at large-scale sports events.

3.3. Tireless Guardians of the Asian Games

The mission of young volunteers at the Hangzhou Asian Games is to foster a positive national image through their service. The efficiency, meticulousness, adaptability, and linguistic skills displayed by volunteers in their roles project a commendable image of Chinese youth and the nation's commitment to this international event. The warm interactions between young volunteers and international guests have helped to establish a favorable impression of China's progress. The diligent service, spirited dedication, and steadfast commitment of volunteers during the Games have garnered widespread acclaim. Volunteers remain true to their purpose, expressing goodwill to individuals of diverse cultures, regions, and races through every action in their service. Volunteer behavior becomes a conduit for increasing trust among people and enhancing societal solidarity.

The agility of the "quick-wiping hands" in the volleyball arena of the Asian Games has been exemplary, with movements perfected to avoid disrupting the games. These volunteers have had to train for over five hours daily since September to ensure uniform, quick, and orderly movements. Thus, volunteers, who most directly embody the spirit of sports and volunteering, disseminate the Chinese spirit of sports and volunteering to the outside world by establishing their media image of tireless service to the masses, thereby promoting the spirit and culture of Chinese sporting events to an extent. In the communication of volunteer images at large-scale sports events, volunteers convey the event's spiritual and cultural legacy through their sincere work ethic and initial intentions. In every volunteer's work, they consistently transmit the spirit of dedication, friendship, and a positive personal attitude towards life and society, which are integral to the spirit and culture of the Asian Games.

The dissemination of the image of young volunteers at the Hangzhou Asian Games is behavior-oriented for Chinese youth, setting a standard that guides the behavior of young people. Each individual carries an implicit role model within, and people's self-image is significantly shaped by this model, progressively molded into an independent persona. The media image of Asian Games youth volunteers, with its correct direction of public opinion, receives recognition and commendation from all sectors. By spreading the image of volunteers through mainstream media, contemporary youth can learn the norms of volunteer behavior more directly, solidify and strengthen their own behavioral norms, correct and discard norms that contradict the image of volunteers, and ultimately adopt volunteer behavior norms to cultivate more appropriate behavioral patterns, ensuring that the image of volunteers resonates deeply with the youth.

Influenced by the image communication of volunteers at large-scale sports events, a growing number of individuals engage in volunteer service, fostering more impactful communication activities, promoting the spread of volunteerism and positive energy, and subtly enhancing the public's spiritual and cultural needs.

4. Conclusion

The 19th Asian Games in Hangzhou in 2023 is a momentous occasion for both the Chinese people and the international community. Whether through the stunning opening and closing ceremonies, the fierce competition of athletes from across the globe, or the unseen efforts of volunteers and workers, all contribute to the representation of China. They narrate compelling Chinese stories from various perspectives and methodologies. Each young volunteer at the Hangzhou Asian Games plays a crucial role in telling these stories and crafting a positive image of China. This paper has analyzed a sample of mainstream media reports on youth volunteers during the Hangzhou Asian Games. The findings suggest that youth volunteers are not only a pride of contemporary youth but also significant communicators and representatives of China's image. Although China News and Xinhua Net are authoritative mainstream media outlets in China, the scope of the sample in this paper is limited. It offers only a preliminary analysis of the media image of Hangzhou Asian Games volunteers, and the conclusions serve as a reference.

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