



China Scholarship Council / Université de Lyon Scholarships for doctoral mobility

Call for Thesis subjects 2026

RESEARCH SUBJECT TITLE: From Intended Message to Global Reception: Interpreting the Beijing Olympic Ceremonies (2008 and 2022) in China, France, Britain, and/or the USA

University / Institution: Université Claude Bernard Lyon 1

Name of the laboratory: Laboratoire sur les Vulnérabilités et l'Innovation dans le Sport (L-ViS)

Website: <https://l-vis.univ-lyon1.fr>

Name of the supervisor: Daniel Malanski

E-mail address: daniel.de-souza-malanski@univ-lyon1.fr

Doctoral School (name and number): EPIC - ED 485

Lab Language: French and English

Minimum language level required:

- English : C1 (and)
- French : B2

Expected duration of the thesis: 36 months

Keywords: Olympics, Media Reception, Discourse Analysis, National Image, International Communication

Abstract

This project examines the reception of the Beijing Olympic opening ceremonies of 2008 and 2022 through a comparative international media analysis. For this, we will analyse three types of sources: (1) the official media guides produced by the 2008 and 2022 Organising Committees, (2) television commentaries from Chinese, French, British and/or American broadcasters, and (3) reports from leading newspapers in the same regions. The objectives are, but not limited, to: (a) compare the ceremonies' intended messages with their interpretation in local media; (b) identify how meanings evolve across different stages of mediation, from official discourse to television narration and newspaper coverage; (c) analyse the role of local cultural and historical contexts in shaping reception; (d) examine the persistence and transformation of Chinese stereotypes in French, British, and American media; and (f) trace how perceptions of China, as a major global player, shifted between the 2008 and 2022 Games. With the combination of discourse and reception analysis in a cross-cultural longitudinal comparative approach, the project intends to unveil meaning-making processes in global mega-events and offer insights into how Olympic ceremonies function as sites of negotiation between intended (inter)national image and (inter)national cultural reception.

CANDIDATE ELIGIBILITY CRITERIA

- Be a citizen or permanent resident of the People's Republic of China;
- Hold (or be about to hold) a master's degree or equivalent demonstrating research aptitude; -
- Be in the 2nd year of a master's programme or the 1st year of a PhD for a single-supervision doctorate;
- Be in the 2nd year of a PhD for a co-tutelle programme;
- Have a very good command of French and English.

AMOUNT OF THE SCHOLARSHIP-

- The scholarship amounts to €1,350 per month, for a maximum duration of 48 months.

DEADLINE AND APPLICATION PROCESS

Candidates should submit their full application -- comprising a CV, a letter of motivation, and official proof of language proficiency -- by email to Dr Daniel Malanski (daniel.de-souza-malanski@univ-lyon1.fr).

Applications must be received no later than 30 January 2026.