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## The Mythologization of Chinese Culture in 21st Century: between the Past and Present, China and the West

### *Summary*

Beijing's Olympics 2008 was one of the most important mega-events not only for the world's sport community, but also for the strengthening the global image of China, since it have demonstrated an interesting juxtaposition of Western and Chinese myths of China. The article aims to analyse the manifestations of those myths, namely, their construxtion, reconstruction, deconstruction and transformation in Western and Chinese media before the Olympics, as well

as their presentation in time of Olympics. It discusses how Chinese cultural symbols, rethorics and official narratives were used in the opening ceremony of Olympics, and in which ways they were related to the contranarratives and previous Western orientalistic myths about China; whether / how those symbols and rethorics reflected reality of contemporary China, challenging the possibility for the objective presentation of such reality itself in global media.

**Keywords:** myths, Beijing Olymppis, media, civilization, inventions, harmony.