



The discourse construction of online news texts on Korea's sport diplomacy during the Pyeongchang 2018 Olympics

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ABSTRACT

A text is not merely a sequence of words or sentences standing alone, but rather a construct intentionally created or organized in a particular way to convey meaning within a specific context and to function as a vehicle for communication. This research discusses discourse construction using critical discourse analysis of online news text on Korean sports diplomacy during the 2018 PyeongChang Olympics. The study aimed to determine the dimensions of the text, namely the macro structure, superstructure, microstructure, and dimensions of the social context that appear in the online news text of the Republic of Korea. This study used a critical analysis discourse theory of Teun A. van Dijk with a descriptive qualitative method. Based on the study results, there are 10 objects of Korean sport diplomacy online news texts, which, in the overall text dimensions of some of this news, apply elements that exist in van Dijk's model discourse, such as macro structure, superstructure, and micro structure. In the dimension of the social context, the discourse of some Korean sport diplomacy online news is influenced by the power and access exercised by the Moon Jae In government, so that it can exert control over all kinds of situations that occurred during the 2018 PyeongChang Olympics. Even so, the PyeongChang Olympics succeeded in creating a peaceful Olympics on the Korean peninsula.

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1. INTRODUCTION

Communication events that take place become a place to express ideas, ideas, intentions, and reality. Communication requires a verbal tool, namely language. Language is divided into spoken language and written language, spoken language is a means of direct communication while written language is in the form of a thesis or discourse delivered in the form of writing that can affect readers. Language encompasses both spoken and written forms, each serving distinct communicative purposes. Spoken language is considered the primary and more natural mode of communication, being older and more widely used (Alsaawi, 2019). To comprehend written language, it is essential to understand sentences, as they form the basis for grasping the overall meaning of a text. Written language typically exhibits higher lexical density and employs grammatical metaphor more frequently than spoken language (Halliday, 1989). In this regard, text can be understood as a form of speech or writing, consistent with Traks (2007) view that a text is not merely a sequence of words or sentences standing alone, but rather a construct intentionally created or organized in a particular way to convey meaning within a specific context and to function as a vehicle for communication. Kridalaksana (2005) provides a definition of discourse that the researcher has concluded, namely discourse is a series of sentences or words that form written speech, supported by the opinion of Parera (2004) regarding discourse, which in general a discourse refers to a whole text. Discourse and text are interconnected concepts in linguistics, with discourse generally referring to a broader, context-dependent communicative event, while text is often seen as its static product (Muhayyo, 2025). Discourse encompasses extra-linguistic factors and is viewed as a process rather than a whole (Saussure, 2007).

The text of the discourse usually appears in the news, one of which is online news about Korean *sports diplomacy*. On July 6, 2011, the Republic of Korea was designated by the *International Olympic Committee* (IOC) to host the 2018 Winter Olympics. However, before the implementation of the 2018 Winter Olympics, there were doubts from the international community about the security problem. The threat to the implementation of the 2018 Winter Olympics is the heating up of relations between the Republic of Korea and the Democratic People's Republic of Korea. The nuclear development activities carried out by the Democratic Republic of Korea are a security threat in the East Asian region. Until shortly before the start of the 2018 Winter Olympics, the Democratic People's Republic of Korea had conducted nuclear tests 6 times. The results of this nuclear weapons test show that the development of the nuclear power of the Democratic Republic of Korea has increased in recent years (Kim, 2018).

Tensions between the two countries have made the world community feel insecure and question the security of the Republic of Korea as the host of the Olympics considering that the Republic of Korea is directly adjacent to the Democratic People's Republic of Korea. The tensions between North and South Korea have long been a source of concern for international security, particularly in the context of major sporting events. The 1988 Seoul Olympics faced threats from North Korea, prompting international cooperation to ensure security (Duckworth, 2021). Similarly, the 2018 PyeongChang Winter Olympics provided a diplomatic venue for inter-Korean dialogue, showcasing how sports can potentially trigger political change (Lee, 2020).

However, on June 24, 2017, President Moon Jae In invited the Democratic People's Republic of Korea to join the joint team with the Republic of Korea at the 2018 Winter Olympics held in the city of PyeongChang. The decision of the President of the Republic of Korea raised a little question because at that time relations between the two countries were still heated and the

Democratic People's Republic of Korea was still conducting a series of nuclear tests, but the Republic of Korea instead invited the Democratic People's Republic of Korea to cooperate through sports.

On January 9, 2018, the Democratic People's Republic of Korea agreed to the invitation of the Republic of Korea to hold a meeting between the two countries with the IOC to discuss the participation of the Democratic People's Republic of Korea in the 2018 PyeongChang Olympics. At the opening of the 2018 PyeongChang Olympics, the Republic of Korea and the Democratic People's Republic of Korea marched together at the opening ceremony wearing the Korean unification flag with a map of the Korean Peninsula and in the women's hockey branch, the Democratic People's Republic of Korea and the Republic of Korea teams joined and competed as a representative team, reported by The New York Times.

The Republic of Korea's effort to invite the Democratic People's Republic of Korea to join the 2018 PyeongChang Olympics is an effort by the Republic of Korea to resolve problems on the Korean Peninsula. It is explained in the *White Paper on Diplomacy* of the Republic of Korea that the 2018 PyeongChang Olympics is a diplomatic effort and is used as an opportunity to resolve the nuclear issue and achieve peace between the two Koreas. After the two countries joined the 2018 PyeongChang Olympics, dialogue between the Democratic People's Republic of Korea and the Republic of Korea was re-established. So far, the results of the PyeongChang Olympics on the improvement and reconciliation of relations between the Republic of Korea and the Democratic People's Republic of Korea have shown good results.

Researchers found that the phenomenon of *the Republic of Korea's sports diplomacy* efforts so that the two countries joined a team to participate in the 2018 PyeongChang Olympics, became a hot topic in various news forums. One of them is the online news media forum of the Republic of Korea, many online news media reported about the 2018 PyeongChang Olympics as a form of peace between the two Koreas. The 2018 PyeongChang Winter Olympics served as a significant platform for sports diplomacy between North and South Korea, offering an opportunity for dialogue amid long-standing tensions (Kwiatkowska, 2025; Lee, 2020). The event was highly politicized, with both countries joining forces to participate as a unified team (Mulyaman et al., 2024; Lee, 2020). This collaboration led to increased positive interactions and sports partnerships between the two nations (Mulyaman et al., 2024). The Games were widely referred to as the "Peace Games" in media coverage, highlighting the intersection of sports and politics (English & Murray, 2021). However, while sports diplomacy provided a catalyst for non-military diplomacy and temporary improvement in relations, it did not lead to a lasting resolution of the conflict (Kwiatkowska, 2025). Nonetheless, the PyeongChang Olympics demonstrated the potential for sporting events to trigger political change and create opportunities for dialogue in complex geopolitical situations (Lee, 2020).

Online-based information media raised the news of the march of the Republic of Korea and the Democratic People's Republic of Korea into one team at the 2018 PyeongChang Olympics became a hot topic so that news emerged about Korean peace through the 2018 PyeongChang Olympics. Therefore, the researcher's curiosity arose as to how the discourse in the news text was made when viewed from a linguistic science perspective by studying using discourse analysis in the online news text of Korean *sports diplomacy* during the 2018 PyeongChang Olympics.

These studies employ Teun A. Van Dijk's critical discourse analysis model to examine a variety of texts, including news articles, song lyrics, and online media. The model primarily focuses on two key dimensions: text and social context. The text dimension itself is further divided into three

analytical components macrostructure, superstructure, and microstructure. Using this framework, researchers analyze power dynamics, inequality, and social phenomena across different contexts. The findings reveal how media outlets and artists strategically use language to express opinions, deliver criticisms, and depict social realities (Fayruza et al., 2021).

2. METHOD

This research uses a qualitative approach and the following will describe the things that mark it. This is based on the definition of Moleong (2012), that qualitative research is research that intends to understand phenomena by way of description in the form of words and language in a special natural context and by utilizing various scientific methods. Qualitative research is a method that aims to understand phenomena through detailed descriptions using words and language in natural settings (Furidha, 2024). It employs multiple methods to gain in-depth understanding of participants and focuses on context rather than numerical measurements (Adlini et al., 2022). This is in line with the purpose of the study; that is, to find out the macrostructure, superstructure, and microstructure in the online news text of *Sport Diplomacy* Korea during the 2018 PyeongChang Olympics and to find out the social context contained in the online news text of *Sport Diplomacy* Korea during the Olympics. In this study, the researcher collected data in the form of online news texts in Korean. Meanwhile, the method used in this study is a description method that aims to describe the discourse analysis of online news texts in Korean.

The above statement is considered relevant to the researcher's desire to describe the facts or symptoms that appear in the online news text about Korean *sports diplomacy* during the 2018 PyeongChang Olympics, so that a qualitative approach with a descriptive method is considered the most suitable and possible to be applied to this study.

3. FINDINGS AND DISCUSSION

This research uses sources in the form of online news from news sites such as *BBC News*, *Opinion News*, *YNA news*, *Hani Korea*, *Chosun Korea*, and *News Daily Korea* whose data is in the form of sentences from news texts about *Korean sports diplomacy* during the 2018 PyeongChang Winter Olympics. This study uses the discourse analysis knife of the Van Dijk model which is divided into two dimensions, namely the text dimension and the social context dimension. Therefore, the results of the analysis of the critical discourse of research on online news texts are as follows:

Analysis of Macro Structures, Superstructures and Microstructures

In van Dijk's discourse analysis, there are macro structures, superstructures, and microstructures in which there are elements that make the construction of discourse. In the macro structure there are thematic elements, superstructure there are elements of the news flow, and in the microstructure there are syntactic, semantic, stylistic and rhetorical elements.

Van Dijk's critical discourse analysis model comprises three main structures: macrostructure, superstructure, and microstructure (Indrawan, 2022; Nuraini et al., 2024). The macrostructure focuses on the overall theme or topic of the text (Indrawan, 2022). The superstructure examines the organizational scheme of the discourse, including introduction, body, and conclusion. The microstructure analyzes various linguistic elements, such as semantic, syntactic, stylistic, and rhetorical aspects. These elements include background, details, intent, sentence forms, pronouns, lexicon, graphics, and metaphors. This model has been applied to analyze diverse texts, including novels, news articles, and opinion pieces, revealing connections between language use, ideology, and social context (Indrawan, 2022; Nuraini et al., 2024).

The macro structure in the form of thematic elements/topics from these 10 news takes a big theme, namely Korean sports diplomacy at the 2018 PyeongChang Olympics. The microstructure includes syntactic elements, namely the 10th sentence form of news has a deductive form and in the 10th form of the pronoun news more often uses the singular third-person pronoun 그는 [geu-neun] which means 'he' and the first person pronoun 우리 [u-ri] which means 'we', the stylistic element of the 10th word choice of this news prefers the political-based word and the rhetorical element of the 10th news uses quotation marks on some words as emphasis and there are also photos as visual emphasis on the news.

평창 올림픽: '평화 올림픽' vs '평양올림픽'

'PyeongChang Olympics: "Peace Olympics" vs "PyeongYang Olympics.'

The macro structure of this news has 3 sub-topics that reinforce and reaffirm the theme, namely the PyeongChang Olympics as the Peace Olympics. The news superstructure starts from the opening of each party's news giving a nickname regarding the Pyeongchang Winter Olympics. There are 3 sub topics that are the core of the news content "'평양 올림픽' vs '평화 올림픽'" ("('Pyongyang Olympics' vs 'Peace Olympics')", "남북 단일팀과 한반도기" ('Singles Team South-North and Korean Peninsula'), "마식령 스키장: 북한 홍보 vs 시설 활용" ('Masikryong Ski Resort: North Korean Propaganda vs. Facility Utilization'). Closing news on the use of Masikryeong Ski Resort facilities as training grounds for the two countries.

The microstructure consists of the background in this news leading to the joining of the two Koreas into one hockey sports team in the midst of the nuclear issue. The leader of the Democratic People's Republic of Korea said the Democratic People's Republic of Korea made the Pyeongchang Olympics a propaganda tool. The purpose of peace on the Korean peninsula is the path to the nuclear elimination of the Democratic People's Republic of Korea. Pre-Planned through the Olympics, the only divided region in the world, the Korean Peninsula will be shown to the world as one. Causal coherence There is the word 때문이다 [tae-mun-i-da] which means 'because'.

평화올림픽 vs 평양올림픽... 올림픽 단일팀 구성에 여야반응 상반

'Peace Olympics vs Pyeongyang Olympics... Contrary to the opposition party's reaction to the formation of a single Olympic team.'

The macro structure of this news topic is the reaction to the formation of a joint team at the 2018 PyeongChang Olympics. The superstructure in this news begins with the introduction to the formation of the Korean women's hockey joint team. It contains various comments about the formation of a hockey team. Then the closing of the community and the opposition party welcomed the formation of a hockey team.

The microstructure of this news has elements The background of this news leads to various comments about the formation of a combined ice hockey team at the 2018 PyeongChang Olympics. The details are in the form of criticism of the Korean Party's expression on the "Pyongyang Olympics". The PyeongChang Olympics are intended as an exchange of culture and art. Pre-emption of the performance of a veiled peace is not the beginning of true peace. The connecting coherence is 면서 [myeon-seo] which means 'though'.

"평화 올림픽" vs "평양 올림픽"

The macro structure of this news topic, namely the Pyeongchang Olympics, is not the Pyongyang Olympics which is divided into 3 sub-topics. The superstructure of this news starts from a huge difference in the perspective of the word "Pyeong". The content of the news is in the form of the controversy over the naming of the Pyeongyang Olympics which is divided into 3 sub-topics "평창 올림픽 관련 박수현 대변인 입장문" ('The issue of the position of spokesperson Park so Hyun in relation to the PyeongChang Olympics'), "김문수 전 경기지사 페이스북 글" ('The facebook post of former Gyeonggi branch Kim Moon so'), "김진태 의원 페이스북 글" ('Facebook post of legislator Kim Jin Tae'). Closing news on Facebook from legislator Kim Ji Tae.

The microstructure consists of the Perceptionive background of the opposition party of the Republic of Korea looking at the word 평 [pyeong]. The details of the naming of the Pyeongyang Olympics are accompanied by the reason. Moon Jae's government's intention was to resolve the crisis on the Korean Peninsula. Pre-Planning Turns PyeongChang Winter Olympics into Pyongyang Olympics. The connecting coherence of 며 [myeo] which means 'and'.

“평화올림픽 vs 평양올림픽”평창 없는 실검戰爭
Peace Olympics vs Pyeongyang Olympics" no PyeongChang sword war

The macro structure is a news topic in the form of a domestic view of the preparations for the 2018 Pyeongchang Olympics. The news superstructure starts from the Pyeonghwa Olympics and the Pyeongth Olympics which compete on searches on portal sites. The content of the news in the form of online community in response to the "Pyeongyang Olympics" entered the portal site. The closing news is that the public showed various reactions to comments when the Pyeongyang Olympics, the Peace Olympics and President Moon Jae In's birthday were reported to be the number one portal through their respective media.

The microstructure is the setting leading up to the "Peace Olympics" and the "Pyongyang Olympics" competing for the first or second place in the real-time search word rankings on the portal site. Details show the time and ranking on the portal website that the Pyeong Olympics are ranked 4th ahead of the Peace Olympics rankings. The intention of uniting the five letters of the Peace Olympics is to honor President Moon Jae-in's birthday and put him on the actual sword. Presumably the joint training at the ski resort of Masikryong intends to play the Pyeongnang Olympics. Coherence of 데 [dae] which means 'but'.

올림픽결산] (8) 북한 참가로 '평화올림픽' 하이라이트
'Olympic completion] highlights the "Peace Olympics" based on North Korea's participation'

The macro structure of the topic in the news in the form of the PyeongChang Olympics is a unifying event for the two Koreas. The news superstructure starts from the opening ceremony of the 2018 PyeongChang Winter Olympics held at the PyeongChang Olympic Stadium in Gangwon-do on the 9th. The content of the news pthere was an opening ceremony, the Republic of Korea and North Korean squads united and waved to the Korean peninsula. Closing news attention is being paid to whether the peaceful atmosphere on the Korean peninsula created in the framework of the PyeongChang Olympics will continue unabated.

The microstructure contains a background element for conveying a strong message of peace to the world. Detailed until the end of last year, foreign athletes who will take part in this Olympics have to worry about whether to go to the Pyeongchang Olympics or not. The Democratic People's Republic of Korea's successive missile launches and nuclear tests, coupled with the U.S. harsh response to military options, have greatly increased the index of tensions on the Korean Peninsula. The intention at the opening ceremony, the troops of the Republic of Korea and the North united and waved to the Korean peninsula, was enough to send a message of peace to the world. In the future, attention is being paid to whether the peaceful atmosphere on the Korean peninsula created in the framework of the PyeongChang Olympics will continue unabated. The coherence of the connecting **며** [*myeo*] which means 'and'.

[올림픽결산] (9) '평화 외교의 무대'로 기록될 평창올림픽

'[Olympic Completion] The PyeongChang Olympics will be noted as a "Stage Of Peace and Diplomacy'

The macro structure of the topic on this news i.e. the PyeongChang Winter Olympics is being evaluated for its role as a 'Diplomatic Stage of Peace'. The superstructure of this news began with a news introduction followed by the Democratic People's Republic of Korea's nuclear and missile provocations, which continued months before the tournament, creating tensions on the Korean Peninsula, and the world questioning whether the Olympics could be held successfully. The content of the news in the form of jointcooperation between the two Koreas is a strong message of peace for the world. The conclusion of peace-making on the Korean Peninsula and the denuclearization of the Democratic People's Republic of Korea were announced and supported through exchanges with top foreign guests from 26 countries visiting Korea.

The microstructure contains the background elements of the realization of the 'Peace Olympiad' with the participation of the Democratic People's Republic of Korea attending the opening and closing events of delegations from North America and China. Details of the efforts of President Moon Jae In's government to realize the Peace Olympics at the time of the PyeongChang Olympics by informing the spirit of peace have yielded results with the participation of the Democratic People's Republic of Korea in the Peace Olympiad event. President Moon Jae-in, as an ambassador for the Pyeongchang Winter Olympics, expressed his intention to hold these Olympics as a 'peace Olympics' whenever he went abroad. President Moon's presumption called for a consensus that peace should be built on the Korean Peninsula through lunch, dinner, and talks with top figures from a total of 14 countries and to support the Korean government's efforts. Coherence **하지만** [*ha-ji-man*] which means 'but'.

평창동계올림픽, 진정한 '평화올림픽' 실현

'PyeongChang Winter Olympics embody true peace olympics'

The macro structure has 2 sub-topics, namely “전세계를 놀라게 한 '역대 최대 올림픽’” (‘The Greatest Olympic Era" which shocked the whole world”), “북한 참가 및 남북단일팀 구성... "평화 올림픽' 실현” (‘The participation of the Democratic People's Republic of Korea and the formation of a second Korean team... Realization of the "Peace Olympics")". The superstructure on the news starting from the Winter Olympics and the PyeongChang 2018 Paralympics, held on the largest scale in the history of the Winter Olympics, ended successfully. The content of the news tells 2 sub topics namely "전세계를 놀라게 한

'역대 최대 올림픽' (The Greatest Olympic Era) which shocked the whole world, narrates the PyeongChang Winter Paralympic games, which were held for 10 days from March 9 to 18, held as the biggest competition ever and the topic "북한 참가 및 남북 단일팀 구성... '평화 올림픽' 실현" (The participation of the Democratic People's Republic of Korea and the formation of a second Korean team...). The realization of the "Peace Olympics" of the 2018 PyeongChang Olympics ended successfully. The closing news is an event showcasing the various attractions and cultural heritage of the Republic of Korea during the Olympics, opening up a new horizon for the Winter Olympics, which received a warm welcome from people around the world.

The microstructure of the backdrop elements of the PyeongChang 2018 Winter Olympics and Paralympics, held on the largest scale in the history of the Winter Olympics, ended successfully. Details of the host country, 146 people participated in all 15 events, the largest, at the Pyeongchang Winter Olympics. The intention is to show enthusiasm that the PyeongChang Olympics are the largest Peace Olympics seen from the formation of the two Korean joint teams. Pre-planning an opportunity to promote the status of Korea by presenting the latest and most IT Olympics combining various Korean services and traditions as well as game management.

2018 평창올림픽은 평화 출발점, 2032 서울·평양올림픽은 종착점

'The 2018 Pyeongchang Olympics are the starting point for peace and the 2032 Seoul Olympics · Pyongyang Olympics are the ultimate goal'

The macro structure of the topic in this news is the role of journalism at the 2018 PyeongChang Olympics. The news superstructure starts from the possibility of co-hosting the 2032 Summer Olympics in Seoul and Pyongyang. The content of the news was held at the forum 'The Meaning of the Joint Invitation to the Pyongyang Seoul 2032 Olympics and the Role of the Media' held at the Foreign Press Club on the 18th floor of the Korea Press Center in Seoul. Closing the news, Professor Sang Geon Yoo (Department of Sports ICT Convergence) ordered the media to develop various agendas and convince the world of the role of sports journalism.

The microstructure of the background elements of sports journalism plays a role beyond politics and commercialism. The details of the selection of the Olympic venue were carried out seven years before the event. The intention is to develop various agendas and convince the world. The presumption promises cooperation and support for the joint implementation of the 2032 Olympics. The coherence of "-지만" [*ji-man*] which means 'but'.

평화올림픽! 한반도와 세계가 하나되는 축제

'Peace Olympics! Korean Peninsula and World Union'

The macro structure of this news topic is the 2017 Gangwon-do Peaceful Unification Festival to achieve peace on the Korean peninsula and around the world. The news superstructure started from preparing for the 2017 Gangwon-do Peace Unification Festival. The 100 days before the 2018 PyeongChang Winter Olympics, the Peace Olympics will be an opportunity for the world to become one through peace and harmony. Closing news and nature festivals include the K-POP Concert, the Peace Olympics and various contests to support Gangwon-do's desire to complete the peace settlement on the Korean peninsula.

The microstructure contains a backdrop element 100 days before the 2018 PyeongChang Winter Olympics. Details of the activities of 'Gangwon-do Peace Unification Festival 2017'. The

intention is to achieve peace on the Korean peninsula and around the world. Presumption declares an Olympic ceasefire, hoping for the PyeongChang Winter Olympics.

[평창 1 주년] 평창평화올림픽 레거시, 15 일 로잔으로 이어진다

'[After 1 year of PyeonChang] The legacy of the PyeongChang Peace Olympics resulted in the Congress of Lausanne on the 15th'

The macro structure of the topic in this news is the Lausanne meeting on the 15th to discuss the 2032 Olympics after the PyeongChang Olympics which presents a legacy in the form of peace. This news superstructure started from peace resulting in relations between the Republic of Korea and the Democratic People's Republic of Korea continuing to be established with sports and cultural exchanges so as to change the destiny of the two countries on the Korean peninsula. The content of the news is that the Lausanne meeting discussed the hosting of the 2032 Inter-Korean Summer Olympics and discussed the formation of an inter-Korean team. The news closed with the continuation of inter-Korean cooperation regardless of the situation, even in a tense phase in the world.

The microstructure of this news has a background element one year after the PyeongChang Olympics resulted in a meeting in Lausanne to discuss the formation of a team for the 2020 Tokyo Olympics and discuss the hosting of the 2032 Olympics. Details clearly discuss the inter-Korean sub-sports that will be discussed as a team. The unity of the two Koreas continues in various sports events such as the Jakarta-Palembang Asian Games. The purpose of the Lausanne meeting on February 15 is to set a plan to host the inter-Korean Olympics in 2032. Pre-Planning: The IOC is not unusual to invite the Republic of Korea and the Democratic People's Republic of Korea and listen to the desire of the two countries to host the 2032 Olympics, where there are many other applicant countries. The coherence of the connecting -면서 [*myeon-seo*] which means 'equal'.

Social Context Analysis

Social context analysis is linked to the social structure and knowledge that develops in society over a discourse. So that in this social context analysis, it will answer the questions of how *the discourse of sports diplomacy* develops in society. Social context analysis is related to things that affect the use of language, and the formation of a discourse. Such as the setting, situations, events, and social conditions that often occurred at that time. In certain social contexts, a discourse can be researched, analyzed, and understood. Social context analysis in sports diplomacy examines how discourse develops within society, reflecting evolving knowledge structures and themes. Recent bibliometric research has identified key areas such as sport's role in promoting peace, soft power, and cultural diplomacy (Jeong et al., 2024). Sports diplomacy serves as a dynamic tool for fostering international relations, cultural exchange, and mutual understanding among nations (Acharya, 2024).

This context also relates to who is in the communication relationship. Who is the communicator, who is the communication, in what situation, and why there is such an event. In this social analysis, examining the discourse that is developing in society in the context of the formation of a discourse in society. How society produces and constructs a discourse.

In the context of Korean *sports diplomacy news* at the 2018 PyeongChang Olympics, the communicators and communicators are between various Opposition Parties and the people of the Republic of Korea. The Korean *sports diplomacy* discourse was carried out during the 2018 PyeongChang Olympics, President Moon Jae In had a dialogue and invited the Democratic

People's Republic of Korea to participate in forming the second joint team of Korea in the women's ice hockey match so as to make the 2018 PyeongChang Olympics the Peace Olympics.

The researcher analyzed this social context, divided into two parts, namely:

Practice of Power

The construction of power practices in Korean *sports diplomacy news* is the many influences of Moon Jae In's government such as the Liberal Party of the Republic of Korea, the Opposition Party, and the Democratic Party on the implementation of *Korean sports diplomacy*. Under President Moon Jae-In's administration, South Korea has emphasized public diplomacy and soft power to restore its image and maintain its position as a middle power following political scandals (Adriana, 2020). Of the 10 news analyzed, each news included various party responses regarding the Peace Olympics. This makes people doubt whether the PyeongChang Olympics are really the realization of the Peace Olympics or just propaganda from the nuclear issue of the Democratic People's Republic of Korea. Judging from the news sentences, namely:

북한이 이번 올림픽을 대외적인 선전수단으로 사용하고 있는 모습.

‘The Democratic People's Republic of Korea is using the Olympics as a means of external propaganda.’

한국당 장제원 수석대변인은 이날 국회 정론관에서 "문재인 정권은 북한과 올림픽을 놓고 벌이는 '정치쇼'에 대해 혹독한 대가를 치를 것"이라고 논평했다. 그는 "평화올림픽을 빌미로 평창 동계올림픽을 평양올림픽으로 상납하며 북한의 김씨 왕조 체제 선전을 하러 온 대좌한 명에게 왕비 대접을 하며 사전검열까지 받고 있는 문재인 정권은 도대체 어느 나라 정권인가"라고 비판했다."

‘Republic of Korea party spokesman Je Won Jang commented in the political hall of parliament that "Moon Jae-in's regime will pay a heavy price for the "political show" between the Democratic People's Republic of Korea and the Olympics." He criticized, "Which regime is the regime of Moon Jae-in, who received the initial censorship by treating one of the bases of the Democratic People's Republic of Korea to promote the Kim-san Dynasty system by paying back the Pyeongchang Winter Olympics as the Pyongyang Olympics.’

From the few news sentences above, it is clear how the practice of power by the Moon Jae In government and several parties during the implementation of the 2018 PyeongChang Olympics raises doubts from the public about the 2018 PyeongChang Olympics as a Peace Olympics will continue to run if the 2018 PyeongChang Olympics are completed.

Access-Influenced Discourse

In accessing to influence discourse, of course various parties have dominant power. From the various types of access that van Dijk mentioned, representatives of the Parties of the Republic of Korea have access called planning access, discourse access in terms of setting, discourse access in terms of controlling communication events, and discourse access to the audience.

This can be seen from the exposure of Korean *sports diplomacy* in several online news that is analyzed that the news text is still in the shadow of the influence of the government of the Republic of Korea, because it prioritizes comments from various parties regarding the participation of the Democratic People's Republic of Korea in the PyeongChang Olympics rather than the comments of the people of the Republic of Korea.

With access to influence the discourse of the Moon Jae In government, the Moon Jae In government can influence and control all kinds of situations that occurred during the PyeongChang Olympics, under the pretext of trying to make peace on the Korean peninsula.

4. CONCLUSION

This research has reported the results of text dimension analysis, as viewed from the macro structure level (thematic/topical) and the micro structure level. Regarding the former level, it can be seen from the ten news stories sharing a big theme, namely sports diplomacy carried out by Korea during the PyeongChang Olympics, with the participation of the Democratic People's Republic of Korea and forming a women's ice hockey joint team. Then the topic of each news differs from each other but support the main theme. At the 10th level of superstructure (schematic) news, this news creates a news flow that is easy to understand and understandable to the reader.

At the last level, namely the microstructure (semantics, syntax, stylistic, rhetorical), some of these news texts can explain semantic aspects or meanings that are well emphasized, such as the description of the background and the details of the text as a whole. In the element of word choice, the news writer uses words with negative connotations toward the government of the Republic of Korea. In the rhetorical element, word choice is used as a form of emphasis to reinforce and clarify information through the use of quotation marks. Additionally, there are photos or graphics as another way to emphasize information visually. It can be seen that several news articles do not fulfill the elements of syntax and stylistics; however, overall, the texts of these news articles apply the elements found in van Dijk's discourse model that help construct the discourse of the text.

Based on research within the dimension of social context, the discourse of Korean sport diplomacy news during the PyeongChang 2018 Olympics involved the communicator and the audience, including various opposition parties and the people of the Republic of Korea. Korean sport diplomacy discourse took place during the PyeongChang 2018 Olympics when President Moon Jae In engaged in dialogue and invited the Democratic People's Republic of Korea to participate in forming a unified Korean women's ice hockey team, thus making the PyeongChang 2018 Olympics a Peace Olympics. The social context in the discourse of several online news articles about Korean sport diplomacy is influenced by the power and access exercised by the Moon Jae In administration, allowing it to influence and control all kinds of situations occurring during the PyeongChang Olympics, under the pretext of pursuing peace on the Korean Peninsula.

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