
**The Olympic Games in Paris (2024) and the Greek Cypriot Sport Press:
The Views of Newspapers 'O Phileleftheros' and 'Haravgi'**

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Abstract

The Olympic Games in Paris represent the most significant sporting event worldwide. This paper examines how the Greek Cypriot press covered the 2024 Summer Olympics, with a particular focus on how the Games are depicted in the two Greek Cypriot daily newspapers with the highest circulation: *O Phileleftheros* and *Haravgi*. More specifically, relying on the theories of framing and agenda settings and using content analysis, the paper researched: a) the analytic way which the two newspapers cover the Olympic Games in Paris (July 26 - August 11, 2024) and b) how the participation and especially the successes of Cypriot and Greek athletes were reported in the press. Olympic medalists Pavlos Kontides and Miltiadis Tentoglou stand out as emblematic athletes of these Games, celebrated and elevated to hero status through media coverage. On the one hand, *O Phileleftheros* newspaper supports the efforts of Greek athletes and publishes sports news in its sports magazine describing their participation and performance. On the other hand, *Haravgi* newspaper provides news coverage of the Olympic Games. In conclusion, the paper highlights the role that the newspapers played during the Olympic Games, reflecting society's needs to receive sports-related news, amid global conflicts and developments.

Keywords: Olympic Games, Press, O Phileleftheros, Haravgi

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Introduction

The Olympic Games constitute a unique and significant sporting event held every four years. The Games include 32 sports and 329 events. Due to the largest participation of athletes compared to any other event, they can be characterized as the most important and largest organised gathering of athletes, broadcast worldwide by the media (Senn, 1999). Among the media covering the Olympics are newspapers. The sports news published by the Greek Cypriot newspapers O Phileleftheros and Haravgi serve as both a primary source of information and an important historical resource for future researchers.

At the same time, it is important to emphasize that in both the public sphere and the scientific community, there has been an ongoing debate for many years about the role of mass media in shaping and influencing public opinion (Politis, 2023). A prevailing view among scholars is that the media has acquired a dynamic influence on public opinion, which is a key factor in shaping perspectives at multiple levels.

This paper attempts to document and interpret how the Greek Cypriot newspapers O Phileleftheros and Haravgi portray the Paris Olympics to public opinion. Additionally, it examines the language and style, which serve as elements for studying social and political conditions and contribute to cultivating critical thinking among readers.

Review of Literature

The role of the press

The print press has been and remains a significant part of journalistic discourse. This is the unwavering belief of all media professionals, despite the declining trends in circulation and statistics (De Tocqueville, 2008). Alexis de Tocqueville, the French political thinker and historian, noted approximately 150 years ago: "If newspapers did not exist, there would be no social interaction. Newspapers bring people together and are essential for maintaining social cohesion." Print and digital newspapers are the guardians of democracy and the rule of law. They provide information to citizens, mobilize groups around issues, and act as watchdogs against illegality or abuses of power. As De Tocqueville (2008) wrote in his book *Democracy in America* "If there were no newspapers, there would be no common activity."

With the start of the Olympic Games, the newspapers under study publish news items related to this major sporting event. The agenda-setting (Dermertzis, 2002) serves as a tool to analyze how the Olympic Games are covered in the news. In other words, we refer to the frequency with which news appears on specific sports topics, reflecting the priorities given by the press and influencing the public. In other words, the press exerts a direct and strong influence on determining the daily agenda of issues deemed "newsworthy," thereby suggesting to the public not "what to think" but rather "what to think about" (Dermertzis, 2002). According to Dermertzis (2002), the agenda-setting process consists of three sub-agendas: the media agenda, the public agenda, and the policy agenda. The first concerns the hierarchy of topics by the media, the second consists of the topics prioritized by the public, and the third refers to the priorities of political elites in adopting and implementing specific policies (Gurevitch & Blumler, 1977). Sports journalism is a type of journalism that refers to the written coverage of sporting events and the publication of sports news in newspapers (print and digital). According to Warwick (2003), the history of sports journalism begins with the annual boat race between the Universities of Cambridge and Oxford (the Boat Race), where the first mass attendance of journalists for coverage of the race took place. It is noted that this race has been held annually since 1856.

The goal of our research is to highlight the role of the press in representing a major sporting event. The press serves as a field of research, as it circulates and shapes the public sphere daily on a global level. The study of past news, page by page, of a well-known newspaper, along with the composition and style of a traditional medium, contributes to the study of the conditions prevailing during the period of the newspaper's publication. Researchers of the press can perceive the conditions surrounding the organization of the Olympic Games and how reality was shaped through the published news. The newspaper publishes primary and firsthand information, which the researcher later collects as material for investigation and verification.

Newspapers O Phileleftheros and Haravgi

O Phileleftheros is a daily newspaper based in Nicosia and the largest-circulation daily newspaper in Cyprus (Sofokleous, 2011). It is the oldest daily newspaper in Cyprus still in circulation, founded in 1955 (considering that *Alithia* newspaper became daily much later). The first issue of *O Phileleftheros* was published on 7 December 1955. Every day, the front page hosted a satirical poem by Anthos Rodinis (The Great Cypriot Encyclopedia, 1990). *O Phileleftheros* Journalism Organisation, which completed 68 years of operation, is the largest, most important, and most reliable journalism organisation in Cyprus, with a

plethora of publications (newspapers, weekly and monthly magazines, library editions, etc.), electronic websites (covering news, sports, business, and financial content, etc.), news and music radio stations. For decades, its primary goal has been to provide timely and reliable information, quality commentary, entertainment, and useful information to its vast readership (in Cyprus, Greece, and abroad—with a bilingual presence), while simultaneously serving, in multiple ways, the needs of society at large. Over the 68 years of consistent presence, *O Philelefttheros* Journalism Organisation is praised for its contribution to society, along with its decisive contribution to its evolution (Press and Information Office, 2003).

Haravgi newspaper was first published on 18 February 1956. This year marks 67 consecutive years of the newspaper's circulation but it has been carrying a heavy legacy since 1 January 1925. As *Haravgi* (2023) published in its anniversary edition on 18 February 2023, *Haravgi* is the continuation of the Left's publications in Cyprus: *Anexartitos*, *Dimokratis*, *Ergatika Nea*, and *Neos Dimokratis*. On 18 February 1956, *Haravgi* took the baton from *Neos Dimokratis* and has been in continuous circulation ever since. *Haravgi* is not just a newspaper. It is a newspaper with a class-based and dialectical approach to events. It serves as a platform for the poor and middle-class segments of Cypriot society. It is the voice of every oppressed person, wherever they may be in the world. *Haravgi* can see and analyze the root causes of problems and provide its own deep perspective, very different from the rest of the bourgeois and dependent Mass Media, which are tied to the socio-economic and political establishments of our country. It is the strong voice of manual labourers as well as intellectual workers. It stands by the people of Culture, Letters, Sports, and the new generation. It vigorously defends democratic principles and the values and universal ideals of peace and solidarity among peoples. The stamp of *Haravgi* is strong in the struggles of our people, Greek Cypriots and Turkish Cypriots, to live together peacefully again. It continues to be the patriotic voice of our people for freedom and reunification. The long journey of *Haravgi* confirms that it is an alternative, left-wing voice in Mass Media.

Methodology

The need to organize and present the informational elements of a newspaper becomes particularly imperative when the newspaper is characterized as traditional and holds historical value in terms of its content (Sofokleous, 2011). To understand the scope of the topics and questions arising from approaching the material of the newspapers O

Phileleftheros and *Haravgi*, we will focus our attention on the sports columns of these newspapers. News items documenting the participation of Greek and Cypriot athletes as published in these newspapers were recorded. The archive of *O Phileleftheros* is available at <https://digital.philenews.com> and *Haravgi*'s archive is at <https://dialogos.com.cy/Haravgi-archeio-efimeridas>

The archive, once accessed by a subscriber, allows the study of the newspapers' editions during the Paris Olympics. The results emerge from recording the news items related to the topic – a total of 147 items were published in *O Phileleftheros* and 113 in *Haravgi* during the period from 26 July to 11 August 2024. More specifically, we examined news items in *O Phileleftheros* and *Haravgi* and how they portrayed the Paris Olympics to public opinion. For the purposes of the research, two print media in digital form were selected. Two daily sports supplements were chosen: *O Kosmos ton Spor* (The World of Sports), which circulates with *Haravgi* and *Goal News*, which circulates with *O Phileleftheros*.

In more detail, the research involved conducting a relevant recording of news items and identifying the main news items contributing to the coverage of the Olympic Games. In the first phase, we read and located the empirical material, i.e., the news item or items relevant to the study. In the second phase, we isolated the news items related to the topic. In the third phase, classification took place, i.e., the grouping of topics into categories. In the final phase, the data were presented, analyzed, and interpreted. This is the final phase where conclusions are drawn. The thematic helps answer questions such as:

- a) How do the newspapers journalistically cover the Olympic Games in Paris (26 July – 11 August 2024)?
- b) How are the participations of Greek Cypriot and Greek athletes in the Paris Olympics presented in the press?

Additionally, through the classification and categorisation of news items, we can identify specific different positions/views expressed. We chose the year 2024 because it was the year of the Olympic Games. The methodological approach we used is content analysis. This is an analysis method that can be applied to all forms of written discourse, such as texts, documents, news items, etc. (Iosifidis, 2003). Content analysis is a method of analyzing qualitative material, which can take various forms: texts, interviews, images. The term content analysis refers to the comparative analysis of the content and characteristics of the sports supplements of the newspapers *O Phileleftheros* and *Haravgi*, which provide sports-related information.

Using a combination of qualitative and quantitative content analysis, an attempt was made to record references to the Paris Olympics and to certain words and phrases that contribute to the portrayal of events and their highlighting to the readership. In an effort to determine the framing of the news items, we classified sports news into positive, negative, and neutral framing. This classification in the newspapers in question is interesting, given that both *O Phileleftheros* and *Haravgi* seem to have a balanced thematic framing regarding the Olympics. They target a readership that prefers detailed and in-depth analyses of the news. In other words, the Cypriot newspapers provide more current information, emphasizing news—reportages and images.

Our chosen sample of news items published in the sports supplements of the two newspapers during the 33rd Olympics held in Paris from 26 July to 11 August 2024 was analyzed statistically on the basis of seven variables:

1. Quantity of News Items
2. Size of News Items
3. Origin of Sources of News Items
4. Accompanying Visual Material of News Items
5. Position of News Items
6. Framing of News Items
7. Focus on the Protagonists of News Items

Results

Table 1 below examines the variable **Quantity of News Items** regarding the Paris Olympics. We observe that *O Phileleftheros* publishes the most news items regarding the Paris Olympics. The majority of news items from *O Phileleftheros* were published on 28 July 2024, with a percentage of 12%, due to the extensive analysis of the opening of the Olympic Games by the newspaper. *Haravgi* follows with 12%.

Table 1. Quantity of News Items regarding the Paris Olympics recorded during the period 26 July - 11 August 2024.

Quantity of News Items	<i>O Phileleftheros</i>	%	<i>Haravgi</i>	%
26 July	4	3%	2	2%
27 July	5	3%	6	5%
28 July	16	12%	14	12%

29 July	12	8%	10	9%
30 July	7	5%	3	2%
31 July	7	5%	-	-
1 August	5	3%	3	2%
2 August	6	4%	7	7%
3 August	6	4%	7	7%
4 August	10	7%	8	7%
5 August	11	7%	8	7%
6 August	12	8%	9	8%
7 August	9	6%	6	5%
8 August	11	7%	8	7%
9 August	8	5%	7	7%
10 August	12	8%	10	9%
11 August	7	5%	5	4%
Total	147		113	
Total %		100		100

From the variable **Size of News Items** (Table 2) below, we can conclude that in *O Phileleftheros*, small news items account for 74%, while in *Haravgi*, they account for 62%. Small news items cover very brief but often very accurate, substantive, and precise news. Medium-sized news items account for 35% in *Haravgi* and 26% in *O Phileleftheros*. Medium-sized news items cover the news generally, while large news items take up an entire page of the newspaper – such news items were published in *Haravgi*, with a percentage of 3%.

Table 2. Size of News Items regarding the Paris Olympics during the period 26 July - 11 August 2024.

Size of news item (cm²)	<i>O Phileleftheros</i>	%	<i>Haravgi</i>	%
Small	109	74%	70	62%
Medium	38	26%	40	35%
Large	-		3	3%
Total	147		113	
Total %		100		100

The variable **Origin of Sources** (Table 3) reveals that during the period under study all news items originated from Cyprus in both newspapers, something which highlights the fact that the Cypriot press attributes considerable importance to the Olympic Games.

Table 3. Origin of Sources of News Items regarding the Paris Olympics during the period 26 July - 11 August 2024.

Origin of Sources	<i>O Phileleftheros</i>	%	<i>Haravgi</i>	%
Cyprus	147	100%	113	100%
Greece	--	--	--	--
Anonymous	--	--	--	--
International agencies	--	--	--	--
Total	147		113	
Total %		100		100

From the analysis of the **Accompanying Visual Material** of news items (Table 4) below, we can conclude that *O Phileleftheros* and *Haravgi* published 142 and 87 images in their columns, respectively. From the above results, we can infer that the publication of images makes the news more attractive to the reader and provides a qualitative representation of the news. Additionally, *O Phileleftheros* published 4 cartoons.

Table 4. Accompanying Visual Material of News Items regarding the Paris Olympics during the period 26 July - 11 August 2024.

Accompanying Visual Material	<i>O Phileleftheros</i>	%	<i>Haravgi</i>	%
Images	142	97%	87	100%
Tables	-		-	
Cartoons	4	3%	-	
Other	-		-	
Total	146		87	
Total %		100		100

From the **Position of News Items** (Table 5) below, we can conclude that in *Haravgi*, 62% of news items are placed at the top, while in *O Phileleftheros*, the percentage is 58%. At the bottom, *O Phileleftheros* has 42%, while *Haravgi* has 38% of news items. The top position of a news item in a newspaper indicates its importance and weight, as the reader's visual focus is on a higher reading point compared to the bottom position,

which suggests the news is less significant to the newspaper. Thus, based on the percentages, both newspapers consider the news coverage important.

Table 5. Position of News Items regarding the Olympics during the period 26 July - 11 August 2024.

Position of News Items	<i>O Phileleftheros</i>	%	<i>Haravgi</i>	%
Top	85	58%	70	62%
Bottom	62	42%	43	38%
Total	147		113	
Total %		100		100

Table 6 analyzes the Framing of News Items and, more specifically, whether a news item related to the Olympics has a positive, negative, or neutral framing. We observe that *O Phileleftheros* has a positive framing regarding the performances and successes of Greek athletes. That is, the actions of the protagonist athletes are perceived as positive at 84%, whereas 12% have negative framing, and neutral articles account for 4%. In *Haravgi*, the percentage of news items with a positive framing is 83%, negative at 12%, and neutral at 5%. The headlines given by the sports journalists of the two newspapers, who leave their own mark on the national successes of Greek athletes, are indeed indicative.

Table 6. Framing of News Items regarding the Paris Olympics during the period 26 July - 11 August 2024.

Framing of the News Items	<i>O Phileleftheros</i>	%	<i>Haravgi</i>	%
Positive	124	84%	94	83%
Negative	17	12%	14	12%
Neutral	6	4%	5	5%
Total	147		113	
Total %		100		100

Table 7 below shows the variable **Focus on the Protagonists**, namely which individuals the draw the attention of the two newspapers. In more detail, Cypriot Pavlos Kontides, a silver medalist in the ILCA 7 (Laser) sailing category was mentioned in 22% of news items in *Haravgi* and in 17% of news items in *O Phileleftheros*.

Milan Trajkovic in the 110m hurdles event appears in 10% of news items in *Haravgi* and 7% in *O Phileleftheros*. High jumper Elena Koulichenko follows with 7% in *Haravgi* and 5% in *O Phileleftheros*, followed by sprinter Olivia Fotopoulou (100m and 200m) with

7% of news items in *Haravgi* and 4% in *O Phileleftheros*. Marilena Makri (sailing) is mentioned in 8% of news items in *Haravgi* and 7% in **O Phileleftheros**. Athlete Marios Georgiou (artistic gymnastics) accounts for 7% in *Haravgi* and 6% in *O Phileleftheros*. Natasa Lappa (sailing) follows with 6% in *Haravgi* and 5% in *O Phileleftheros*. Denis Tarantin (sailing) appears in 5% of news items in both newspapers.

From the Greek side, Miltiadis Tentoglou, the gold medalist in the long jump is mentioned in 7% of news items in *O Phileleftheros* and 3% in *Haravgi*. Emmanouil Karalis (Greece), the bronze medalist in the pole vault, follows with 2% in *O Phileleftheros* and 1% in *Haravgi*. Then comes Lefteris Petrounias (Greece, gymnastics - rings), the bronze medalist, with 2% in *Haravgi* and 1% in *O Phileleftheros*.

Table 7. Focus on the Protagonists of News Items regarding the Paris Olympics during the period 26 July - 11 August 2024.

Focus on the Protagonists	<i>O Phileleftheros</i>	%	<i>Haravgi</i>	%
Milan Tajkovic (110m)	43	7%	43	10%
Olvia Fotopoulou (100m, 200m)	28	4%	32	7%
Elena Koulichenko (high jump)	31	5%	30	7%
Alexandros Tofalides (fencing)	18	3%	18	4%
Socia Asvesta (judo)	17	2%	18	4%
Vera Tugolukova (rhythmic gymnastics)	18	3%	12	3%
Pavlos Kontides (sailing)	98	17%	95	22%
Marios Georgiou (gymnastics)	37	6%	30	7%
Andri Christoforou (cycling)	10	1%	10	2%
Natasa Lappa (Sailing)	38	6%	21	5%
Marilena Makri (Sailing)	40	7%	35	8%
Kalia Antoniou (Swimming 100m freestyle)	15	2%	7	1%
Nikolas Antoniou (Swimming 100m freestyle)	13	2%	10	2%
Denis Tarantin (sailing)	32	5%	22	5%
Konstantina Nikolaou (shooting)	20	3%	10	2%
Vern (Australia, sailing)	1	1%	-	-
Mondo Duplantis (Sweden, pole vault)	4	1%	4	1%
Miltiadis Tentoglou (Greece, long jump)	40	7%	12	3%
Katerina Stefanidi (Greece, pole vault)	2	1%	-	-
Antigoni Drisbioti (Greece, race walk 35km)	1	1%	4	1%
Giannis Antetokoumpo (Greece, basketball)	5	1%	4	1%
Nick Calathes (Greece, basketball)	4	1%	1	1%

Lefteris Petrounias (Greece, gymnastics - rings)	10	1%	9	2%
Maria Sakkari (Greece, tennis)	3	1%	-	-
Stefanos Tsitsipas (Greece, tennis)	7	1%	-	-
Theodoros Tselidis (Greece, judo)	3	1%	-	-
Vyron Kokkalanis (Greece, sailing)	1	1%	-	-
Zou Jingyuan (China, gymnastics - rings)	1	1%	-	-
Apostolos Christou (Greece, 100m backstroke)	3	1%	-	-
Antonis Papakonstantinou (Greece, rowing)	1	1%	-	-
Petros Gaidatzis (Greece, rowing)	1	1%	-	-
Zoe Fitsiou (Greece, rowing)	2	1%	-	-
Milena Kontou (Greece, rowing)	2	1%	-	-
Emmanouil Karalis (Greece, pole vault)	14	2%	2	1%
Novak Djokovic (Serbia, tennis)	3	1%	7	1%
Total	566	100	435	100

Both newspapers seem to have access to information regarding sporting events taking place in Paris 2024 and therefore publish details in their columns.

Collectively, we observe that the newspapers under study focus more on news concerning the performances of Greek Cypriot athletes rather than the performances of Greek athletes, who seem to be given more emphasis by the editors.

The position of O Phileleftheros newspaper

In more detail, *O Phileleftheros* supports the efforts of Greek athletes and publishes in its sports supplement news items describing their participation and performances. Our goal was to emphasize news concerning the participation of Greek athletes in the Olympic Games because we believe that *O Phileleftheros* was a beacon of sports information for public opinion. From the analysis of the data, it is clear that considering the size and the position of the news item, *O Phileleftheros* attributes considerable significance to the games. The press can publish news items that, depending on their size and position, depict the weight of the news. That is, the successes of Greek athletes at the Olympic Games that are reported using different features to attract the reader's attention and simultaneously present the importance and content of the news.

According to Sofokleous (2011), *O Phileleftheros* covers a wide range of topics and publishes in its columns "articles, news on local or international levels, commentary, sports, etc." The research revealed that the newspaper covered the Olympic Games with 147 news items, a fact that shows there was sporting interest so that readers could be informed about the efforts of athletes in various Olympic events. Regarding the variable Size of the News Items, 74% are small news items, and 26% are medium-sized news

items. In terms of the source of information, all news items originate from Cyprus. The newspaper has rich visual material, with 97% images and 3% cartoons. Most news items (84%) have positive framing. The main protagonists of the Olympics in *O Phileleftheros* are Pavlos Kontides at 17%, Milan Trajkovic, Marilena Makri, and Miltiadis Tentoglou at 7% each, Marios Georgiou and Natasa Lappa at 6% each, and Elena Koulichenko and Denis Tarantin at 5% each.

During the period under study, *O Phileleftheros* supported the efforts of Cypriot athletes. The following headlines show the newspaper's support for the athletes:

- "Marios Georgiou flew to the final." (*O Phileleftheros*, July 29, 2024)
- "Asvesta made history in Judo." (*O Phileleftheros*, July 29, 2024)
- "With No. 2 in the world, you must play fencing perfectly" (*O Phileleftheros*, July 30, 2024)
- "Kontides and Makri in the qualification battle." (*O Phileleftheros*, August 1, 2024)
- "Judo: Tselidis wins bronze for Greece." (*O Phileleftheros*, August 1, 2024)
- "Encouraging start for Kontides." (*O Phileleftheros*, August 2, 2024)
- "Now is the time for Cypriot Athletics." (*O Phileleftheros*, August 2, 2024)
- "Polo: Greece in the Top 8" (*O Phileleftheros*, August 2, 2024)
- "Basketball: The big battle for qualification." (*O Phileleftheros*, August 2, 2024)
- "Koulichenko: She flew to the final and made history." (*O Phileleftheros*, August 3, 2024)
- "Kontides rose to fourth place." (*O Phileleftheros*, August 3, 2024)
- "Rowing: Two bronze medals for Greece." (*O Phileleftheros*, August 3, 2024)
- "Koulichenko seeks the leap of her life." (*O Phileleftheros*, August 4, 2024)
- "Karalis easily qualified for the pole vault final." (*O Phileleftheros*, August 4, 2024)
- "The 'Midas of the Rings' made history! The tremendous Petrounias won the bronze medal and became the first in the history of the rings with three medals in the Olympic Games." (*O Phileleftheros*, August 5, 2024)
- "I can even break a record." Tentoglou took off in the long jump final with just one jump at 8.32m. (*O Phileleftheros*, August 5, 2024)
- "Kontides jumped to second place and... sees a medal." (*O Phileleftheros*, August 5, 2024)
- "Elena, the winner in our hearts." The Cypriot champion ranked 7th in the high jump final at the Paris Olympics. (*O Phileleftheros*, August 5, 2024)
- "FLY MANOLO FLY: Karalis wins bronze in the pole vault." (*O Phileleftheros*, August 6, 2024)

- "Perfect program with a bad finale. The fall at the exit cost Marios Georgiou the medal at the Olympic Games." (*O Phileleftheros*, August 6, 2024)
- "The one and only Miltos Tentoglou. Second consecutive gold medal in the Olympic Games for the absolute legend of Greek sports." (*O Phileleftheros*, August 7, 2024)
- "The 'robot' and 'Manolo'. Karalis wins bronze, Duplantis, the 'product of artificial intelligence'." (*O Phileleftheros*, August 7, 2024)
- "The Cypriot tamer of the seas! As in London 2012, so in Marseille, Kontides became a silver medalist." (*O Phileleftheros*, August 8, 2024)
- "Out of the final by one place! Milan Trajkovic ranked 9th in the 110m hurdles with a time of 13.32." (*O Phileleftheros*, August 8, 2024)
- "Stefanidi: Stuck at 4.80m" (*O Phileleftheros*, August 8, 2024)
- "Hero's welcome for the great Pavlos!" (*O Phileleftheros*, August 10, 2024)
- "Kontides should be a role model for young people." (*O Phileleftheros*, August 11, 2024)

The position of Haravgi newspaper

Haravgi gives considerable weight to the Paris Olympics, with one hundred and thirteen news items published in its columns. It publishes small, medium, and large news items concerning the performances of Cypriot athletes while also publishing news about Greek long jumper Miltiadis Tentoglou.

In terms of the variable Size of the News Items, *Haravgi* publishes seventy small, forty medium, and three large news items. Regarding the Origin of the Source, all news items are from Cyprus. The newspaper has rich visual material with eighty-seven images, and the majority of the news items (83%) have a positive framing.

Regarding the variable Position of the News Items, 62% are published at the top and 38% at the bottom.

The main protagonists of the Paris Olympics in *Haravgi* are: Cypriot sailor and silver medalist Pavlos Kontides at 22%. Milan Trajkovic in the 110m hurdles follows at 10%, Marilena Makri (sailing) at 8%, and then high jumper Elena Koulichenko, athlete Marios Georgiou (artistic gymnastics), and sprinter Olivia Fotopoulou (100m and 200m) at 7% each. Sailors Natasa Lappa and Denis Tarantin follow at 6% and 5%, respectively. Greek long jumper Miltiadis Tentoglou, the gold medalist, accounts for 3%. In the pole vault, bronze medalist Emmanouil Karalis and Lefteris Petrounias (Greece, artistic gymnastics - rings) account for 1% each. *Haravgi's* visual material is rich, with eighty-seven images depicting the performances of Greek athletes. Regarding the Size of the News Item, 62% were small, 35% were medium, and 3% were large. It is important that

the newspaper publishes news items at the top at 62% and at the bottom at 38%. Regarding the variable Framing of the News Items, 83% have a positive framing.

Haravgi reports:

- "Asvesta begins aiming to reach the round of 16." (*Haravgi*, July 28, 2024)
- "Petrounias in the rings final." (*Haravgi*, July 28, 2024)
- "Kontides' bet in Paris." (*Haravgi*, July 28, 2024)
- "A special moment for Giannis Antetokounmpo." (*Haravgi*, July 28, 2024)
- "Marios Georgiou made history by qualifying for the horizontal bar final." (*Haravgi*, July 29, 2024)
- "Asvesta won the applause." (*Haravgi*, July 29, 2024)
- "Praiseworthy debut for fencer Alexandros Tofalides in the Olympic Games." (*Haravgi*, July 30, 2024)
- "Bittersweet taste for Kalia." (*Haravgi*, July 31, 2024)
- "Sailing: Natasa Lappa rose two places." (*Haravgi*, July 31, 2024)
- "Olympic Games: Greece fought but faltered." (*Haravgi*, July 31, 2024)
- "Kontides and Makri are ready." (*Haravgi*, August 1, 2024)
- "The last... performance of Drisbioti in the Olympics." (*Haravgi*, August 2, 2024)
- "Kontides shouted 'present'." (*Haravgi*, August 2, 2024)
- "Sailing: Finale for Lappa." (*Haravgi*, August 2, 2024)
- "Pavlos Kontides rose to 4th place." (*Haravgi*, August 3, 2024)
- "Historic success for Koulichenko. She flew to the high jump final." (*Haravgi*, August 3, 2024)
- "Greece won and waits in basketball." (*Haravgi*, August 3, 2024)
- "Paris 2024: Ntouskos out of the men's single sculls final." (*Haravgi*, August 4, 2024)
- "Optimistic and without pressure! Denis Tarantin enters the Kite battle at the Olympic Games." (*Haravgi*, August 4, 2024)
- "Kontides rose to 2nd place! Our sailor will compete for a medal at the Olympics." (*Haravgi*, August 5, 2024)
- "Koulichenko raised the bar. The biggest success was the 7th place in the high jump final." (*Haravgi*, August 6, 2024)
- "Pity for Marios Georgiou..." (*Haravgi*, August 6, 2024)
- "ATHLETICS 'Wind' Olivia!" (*Haravgi*, August 6, 2024)
- "Kontides: Heading for a medal!" (*Haravgi*, August 2, 2024)
- "Finale for Olivia Fotopoulou." (*Haravgi*, August 7, 2024)

- "Aiming for the final, Trajkovic." (*Haravgi*, August 7, 2024)
- "Basketball: Greece eliminated by Germany." (*Haravgi*, August 7, 2024)
- "TEAR DOWN THE WALLS FOR KONTIDES." (*Haravgi*, August 8, 2024)
- "The 'lord' of the long jump! Gold medal in a second consecutive Olympics for Miltos Tentoglou." (*Haravgi*, August 8, 2024)
- "Bow to the 'son of the wind'! Pavlos Kontides won the silver medal at the Olympics." (*Haravgi*, August 2, 2024)
- "MILAN TRAJKOVIC One breath away from the final." (*Haravgi*, August 8, 2024)
- "Promising Vera ranked 16th in Rhythmic Gymnastics at the Olympic Games." (*Haravgi*, August 9, 2024)
- "Now the bitterness of Tokyo is gone. Pavlos Kontides arrives on our island today at noon." (*Haravgi*, August 9, 2024)
- "KONTIDES: THE STAR THAT LIT UP CYPRUS." (*Haravgi*, August 10, 2024)
- "Excellent presence at the Olympics. The most important moment for Cyprus was Pavlos Kontides' silver medal, but also the competitive presence of our athletes with many high placements." (*Haravgi*, August 11, 2024)

Conclusions

This research dealt with the representation of the Paris Olympics in the press, analyzing sports news items from the newspapers *O Phileleftheros* and *Haravgi*. The primary goal of the newspapers was to report on the Olympics by giving emphasis on the efforts of Cypriot athletes and by referring to Greek athletes participating in the Olympics. The newspapers under study capture the sporting spectacle, especially when it concerns the successes of Greek athletes, thus making readers go through a process of national homogenization, and the victories of Greek athletes are transformed into national victories, cultivating national self-confidence. Through their pages, the newspapers highlight the new model of the athlete-hero. Pavlos Kontides and Miltiadis Tentoglou stand out as emblematic athletes of these Games, celebrated and elevated to hero status through media coverage—an exposure that fueled national pride. Their prominence during this period extends beyond mere athletic performance: their photographs appear on the front pages of sports supplements, while subsequent pages feature their statements and in-depth interviews.

In general, the framing of sports news, i.e., the interpretation, commentary, and highlighting of topics, highlights the significant role of newspapers and the media in general. The press we studied in Cyprus is not limited only to "framing" reality and

selecting or defining the news (Serafetinidou, 1999) but also plays a more active and substantial role. Therefore, the positions and framings of the newspapers we studied contribute to informing a society about the efforts of athletes from Cyprus and Greece, respectively, at the 33rd Olympics in Paris.

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