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https://www.100test.com/kao_ti2020/258/2021_2022_9_E6_9C_88_E5_8F_A3_E8_AF_91_c95_258882.htm The Theme of the Beijing 2008 Olympic Torch Relay The theme of the relay is "Journey of Harmony". The theme embodies the Olympic ideal of 'placing sport at the service of the harmonious development of man, with a view to promoting a peaceful society concerned with the preservation of human dignity'. 'Harmony' boasts strong Chinese characteristics, and expresses the traditional Chinese philosophy in pursuit of a balance between man and nature, among people and between man's body and soul. It also supports Chinese people's wish of building a harmonious society of enduring peace and common prosperity. The Slogan of the Beijing 2008 Olympic Torch Relay The slogan of the relay is "Light the Passion Share the Dream". The slogan is highly expressive of the theme and distinctive in sentence structure. "Light the passion" captures the spirit of Olympic Torch Relay and is inspiring. "Share the Dream" falls within Olympic language terminology and correlates with the staging concepts of the Beijing Olympic Games and its "One World One Dream" slogan. The slogan is simple, meaningful and easy to remember, read and share. The Logo of the Beijing Olympic Torch Relay The Logo of the Beijing 2008 Olympic Torch Relay owes much of its inspiration to the traditional concept of "fire phoenix", and presents the image of two runners holding the Olympic Flame high. As ancient Chinese legend has it, phoenix is the king of all

birds, and symbolizes good fortune, eternity, nobility and happiness. The use of the phoenix image in the Torch Relay logo conveys the idea that the Torch Relay will send the best wishes from the Beijing Olympic Games to people all over China and the rest of the world.

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