

The Sport-Culture Conflict and Its Resolution in the Media Perspective

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Abstract

The increased interconnectedness of the world, combined with the advancements in technology, has raised people's expectations of the world around them. Sports culture is certainly a noteworthy part of the social landscape; It has become a fundamental element of the contemporary human experience. Although economics and politics can have a profound impact on sports culture, the manner in which it is expressed varies greatly from country to country and region to region. This has impeded collaboration and exchange between nations in the sporting arena, resulting in unwanted tension and disputes. Hence, addressing and tackling these predicaments is of utmost importance and should be done without delay. This paper employs a variety of research techniques to delve into the issue of sport-cultural clashes and arrive at a practical and feasible solution to either reduce or avert them, as perceived by the media.

Keywords: media, sports culture, cultural conflict, solution, mass media

1. Introduction

As society's economy evolves, individuals are increasingly seeking out ways to maintain healthy lifestyles and fulfill their spiritual needs. Modern competitive sports, as a unique cultural event, not only serves as a strong indication of humankind's physical strength, determination, and ingenuity, but is also a primary avenue for the showcasing of a nation's reputation, collaboration, and connection. The increasing awareness of globalized sports has highlighted the distinctions in sports culture among different nations, potentially resulting in international sports confrontations. Thus, it is imperative to conduct research on resolving the clashes between sports cultures. This paper utilizes multiple research techniques, like

literature review, logical analysis, and case analysis, to explore the concept of media communication, and ultimately seeks to devise a way to incorporate sports culture that is suitable for China's context and foster inter-ethnic harmony.

2. Sport-Culture Conflict from the Media's Point of View

2.1 The Media and Sports Culture

The growth of information and web technologies in modern times has made mass media a crucial way for individuals to obtain knowledge and comprehend the world. Sports, as a unique type of cultural expression, are increasingly being featured in mainstream media. The media has had a significant impact

on the development of sports culture. The media has the capability to provide sports fans from all corners of the globe with a thrilling experience, thanks to its various platforms. In contrast, the media can also contrast and share sports cultures from different areas or nations, encouraging the assimilation and invention of sports cultures across the globe. Despite the diverse backgrounds in terms of historical customs, political structures, and economic situations across countries and regions, each area's sports culture has its own unique features that can often lead to clashes in the sporting world. Consequently, gaining insight into the interaction between media and sports culture, and examining the inconsistencies and issues involved, will prove beneficial in comprehending and addressing the issue of sports culture conflict.

2.2 The Portrayal of Athletics in the Media

Due to the proliferation of mass media and the advancement of Internet technology, sports events and the personalities that participate in them have become the subject of heightened public interest in the contemporary world. Conflicts and clashes in sports culture between different countries or regions can arise due to the impact of various factors. Hence, this essay scrutinizes various quandaries and discrepancies in the prevailing international and local sports climate in China from a media standpoint. The initial topic of discussion is the mode of reporting sports events. It is widely acknowledged that sporting events, as a unique type of media product, possess an impressive advertising power. When a sporting event that is hosted in different countries or regions is held in China or other nations, its repercussions extend beyond the competition itself and have implications in the political, economic, cultural, and other fields. A primary cause of contention between countries and regions is a combination of patriotism and bigotry. For example, China first entered World Cup qualification in 1957 in an attempt to qualify for the 1958 FIFA World Cup and has made its only appearance in 2002. After two decades, China's men's soccer squad plummeted to 75th in the most recent FIFA rankings, resulting in a stir of public outrage due to their dismal beginning of their Qatar 2022 qualifying tournament. Many supporters contend that this accomplishment is instrumental in elevating the standard of football in China. In contrast, some people have

responded to this incident by viewing it as an embarrassment and have called for a boycott of the country's involvement in major global events. These examples illustrate how intricate and delicate it is to manage sports activities when it comes to international communication; furthermore, it sheds light on the importance of establishing a media presence for sports celebrities. Sports personalities have gained notoriety in the current age. Kobe Bryant and Steffi Graf have garnered a devoted fan base and have earned immense respect from the media and public alike. Unfortunately, certain unscrupulous individuals have been utilizing famous athletes to perpetrate illegal and illicit activities. The words of Floyd Mayweather, an iconic American professional boxer, have sparked controversy with his repeated racist comments towards Asians, which has had a considerable impact. This type of occurrence is innumerable. It is essential to consider how to properly manage interactions between sports personalities and representatives of other sectors, as well as how to prevent social issues that could arise from excessive scrutiny of athletes. Additionally, there is a need to address the ethical implications of sports-related advertising in the media. As new media channels such as TV, the Internet, and other platforms continue to expand, companies have been increasingly incorporating sports elements into their advertising campaigns to gain viewer engagement. Nevertheless, the following issues have become more and more evident. Some businesses may be inclined to mislead shoppers about the advantages of their products in order to increase their revenues. Some advertisements deceitfully utilize the uniforms and mascots of well-known sports teams in order to dupe consumers. These phenomena reoccur constantly and have a detrimental impact on the progress and balance of the entire media environment. In conclusion, the clash of sports cultures not only shows itself in competitive competitions or singular sporting events, but affects all aspects. A comprehensive assessment of the root causes is needed in order to identify an effective resolution.

3. Analysis of the Causes of Sports Culture Conflict

3.1 The Limits Imposed by the Economic Growth Level

As technology and society progress, people's desires for material comfort and intellectual

stimulation continue to grow. The regions along the eastern coast of China have made tremendous strides towards modernity, whereas those in the middle and western parts of the country remain relatively behind. In addition, this has resulted in various cognitive discrepancies and disparities in value systems across different areas. The availability of natural resources in different regions is impacted by geographical and climatic conditions, giving rise to a distinctive sports culture. In the northeast, for instance, activities such as skiing and snowboarding are popular. In the northwest region, sports, ball games, and other forms of recreation are well-liked. The geographic separation between the regions hinders true communication and collaboration, further entrenching the culture of sports into a bubble of seclusion. Furthermore, economic prosperity is a key factor in gauging the overall power of an area. Despite the noticeable rise in average disposable income for both rural and urban citizens in China, it is still insufficient to satisfy the growing desire for diverse sporting activities. This demonstrates that the overhaul of China's sports sector is still a work in progress, and there is a pressing need to enhance the quality of sports commodities and services. Consequently, we must expedite the refining and enhancement of the sports industry's framework and bolster the collaborative and sustained growth of the sports industry to ultimately dissipate the rivalry of sports culture.

3.2 The Limitations of Sports Culture Communication Strategies

The advent of the Information Age and the proliferation of the Internet have given rise to a myriad of avenues for individuals to access, transmit, and share information in the contemporary world. Despite the delayed introduction of sports in China, the nation has not been able to catch up to the level of Western nations, thus the spread of Chinese sports culture is also notably restricted. On one hand, traditional media often take a conservative approach when reporting on sporting events, making it difficult to remain impartial and unbiased. On the other hand, while newer media outlets may spread sports news to a broader audience, verifying its accuracy is a challenge. The lack of clarity in the situation not only hinders the audience's pursuit of truth, but also causes some viewers to have a negative attitude, resulting in disagreements in the

sporting world. Moreover, in many places in China, the public sports service system is not fully developed, making it difficult for citizens to access the sports facilities they need. While some local authorities prioritize competitive sports to gain political success, they overlook the development of more widely enjoyed sports, which impedes the advancement of sports culture. The presence of these issues not only points to the uneven development of sports in China, but also underscores the importance of creating a sporting culture.

4. Solutions to Sports Cultural Conflicts

4.1 Methods for Managing Sports-Related Cultural Clashes

4.1.1 Strengthening the Monitoring of Sports Culture-Related Media Content

In this digital era, a variety of media outlets can be used to propagate and spread the culture of sports. In spite of the absence of effective management systems and regulations, negative, inappropriate, and even erroneous sports culture content is still being disseminated through these channels, which is damaging. Consequently, it is critical to establish and enhance a network of pertinent statutes and rules, heighten the review of all data in the context of sports culture exchange, and guarantee its reliability and legality. We should also stimulate the public to get involved in surveillance activities and cultivate a collective awareness of the importance of sustaining a good sporting and cultural atmosphere.

4.1.2 The Emphasis on Communication Between Different Groups

The disparities between individuals in terms of their beliefs, perspectives, and behaviors are evident not only in their cognitive abilities, but also in their outlooks, principles, and ways of life. Hence, we must undertake a range of publicity and instructional initiatives to foster greater understanding between dissimilar groups and limit misconceptions and disagreements brought about by culture, convictions, and customs. Furthermore, it is essential to promote a vibrant sporting culture through various mass media outlets such as television, newspapers, and magazines. The goal is to broaden the public's awareness of sports culture, fostering national unity and solidarity.

4.1.3 The Persistence of the People-Focused Development Concept

Sport's primary purpose should be to meet the varied demands of its supporters in an effective, non-profit manner. Hence, we must consider the public's welfare, defend citizens' rights and interests, strive to better the quality and efficiency of public services, and make sure that everyone can benefit from the advancement of sports reform in the implementation of various policies and procedures. By engaging with the people in this manner, the nation can effectively garner their support and strengthen the foundations of China's socialist system. This will ensure the continued success of the country in its path towards progress and development. Furthermore, it will enable the nation to continue to build a prosperous and harmonious society. This will foster a stronger sense of unity and solidarity among the people and allow the nation to thrive in its endeavor to achieve greater heights.

4.2 The Management Mechanism of Sports Cultural Conflicts

It is imperative to set up a proper administrative system to support the growth and development of sporting culture. In order to ensure accountability, it is essential to delineate the duties of the government, civil organizations, and citizens, and create an environment for collective participation. Additionally, it is crucial to improve the system design, implement legal guidelines to control behavior, and guarantee a level playing field. Thirdly, it is essential to increase the public's knowledge and strengthen their sense of identity and belonging in order to facilitate exchanges and collaboration between different groups. By utilizing the watchful eye of the media to bring to light any illegal activities in a timely manner and preserving a sound market environment, all sports and cultural disputes can be successfully resolved and the positive and progressive growth of Chinese sports can be facilitated. The ever-increasing speed of globalization has resulted in a wider variety of information available to people, which poses a formidable task to sports in China. Consequently, it is essential for Chinese sports to reach a higher level of sustainability that people must take a thorough approach to studying and actively experimenting with different solutions to these problems.

4.3 The Governance and Safeguarding of Sports-Related Cultural Disputes

The government should be a major contributor

in addressing the issues arising from the sports culture. The government should start by creating relevant policies to control and direct the media in order to disseminate information about sports. The government can further strengthen the bond between itself and the media in order to enhance the credibility, impartiality, and reliability of media coverage. Furthermore, the government can also augment investment in the construction of public sporting amenities to give people more accessible fitness opportunities. The government should also take steps to educate the public about the proper way to view sports culture, so that they can be more tolerant of different forms of sports culture. Concurrently, people should collaborate to mediate sports cultural clashes, and pool their resources to drive the development of sports in China in a positive and organized way. In light of the volatile and complex global climate, individuals must be cognizant of the severe repercussions of sports-related cultural clashes. By refining the administrative procedures relevant to sports culture, we can effectively ward off or lessen the potential for clashes, and ensure the lasting and steady development of Chinese sports.

5. Summary

This paper examines the conflict of sports culture from the viewpoint of media, considering the impact of media in the construction of sports culture. It provides an in-depth analysis of the various ways in which media can influence sports culture, as well as the potential implications for both the media industry and society. Additionally, the paper proposes some practical solutions to address the issue of sports culture from a media-related perspective. The proposed solutions range from policy-level interventions, such as increasing media literacy, to more direct interventions, such as actively promoting positive sports culture in the media. However, it is important to note that these schemes may not always be applicable to all circumstances. This is due to a variety of reasons, such as the specific requirements of the project, the availability of resources, and other external factors. It is therefore essential to assess the situation thoroughly and determine whether the scheme is appropriate to the task at hand. In conclusion, it is clear that further research and discussion are needed in order to find a more scientific and reasonable solution to this issue. This is a complex problem that requires a

comprehensive approach, taking into account the various perspectives and interests at stake. It is essential that all relevant stakeholders are included in the process of finding a viable solution. With this in mind, it is important to ensure that the process is conducted in an open and transparent manner, while also taking into account the latest developments in the field. Only then can we ensure that the solution is both effective and equitable.

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