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RESEARCH ON THE CULTURAL CONFLICT IN THE CROSS-CULTURAL COMMUNICATION OF INTERNATIONAL SPORTS EVENTS

Chen Yu¹, Yue You-song²

¹ – Sports Culture Research Center of Tianjin University of Sport, Taijin, China

² – Office of Research and Graduate of Tianjin University of Sport, Tianjin, China

Abstract. The study provides a theoretical analysis of the cultural clashes in the communication of international sporting events. The study believes that cultural conflicts are reflected in the fields of event reporting, event broadcasting, and event advertisements; the reasons for their formation are related to cultural background, ways of thinking, and values. The communication process of sports events is affected by cultural conflicts, which may have a negative impact on the communication effect.

Keywords: international sports events; cross-cultural; communication; cultural conflict.

ИССЛЕДОВАНИЕ КУЛЬТУРНОГО КОНФЛИКТА В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ НА МЕЖДУНАРОДНЫХ СПОРТИВНЫХ МЕРОПРИЯТИЯХ

Чен Ю¹, Юэ Ю-Сонг²

¹ – Центр исследований спортивной культуры Тяньцзиньского университета спорта, Тайцзинь, Китай

² – Отдел исследований и выпускник Тяньцзиньского университета спорта, Тяньцзинь, Китай

Аннотация. В исследовании проводится теоретический анализ культурных конфликтов в коммуникации на международных спортивных мероприятиях. Исследование показывает, что культурные конфликты отражаются в области репортажей о событиях, трансляции событий и рекламы событий; причины их формирования связаны с культурным фоном, образом мышления и ценностями. На коммуникативный процесс спортивных мероприятий влияют культурные конфликты, что может негативно сказаться на эффекте коммуникации.

Ключевые слова: международные спортивные мероприятия, межкультурность, коммуникация, культурный конфликт.

Introduction

Cultural conflict is a phenomenon formed by differences in ideas, religious beliefs, and values. In the process of spreading sports events, cultural conflicts are also unavoidable. Since the communication of sports events involves the cultural backgrounds of different countries and nations, there are many cultural conflicts in the process of communication, which also have an important impact on the development of sports event communication. On the one hand, when the audience of sports event communication comes from different cultural backgrounds, the content of communication will be influenced by culture [1]. On the other hand, when the audience involved in the communication involves multiple countries, cultural conflicts will have a certain impact on the content of the communication. Therefore, in order to ensure the effectiveness of sports event communication, it is necessary to solve the problems caused by cultural conflicts. The purpose of this study is to explore the possible conflicts between different cultures when international sports events are transmitted across cultures, and the countermeasures to deal with cultural conflicts.

1. Research Methods

Collect and analyze possible cultural conflicts in the cross-cultural communication of international sports events by using the literature method; use the case analysis method to study the cultural conflicts in the process

of cross-cultural communication of international sports events, and participants' views on how to deal with cultural conflicts; Using the expert interview method, analyze and summarize the expert opinions on the prevention and countermeasures of cultural conflicts.

2. Research Results and Analysis

2.1. Types of culture conflict

(1) Cultural conflicts in sports event reporting. Cultural conflicts in the dissemination of sports events are mainly manifested in the reporting of sports events. The cultural customs of different countries are different, which will lead to different styles when the media of different countries report sports events. For example, in western countries, sports reports place more emphasis on the technical analysis of events, while in China, sports reports place more emphasis on the psychological aspects of events.

(2) Cultural conflicts in the broadcasting of sports events. Cultural conflict is manifested in the different understandings and viewpoints of audiences with different cultural backgrounds on sports events in the communication of sports events. For example, in China, sports events are usually broadcast by public media organizations, while in Western countries, sports events are mostly broadcast by private organizations.

(3) Cultural conflicts in sports event advertisements. Due to cultural differences in different countries, it will also have an impact on the advertising of sports events.

In China, advertisements for sports events are more diversified to highlight the cultural characteristics of sports events, while in western countries, advertisements for sports events place more emphasis on practicality.

2.2. Reasons for cultural conflict

(1) Cultural background

Many countries have very different cultural backgrounds when broadcasting sports events. Every country has its own unique culture, and different cultures have different concepts, and the same is true for the spread of sports events. People from the same cultural background as the athlete are more likely to support local players more, while those from other cultures are more likely to support international players [2]. In order to satisfy the interests of local audiences, the communicators are obviously more focused on the news of local players, causing conflicts.

(2) way of thinking

Different values in different cultural backgrounds are also one of the reasons for cultural conflicts. For example, Western cultures tend to view sports events from a pragmatic point of view, sometimes thinking that sports are just for recreation and entertainment; while Eastern cultures view sports events more from a spiritual level, emphasizing their moral value and the role of enhancing social cohesion [3].

(3) Value concept

Due to different ways of thinking, culture clashes can also result. Because people with different cultural backgrounds have different understandings and viewing habits of a certain sporting event, the way of communication will also be different [4]. For example, in China, people pay more attention to the value communication of the event, while in the United States, people pay more attention to the commercial promotion of the event, which is also one of the reasons for the cultural conflict.

2.3. The impact of cultural conflict

First, in the process of dissemination of sports events, affected by cultural conflicts, negative results may appear, such as refusal to accept, resentment, resistance, etc. Second, cultural conflicts may affect the communication effect of sports events, thereby affecting the practical effect of the entire event communication. Third, cultural conflicts may affect the audience

of sports events, causing the audience to only stay in superficial knowledge, but unable to deeply understand the content of the event, thus affecting the communication effect of the event [5].

3. Conclusion

In the process of broadcasting sports events, cultural conflicts are unavoidable. There are various types of conflicts and complex reasons. People are affected by cultural backgrounds, ways of thinking, and values, and have very different understandings of sports event communication. Through expert interviews, the research believes that the measures to solve the cultural conflicts in the communication of sports events are roughly as follows: First, strengthen cultural exchanges. Cultural exchanges should be strengthened between the disseminator and the audience, so that both parties can better understand each other's cultural background, thereby alleviating cultural conflicts. Second, follow the principles of cultural transmission. In the process of disseminating sports events, communicators should follow the principles of cultural dissemination and integrate the aesthetics and values of people from different cultural backgrounds to ensure the quality of dissemination. Third, strengthen cultural aesthetic education. The communicator should strengthen the cultural literacy of the audience, so that the audience can better accept the sports event culture spread by the communicator.

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