

Theory and Practice of Sports Exhibition in Domestic Large Track and Field

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ABSTRACT. *As a carrier and platform for the dissemination of sports culture, large-scale sports events have received more and more attention with the prosperity of social economy and cultural development, and have become an important part of social cultural activities. The operating mechanism of sports events has been continuously improved, the content has been continuously enriched, and the viewing of games has been continuously improved. The purpose of this article is to study the theory and practice of sports display in domestic large-scale track and field events. This article adopts the literature method, questionnaire survey method and other research methods to research and analyze the sports display of domestic large-scale track and field events. The concept of sports display is defined from two levels of broad and narrow sense, and the manifestation of sports display elements is carried out. This article has obtained several successful experiences and enlightenments through analysis. On this basis, it further puts forward some suggestions for the sports display of large-scale events in the future, and provides a useful reference for the breakthrough and innovation of sports display of large-scale events in the future. Using the principles of communication, sports event operation management and sports economics, the function of sports display is analyzed. Through expert interviews, audience questionnaire surveys and statistical analysis, the current status of sports display in large-scale track and field events is studied. Research shows that only 62.4% of people have heard of the term "sports show"; nearly half of the athletes have not heard of the word "sports show"; it can be seen that although the development of sports show has made great results, but there are still large-scale groups of people who lack knowledge and understanding of sports exhibitions, which is also an important factor restricting the development of sports exhibitions in track and field events.*

KEYWORDS: *Large-Scale Track and Field Events, Sports Exhibition, Theory and Practice, Sports Culture*

1. Introduction

With the development of science and technology, the emergence of new media technologies such as audio equipment, photographic and camera equipment, broadcasting, television, communication satellites, and the Internet can enable live audiences and more of the public to appreciate the benefits of sports competitions through the media[1-2]. People are spiritually happy. In order to better realize the spiritual satisfaction that sports beauty brings to people, sports exhibitions came into being [3-4]. At present, the research on sports display, especially the research on sports display of track and field events is still in its infancy. The depth and breadth of theoretical research are still very limited [5-6]. Due to the constraints of many factors, the application of sports display in track and field events is still in its infancy. It is not extensive enough, which is exactly where the application value of this research lies [7-8].

In the research on the theory and practice of sports display in large-scale track and field events in China, many scholars have conducted research on them and achieved good results. For example, Tao L mentioned that sports display is divided into competitions in its report on sports display: "Exciting beyond the event" Two parts of exhibition and cultural exhibition. Competition display refers to the pre-match ceremony and the display of the electronic score screen in accordance with the rules and regulations of the International Individual Sports Federation. The display of the electronic score screen is directly related to the live broadcast and competition information of the sports competition [9]. Campbell E believes that sports display is a combination of competition and culture, through the organic combination of all elements such as broadcast, music, video, and performance at the competition site [10].

This article adopts the method of literature data, interviews with experts, and logical analysis. On the premise of extensively consulting the related materials of sports exhibitions, this paper analyzes the connotation, characteristics, functions, composition elements, organization and operation methods of the sports exhibition at the Beijing Olympic Games. Systematic combing and theoretical summary, through analysis, obtained several successful experiences and enlightenment, on this basis, further put forward some suggestions for future sports exhibitions of large-scale events, and provide useful references for the breakthrough and innovation of sports exhibitions of large-scale events in the future.

2. Theory and Practice of Sports Exhibition in Large Track and Field Events

2.1 Music for Track and Field Competitions

(1) Type of music

According to the different stages of the competition, it is mainly composed of the music in the ceremonial stage and the music in the non-ceremonial stage. The iconic music of the ceremonial stage, such as the entrance music of the athletes in the

opening ceremony, the iconic welcome music of the audience entrance, and the introduction the admission music of the athlete referees, the music of the award-giving guests and the admission of the athletes before the award ceremony; non-ceremonial music refers to the music played on other occasions or stages except for the ceremony. This part of the music is before the game collect and choose music that matches each stage of the competition, such as vigorous and passionate call signs and background pad music.

(2) Elements of repertoire selection

When selecting repertoires, the rhythm of live music should be slightly faster than the rhythm of sports, so that athletes should try their best to match their rhythm with the rhythm of live music during the competition. While setting off the atmosphere of the competition, it can also assist the athletes to perform at a super level to achieve better results. In the live display of the track and field competitions of this games, some professional rhythm change equipment was introduced, which can adjust the rhythm of the music at any time, and can also create more fantastic sound effects. When properly used in the game, it can not only enhance the real-time of the game. Sex, can also enhance the atmosphere of the game.

(3) Creation of on-site atmosphere

On-site interaction is a sports display method that maximizes momentum and enhances on-site popularity in sports competitions. The on-site interactive host will lead the audience to shout, cheer, and behave in an orderly manner. Mascot interactive games, title sponsors and partners give gifts and other activities. The on-site interactive session is the first group carnival of the audience at the game. It is the first intimate contact between the audience and the event. It is also the strongest and most realistic link in the sports show.

2.2 Organizational Framework of Sports Exhibition

(1) Hierarchy of Sports Exhibition Organization

In large-scale sports events, according to the characteristics of the sports exhibition organization model, there are currently two main models for the construction of sports exhibition teams. One is the most simplified vertical management mode of competition organization, and the other is a complex multi-layer and multi-dimensional control mode.

(2) The internal organizational structure of the sports exhibition team

Sports display is an intricate system engineering involving many business fields, and its own business characteristics determine the internal organizational structure of sports display.

(3) Operating mechanism of sports exhibition

1) Pre-match preparation period

According to the theme and nature of the competition, the sports exhibition team has searched for some music suitable for the style of the competition, and designed a complete set of music identification system (prompts, etc.), and confirmed it through online voting and public selection. The athlete's favorite music and the voice that best represents the host and the audience.

2) Runtime during competition

The general principle of the application of the sports field in the track and field games is to take the sports display of the track as the main body. The sports display content of the track should be carried out without affecting the track, because the field of the track is relatively large. Almost covering the entire stadium, the field competition area is relatively small, generally around the stadium (outside the runway or within the runway), if there are special circumstances, you should follow the arrangements of the on-site command.

2.3 Regression Algorithm Based on Weak Correlation Sampling Questionnaire Survey

For continuous kernel function $K(x, y)$, use L_K to represent the relevant integral operator,

$$L_K f(x) = \int K(x, y) f(y) dy \quad (1)$$

If K is bounded, then L_K is a linear operator tight on $2X \times L_p$.

$$\tilde{K}(x, t) = \int K(x, y) K(y, t) dy \quad (2)$$

$$\hat{K}(x, t) = \int K(x, y) K(y, t) dy \quad (3)$$

Here, \tilde{K} , \hat{K} are Mercer kernels, so the corresponding integral operators are symmetric and positive definite.

3. Experimental Investigation and Research on Sports Exhibition of Domestic Large-Scale Track and Field Events

3.1 Research Objects

This article takes the sports exhibition theory and system operation of domestic large-scale track and field events as the research object, and analyzes and explores the large-scale track and field sports display system based on the communication and sports event operation management based on the existing research results.

3.2 Questionnaire and the Reliability Test of the Questionnaire

Random sample questionnaire surveys of participating athletes, coaches and spectators. The questionnaire for spectators focused on appreciation and entertainment, and the questionnaire for athletes and coaches focused on the role of

the game. This study uses the test-retest reliability test method to test the reliability of the questionnaires for spectators, athletes and coaches. Retest 400 spectators, 30 coaches, and 50 athletes from a college in this city at 2-week intervals.

3.3 Logical Analysis

Using logical methods such as induction, analogy, and synthesis, combined with multidisciplinary knowledge such as media studies, sports event operation management, and sports economics, conduct in-depth analysis and discussion of information and data collected from literature, expert interviews and survey results.

4. Investigation and Analysis of Sports Exhibition Experiment In Domestic Large-Scale Track and Field Events

4.1 Investigation and Analysis of the Importance of Sports Display by Spectators, Athletes and Coaches

Sports exhibition work has received more and more attention in domestic large-scale sports events, and the spread of sports exhibitions has become wider and wider than before. At the same time, it has received more and more recognition and attention from people. However, as the mother of sports, the use of track and field sports display still pales in comparison to its project development needs. The experimental results are shown in Table 1.

Table 1 Survey and analysis of whether you have heard of the term "sports show"

Survey object	Heard about it (%)	Never heard of (%)
Audience	62.4	37.6
Athlete	53.1	46.9
Coach	80.5	19.5

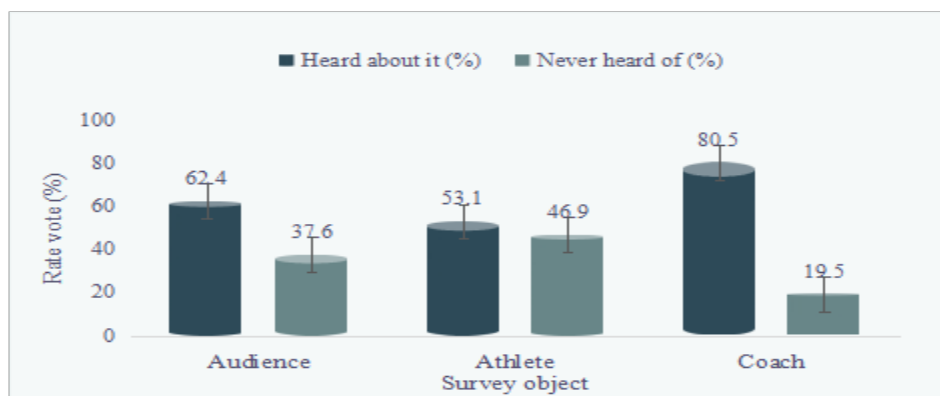


Figure. 1 Survey and analysis of whether you have heard of the term "sports show"

From Figure 1, we can see that in a survey of 400 spectators who watched track and field games, only 62.4% of them had heard of the term "sports show"; nearly half of the athletes had not heard of "sports show". The term "show"; among the three groups of audiences, athletes and coaches, coaches have the largest proportion of people who have heard of the term "sports show", at 80.5%. It can be seen that although the development of sports exhibition has achieved great results so far, there are still large-scale people who lack the understanding and understanding of sports exhibition, which is also an important factor restricting the development of sports exhibition in track and field events.

4.2 Music

The main function of music on the stadium is to mobilize the audience's emotions and create the atmosphere of the stadium. Large-scale sports events and sports exhibitions generally design the overall style of music, establish a huge music database, and classify it carefully for use in different situations. This paper investigates the music satisfaction of the competition field, and the experimental results are shown in Table 2.

Table 2 Survey statistics of athletes and coaches' hopes of playing music in the game

Attitude	Athlete	Coach
Hope	54.2	48.2
Do not wish	11.6	14.2
Doesn't matter	34.2	37.6

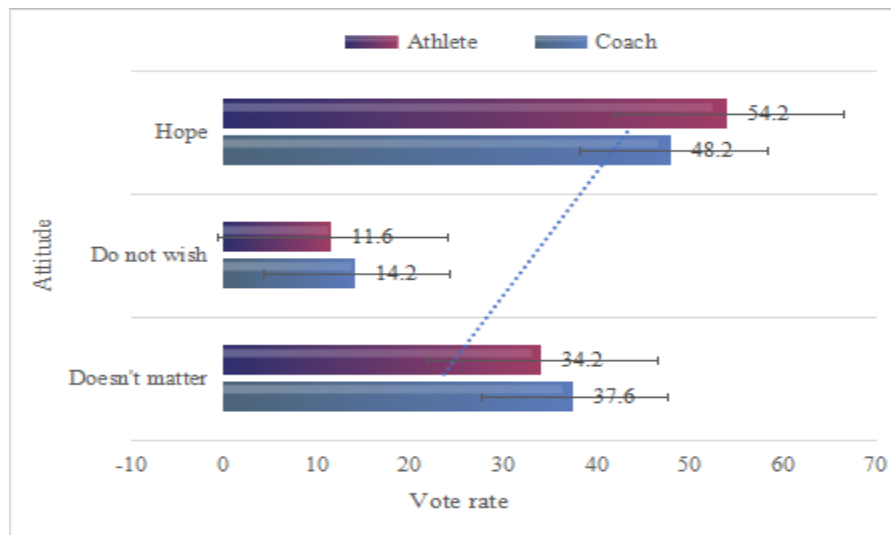


Figure 2. Survey statistics on the hope of athletes and coaches for playing music in the game

It can be seen from Figure 2 that 54.2% of athletes and 48.2% of coaches want to insert music in the game, but 11.6% of athletes and 14.2% of coaches oppose to insert music in the game, and 34.2% Athletes and 37.6% of coaches felt indifferent to the presence or absence of music. The principle of directional reflection and exploratory reflection in psychology tells us that among various external stimuli within a certain distance, sound can attract people's attention most. It can force people's auditory organs to accept sound, which determines that auditory art is better than vision. Art can more directly affect people's emotions and shake people's hearts. In the process of track and field competitions, some exciting, rhythmic and dynamic music can mobilize the audience's emotions, create the atmosphere of the arena, increase the excitement of the athletes, make the athletes exceed the level of competition, improve the performance of the athletes and increase the motivation of the competition the degree makes the game more enjoyable.

5. Conclusions

Compared with the competition organization model dominated by foreign markets, the large-scale sports event organization model of "government-led, market operation, and social participation" that combines the government and the market initially formed in our country is an innovation in the organization of events. The introduction of the market system is a leap in our country's traditional competition organization system. However, the specific realization of the leading role of the government in the organization and operation of large-scale sports events in our country requires corresponding innovations and changes.

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