

Exploration of the effect of broadcasting in sports display to help special culture dissemination

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Abstract: *As an important channel of cultural exchange, the communication effect of sports events is closely related to the professionalism and strategy of broadcasting. This paper systematically analyzes the connotations and roles of announcing in sports presentations and its key role in the communication of distinctive cultures. The article begins by defining the concept of sports presentation and tracing its trajectory to clarify the core function of announcing in sports presentation. Subsequently, the paper delves into the functions of broadcasting in information transmission, cultural interpretation and emotional stimulation, revealing how broadcasting can promote the dissemination and understanding of distinctive cultures through language arts and emotional expression.*

Keywords: *sports presentation; broadcasting; cultural communication; emotional stimulation; strategy optimization*

1. Introduction

As globalization continues, sports events have become an important link between different cultures. Sports display, beyond the scope of traditional competition, is a form of communication that integrates visual, auditory and emotional experience, providing an immersive viewing atmosphere for the audience. This paper focuses on broadcasting, the core of sports presentation, and explores how it can enhance the cultural connotation and international communication power of events through the precise delivery of information and the emotional interpretation of culture. By analyzing the strategic and professional nature of announcing in sports presentations, this paper aims to reveal the key role of announcing in the communication of distinctive cultures and its contribution to the enhancement of the viewing experience of global audiences.

2. Sports displays are widely used at sporting events

The development of contemporary sports, accompanied by the innovative use of sports displays, has become an important part of global cultural and economic exchanges. Sports events not only provide a stage for competition, but also attract the attention of the world through high-level organization, creative displays and advanced communication technologies. The use of sports displays, including live sound and light effects, interactive experiences and the integration of multimedia content, has greatly enriched the spectator's viewing experience and facilitated the global dissemination of sports culture.

3. Basic connotations and roles of announcing in sports presentations

Basic connotations and roles of announcing in sports presentations: we will explore the definition of sports presentations and the role of announcing in sports presentations.

3.1. Definition of sports display

Sports exhibition, as a communication activity, has far-reaching significance and influence beyond the simple information transfer of traditional events. It creates a ritualized viewing experience for the audience through diverse means such as broadcasting, music and performance, while carrying multiple meanings of commercial, cultural and social values. As Vince Lombardi, a famous American sports commentator, said, "Sports is a microcosm of life", and the Sports Showcase is a vivid embodiment of this concept, which allows audiences from different countries and regions to share the passion and

charm of sports events.

The definition of sports display , which can be explored in depth from its core functions - information transfer, emotional expression and cultural display. Information delivery serves as the foundation of the sports presentation, accurately communicating the proceedings, rules and results of the game to the audience through live announcements and commentary. Emotional expression, on the other hand, is at the heart of sports presentations, where music, lighting, dance and other elements are used to create a specific atmosphere and inspire a sense of empathy and engagement in the audience. The cultural display, on the other hand, embodies the unique charm of the sports display, which shows the cultural and spiritual outlook of the event venue by incorporating local characteristics and ethnic customs ^[1].

3.2. The Role of Announcing in Sports Presentation

In sports presentations, the announcer's role goes far beyond basic messaging; they are emotional guides and cultural messengers. Their words and voices not only instantly reflect the tension and intensity of the event, but also profoundly touch the emotions of the audience, delivering the spirit of sports and cultural values to each and every viewer. For example, at the moment when France won the 2018 World Cup in Russia, the announcer's passionate commentary not only conveyed the result of the game to the world, but also, through the power of language, allowed viewers from different cultures to experience the excitement and joy of this historic moment together.

Announcers play an irreplaceable role in shaping the audience experience. Through the power of their voices, they guided the audience through every tense moment of the game, such as the scene in the 2016 NBA Finals where LeBron James led the Cavaliers to a come-from-behind victory. The announcer's commentary not only captured the exciting moments of the game, but also conveyed the indomitable spirit of the athletes and the power of teamwork.

In terms of cultural communication, the bilingualism of announcers is particularly important in international events. It not only enhances the internationalization of the event, but also promotes communication and understanding between different cultures ^[2]. For example, at the 2022 Winter Olympics in Beijing, the announcer gave the global audience a deeper understanding and recognition of Chinese culture by introducing China's traditional ice and snow sports and the development of modern winter sports, as well as by incorporating live broadcasts of the events.

The announcer also reinforces the sense of collective identity and participation in sports presentations through the use of ritualized language. In the opening ceremony of the Olympic Games and other large-scale activities, the announcer's voice and the scene of the music, lighting and performances are closely integrated to jointly create a solemn and sacred atmosphere, enhancing the event's ornamental and the audience's sense of immersion.

In summary, the role of announcing in sports presentations is multi-layered; it is not only an emotional link connecting organizers, participants and spectators, but also a bridge for cultural exchange and an important tool for creating an immersive viewing experience. In the future, as the sports industry continues to grow and technology advances, the role and function of announcing will continue to expand and deepen, becoming an integral part of sports presentation.

4. The multidimensional communication function of broadcasting in sports presentations

The multidimensional communication function of announcing in sports presentations is discussed in three main aspects: the announcer has the pivotal function of information transmission, the function of cultural interpretation and dissemination, and the function of emotional value transmission.

4.1. The pivotal function of information transfer

Accuracy and timeliness of information are essential elements in the communication of sporting events. During the dissemination of sporting events, broadcasters provide real-time updates on game scores, players' on-field performances, and key technical statistics with agile responses and precise announcements. This instantaneous delivery of information ensures that viewers are able to keep up with the pace of the game and not miss a single moment of excitement, which not only ensures the accuracy of information delivery, but also provides viewers with a viewing experience that is both educational and entertaining. At major international events such as the Soccer World Cup, the

multilingualism and cultural sensitivity of the announcers make it possible for viewers around the globe to enjoy high-quality delivery of information about the event.

The announcers are not limited to the immediate stats of the game, they are also responsible for providing background information and tactical analysis to help viewers understand the game in greater depth. In a baseball game, the announcer may explain the team's batting order arrangement or, in a football game, analyze the team's offensive strategy, and such delivery of information enhances the viewer's knowledge of and interest in the game.

The announcer is able to guide the audience's emotions and enhance their sense of commitment to the event through well-designed content and language style at different stages of the event, such as the opening, halftime, or the end of the game. During the climactic moments of the event, the announcer's rousing tone and intense pace of speech can galvanize the audience; And in the quieter moments of the game, their calm tones and detailed commentary can help viewers better understand the strategy and context of the game.

The accuracy and timeliness of information delivery is critical to the spectacle of a sporting event. The professionalism of the announcers and their deep understanding of the event allows them to provide an enjoyable and educational viewing experience while maintaining the accuracy of their message.

4.2. Cultural Interpretation and Communication Functions

Announcers play a key role in cultural interpretation and communication in sports presentations. Through their professional commentary, they not only provided viewers with real-time information about the event, they also skillfully incorporated the cultural characteristics of the venue into their broadcasts. What's more, they dig deeper into the connection between the event and the culture of the hosting place, and integrate the cultural elements into every broadcast, thus enhancing the educational significance and cultural value of the sports event [3]. In the case of the 2022 Winter Olympics in Beijing, for example, the announcer introduced the history of Chinese ice and snow culture in his narration, talking about ancient Chinese ice sports, such as ice frolicking, and how these traditions have influenced the development of modern winter sports [4]. They also introduced the traditional customs of Chinese New Year, such as the Dragon and Lion Dance, combining these cultural elements with the exciting moments of the tournament, so that spectators can enjoy the sports competition while experiencing the charm of traditional Chinese culture. In introducing the background of the match, the announcer may refer to the local culture and characteristics of the hosting place, quoting idioms or allusions related to the local culture, so as to provide the audience with a cultural resonance and a deeper level of viewing experience. For example, in the Chengdu Universiade, the announcer used Li Bai's poem "A Chengdu in nine heavens, ten thousand front doors into the picture" as his welcome message.

During international soccer matches, the announcer shows viewers the cultural diversity of the game globally through in-depth explanations of national soccer cultures, such as Brazilian samba soccer and Argentinean tango soccer. By telling the personal stories of ball players and the significance of soccer in different cultures, they not only enrich the tournament but also promote mutual understanding and respect among different cultures.

The announcers' cultural interpretation work is not limited to the event itself; they also provide viewers with a comprehensive window into the culture of the venue by introducing the landmarks, art, music and customs of the place where the event is held. This cultural interpretation not only deepens the audience's understanding of the event, but also promotes the appreciation and awareness of multiculturalism among the global audience.

In conclusion, the announcer's function of cultural interpretation and communication in sports presentations is multidimensional. Through the power of language, they transformed the sporting event into a platform for showcasing and exchanging different cultures, bringing a rich and profound cultural experience to the global audience.

4.3. The transfer function of emotional values

In sports presentations, the announcer also provides emotional value, conveying the tension of the game and the athletes' fighting spirit to every viewer through precise and vivid announcements. In the moments leading up to England's win in the final of the 2019 Cricket World Cup, the announcer's

excited announcements intertwined with the cheers of the crowd to create an atmosphere of triumph and collective revelry. This emotional resonance not only allows the audience to feel the passion of the scene, but also deepens their emotional engagement with the game ^[5].

As the game ebbs and flows, the announcer's intonation and tempo change accordingly, creating an emotional context that matches the content of the game. The announcer's loud shouts and tense speech during key moments in a basketball game, such as a team's come-from-behind moment in the NBA Finals, give viewers a sense of urgency and excitement in the game. This delivery of emotion makes the audience's emotions rise and fall as the game progresses, as if they were at the game.

The announcer further inspires admiration and empathy in the audience as he tells the stories and efforts behind the athletes. When an athlete accidentally falls during an Olympic marathon, the announcer describes in warm and contagious language the runner's perseverance in finishing the race despite the injury. This description not only gives encouragement to the athletes, but also inspires the audience to feel the spirit of sportsmanship and appreciate the indomitable spirit of the athletes.

The announcer's voice becomes a bridge between the athletes and the audience, between the field and the front of the screen. Through the power of their voices, they provide rich emotional value to the audience, making sporting events not just a display of athleticism, but also an exchange of emotions and spirituality. This kind of communication transcends the boundaries of language and culture, touches people's common emotions, realizes the resonance and transmission of sportsmanship, and allows every audience to experience the power and beauty of sports.

5. An empirical analysis of broadcasting to help the communication of distinctive cultures

The empirical analysis of broadcasting to help special cultural communication under sports display explores three dimensions: broadcasting practices in different types of sports events, the impact of broadcasting contents and methods on special cultural communication, and how to optimize broadcasting strategies to enhance cultural attractiveness.

5.1. Broadcasting Practices in Different Types of Sporting Events

In the multicultural arena of sporting events, the practice of announcing is not only a bridge to convey the message of the game, but also a catalyst to promote the spread of cultural identity. This section will explore, through empirical analysis, how broadcasting practices and enhances cultural communication in different types of sporting events.

At international events such as the FIFA World Cup, broadcasters provide an immersive cultural experience for a global audience by incorporating the language, music and traditional celebrations of the host country. For example, during the World Cup in Brazil, the announcer not only reported the dynamics of the tournament, but also introduced the Brazilian soccer culture and folk traditions, so that the audience felt the Brazilian people's love of soccer and passion for life.

At comprehensive sporting events such as the Olympic Games, the practice of announcing is more focused on presenting a comprehensive cultural image of the host country. By presenting the historical sites, artistic achievements and modern developments of the host country, the announcer presents the audience with a three-dimensional cultural perspective, deepening their understanding and identification with the culture of the host country.

Compared to international events, broadcasting practices in local or national events are more focused on demonstrating the depth of local culture. Taking the traditional dragon boat race in China as an example, the announcer incorporates the historical background of the race, its association with the Dragon Boat Festival and the symbolism of the dragon boat in Chinese culture in the narration, so that the cultural characteristics of this traditional event can be fully demonstrated.

By comparing the broadcasting practices of these different types of sporting events, we can see how broadcasters can adopt differentiated strategies to communicate cultural characteristics according to the characteristics and needs of different events. Whether it is the global cultural integration of international events or the local cultural display of local events, announcers play an indispensable role and contribute to the dissemination of distinctive culture.

5.2. The impact of broadcast content and style on the dissemination of distinctive cultures

In today's context of globalization, sports events are not only competitive contests, but also become a bridge for cultural exchange. The influence of broadcasting in spreading distinctive culture is far-reaching, and its presentation of detailed cultural elements is especially prominent in sports events held in different regions.

At the Winter Olympics in Beijing and Zhangjiakou, announcers incorporated traditional Chinese music and poetry recitations into their event commentaries, such as playing guzheng tunes during figure skating competitions and recounting traditional Chinese New Year customs during the breaks in the events to give viewers a taste of Chinese culture; During the World Cup held in Russia, the announcer introduced Russian literary giants such as Dostoevsky and Pushkin, as well as Russian ballet and matryoshka nesting dolls through live broadcasts, providing viewers with a window into Russian culture. In the Qatar World Cup, the announcers placed special emphasis on Qatar's desert culture, as demonstrated by the introduction of traditional Qatari tents and desert safaris in the tournament broadcasts, as well as the incorporation of Islamic art elements in the design of the tournament venues.

Through well-designed broadcast content and innovative communication methods, broadcasters are able to analyze the cultural connotation of the hosting place in depth, and use sports events as a bridge to cross the boundaries of language and geography, so as to vividly present the characteristics of the culture of the hosting place to the global audience, and to bring a richer and more diversified cultural experience to viewers from all over the world.

5.3. How to Optimize Podcasting Strategies to Enhance Cultural Appeal

In today's diverse sporting events, the optimization of announcing strategies is increasingly important for enhancing cultural appeal. The announcer as a link between the event and the audience, its broadcasting method and content innovation for the dissemination of event culture has an irreplaceable impact.

First of all, an optimized broadcasting strategy should include a lively broadcasting style to enhance message acceptance and audience engagement. For example, at the 2019 Rugby World Cup in Japan, the announcers provided a novel listening experience for the global audience by combining traditional Japanese music with modern commentary, which not only enhanced the appeal of the tournament, but also gave viewers a deeper sense of Japanese culture.

Secondly, the innovative expression of broadcast content is the key to enhancing cultural appeal. Pan Yufeng's study emphasizes the importance of bilingual broadcasting in international sports events, which not only enhances the international impact of the event, but also promotes communication and understanding between different cultures. For example, the announcers for the 2022 Beijing Winter Olympics incorporated Chinese poems and idioms into their event commentary, providing international audiences with a new window into Chinese culture.

In addition, the optimization of broadcasting strategies should also focus on the emotional investment and the communication of cultural connotations. The study of Li Biran et al. pointed out that the announcer is not only a transmitter of information, but also a guide of emotion and a transmitter of culture. At the 2021 U.S. Open, the announcer reinforces the cultural depth of the tournament by telling the history of U.S. tennis and the stories of the great players, allowing viewers to enjoy the matches while also experiencing the uniqueness of U.S. tennis culture.

Optimization of broadcasting strategies is essential to enhance the cultural appeal of sporting events. Through the enhancement of interactivity, the implementation of bilingual broadcasting, and the in-depth integration of emotional and cultural elements, broadcasting can improve the quality of information delivery and the cultural experience of the audience [6]. Facing the challenges of technological advancement and cultural diversity, broadcasters need to continuously improve their professional skills and cultural literacy in order to continuously optimize communication effects and promote cross-cultural communication.

6. Conclusions

Focusing on the role of announcing in sports presentations for the dissemination of distinctive cultures, this study reveals the importance of announcing as a medium of cultural communication in

international sports events. The study found that announcing has a significant effect on enhancing the international impact of the event and promoting cross-cultural understanding. With the integration of new media technology, the presentation of broadcasting content has become more vivid and intuitive, which not only enhances audience participation and satisfaction, but also signals the development of broadcasting work in the direction of personalization and precision to better meet audience needs. The study also points out that the role of sports display presenter has changed from a mere information transmitter to a cultural communicator and emotional guide, which requires the training of broadcasting talents not only to focus on language expression ability, but also to cultivate cultural literacy and emotional expression, as well as to strengthen cross-cultural communication ability to adapt to the communication needs in the context of globalization.

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