

# Development characteristics and optimization strategies of college e-sports explanation course in the new era

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**Abstract:** Nowadays, e-sports interpretation major has been well-received by college students. In the process of choosing a major, e-sports interpretation major has become a popular choice for many college students, which also puts forward higher requirements for the e-sports interpretation course in universities. The e-sports explanation has experienced a full legendary development process from its debut to its prominence. The course teaching of e-sports interpretation in colleges and universities in the new era has profound characteristics, which are mainly reflected in the wide coverage of professional personnel training, the organic connection with general education courses, and the application of practical as the value orientation. At the same time, the comprehensive cultivation of students' professional ability, the multi-level enhancement of talents' theoretical literacy, and the systematic consolidation of curriculum standards can be further implemented as the optimization strategy of curriculum teaching.

**Keywords:** College electronic sports interpretation course; Course teaching; Optimization strategy

## 1. Introduction

Electronic sports interpretation major has become a popular major in colleges and universities, making countless candidates' heart yearning. Yet of course, the rise of e-sports interpretation profession also brought a lot of fresh thinking to the public, for example, whether e-sports interpretation course learning and arrangement are related to the game every day, e-sports interpretation profession will work with professional e-sports players right after graduation, and what fields will future employment direction of e-sports interpretation profession focus on. Therefore, as a result of its particularity, the e-sports interpretation major will cause us to deeply explore the optimization strategy of e-sports interpretation course teaching in colleges and universities in the new era.

## 2. The development status of college e-sports commentary course in the new era

As early as 2016, the Ministry of Education released the latest version of the Catalogue of Higher Vocational Education Majors in Colleges and Universities and e-sports and management has become one of the important majors. With the continuous rise of e-sports in recent years, many universities in southern China have set up e-sports interpretation major. According to today's data statistics, dozens of undergraduate colleges and higher vocational colleges keep up with the trend of development of the times, and gradually carry out the relevant application of professional courses of e-sports interpretation. Industry experts, represented by the director of the 21st century Education Development Research Institute, have publicly said that by opening professional courses in e-sports, colleges and universities are responding to a series of development policies in the e-sports industry, in order to meet the demand for talents of the vast market scale. In addition, the categories, professional directions and application requirements of e-sports interpretation major in various universities vary to a large extent. For example, Nanjing University of Media and Communication is the first university in China to open a college of e-sports. The e-sports interpretation major of the university is affiliated to the college of e-sports, and the full name of the major is broadcasting and hosting art (e-sports interpretation and anchor). The language ability, image temperament, psychological quality and so on have higher requirements for the students in the art exam. The e-sports commentary major of Shanghai University of Sport is affiliated to the College of Media and Art, which is one of the important training directions of the broadcasting and hosting Arts major. Similar to the recruitment method of art students, it focuses on the cultivation of talents in e-sports commentary and event operation. The electronic sports commentary industry has

mushroomed and attracted the attention of the public. It satisfies the needs of students who are interested in the electronic sports industry to the greatest extent, and this emerging major provides a new path and choice for students' future career and rules.<sup>[1]</sup>

### **3. Basic characteristics of college e-sports interpretation course teaching in the new era**

The course teaching of e-sports interpretation in colleges and universities in the new era has a series of distinct characteristics, which are mainly reflected in the wide coverage of professional personnel training, the organic connection with general education courses, and the application of practical as the value orientation.

#### ***3.1. Wide coverage of professional personnel training***

When it comes to the e-sports interpretation professional, the first reaction of the public is generally that there is a close connection with the game entertainment, and the Communication University of China, a famous professor, has explained in public, e-sports interpretation professional training is the e-sports industry reserve talent and fresh force, this major is not to cultivate e-sports players as the main purpose, not to have a thousand links with playing games. The arrangement and setting of e-sports explanation course, just like the e-sports industrial chain, has a scientific, systematic, rigorous division of labor and cooperation. For example, the upstream interpretation process pays more attention to the overall experience of the game, allowing the public to experience the profound charm of e-sports games and culture. The middle-stream e-sports commentaries pay more attention to the dynamic moments between the two sides of the game, and demonstrate their interpretation skills by analyzing and evaluating the situation and changes of the game. The downstream e-sports commentary will mainly tell the audience about the cultural characteristics of e-sports games, to let the audience understand the basic content and characteristics of e-sports games from a more macro perspective. Therefore, e-sports interpretation professional courses in the coverage of talent training is more extensive and its talent training directions include e-sports data statistics and analysis, event organization, e-sports rehabilitation, e-sports program planning and other fields of direction, in the process of learning e-sports interpretation professional, e-sports theory basic overview, e-sports game operation organization and management, e-sports media, etc., are the need to contact professional courses.

#### ***3.2. Integrating general education courses organically***

There is a close relationship between e-sports interpretation courses and general education courses, such as art, literature, sociology, psychology and so on. At the beginning, some students of e-sports interpretation major in Nanjing University of Media and Communication did not understand the value and significance of such course arrangement, but after in-depth and systematic study, they found the irreplaceable significance of general education courses. Taking art course as an example, it can expand students' knowledge of art theory, improve students' art theory accomplishment, enhance students' art interest and art appreciation ability, lay a good foundation for students to learn other literature and art courses and related professional courses, and provide a corresponding knowledge platform for the interpretation and hosting work practice in the future. It is helpful to improve the expression and application ability of verbal interpretation in a real sense. Nanjing University of Media and Communication is one of the earliest universities in China to set up e-sports interpretation major. Its professional courses include not only the introduction to e-sports, e-sports tactics and other academic courses, but also the practical courses such as e-sports interpretation strategy and e-sports interpretation comprehensive training. In recent years, colleges and universities also actively cooperate with broadcasting and hosting majors, so that students majoring in e-sports commentary can lay a solid foundation for news communication, broadcasting and hosting, etc., so as to lay a solid foundation for accepting more scientific and systematic professional courses in the junior and senior years.

#### ***3.3. Use practicability as value orientation***

Take Nanjing University of Communication as an example, as one of the first universities to offer e-sports interpretation courses, it has been committed to in-depth development of e-sports game content, broadcasting and hosting, and other all-round and multi-dimensional courses. Its various e-sports interpretation courses have always been in the forefront of the industry and are deeply loved by students. Shanghai University of Sport is also a leading institution offering e-sports interpretation major. Many

students should not only learn theoretical courses such as art, broadcasting and hosting, journalism, etc., but also take application as the target orientation, constantly refine their basic skills, and have a comprehensive knowledge and understanding of scientific and systematic e-sports interpretation major courses. At the same time, many colleges and universities will also hire some senior professional interpretation of e-sports industry as teachers, on the basis of sharing industry dynamics with college students, to lay a solid foundation for their workplace practice. According to the statistics of Nanjing University of Media and Communication and Shanghai University of Sport, graduates of e-sports interpretation major will basically engage in related positions in the same industry after graduation. For e-sports interpretation major, which has strong practical characteristics, the demand and desire for top talents within the industry is also huge. Constantly honing their own business level and ability, for the final undertaking of large-scale events commentary provides a strong guarantee.

#### **4. Optimization strategy of college e-sports interpretation course teaching in the new era**

In the new era, college e-sports interpretation courses have obvious characteristics of the times. At the level of optimization strategy, it can also cultivate students' professional ability in an all-round way, improve talents' theoretical literacy at multiple levels, and systematically consolidate curriculum standards.

##### ***4.1. Cultivate students' professional ability in an all-round way***

Nowadays, many e-sports fans will meet the event venues to audience e-sports games, from the level of market demand, excellent e-sports announcer is still a hot commodity within the industry. According to the latest statistics, in recent years, China's e-sports market scale has been showing a rising trend, is expected to reach 200 billion yuan in 2023. The wide improvement of market scale and attention has also put forward better requirements for college students majoring in e-sports interpretation. For example, in the process of training e-sports interpretation talents, it is also a necessary link to broaden and upgrade college students' business ability. Colleges and universities can also appropriately introduce some professional courses about e-sports operators and e-sports players in the process of e-sports interpretation business training, so as to deeply cultivate college students' comprehensive quality in sparring, experience, activity performance and other aspects. On the other hand, colleges and universities can pay more attention to students' oral English application and expression, thinking imagination and creativity, solid level of language skills and on-site performance in the examination and assessment of the performance of college students majoring in e-sports interpretation. In some audio-visual courses, some famous scenes of e-sports events can be selected to allow students to make impromptu speeches, exercising their improvisational play and field appeal.

##### ***4.2. Enhance the theoretical literacy of talents at multiple levels***

Training e-sports interpretation professional talent, can not only rely on simple practical training, theoretical education is the most important link. In addition, college students majoring in e-sports interpretation can not be separated from the theoretical guidance of college textbooks in the process of training and shaping. How to create a perfect course training system for students so that they can integrate with the e-sports industry and gain a firm foothold in this field, has become a problem confronted by many colleges and universities. As we all know, cultural literacy and knowledge are the key to measure the growth of a talent, it is not true that understanding e-sports can become a qualified e-sports commentator. In addition to professional knowledge, e-sports commentary must also be able to guide the audience to appreciate the game, and build a bridge between professional players and the general public. Therefore, in terms of curriculum design, colleges and universities can let students focus on various general courses and professional courses in broadcasting and hosting in the first two years, and they are not allowed to participate in any commercial activities. In the third year, students gradually start to contact with e-sports related knowledge and open communication and cooperation with the outside world. Taking Nanjing University of Media and Communications as an example, it is also the goal of the college to cultivate all-round e-sports talents. The college cooperates with many third-party e-sports companies and invites them to open practical course channels for students.<sup>[2]</sup> For example, in the production-university-research cooperation project with NetEase that the author is responsible for the docking management, special practical courses are set up through cooperation with first-line enterprises in the industry. Teachers provide targeted guidance and help for students to carry out research on relevant practical projects according to the talents needs of enterprises, so as to cultivate students' practical ability and professional

quality. The company gives full play to its advantages in the field of games and e-sports. Besides accepting and selecting excellent students of the college for practical training, it also regularly carries out various types of lectures, forums and information sessions in the college.

#### **4.3. Systematic consolidation of curriculum standards**

Through the systematic consolidation of curriculum standards, it is conducive to let the electronic sports industry say goodbye to the savage growth. Nowadays, the domestic e-sports market is huge and developing rapidly, but the lack of unified standards urgently needs to be changed and improved. Some educational institutions and educational management departments do not pay attention to, do not participate in, do not guide the phenomenon is not desirable, must strengthen the regulation to guide the past has been in the state of barbaric growth of e-sports industry. e-sports commentary is not an impromptu speech for e-sports games. The development of e-sports commentary is more healthy and sound. It is necessary to guide the relatively chaotic e-sports market correctly through the practice of standardized curriculum standards. Also taking Nanjing University of Media and Communication as an example, e-sports interpretation, as the key major of e-sports School of Nanjing University of Media and Communication, will strive to build e-sports interpretation professional course into a more professional and standardized course in the future new era, and gradually develop into a well-known template in the field of e-sports teaching in colleges and universities. While delivering correct values, through scientific, systematic and refined curriculum implementation standards and standards, it promotes those young people who take e-sports as their career dream from the real sense of the industry support to achieve their own youth ideal escort.

#### **5. Conclusions**

In previous years, the Olympic Council of Asia announced the inclusion of e-sports in the 2018 Jakarta Asian Games and the 2022 Hangzhou Asian Games. At present, the e-sports project has been widely concerned by the public, and has become a project pursued and concerned by different age groups. This movement, which was misunderstood by others, has been moving forward on the track of specialization and regularization. At the same time, because of its organic connection and adhesion with the industry, e-sports interpretation has also become a major for college students to explore and learn in the new era. Its course teaching will also be optimized and innovated with the development of the times and practice.

#### **References**

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