

Research on the diversified development of dance art from the perspective of media communication technology

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Abstract. This paper takes media reports of dancesport events as the research object, and analyzes word frequency and word cloud of text source materials related to dancesport event reports in 2018 and 2019 by using The Python programming software "Jieba" tool, providing rigorous data support for the research. The results show that there are some problems in the media reports of dancesport events, such as the lack of depth of the content of the reports, the single form of the reports, the lack of rich media means and the lack of effective publicity of dancesport project culture and competition culture. Specific countermeasures include : (1) strengthening the media access system management, improve the level of media services; (2) Diversified content production integrating media thinking, fundraising information, experience and service to improve communication validity; (3) Formulate copyright protection clauses and clarify rights and responsibilities.

Keywords: dancesport event; financial media; Media coverage; optimal management.

1. Introduction

Sports dance, under the jurisdiction of the Social Sports Guidance Center of the General Administration of Sport of China, is the 74th sport event officially launched in China ^[1]. The project was introduced into China from the West in the 1980s, and in 1991, The Chinese Dancesport Sports Association was formally established in the General Administration of Sport of China. In April 2002, it merged with China Amateur Athletic Association under the Ministry of Culture and Tourism and was re-registered as China Dancesport Federation in the Ministry of Civil Affairs ^[2]. At present, as a social sports project with a relatively high degree of socialization and marketization, sports dance has become an important part of the national fitness activities. There is no doubt that the rapid development of dancesport has an inseparable relationship with its increasing number and scale of competitions year by year. High-quality SPORTS EVENT IP can bring huge commercial value and far-reaching social influence, and even become a cultural phenomenon with good brand value. ^[3] The competition system of China Dancesport Federation runs through the whole country, especially the series of competitions "Grand Prix", which has initially had the brand effect. But how to further play the promoting role of competitions in dancesport? Media coverage of the event is particularly important.

Niu Yantao et al. ^[4] pointed out that competition media play an important role in sports events, and it is necessary to strengthen the publicity and communication influence of media before, during and after the competition, which lays the foundation for the benign interaction between media and sports. Sports dance events can use mature media means to promote and expand the influence of sports dance by utilizing the unique influence of media in gathering resources, influencing public opinion, communication and marketing, image building and other aspects. Cao Wenyang ^[5] mentioned in his study that large-scale sports events and media need each other, and even depend on each other, and both win and coexist. Media use quality reports to create the image of the event and expand the impact of the event; The event organizer needs to provide the media with all kinds of software and hardware services, so as to build a good relationship between the media and the event organizer, achieve the expected reporting effect, and finally achieve symbiosis and win-win. Fu Xiaojing ^[6] proposed that media index is an important indicator to measure the success of an event. In order to construct a good brand image, sports events must rely on the cooperation of media. Therefore, no matter from the perspective of the relationship between media and the event, or from

the perspective of the influence of media on the event, media is undoubtedly an important part of the event. After years of competition operation, the number of cooperative media of China Dancesport Federation keeps increasing. By 2020, there are 23 cooperative media, mainly TV, mobile Internet and traditional paper media as the three mainstream communication channels. This has laid a strong media foundation for the development of projects and events.

In the study of event media, many scholars confirm that event media is the key to the communication strength of a sports event, while some scholars find out the existing problems by analyzing the content of event media reports. So what are the problems with media coverage of dancesport? In this study, qualitative research method was adopted to analyze the problems existing in media reports of sports dance by using descriptive statistics and text mining methods, with a view to finding countermeasures to optimize media management.

2. Media text data analysis of dancesport events

The selection criteria for text analysis of this study: the whole year of 2018 and 2019 was selected as the time dimension of samples; Media reports of dancesport events were selected as text materials, and prestigious official media and we-media in the industry were selected as material sources. There were altogether 7 official media, including 4 (China Dancesport Federation, Wuxun.com, Shangwu and Ruwu). 3 we media (BlueDancer daily news, dance channel, I dance platform). The material content can include news materials of TV media, text materials of we media, and audio materials of video frequency materials of streaming media, so as to ensure the systematicness, integrity and objectivity of research samples. In summary, this study finally determined 251 reports, a total of 160,000 words of text materials. It is divided into two steps: The first step is to use The Python programming software "Jieba" to analyze the word frequency and word cloud of the report; The second step is to classify the articles manually for descriptive statistical analysis.

2.1. Main characteristics of media coverage of dancesport events

Words constitute the meaning unit of news reports. The high-frequency words related to dancesports events in 2018 and 2019 can be obtained from the statistics of the report text. The statistics of word frequency can roughly reflect the direction and hot spots of events that are concerned by the media, so as to find the main features of media reports. The python programming software "Jieba" was applied to make "word frequency" statistics on the original texts of dancesport events reports in 2018 and 2019, and the word cloud was derived based on the top 150 words with the highest frequency. The advantage of this way of description is that the word frequency is proportional to the font size, that is, the more frequently the word appears, the bigger the font size, and the main focus of the match report can be seen intuitively. Statistics show that the key words in the media coverage of the event are dance, sports, China, event, world, live broadcast, open, champion, group and host city. The main characteristics of the media coverage of the event are preliminarily outlined from these words: focusing on the name, nature and host place of the event; The main object of concern is the champion; Paying attention to the value publicity of the event directly highlights the two perspectives of culture and development.

2.2. Analysis of the number and content of event reports in different periods

According to the division of the event reports of 7 media in 2018 and 2019 by pre-match, in-match and post-match time stages, it can be seen that in the three periods of event reports, post-match reports account for the largest proportion (45%), followed by pre-match reports (31%) and in-match reports account for the lowest proportion (24%). It can be seen that dancesport event media are more inclined to report after the event in the process of event reporting. Further analysis of the content shows that the pre-race report mainly includes press conference, live broadcast preview, registration information, competition schedule and performing guests, and the form of report is mainly text and pictures. In the competition, the opening ceremony coverage, A group and professional group final video and ranking

publicizing, mainly in the form of video, live broadcast; The content of the post-match report focuses on the event review, i.e., the process report from the opening to the end of the event, the interview video of the referee and the champion, the final video of the professional group A and the ranking publicizing, the competitive pictures of the players, the solo video of the champion, etc., and the report is presented in multiple ways, such as video and live broadcast.

2.3. Analysis of the number of event reports and user attention in different periods

Through further analysis of the attention degree of the 7 media reports at different time periods, it can be seen (see Figure 1) that the user attention of all media at different time periods is roughly the same: the coverage at the time before the competition is the least popular, followed by the coverage during the competition and the highest after the competition. Based on seven media content of each session to comb, the pre-match coverage to more news will be informed, schedule, and sign up is given priority to, and report forms using fixed mode for a long time, such as the pre-match press conference, in 2018, 2019 reports of press conference contents, almost unanimously reported mode, There is no change, and the report is mainly in the form of text and pictures, so it is difficult to attract users' attention. And during and after the story is no more change, but because the report form rich than before, and give priority to with broadcast, video, and the form of report more accord with the project characteristics of sports dance and users demand, at the same time it is not difficult to find that when sorting data, video and live as the main form of reports often can harvest a lot of users.

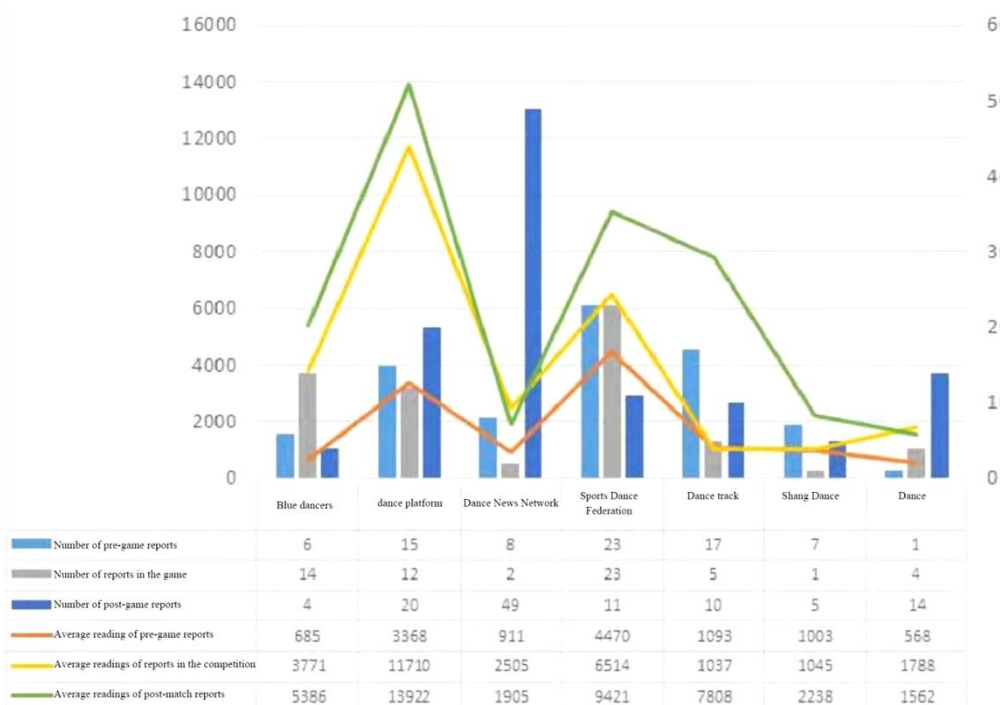


Figure 1 The analysis on the user attention of different time periods of media coverage

3. Analysis on the problems and causes of media reports of dancesport events

3.1. The event report is single and lacks depth

Due to the lack of a good communication mechanism between media journalists and professionals of the event organizers and the lack of professional knowledge of dancesport, the relevant data and professional knowledge of dancesport events have not been effectively converted into media information, resulting in a large number of high-frequency words in addition to project names. Other topics are China, event, world, live broadcast, open, champion, group, host city and the place names

of the event host city, etc., and there are few characteristic vocabularies such as technical parameters or professional terms closely related to dancesport, which seriously reflects that the content of the report is too simple and lacks depth. Take the media reports of the 2018 Open Shanghai as an example: From a comprehensive view of the reports at different times, the homogenization of media reports is very serious, especially the pre-match reports and press conferences. In addition, there are only reports about the opening ceremony and the results of the final. The attention of the post-match report is too much focused on a few elite athletes, and the content of the report is single.

In addition, according to the survey and interview of the event media, the cooperative media of dancesport Federation often conflict with the local free media, which greatly hinders the free media in the process of material collection at the event site. At the same time, the reporters of 7 media all reflect that the official website of China Dancesport Federation lacks the necessary event database. However, for the event, without the history and data of the event, it is impossible to accumulate the archives and spiritual connotations of the project and support the brand and cultural construction of the project. Therefore, the content of the report cannot be in-depth and details cannot be highlighted.

3.2. The event report form is single and the media means are not rich enough

With the increasing degree of media integration, media tend to be more decentralized, and the audience will gradually show the characteristics of diversified terminals, personalized viewing, real-time feedback, etc. Users not only have higher requirements for the quality of the content produced by the media, but also have higher requirements for the form of the content produced by the media^[9]. Based on the reporting forms of the 4 official media in the sample media, this study found that most of the reporting methods still remained in a single way, such as word expression and pictures. Even if some reports and videos appeared, they were just like the video of the competition, without any traces of post-production and processing. At the same time, in the analysis of the event reports of 7 media, it is found that the social interaction of dancesport events is not active, and the audience rarely participates in the comments of dancesport events. If things go on like this, it is not conducive to the establishment of the pan-cultural concept of dancesport, and these media will become a single event video broadcasting platform. In addition, in addition to seven samples of media research, other media such as sports dance competition for a long period cooperation of CCTV sports channel, the English channel, China education television, Xinhua News Agency, People's Daily and other traditional media reports also remained unchanged for a long time form, not the integration of multimedia report form and means to provide intelligent, Humanized media coverage.

3.3. Event reports lack of effective publicity of dancesport culture and event culture

No matter how large-scale an event is, it usually has its own core concept^[10]. Under the background of "healthy China" strategy and national fitness craze, dancesport, as a social sports event with a relatively high degree of socialization and marketization, should make the core values of the event clear to a wider range of participants, so as to effectively promote dancesport.

According to the characteristics of the comparison between the new concept of sports events proposed by relevant scholars and the previous concept of sports events, the key to the realization of the value of sports events is the completion of transactions with consumers, and the starting point and core of sports events is the demand and motivation of consumers for sports events^[11]. Based on the above analysis of the number and content of reports in different periods of time, it can be seen that the content and form of reports in different periods of time before, during and after competitions have been dependent on fixed patterns for years, and there are a large number of similar articles, seriously lacking the contents of cultural and spiritual interpretation of events that should be reflected in the reports. Event coverage fails to appeal to customers, and fails to bring industry and society thinking.

The role of the event media in the event should be to make the audience have emotional resonance for the core values reflected in the content of the event, enhance the identity of the project, and further stimulate the public's demand and motivation for the event. In recent years, it has become a new trend of sports report to dig out the story behind sports events vertically and conduct in-depth interpretation

of sports events from the perspective of new talents. As such reports are usually characterized by strong humanization and sociality and conform to the positioning of mainstream media, they are favored by many traditional media ^[12]. For example, the "Gorgeous Turn to Start the Most Beautiful Life -- A Retirement Ceremony for Shi Lei and Wei Xuenan" reported by dancesport's official website unfolds the struggle story of a pair of excellent players in the form of text, pictures and videos, attracting a large number of fans to pay attention to the 2018 National Championship. However, according to the text analysis of the 7 media reports, such reports are few and far between. The most important thing is the lack of digging the humanistic stories of contestants, highlighting the details of dancesports events, and the lack of entertainment content reports to attract audiences.

4. Optimization strategy of media coverage of dancesport events

4.1. Strengthen the management of media access system and improve the level of media services

Since the Beijing Olympic Games, the management concept of large-scale events in China has gradually changed, and the concept dominated by media management has been gradually transformed into the concept of media service, which is one of the core work of event organization and management ^[13]. Nowadays, dancesport events are growing in scale, so the organizers need to change their management concept, enhance their service consciousness and attract many media.

3.1.1 Improve the event media Authorization System Improve the event media authorization system, and clarify the media reporting rights according to law and regulations. In the opinion of European scholars, "competition access right" is a special property right suitable for contract rules. ^[14] China Dancesport Federation and event media signed the event media authorization letter to clarify their corresponding responsibilities, rights and treatment, which is conducive to building a stable and high-quality event media reporting team. Avoid the situation that the reporter appears "nowhere to put".

3.1.2 Optimize the internal structure of event media and Enrich the media forms As different media reflect the communication contents and forms of sports events at different levels, their forms of publicity and reporting and focus of reflection are also different. ^[15] In this regard, excellent representatives of traditional media should be recruited into the Publicity Committee of China Dancesport Federation to play their role and give the media the right to speak in the affairs of the Federation, so as to further build a communication bridge between the Federation and the media. In addition, the tour should be widely contact social impact force from the media, such as # # WeChat public, trill, beauty, microblogging platforms, such as such since the media has a quick, multimedia and fission, propagation characteristics, such as in a rapidly changing, can play a faster information transmission speed, user interaction, and so on. ^[16] The official media Shang Wu makes good use of this point. By enriching its own media forms, it opens accounts on "wechat public Platform", "Sina Weibo", "Douyin", "wechat Video Number", "Toutiao", "Sohu" and other platforms, transforming its role from traditional paper media into success and spreading through the matrix of multimedia platforms. So that the event information in the first time to achieve the whole network push, but also further lay its media status in sports dance events.

3.1.3 Improve the incentive mechanism of authorized media to further improve the requirements and treatment of industrial media. Differentiated treatment based on performance: based on attendance, workload, quality and quantity of manuscripts as evaluation criteria, the introduction of incentive mechanism. Under the competitive format of "one line, many meetings", the authorized media should pay attention to establishing the loyalty consciousness of the federation, clarify the rights and responsibilities, and take the federation first when their behavior conflicts with the interests and rights of the Federation.

3.2 integrating media thinking, to raise money, experience, and service in the integration of diversification of content production, improve the transmission validity in harmony media era, harmony is the carrier and the data, like sports dance media with different nation competition news

conference press release and pictures, its main content is the same, the final show of different form. Media changes, information environment changes, media quality and higher requirements. If the form of media report is to be "harmonious", data collection must be "harmonious", and data synthesis must be "harmonious". No matter how the external environment changes, media is the carrier of information, and information content is the core.

For the news media of dancesport events, it is necessary to grasp the most typical cultural characteristics of dancesport events, find out the core needs and usage habits of audiences, and reshape the logic of content production and communication. Take the official magazine Shangwu as an example. Under the influence of the era of integrated media, Shangwu has tried to break the single means of paper news communication in recent years and promote and maximize the publicity effect of the magazine on the competition with the help of the operation of new media platforms. With his "General Dance Era -- Salute" 30 Years of Chinese Sports Dance! For example, the event collection of all the famous athletes of the Chinese Dancesport Federation delivers the culture of dancesport and propagates the concept of dancesport Federation, thus better promoting the media communication of dancesport. In this report, the official magazine Shangwu paid attention to product creativity before the competition, material collection during the competition, form processing after the competition and cooperative communication through multiple channels, realizing the effect of "one collection, multiple communication".

3.2.2 Improve the data collection environment for the media, introduce the media to deeply participate in the series of events, and enhance the professionalism of the reported content. In the Internet era, a journalist should not only write news, but also discover new news^[17]. To do this, it is important to create opportunities for industry journalists to be deeply involved in projects. The Federation shall hold news and publicity work regularly, and all departments shall cooperate to participate in formulating and discussing long-term publicity policies; The media participated in the competition site held master special training camp, open class, commercial exhibition and sales meetings. Centering on the wide participation, social influence and project culture of dancesport project, it opens convenient channels for the media to contact the environment of the project. It provides favorable channels for the authorized media to obtain information. Different media zones are set up in the stadium, so as to dig out more hot events, grab details of each match and make in-depth reports. Therefore, only by establishing the authoritative database of China Dancesport Federation and providing media reporters with professional knowledge accumulation in dancesport industry can they have professional and intelligent reports with deep thinking and unique perspectives.

3.2.3 Integration of multimedia platforms, promotion of cooperation between media, enhancement of brand awareness of sports dance events, continuous strengthening of the concept of brand value of event development, shaping the image identification system of event development^[18]. In the process of competition development, dancesport events are fully exposed by creating and utilizing hot spots, and the value and image of boutique events are created. According to the report content of different stages before, during and after the competition, we should grasp the different emphasis of internal and external aspects of the competition media and organically combine them to construct effective communication models, so as to strengthen the identification and recognition of the term "sports dance" and change the situation of "hot inside and cold outside" of sports dance. In 2019, the official magazine shangwu "Hou Yao/Zhuang Ting: Tonight's Chinese Dancesport storm belongs to you! For example, the cross-boundary competition of the professional group and the perennial champion in the sports arena restores the real Latin dance makeup and skills, bringing the cross-boundary audience accurate cognition of sports dance events and competitions. Due to the leading role's own traffic, the cross-boundary publicity of dancesport and dancesport events has been boosted through the platform of "Dance Storm" of Hunan TV.

4.2. Formulate copyright protection clauses and establish the awareness of rights and responsibilities

With the continuous development and integration of digital communication technologies, the interests of audio-visual communication of event organizers have far exceeded the traditional direct TV broadcasting or retransmission, and are widely extended to new media communication forms such as network live broadcasting, real-time retransmission and on-demand broadcasting^[19]. And on the basis of the "copyright law" and "the counter is not straight when competition law" relevant content, and the relevant practice of international dancesport federation, association of domestic also should formulate corresponding terms of copyright protection, copyright protection media people at the same time, also need to further clarify racing media people in the event that the use of photographs and video channels, Establish a sense of power and responsibility. For the media participating in the competition, they should not only conditionally release the rights, but also attract the connotation of the project charm, so as to achieve a moderate combination of copyright protection and development and utilization.

5. Epilogue

In the process of the rapid development of dancesport, the crowd coverage is becoming more and more extensive, and the number of events is increasing year by year. In addition, under the background of the we-media era, the report of dancesport events gradually presents the communication characteristics of everyone is a competitor, everyone is an audience, and everyone is a media. At present, it is urgent for the media to solve a series of problems, such as the lack of interesting content, professionalism, aesthetic culture orientation and enhancing the interaction between media and audience. Through the study found that, in the era of mobile Internet, 5 g new technologies to provide momentum for media integration development, sports coverage of the present and the way of receive is undergoing tremendous changes, with the development of new technology of 5 g, sports dance event media should pay more attention to the high quality content production, strengthen the financial media thinking, form combines media characteristics; Traditional media equipped with new technologies and new platforms are adopted to realize the updating and transformation of content and form, thereby enhancing content quality, improving user experience, optimizing the function of media service events to serve the public, and ultimately improving communication validity.

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