The Narrative of a Chinese Sports Film Documentary: SWOT Analysis of "On Your Mark"

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Abstract: "On Your Mark" is directed by Malaysian-Chinese director Zhou Qingyuan, through the "sports documentary", shuffling sound, painting, light and shadow, determined to be happy, diversified participation, enjoy the cultural heritage brought by the War of Resistance Against Japanese Aggression to New era, pursue the dream of modern Olympics, and create a social sports atmosphere. Based on the SWOT analysis of the expressiveness of sports culture in films, this paper expounds the "sportsmanship" from four aspects: external incentive (S), internal competition (W), opportunity (O) and challenge (T), and then discusses the development path of Chinese sports documentaries. Based on the background of exploring the road of Chinese sports documentaries, combined with the perspective of combining sports and education, through the aesthetics and culture of documentary films, we explore the development path of Chinese documentary films, thereby looking for breakthroughs in culture and education, and the intersection of sports and documentaries. Form the educational value and cultural value of sports film documentaries, and build a system and determination suitable for development.

Keywords: Chinese Sports Film, Chinese Narrative, Chinese Culture.

1. Introduction

As a sports documentary film born after the 2008 Beijing Olympic Games, the sports concept presented in " On Your Mark " has been expanded and extended compared with the development of sports documentary films in the 80s of the 20th century, and has made multi-faceted answers and diversified presentations in sports films to answer the question of " Why do you play sports ". Different from the political sports concept followed by sports documentary films in the 80s of the 20th century, by telling the sports story of "only medals" and winning championships and glory, since the 90s of the 20th century, sports films have gradually developed into telling the life story of "sports people" through the narration of championship records, and sports films in the 21st century have presented a rich and clear "personal tendency" sports concept, which is more manifested as a "social sports view", benefiting the general public, and the sports issues concerned during this period reflect more social issues, and lock in the perspective of sports, reflecting the sports consciousness of social groups. However, since the 21st century, sports films have developed with the times, enriching diverse cultures and expanding fresh themes, but due to the limited subject matter and form of sports films, the connotation of the film cannot be further broken through, and the quality of film producers is uneven, which has also led to the development of the sports film market lagging behind. Therefore, I will do a SWOT analysis of the sports narrative of the " On Your Mark " documentary film, which is to explore the way, introspect, corroborate the facts, and strive for progress.

2. External Motivation(S): "Wrestling Competition" Sets the Benchmark

The phenomenal Bollywood film "Wrestling Competition" is based on the experience of Indian wrestler Mahavira Singh Poga, as a father, Mahavira is not afraid of the Indian folk world to resist gossip, with his own tenacious willpower and determination, using all his own advantages and conditions, in ridicule and questioning to bring his two daughters to the international wrestling battlefield, through unremitting efforts and clear goals, he pushed his ideals and success to the limit. He gave his daughter the irreplaceable social value and incomparable success of Indian female wrestlers in wrestling, and as a dream builder and project manager of Indian female wrestling entrepreneurship, he put the goals and visions of women's wrestling performance through the awakening of Indian women's self-consciousness to the overall expectations of the society, so as to accurately grasp the film market, accurately understand the value of the wrestling industry, and accurately establish the image of tall Indian women, so as to improve the practical experience and cognition of Indian women's wrestling. It has promoted civilization and emancipation of the mind, and created a pioneer and milestone of the times. In 2016, Mahavira was awarded the Drona Chariya Outstanding Coach Award by the Government of India for his outstanding contribution to women's wrestling in India. Based on the above explanation, one can't help but wonder why there are so many champions in China, but why there are no decent sports films? It is undeniable that the joy and inspiration are the best things the audience has shown in "Wrestling Competition", Tsinghua University scholar Yin Hong has more comments on the film, "Wrestling Competition" is a mainstream sports film with a real chronicle, through sports that the people are not familiar with, showing the emotional story between father and daughter, through competitive sports training and teaching and participating in international competitions, the plot is picturesque, interlocking, free to retract, and hearty. On the other hand, looking at Chinese sports films, Yin Hong said, "National honor, personal ideals, family feelings, and women's self-reliance are all integrated into the story." There are so many champions in China, but there is not a decent sports film", it is really embarrassing and regrettable to look at it this way.

Otherwise, sports films are the director's use of multi-
camera technology and light and shadow technology to express the unique charm of sports competitions, and transform the changes of the audience in the film by showing sports shots, subjective and objective shots, stunt shots and other shots. In addition, the visual sense of space and the beauty of the picture composition are moderately increased, and then the unique charm of sports films is expressed with an immersive sense of time and space. By improving the appealability and interest of sports films, it resonates with the audience, and excessive "showmanship" is easy to ignore the "authenticity" of sports films, and this point is abandoned by "Wrestling Competition", so the excessive - the chest wrestling technique shown by Geeta in the final in the film is presented in slow motion through the slow motion of the sports camera, coupled with the enthusiastic atmosphere of the competition under the excitement of the audience, the "wrestling" sport also shows the beauty to the fullest. The beauty of sports and technology is unreservedly integrated into the audience's shocking audio-visual enjoyment. On the contrary, "On Your Mark," despite its acknowledgment that "ball skills are not as proficient as others," exhibits a lack of the requisite professionalism inherent in sports documentation. In contrast to the structured and disciplined nature of "Wrestling Competition", "On Your Mark" appears to adopt a more casual and amateurish tone, resembling that of a recreational endeavor rather than a serious athletic pursuit. Even though it may still be imbued with paternal approval, its inclusion seems somewhat forced, struggling to transcend the clichés typical of Chinese sports cinema and failing to ignite the fervor and anticipation of its audience. Such observations, though not intended to convey arrogance, underscore the inherent limitations in both subject matter and presentation style, prompting deeper reflection. The success of "Wrestling Competition" serves as a guiding light, illuminating the pressing need for innovation within the realm of Chinese sports filmmaking, urging creators to break free from conventional and rigid frameworks.

3. Internal Weaknesses (W): Based on the torrent of Chinese sports films, how to break through the dilemma

After the end of the 2008 Beijing Olympic Events, Chinese sports documentary film creation jumped out of the serious theme and entered the post-Olympic era. The creation of film and television works on the theme of sports films and documentaries in China has also entered a quiet period. During this period, in 2010, China's State Council issued the "Guiding Opinions on Accelerating the Development of the Sports Industry", which pointed out that the development of the sports industry rose to the level of national will for the first time. As a result, the theme of sports films has gradually jumped out of the main theme of Olympic sports and culture, and more and more sports commercial films have emerged, such as 2011's "Running Forward", which introduces "Olympics" elements and tells a story about running. Through the performance to meet the 2008 Beijing Olympic Games, the grassroots selection of provincial sports talents to hold the villagers' games, followed by reflecting the living conditions and sports dreams of rural villagers, but also interspersed in which track and field athlete Liu Xiang broke the world record in the Athens Olympics 110-meter hurdles to become the world Olympic champion. Secondly, 2012's "Xu Haifeng's Gun" also showed the athlete Xu Haifeng's self-improvement spirit by expressing the competition experience of Xu Haifeng. Looking back at the Chinese sports film market, the theme of Chinese sports films is to show the extraordinary integrity and high-spirited sports spirit of the Chinese nation under the prosperity of sports, the prosperity of the country, the rejuvenation of the nation, and the people living and working in peace and contentment. The charm of sports competition and the pursuit of life that never stops fighting, showing the heroic spirit of neither humility nor arrogance. These are highly expressive of the transformation of sportsmanship and values in Chinese sports films: winning glory for the country, unity and cooperation, fair competition, self-realization, humanism and hard work, striving for progress, and achieving a great monument of sports competition.

Indeed, during the period, sports films employed commercial strategies, engaging prominent film and television directors and celebrities. However, despite the striking visual impact facilitated by innovative filming techniques, these films failed to authentically capture the essence of sporting achievements. Consequently, their commercial performance at the box office fell short of expectations. With the 2014 "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption" issued by the State Council of the People's Republic of China and the 2015 "Opinions of the Central Committee of the Communist Party of China on the Prosperity and Development of Socialist Literature and Art", the two articles on the society's attention to the sports industry, as well as the ensuing Winter Olympics, have continuously promoted all groups in the society to pay extensive attention to the sports industry, and through the hosting of the Winter Olympics and the Asian Games, the people's confidence in the sports industry has been once again inspired. At the same time, China's sports policy and sports events interact and resonate at the same frequency, and continue to bring more fresh opportunities for the creation of Chinese sports films, and the mainstream narrative led by "sports elements" in this period has also witnessed the "prosperity" of Chinese cultural self-confidence, but also due to the "blowout" growth of sports films during this period, although "On Your Mark" is difficult to stand out in it, it has also taken a bright road - inheriting and carrying forward "sports", pioneering and enterprising, down-to-earth, so that the ordinary road of development shines.

For the film itself, telling sports stories and sports documentary events is the main output of Chinese sports films in the Chinese film market, and this is a great test for directors and audiences, not just "difficult to reconcile", but a competition for cultural adaptability and cultural self-confidence. How "On Your Mark" stands out in the fierce battle is a question worth pondering. However, "Wrestling Competition" handed over a satisfactory answer sheet, not playing "routines", not talking about "subversion", there is "true feelings" in the impact, there is "breakthrough" in the subversion, and the "empathy" of the audience and the "baht must be compared" with the details of control. In addition, through the "line" connecting the director and the audience, it is more like "immersive" and "immersive" in the transformation of light and shadow, with a sincere storyline and the emotional support of flesh and blood, slowly increasing the audience's emotional concentration of sports and raising the high expectations of sports and competitions, which is also the domestic sports film track to carefully
4.面对机遇 (O): 热床和文化创意的体育

当第24届冬季奥运会于2022年2月20日结束时，在中国的体育市场，人们对冬奥会经典IP的探索和创新，与国内体育纪录片首次在2021年“破纪录”，在2022年“突破纪录”，在2023年“告诉世界”。对于这一时期体育纪录片整体反馈而言，无论是与国内体育市场还是国外市场，体育纪录片整体的影响力相对要差，而且和体育纪录片的票房成绩相比，中国体育故事是难以讲好的。一方面，中国体育观众对体育纪录片的兴趣不高，另一方面，中国体育观众对体育纪录片的兴趣不高。因此，中国体育纪录片的投资和制作需要更加精准和有目的，以提高体育市场的知名度和观众的参与度。
6. Conclusion and Insights

Reflecting upon the trajectory of domestic sports cinema in China and the profound introspection it prompts regarding the exploration of athleticism and professionalism, I delve into the developmental path of documentary films in this realm that, based on the analysis of the sports expression of the case "On Your Mark", the external incentives, internal competition, opportunities and severe challenges faced by the case "On Your Mark" are studied, and then it is concluded that due to the limited market and niche theme, the sportsmanship and professionalism of Chinese sports films cannot be targeted and penetrated into the films, which finally leads to poor film ratings, poor audience popularity, and embarrassing word-of-mouth, which cannot fully present the "sportsness", thus unable to meet the audience's expectations. The authenticity and professionalism of sports and the connotation hidden behind "sportsmanship" cannot be fully expressed in spiritual sublimation, which has also become an emotional element that cannot resonate with the audience, and it is also the creation of the spiritual core of "sportsmanship" that Chinese sports film documentary creators need to deeply explore.

References


