

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", shuttling 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 appreciability 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

examine and ponder. Therefore, based on the internal competition in the torrent of Chinese sports films, "breaking through the limitations" is the magic weapon for winning in this period.

4. Facing Opportunities (O): The "Hotbed" and "Cultural Creativity" of Sports

When the 24th quarter of the Winter Olympics came to an end on February 20, 2022, in the Chinese sports market, people's interest in the Winter Olympics phenomenal IPs such as "Bing Dundun", "Xue Rongrong" and "Gu Ailing" had not diminished at all, and the Winter Olympics film documentary was launched, that is, "Breaking Through". However, the Winter Olympics are "in full swing", and the Winter Olympics films are not necessarily hot, although "Breaking Through" is the main Winter Olympics film on the Chinese film documentary scene, especially during the Winter Olympics at that time, and it was also born under the strong background of the "Beijing Winter Olympics Organizing Committee Special Authorization TV Story Meeting", but it is difficult to beat "Bingdundun" is still "hard to find" today The trend cannot be like Chinese skier Gu Ailing to become the "top IP" that is still hot at the end of the Winter Olympics, and even has no fate with the top platform of the Winter Olympics, not to mention that it can continue the popularity of the Winter Olympics, the film is more like a snowflake, after the sun, there is no trace. Otherwise, as a sports film, or even a sports feature film, "Breaking Through" not only lacks sincerity, but also exists like a "greenhouse flower" and gives a very unfriendly answer sheet - the subject matter is niche, the film production does not meet the expectations of the people, the main creator "makes mistakes", and the popularity is not painful, compared with the Winter Olympics, this film documentary has no splash, and there is no connection. Perhaps through this, I can't help but think that Chinese audiences are not interested in sports films, or are indifferent to sports competition films, but the real reason is not the case, the success of the box office of "Wrestling Competition" 1.3 billion subverts the film audience's perception of sports competition films, which shows that once Chinese sports documentary films are broadcast in cinemas as a hotbed of "sports", it is more like "a desperate backwater", even if there is a "Winter Olympics" The strong wind leads it, but it can't blow the slightest ripple, let alone develop to make it a "cultural and creative", but just an object after discarding the "hotbed". Once this kind of sports film documentary lacks the popularity and word-of-mouth fermentation of "sports", it will lose the traffic blessing of the "Winter Olympics", not to mention the audience's comments on the film, it will only quietly disappear into the torrent of history.

What's more, it is undeniable that such a lack of "novelty" and "heart" for Chinese sports film documentaries will inevitably be rejected by the times. Innovation is still the forerunner of the times, and it is not an exaggeration to use it in sports films. As far as the filming and scheduling of domestic sports films are concerned, there is indeed no good feedback on sports films in this period as a whole, whether it is "On Your Mark" in 2021, "Breaking Through" in 2022, "To The Fore" in 2015, or "Unbeatable" in 2013 and many other sports films or documentary films with sports elements, all lack of "sports" 's exploration and innovation, on the contrary, is more like a composite emotional catharsis, just using

"sports" elements to open the audience market, but cannot get the support of the market's popularity and audience spirit. On the other hand, "Wrestling Competition", using sports feelings and sublime femininity, coupled with exquisite slow motion to deal with the "beauty" of competition, really ignited the audience's emotions, detonated the market blockbuster, formed a powerful dramatic conflict, set off huge emotional value, and performed the desperate struggle with the enemy like a brave soldier and won the victory, and finally won the applause of the market and the audience. "ON Your Mark" reconciles Mingding, revolves around the antagonism between father and son and the harmonious family relationship, showing a pure family emotion, more like a "hotbed", showing that sports films output emotions and resonance between the audience through the interaction between people and things, and then innovate the new life of the sports industry, and the only way to achieve the development of sports films, which is also the only place worth pondering in the development of Chinese sports films.

5. Severe Threats (T): Conquering the storm and returning to the "sport".

Exploring the development and challenges of Chinese sports film documentaries is also the basic exploration of the development of Chinese sports films based on the documentary "On Your Mark", which is rooted in the implantation of "sports". Whether it is the combination of the times and sports, or the roots of the feelings of the family and the country and the sports power, the market research and exploration of the story mood and sports plot are all facing the test and objective constraints of the sports industry, which cannot be compared with the distinctive sports film development path of other countries in the world. The development of Chinese sports films urgently requires film creators to learn from and absorb the essence while giving films "sports". On the one hand, showing the "sportsmanship" of sports is to focus on traditional sports types, such as the three balls, three small balls and track and field events, and these projects are also more resonant with the general public, keeping up with the development of the times and the audience's cognitive level, for example, "Leap" grasped this very well, and it became the top sports film in the same period of the year as soon as it was released, compared with "Invisible Fist" and "Chinese Football Mainly Look at Chinese Teenagers" in the same year And so it will be dwarfed. On the other hand, there is still a lack of "sports" head projects in terms of films, whether it is a star building momentum or a top IP to help it, the "Winter Olympics film" that can't be brought or the Chinese sports story that can't be told well, all show that there are few high-quality sports films in China, therefore, from the perspective of sports films, the gap between domestic and foreign countries is almost visible to the naked eye, and Chinese sports films are not easy to make, whether it is the sports film market, the professionalism of sports films, When the extreme of the picture collides with the professionalism of sports, Chinese sports films often ignore the "professional" sports expression, which neither meets the audience's basic understanding and appreciation of sports, nor does it meet the audience's inner sports expectations. As a result, "Wrestling Competition" and "Dvizhenie vverkh" beat a number of domestic sports film documentaries with 9.0 and 8.3 points from Chinese video rating websites. However, more than 40 years ago, the well-known boxing-themed

sports film "Rocky" starring Sylvester Stallone swept the world and won the Oscar for Best Film that year. This can't help but make people sigh, is it really so difficult to tell Chinese sports stories well?

In all fairness, there is still a long way to go in the development of sports film documentaries in China, which is also the same as Zeng Zi's sentence in "The Analects of Taber", that is, "A scholar cannot be without Hongyi, and there is a long way to go" is about the quality of being a gentleman must have a broad mind and tenacity, which is also the same as the development of Chinese sports films, "The road is long, I will go up and down and seek", and the road to development is "long and difficult", we must slowly explore in order to expand the pattern, open up our horizons, and make the development of the worldview of sports films more and more smooth. Whether it is "On Your Mark" or the Winter Olympics film "Breaking Through" in this period, it cannot be compared with "Wrestling Competition", and this problem is not even a simple comparison of sports film documentaries, but the gap between various levels, so the development of sports films in this period, whether it is the box office of "Leap" of 836 million, or "On Your Mark" The box office of 145 million is based on the "sports" topic and has taken the direction of great potential, but in a "sports" track that is in urgent need of strength, it is not as good as "Wrestling Competition" to rely on its own cultural impact to establish a reputation and rely on women's liberation to open up a multicultural market, so it cannot resonate with the audience, and there is no good film response overall, let alone get the cultural awareness feedback it deserves. In short, the subject matter is niche and the reputation is embarrassing, which is the reason why Chinese sports films cannot embark on the road of "hits".

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.

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