

The Impact and Application Strategies of Short Video Platforms on International Sports Communication

Xiaopeng Chi¹, Yue Yu^{2,*}

¹Department of Physical Education and Research, Beijing Foreign Studies University, Beijing, China

²Department of Physical Education, University of International Business and Economics, Beijing, China

*Corresponding Author.

Abstract: With the rise and popularization of short video platforms, they are playing an increasingly important role in international sports communication. This article delves into the impact of short video platforms on international sports communication, including positive impacts such as expanding the scope of dissemination, enhancing immediacy and vividness, and promoting cultural exchange. At the same time, it analyzes the challenges faced such as information fragmentation and copyright issues, and proposes corresponding application strategies, aiming to provide reference for better utilizing short video platforms to promote international sports communication.

Keyword: Short Video; International Communication of Sports; Cultural Exchange

1. Introduction

1.1 Research Background and Significance

1) Research background:

Popularization of short video platforms:

With the development of mobile Internet, short video platforms such as Tiktok and Kwai have risen rapidly worldwide, becoming an important way for people to obtain information and entertainment.

The Global Influence of Sports: Sports are a global activity that transcends national borders and cultures, with a wide audience and enormous commercial value.

The demand for international sports communication: With the advancement of globalization, the importance of international sports communication is becoming increasingly prominent. Through effective communication, cultural exchange between countries can be

enhanced, national image can be enhanced, and the development of the sports industry can be promoted[1].

2) Research significance:

Theoretical significance: This study will enrich the theoretical system of sports communication and provide theoretical support for the application of short video platforms in international sports communication[2].

Practical significance: The research results can provide practical guidance for sports organizations, media, and related practitioners, helping them better utilize short video platforms for international sports communication and improve communication effectiveness[3].

Social significance: By studying the impact of short video platforms on the international dissemination of sports, it can help promote the exchange and integration of sports culture, and promote social harmony and development. At the same time, it can also provide more diverse sports content for sports enthusiasts, enriching people's spiritual and cultural life[4].

1.2 Research Objectives and Issues

1) Research purpose:

Explore the role and influence of short video platforms in international sports communication.

Analyze the application strategies of short video platforms in international sports communication.

Provide theoretical and practical references for the international dissemination of sports[5].

2) Research question:

What are the impacts of short video platforms on international sports communication?

How to use short video platforms for international sports dissemination?

What are the problems of short video platforms in international sports communication?

How to solve the problems of short video platforms in international sports dissemination?

2. Overview of Short Video Platforms and International Sports Communication

2.1 The Characteristics and Development of Short Video Platforms

Short video platform is an application or website that transmits short video content through the Internet. The following are some characteristics and development trends of short video platforms:

1) Features:

Short and concise: Short videos are usually short in duration, usually between seconds and minutes, making it easy for users to obtain information in a short period of time.

Mobile: Short video platforms are mainly accessed through mobile devices, allowing users to shoot, upload, and watch short videos anytime, anywhere, with high portability.

Social interactivity: Short video platforms provide rich social functions, where users can like, comment, share short videos, and interact and communicate with other users.

Content diversity: The content of short videos covers various fields, including entertainment, news, life, food, tourism, etc., meeting the needs and interests of different users.

Low creation threshold: Short video platforms provide simple and easy-to-use shooting and editing tools, allowing users to easily create and publish their own short videos, lowering the creation threshold[6].

Algorithm recommendation: Short video platforms usually adopt algorithm recommendation mechanisms to recommend relevant short video content to users based on their interests and behaviors, improving their viewing experience[7].

Development trend:

Technological innovation: With the continuous advancement of technology, short video platforms will continuously introduce new features and special effects to enhance the user's shooting and viewing experience.

Verticalization: Short video platforms will pay more attention to the verticalization of content, launching specialized short video content and communities for different fields and interest groups.

Branding: Short video platforms will become an important channel for brand marketing, and

brands will collaborate with short video creators to create creative and attractive short video advertisements, enhancing brand awareness and influence.

Commercialization: Short video platforms will achieve commercialization and monetization through advertising, paid membership, e-commerce, and other means, bringing more revenue to the platform and creators.

Strengthening regulation: With the rapid development of short video platforms, relevant regulations will also continue to be strengthened to protect the legitimate rights and interests of users and the public interest.

Overall, short video platforms have the characteristics of rich content, diverse forms, and strong social interaction. Their development trends also show characteristics such as technological innovation, verticalization, branding, commercialization, and strengthened regulation.

2.2 The Connotation and Significance of International Sports Communication

International sports communication refers to the dissemination of sports information, sports culture, and sports values to different countries and regions through various media and channels, in order to promote international sports exchange and cooperation, enhance national image and cultural soft power.

1) Its characteristics include:

Cross cultural: The international dissemination of sports involves cultural differences in different countries and regions, and requires cross-cultural communication through translation, commentary, and other means.

Multimedia: International sports communication can be disseminated through various media such as television, the internet, and social media to meet the needs of different users.

Interactivity: International sports communication can interact with users through social media and other platforms, enhancing their sense of participation and loyalty.

Commercialization: International sports communication can also be commercialized through advertising, sponsorship, and other means to achieve economic benefits.

2) The methods include:

Live broadcasting and broadcasting of

sports events: Live broadcasting and broadcasting of sports events through media such as television and the internet is one of the main ways of international sports dissemination.

Sports news reporting: Reporting sports news through newspapers, magazines, television stations, websites and other media is one of the important ways of international sports communication.

Sports cultural exchange: Through sports cultural exchange activities such as sports competitions, sports training, sports cultural exhibitions, etc., promote sports cultural exchange between different countries and regions.

Social media communication: the communication of sports information through social media platforms, such as Weibo, WeChat, Tiktok, is one of the emerging ways of international sports communication.

3)Its purposes include:

Promoting international sports exchange and cooperation: Through international sports dissemination, sports exchange and cooperation between different countries and regions can be promoted, enhancing mutual understanding and friendship.

Enhancing national image and cultural soft power: Through international sports dissemination, a country can showcase its sports strength and cultural charm, and enhance its national image and cultural soft power.

Promoting the development of the sports industry: Through international dissemination of sports, the sports market can be expanded, the development of the sports industry can be promoted, and contributions can be made to the national economic development.

Enhancing national physical fitness and health level: Through international dissemination of sports, the concept of sports and fitness can be promoted, enhancing national physical fitness and health level.

4)Its significance includes:

Promoting cultural exchange and integration: Sports are a global cultural phenomenon that, through international dissemination of sports, can promote cultural exchange and integration between different countries and regions, enhance mutual understanding and friendship.

Promoting the development of global sports industry: International dissemination of sports

can spread advanced sports concepts, technologies, and experiences to various parts of the world, promoting the development of global sports industry.

Enhancing a country's international influence: Sports international dissemination can showcase a country's sports strength and cultural charm, enhance a country's international influence and competitiveness.

Promoting the development of the sports industry: International dissemination of sports can expand the sports market, promote the development of the sports industry, and contribute to the national economic development.

Enriching people's spiritual and cultural life: International dissemination of sports can provide people with a variety of sports and cultural products and services, enriching people's spiritual and cultural life

3. The Positive Impact of Short Video Platforms on International Sports Communication

3.1 Expand The Scope of Dissemination and Target Audience

The popularity of short video platforms enables sports content to be disseminated at a faster speed and on a wider range. Through short video platforms, exciting moments of sports events, athletes, and various sports related stories can be quickly transmitted to users around the world. This breaks the communication restrictions of traditional media, allowing more people to have access to and pay attention to sports.

In addition, the user base of short video platforms is vast, covering various age groups and interest groups. This provides a wider audience for international sports dissemination, including not only sports enthusiasts but also the general public. By attracting more attention, sports can gain greater influence on a global scale..

3.2 Enhance the Immediacy and Vividness of Communication

The real-time nature of short video platforms enables viewers to access the latest sports information and event dynamics in a timely manner. Whether it's the exciting moments of the competition, athlete interviews, or behind the scenes stories, they can all be presented to

the audience in a timely manner through short videos. This immediacy enhances the audience's sense of participation and attention, making sports more closely related to people's lives.

At the same time, short video platforms provide rich creativity and forms of expression, making the dissemination of sports content more vivid and interesting. Through editing, special effects, and music, short videos can showcase sports moments more brilliantly and captivating. Viewers can more intuitively feel the charm of sports, thereby stimulating their interest and love for sports.

3.3 Promote Diversified Exchange of Sports Culture

Sports is a language that transcends national borders and cultures. Through short video platforms, sports cultures from different countries and regions can exchange and integrate with each other. Users can share and appreciate sports events, traditional sports projects, and sports cultural activities from around the world.

This diverse exchange not only enriches people's understanding of sports, but also promotes understanding and respect between different cultures. Through short video platforms, people can better understand the sports and cultural characteristics of other countries and regions, and enhance friendship and cooperation between each other.

In addition, short video platforms also provide new avenues for the inheritance and protection of sports culture. Some traditional sports can be recorded and disseminated through short videos, allowing more people to understand and pay attention to these precious cultural heritage.

In summary, short video platforms have had a positive and far-reaching impact on the international dissemination of sports. It expands the scope of dissemination and audience, enhances the immediacy and vividness of dissemination, and promotes the diverse exchange of sports culture. With the continuous development and innovation of short video technology, it is believed that it will play a more important role in the future international dissemination of sports.

4.The Challenge of Short Video Platforms to International Sports Communication

4.1 Information Fragmentation and Authenticity Issues

The information dissemination on short video platforms has the characteristic of fragmentation, which may lead to incomplete and inaccurate sports information. Due to the duration limitation of short videos, many important details and background information may not be fully presented, thereby affecting the audience's comprehensive understanding of sports events.

In addition, there are certain challenges to the authenticity of information on short video platforms. False sports news, exaggerated results, and misleading content may mislead the audience, affecting the fairness and credibility of sports.

To address these issues, short video platforms need to strengthen content review and management mechanisms to ensure the authenticity and accuracy of information. At the same time, the audience also needs to improve their ability to discern information and not blindly believe in and spread unverified information

4.2 Copyright protection and competitive pressure

The copyright issue of sports events and content has always been a challenge in the international dissemination of sports. The large number of sports videos on short video platforms may involve copyright infringement, which brings economic losses to sports organizations and copyright owners.

At the same time, competition among short video platforms is also very fierce. In order to attract users and traffic, some platforms may excessively pursue hot topics and exclusive content, and even infringe on copyright.

In order to address copyright protection issues, short video platforms need to strengthen copyright management, establish cooperative relationships with sports organizations and copyright owners, and legally obtain authorization. At the same time, the government and relevant institutions also need to strengthen the protection and supervision of copyright, and combat infringement.

In summary, short video platforms face challenges such as information fragmentation and authenticity, copyright protection, and competitive pressure in international sports dissemination. In order to achieve sustainable

development, short video platforms need to constantly innovate and improve in content management, copyright protection, and other aspects.

5. Application Strategies of Short Video Platforms in International Sports Communication

5.1 Content Creation Strategy

1) Create high-quality and attractive short videos

Invest resources and effort to ensure the professionalism and creativity of video production. Use appropriate shooting techniques, editing techniques, and music to enhance the viewing experience of the video.

2) Highlighting the charm and emotional resonance of sports

Capture exciting moments, athlete stories, and emotions in sports events. Triggering audience resonance and emotional connection, enhancing communication effectiveness.

3) Combining local cultural characteristics

Integrating local cultural elements to make sports content more regional and attractive. Promote communication and understanding between different cultures

5.2 Integration Strategy Of Communication Channels

1) Utilizing multiple platforms for dissemination

In addition to short video platforms, other social media platforms and video sharing platforms can also be utilized to expand the scope of dissemination. Develop corresponding communication strategies based on the characteristics of different platforms.

2) Collaborating with traditional media

Collaborate with traditional media such as television stations, newspapers, and magazines to promote cross content. Utilize the credibility and influence of traditional media to enhance the dissemination effect of short videos.

3) Establishing partnerships

Establish partnerships with sports organizations, athletes, brands, etc. to jointly promote sports content. Utilize the resources and channels of our partners to expand our communication influence.

5.3 Interaction and Participation Strategies

1) Encourage users to create and share

Initiate user creation activities and encourage users to upload their own sports short videos. Establish a reward mechanism to motivate users to participate and share.

2) Real time interaction and feedback

Utilize the features of short video platforms such as comments, likes, and private messages to interact with users in real-time. Listen to user feedback and suggestions, improve content and communication strategies.

3) Organize online and offline activities

Organize online challenge competitions, voting activities, etc. to increase user engagement. Organize offline sports events, experiential activities, etc., and interact face-to-face with users

5.4 Brand Building Strategy

1) Creating a unique brand image

Determine the positioning and characteristics of short video platforms, and establish a unique brand image. By promoting brand image, enhance the platform's visibility and reputation.

2) Strengthen brand values

Spread positive and upward sportsmanship and values, and establish emotional resonance with users. Make the brand a sports communication platform that users trust and love.

3) Continuous brand promotion

Continuously increase brand exposure through advertising, collaborative promotion, and other means. Utilize social media, word-of-mouth marketing, and other means to promote and promote the brand..

5.5 Talent Cultivation Strategy

1) Cultivate professional short video production talents

Provide professional training and education to enhance the skills and quality of short video production personnel. Attracting and cultivating creative and talented short video creators.

2) Establishing a talent pool and collaborative network

Establish a talent pool for short video production to facilitate cooperation and communication with talents. Establish cooperative relationships with professional institutions, schools, etc. to cultivate and tap into more talents.

3) Motivating and retaining talent

Provide a good working environment and welfare benefits to motivate talents to create and work actively. Establish a talent incentive

mechanism to retain outstanding short video production talents.

In summary, short video platforms can enhance the effectiveness and influence of sports international communication through strategies such as content creation, integration of communication channels, interaction and participation, brand building, and talent cultivation. The comprehensive application of these strategies will help promote the development of international sports communication and promote the exchange and integration of sports culture..

6. Case Analysis

Case selection: Training videos released by the Chinese short track speed skating team on short video platforms during the 2022 Beijing Winter Olympics.

Experience and inspiration:

1)Content creation strategy:

Authenticity: The video showcases the real training scenes of the Chinese short track speed skating team, allowing the audience to feel the athletes' hard work and fighting spirit.

Emotional resonance: Through the sweat and persistence of athletes, it triggers audience resonance and emotional connection, enhancing the dissemination effect.

2)Integration strategy of communication channels:

Short video platform: Utilize the traffic advantage of short video platforms to quickly spread videos to global audiences.

Social media: Sharing videos on social media triggers discussions and sharing among users, further expanding the scope of dissemination.

3)Interaction and Participation Strategies:

Encourage interaction: An interactive section is set up below the video to encourage viewers to leave comments and like, increasing their engagement.

Response to the audience: The members of the Chinese short track speed skating team actively responded to the audience's comments and questions, enhancing interaction and communication with the audience.

4)Brand building strategy:

Shaping team image: The video showcased the team spirit and strength of the Chinese short track speed skating team, enhancing the team's brand image.

Patriotism: The video incorporates Chinese elements and patriotism, inspiring the

audience's sense of national pride and love for sports.

Through this case, we can summarize the following experiences and inspirations:

1)Real and vivid content can attract audience attention and emotional resonance.

2)Skilled in utilizing multiple platforms for communication, expanding the scope and influence of dissemination.

3)Actively interact with the audience, enhance their participation and loyalty.

4)Emphasize brand building and enhance brand value through team image and emotional connection.

These experiences and inspirations can provide reference and inspiration for other international sports communication activities, helping to better utilize short video platforms for the dissemination of sports culture.

7. Conclusion and Outlook

1)Conclusion:

Short video platforms have had a profound impact on the international dissemination of sports. By expanding the scope of dissemination, enhancing immediacy and vividness, and promoting diverse exchanges of sports culture, short video platforms have brought new opportunities for the international dissemination of sports. However, it is also necessary to face challenges such as information fragmentation and authenticity, copyright protection, and competitive pressure. In order to fully leverage the advantages of short video platforms, we should adopt a series of application strategies, including content creation, integration of communication channels, interaction and participation, brand building, and talent cultivation.

2)Outlook:

In the future, with the continuous development and innovation of technology, the role of short video platforms in international sports communication will be further enhanced. Here are some possible development trends:

Technological innovation: Short video platforms will continuously introduce new features and special effects to enhance user experience, while also providing more possibilities for international sports dissemination.

Personalized recommendation: By utilizing artificial intelligence and big data technology, short video platforms will be able to provide

more personalized sports content recommendations based on user interests and behaviors, improving communication effectiveness.

Virtual Reality and Augmented Reality: Virtual Reality (VR) and Augmented Reality (AR) technologies may be more widely applied in international sports communication, providing audiences with immersive experiences.

Social e-commerce: The combination of short video platforms and e-commerce will bring new business opportunities for international sports dissemination, such as promoting sports products and event tickets through short videos.

Regulation and regulation: With the continuous expansion of the influence of short video platforms, relevant regulations and norms will also be increasingly improved to ensure the legality and authenticity of content.

In short, short video platforms provide broad development space for international sports dissemination. By utilizing various strategies reasonably, we can fully leverage its advantages, promote the exchange and integration of sports culture, and enhance the international influence of sports. At the same time, we also need to pay attention to technological development and social changes, constantly adapt to new challenges and opportunities, and create a better future for the international dissemination of sports.

References

[1]. Xu Zhenxiang, Sun Yue. Reconstruction of Short Video Function from the Perspective

of Media Context Theory: A Study on Mainstream Media Short Video Reporting during the Epidemic [J]. *Media Forum*, 2021, 4 (12): 2

- [2] Yang Mingyu. Research on the Communication Strategy of Short Video for Ice and Snow Sports from the Perspective of New Media [J]. *Innovation Research in Ice and Snow Sports*, 2022 (21): 60-63
- [3] Lan Jie. Comparative Study on Event Communication between Tencent Sports and LeSports Websites [D]. *Guangzhou Institute of Sports*, 2016
- [4] Shen Yinghe, Guo Dijia, Liang Jun. Research on Innovative Strategies for Reporting on the Tokyo Summer Olympics by China Central Television - From the Perspective of Integrated Communication [J]. *Journal of Huaibei Normal University: Philosophy and Social Sciences Edition*, 2023, 44 (4): 43-46
- [5] Liu Bin, Li Fang. Research on the Communication Characteristics of Weibo Sports Short Videos from the Perspective of Content Elements [C]//The 11th National Sports Science Conference. 0 [2024-05-18]
- [6] Yuan Yongjun. Research on WeChat Communication of Large Sports Events [D]. *Wuhan Institute of Sports*, 2016
- [7] Li. Promoting the Innovation and Development of Sports Event Communication through New Media Technology - Review of "Research on Mobile Communication of Large Sports Events" [J]. *Media*, 2016 (19): 2. DOI: 10.3969/j.issn.1009-9263.2016.19.033.