

The Modern Communication of Asian Culture in Social Media ——Take the Influence of Fan Culture Invading the Sports Field as an Example

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Abstract:

In today's information age, the rapid development of social media has become a key platform for various cultural communication. As a unique existence in the multicultural system, subculture shows unprecedented breadth and speed of communication with the help of the powerful power of social media. This study focuses on exploring the influence of fan circle culture on the field of sports in subculture. With the topic of fan circle culture invading the field of sports, from subculture to the performance of fan circle culture today, it deeply explores the impact of fan circle culture on the field of sports in the social media environment. The communication performance, positive and negative effects of fan circle culture in the field of sports are analyzed with specific examples of athletes. User comments are widely collected to make relevant word cloud diagrams, emotional analysis diagrams, etc., and relevant analysis is made. What aspects of users' negative emotions towards athletes are reflected, and how will these emotions affect athletes themselves and even in the field of sports. This article aims to study the modern communication of Chinese and Asian culture on social media, especially the impact of fan culture invading the field of sports, which is of great practical significance for a comprehensive understanding of the development trend of contemporary culture and the scientific guidance of the healthy development of sports.

Keywords: Subculture; fan circle culture; social media; sports field.

1. Introduction

As a very representative subcultural form, fan circle culture has gradually penetrated into the field of sports in recent years, which has had a profound and complex impact on sports culture [1]. The opposite of the fan circle cultural group is actually the so-called “model power”, which is a positive value guiding role on the surface. However, with the widespread spread of “fan circle culture” and the rapid development of the mobile Internet, the phenomenon of “fan circle” is out of standard, and traffic “overturning” has largely alienated role models and idols [2]. In particular, in the “sports fan circle” series that broke out during the Paris Olympics, the sports athletes who were originally role models for the masses were “fan circled” by individual media or fans and became the object of mass entertainment. Therefore, the impact of such phenomena is worth exploring and studying.

With the rapid development of the Internet and the continuous progress of information technology, social media has become an indispensable part of people’s daily life. According to data in recent years, the number of users of social media has continued to grow and the coverage has been expanding. These platforms not only provide convenient communication channels for people, but also become important places for information dissemination and cultural exchange. Under the background of globalization and social diversity, subculture, as a cultural form relatively independent of mainstream culture, has gradually emerged and shown diversified characteristics. Subcultures usually refer to the interests, values and lifestyles of specific groups, and they express their identity and cultural affiliation through unique symbols, language and practical activities. These subcultural forms have been widely disseminated and paid attention to on social media. This research is mainly developed from the individual cases of athletes, extending to the emotional tendency of users and their impact on the field of sports. The literature analysis method is used to consult relevant materials and literature. At the same time, it is combined with the collection of athletes’ comment data on Weibo by online users and drawing charts for supplementary argumentation. This research method of combining graphics and text is conducive to the authenticity and sufficiency of the case.

2. The Interaction between Subculture and Fan Circle Culture

The Birmingham School believes that there are two main ways for mainstream culture to include subcultures: ideological collection and commercial collection [3]. Ideological collection is the rights system behind the mainstream

culture for those subcultural labels that emerge to challenge the mainstream culture, redefine the subculture with the right to speak, and exaggerate the harm of subculture in this way to cause the moral panic of the public. In this process, the media is very important. Subculture is slowly becoming less classic and resistant. At the same time, it is not so clearly opposite to mainstream culture. Post-subculture theory is put forward to explain this phenomenon.

Social media to show cultural diversity provides a broad communication platform for subcultures, so that different types of subcultures such as two-dimensional, ghost animal, killing, punk, etc. can be quickly disseminated and displayed. This diversified form of communication not only enriches the social and cultural ecology, but also reflects the diversity and inclusiveness of culture. The spread of subcultures in social media is often accompanied by exchanges and collisions with other cultures. Social media allows people to gain rich media experience in the process of fragmented information dissemination and free sharing, and also provides people with the possibility of using media resources to achieve their own goals, which makes the use of media not only a functional “way”, but also an internalized self-construction process closely intertwined with life [4]. By studying the organizational structure of subcultures, we can observe how they divide and integrate with other cultures, and then explore the dynamic evolution of cultural diversity. The study of subcultural organizational structure also helps to reveal its function and role in society.

Most of the fan circle culture originates from the idol worship with “character relationship” as the core in the subcultural branch. It has shifted from internal factors to external factors, and the pursuit of idols has gradually shifted from the spiritual level to the material level [5]. Fans of fan circle culture come from different backgrounds, and their behaviors and expressions are different. This diversity and fragmentation make fan culture show various forms of support and opposition in the Olympic Games. This behavior may lead to chaos in the atmosphere of the event and affect the audience’s viewing experience. Conflicts and debates between different fan groups may cause discordant voices on the scene and on the Internet, and the fan behavior of fan culture is highly mobile. They interact and organize through social media and other digital platforms, so that fans can quickly gather and disperse to form a strong public opinion force. It may make the organization and management of the event more difficult. The new media of the Internet has also played a key role in the fan circle culture. From the earliest post bar to Weibo, fans organize activities, disseminate information and express support through these platforms. The

role of the medium has rapidly expanded the influence of fan culture, even beyond the event itself. From the invasion of fan circle culture in other fields such as Olympic Games, the characteristics of modern subculture and its expansion and changes in different fields can be observed. It can reveal the social and psychological causes of fan behavior, explore the role of media in it, and analyze the potential impact of this cultural phenomenon on athletes and competitions. Media management under the all-media perspective also has a development trend of communication decentralization and entertainment. At present, in the process of rapid development and reform and innovation of new media technology, the channels of information dissemination and reception have undergone profound changes, and the communication mode has gradually shown the characteristics of decentralization and deauthority [6]. Social media plays a key role in fan circle culture. Studying this phenomenon can reveal the role and impact of the media in modern cultural communication, help understand how the media affects public opinion and cultural identity, and provide a basis for relevant media management and policy formulation.

At the same time, the fan circle culture is also popular in the sports circle, and more and more sports and excellent athletes are paid attention to and sought after. And the “fan circle culture”, a youth subculture that began in the entertainment industry and was formed by idol artists and fan economy, has gradually invaded the sports field in recent years, and the irrational behavior of chasing stars has become more and more intense. From the mutual abuse and volume control comments among fans on social media, to the siege, blocking and malicious attacks when chasing stars offline, to the “long spear and short cannon” and hoarseness in the process of watching the game... Some extreme and out-of-control “fan circle” behaviors are seriously affecting athletes’ competition, training and even daily life. These behaviors also reflect the high-frequency words of anger and dissatisfaction in the fan cir-

cle’s cultural emotions. When athletes are treated unfairly or attacked, fans will show strong anger. And dissatisfied with the results of the game, referees’ punishment, media reports, etc., and believe that there is injustice or prejudice. Disappointment and frustration. When athletes fail to achieve the expected results or perform poorly, fans will be disappointed and face failure or setbacks. Fans may feel frustrated, but this emotion often quickly turns into encouragement and support for athletes. Attacks and abuses. Some irrational fans will attack other athletes, coaches or fan groups, create antagonistic emotions and use rude and impolite language to abuse others, which seriously undermines the harmonious atmosphere between the network ecology and sports fans.

3. Case Analysis

The performance of Chinese men’s table tennis players in the men’s singles table tennis competition at the Paris Olympics may trigger complex emotional reactions. For athletes who fight for the glory of the country, no matter what the result is, as an audience, they should support and encourage. The sweat of the athletes’ labor cannot be judged by winning or losing a competition. However, after collecting the comments of users, it was found that in addition to the positive (encouragement, cheer) attitude that should be seen, there are also a considerable amount of anger (these can be seen in figure 1), such as mistake, blame, etc. On the one hand, his excellent performance, hard-working spirit and growth breakthrough will win him wide praise and support; on the other hand, the regret of defeat and criticism and questioning may also affect his public image to a certain extent. However, regardless of the emotional reaction, athletes’ performance and efforts should be viewed objectively, and they should be given due respect and support. At the same time, athletes themselves should also maintain a calm mentality, face challenges and criticism positively, and constantly improve their competitive level and psychological quality.



Fig. 1 The emotional reaction caused by the men’s singles table tennis competition at the Paris Olympics

In terms of emotional analysis, an explanation has been given for this study. This chart contains four data indicators so that we can better understand the distribution trend of emotional scores. In this chart, horizontal coordinates represent the number of text, that is, the number of user comments, such as Line0, Line50, etc. (these can be seen in figure 2). The vertical coordinates represent the emotional score value. The upper part of the chart is the positive value, the middle is zero, and the lower part is the negative value. When calculating the emotional average score of each data, we will x-1 negative emotions in order to better reflect the emotional tendency. There are four

different data indicators in the chart, which are represented by dots of different colors. First of all, we use black dots to indicate the emotional distribution of the text. Secondly, the red dot indicates the negative emotional value distribution of the text, the orange dot indicates the score distribution of the neutral emotional value, and the green dot indicates the positive emotional value distribution of the text. Every four data will be combined into one point in the chart to show, which represents the average score of each emotional polarity. The value of this scatter chart is that it presents the trend of emotional scores in text data in an intuitive way.

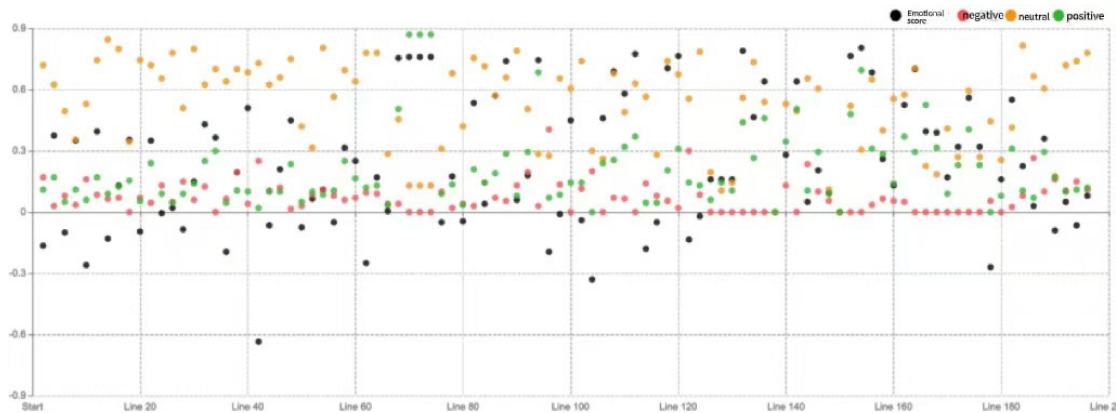


Fig. 2 Trend chart of emotional score distribution

4. Overall Emotional Classification

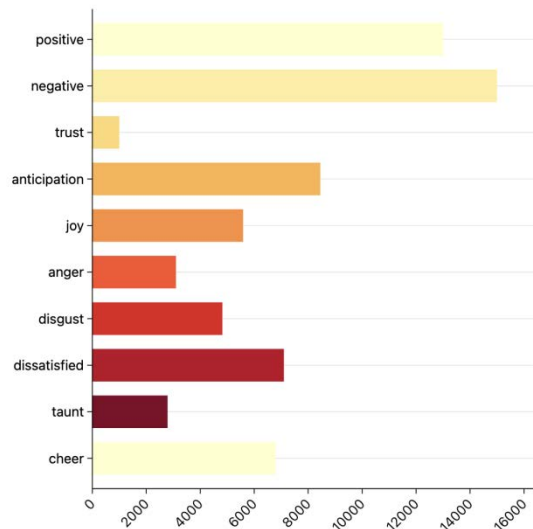


Fig. 3 The analysis of user comments

In the analysis of user comments, it is surprising that there are relatively many negative comments on this table tennis player, and most direct comments are characterized by good or bad; some users are mixed with personal emotions, such as disgust (this can be seen in figure 4), taunt and so on. In the analysis of user comments, there are still many malicious comments under the premise of de-weighting, which actually challenges the marginality of fan culture to a certain extent. Excessive malicious speculation and abuse have even led the sports field to the level of cyber violence.

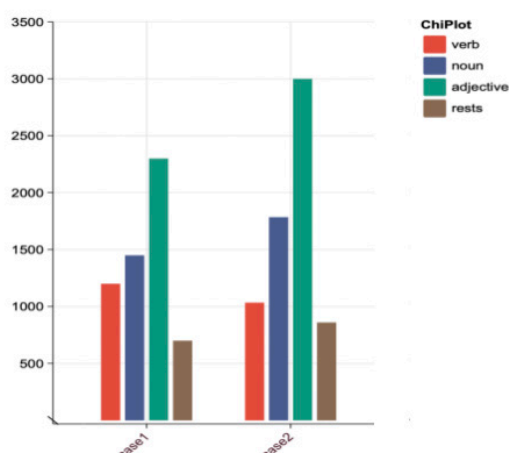


Fig. 4 The analysis of user comments

In the data analysis of part of speech statistics, user comments are roughly divided into four categories: (nouns,

adjectives, verbs, etc.). In the “controversial” players, users are more expressed in the form of arguments, that is, the “debate” of the two categories of online sprayers and fans so that adjectives will occupy a large proportion. In the field of sports, the nouns of user comments are mainly descriptions of specific events.

5. Discussion

For this study, there are still some issues worth discussing the definition and measurement of the extent of fan circle cultural invasion in the field of sports.

5.1 Re-Discussion on the Positive Impact of Fan Culture on the Field of Sports

Fans pay attention to sports because of their love for stars. Once the stars’ competitive status declines or retires, will this attention disappear quickly and whether it will be counteractive to the promotion of sports?

When the competitive status of sports stars declines or their retirement is announced, some fans may feel lost because they have lost the target of direct attention, thus reducing their attention to sports. In addition, some fans may continue to pay attention to their life after retirement, related activities, etc. because of their nostalgia for the stars, so as to indirectly maintain their attention to sports. The reaction to the promotion of sports. If a large number of fans are rapidly lost due to the retirement or decline of stars, it may have a certain negative impact on the promotion of sports. This impact may be more obvious, especially for sports that rely on the star effect to attract spectators and sponsors. The loss of fans may lead to a decrease in the number of spectators, which will affect the ratings and influence of the game. This may reduce the willingness of sponsors to invest, thus affecting the financial support and long-term development of sports projects. In order to deal with this potential negative impact, sports promoters can actively take measures to retain fans and attract new audiences. For example, by strengthening the training and selection of athletes, creating a new generation of star athletes; improving the entertainment and attractiveness of the competition by innovating competition forms and rules; enhancing the connection and interaction with fans by strengthening social media marketing and interaction, etc.

5.2 In-Depth Analysis of Cultural Integration and Conflict

The essential conflict between fan circle culture and sports culture: fan circle culture emphasizes personal worship and emotional investment for stars, while sports

culture focuses on competitive spirit, fair competition and teamwork. There are certain conflicts between these two cultures in nature. How to understand and deal with this conflict correctly? In the process of cultural integration, how to maintain the core values of sports culture from being distorted by fan culture.

Fan circle culture emphasizes the personal worship of stars. Fans often regard idols as perfect existences and pay excessive attention to their personal image and private life. Sports culture focuses on the competitive spirit, emphasizes the hard work, efforts and fair competition of athletes, and pays attention to the process and results of the competition. In fan circle culture, fans are extremely emotionally invested in idols, often blind and exclusive, which is easy to trigger cyber violence and attacks. Sports culture advocates fair competition, respects opponents and referees, and emphasizes teamwork and sports ethics. Therefore, it is necessary to strengthen educational guidance and improve the sports literacy and moral level of fans and the public through educational guidance, so that they can understand the core values of sports culture, and respect athletes and competition results.

The possibility and path of cultural integration: Although there is a conflict between fan culture and sports culture, there is also a certain possibility of integration. For example, fans' support for sports stars can be translated into active participation in sports, and the communication of fan culture can provide new ideas for the promotion of sports culture. How to explore and realize the path of this cultural integration and promote the healthy interaction and common development of the two cultures.

Fan circle fans are encouraged to have face-to-face communication and interaction with sports people, such as holding fan meetings, athletes' sharing meetings and other activities. Sports organizations can invite fan circle fans to participate in the planning, organization and execution of sports events, so that fans can have a deeper understanding of the operation process of sports events. Establish a cooperation mechanism between fan culture and sports culture, such as jointly establishing a sports culture development fund and carrying out sports and cultural exchange projects. This cooperation mechanism can provide a strong guarantee for the integration and development of the two cultures and promote mutual benefit and win-win results. At the same time, fan culture can also add more creativity and vitality to sports events and improve the entertainment and interactivity of events. Through these activities, both sides can have a deeper understanding of each other's culture and values and promote mutual understanding and respect. By guiding fans to actively participate in sports, using fan circle culture communication to provide new ideas for the promotion of sports culture,

and promoting the benign interaction and common development of the two cultures, we can promote the better integration and development of the two cultures on the basis of mutual respect and understanding.

In response to the chaos of "fan circle culture", China has taken a series of "clear" actions to effectively rectify the bad atmosphere. The "clear" action, that is, the state takes effective measures to rectify the illegal problems in cyberspace in response to the cultural problems at this stage and realizes a series of actions to achieve a clear and clean online public opinion space. "A number of rectification measures emphasize the main responsibility of the website platform, and the self-discipline of the platform has become the consensus of all walks of life." [7].

6. Conclusion

In terms of positive impact, the spread of fan culture has greatly improved the popularity of sports stars and attracted a wider range of attention. This is not only conducive to the promotion of sports, but also brings more business opportunities to sports stars, thereby improving their commercial value. Sports stars can earn a rich income through endorsements, advertising and other ways to create better conditions for their own training and competitions. At the same time, the enthusiastic participation of fans has also made the attention and popularity of sports events continue to rise. More people began to pay attention to sports events, which undoubtedly helps to expand the influence of sports events, attract more sponsors and media attention, and inject more resources and support into the development of sports. In addition, fan circle culture has strong communication power and interactivity. Fans actively spread sports culture through social media and other platforms, sharing wonderful moments of sports events and inspirational stories of sports stars, thus promoting the dissemination and exchange of sports culture and making more people understand and love sports.

However, the invasion of fan culture in the sports field has also brought some negative effects. First of all, excessive fan attention and pursuit may put great pressure on sports stars and interfere with their normal training and competition. Some irrational fan behaviors, such as stalking, harassment, etc., will also affect the daily life and mental health of sports stars. Secondly, fan competition in fan culture may lead to chaos at the scene of sports events, which will greatly affect the viewing experience of other spectators. In addition, in order to support their favorite sports stars, some fans may question and attack the referee's punishment without reason, which undoubtedly undermines the fairness and authority of sports events. Future research should focus more on the exploration of

the essence of fan culture. Some fans only pay attention to the external image and entertainment value of sports stars, and ignore the essence of sportsmanship and competitive sports, which is extremely detrimental to cultivating correct sports values and creating a good sports cultural atmosphere. The excessive penetration of fan culture has brought many negative effects and seriously interfered with the healthy development of sports. Boycotting the fan circle culture in the sports field is not to deny fans' love and support for sports stars, but to guide this love back to rationality and purity.

Authors Contribution

All the authors contributed equally and their names were listed in alphabetical order.

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