

# *Research Status and Prospect of International Sports Communication in China: Literature Review of Journals Based on CSSCI*

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**Abstract:** International sports communication is a new hot spot in the research of China's sports academia in recent years, which has important practical significance for improving China's image and spreading China's voice. This study uses the methods of literature review, content analysis, and bibliometrics to analyze the number of papers, research fund support, publication institutions, and core authors of 151 CSSCI papers, and comprehensively sorts out the themes, methods and contents of international sports communication research, and then makes research prospects: 1) communication theory should pay attention to the "portrait of the other", take care of the audience's interest and acceptance, to carry out accurate and effective communication; 2) Communication practice should pay attention to the research of "point replacing area" and explore deeply with specific cases or projects, to promote and radiate the whole communication practice. According to the existing research trends, it advocates that the research on international sports communication in China should expand the interdisciplinary integration research.

## 1. Introduction

Sports communication is a human sports information dissemination activity through the mass media [1], and the international dissemination of sports culture has become an important means of mutual communication and understanding between countries and nations [2]. Since the beginning of the new century, with the steady improvement of China's comprehensive sports strength, all aspects of mass sports, competitive sports, sports culture and sports industry have been developed in an all-round way, and China has the confidence and confidence to show to the world on the ever-changing international stage. International sports communication has been highly valued by the sports community and the press. Sports cross-cultural communication, cross-regional exchanges, and the construction of the world discourse power of Chinese sports have become new hot topics. China has vigorously promoted the construction of the "the Belt and Road Initiative" and actively advocated the "concept of a community with a shared future for mankind", aiming to show the world a credible, lovely and respectable image of China. The Chinese government actively advocates the strengthening and improvement of international communication work, displaying a

real, three-dimensional and comprehensive China, and forming an international discourse power that matches China's comprehensive national strength and international status [3]. Subsequently, as an important window for foreign exchange and publicity, sports should play a more important role in shaping the national image and disseminating the voice of Chinese sports.

The research on international sports communication in China started at the end of the last century. Through the development of more than 20 years, the field of international sports communication has made rapid progress, the research group has been growing, and national attention has been deepening. The research of international sports communication should also speed up the pace and keep up with the requirements of the times and international needs. Through the literature review, it is found that the research on international sports communication has increasingly received widespread attention from the Chinese academic community, and the number of papers has been increasing. However, systematic research on domestic core papers is relatively rare, which has hindered the further development of the research on international sports communication. Therefore, combing and analyzing the general situation of sports communication research in China's academic field, clarifying the research context and research focus will provide a reference for future sports communication research, and then promote the steady enhancement of China's international sports communication, which is also the fundamental significance of this study.

This paper focuses on the articles related to the theme of sports international communication included in the Chinese Social Sciences Citation Index (CSSCI), which has strong representatives and influence in this field [4]. This paper comprehensively analyzes the development status of sports international communication research in China, measures the distribution of authors, institutions, journals and other indicators, and sorts out the key issues and hot topics, to prospect the further development of this research.

## **2. Data Acquisition and Research Methods**

### **2.1. Data Acquisition**

Compared with newspaper works and dissertations, journal papers are an important window to reflect the research progress of sports international communication. To ensure the quality of paper samples, the research sample was set as CSSCI journal papers through the retrieval platform of China National Knowledge Infrastructure (CNKI), and the advanced retrieval mode was used. At the same time, the keywords "Sports International Communication", "sports overseas communication" and "sports cross-cultural communication" were input. The relationship between the three keywords was set as "or", and the starting time was unlimited. By April 2023, 166 search directories were obtained. To ensure the availability of data and conduct data cleaning, 15 articles that are not closely related to the research topic were deleted, and 151 core papers in the field of sports international communication research in China were finally determined as the sample basis of this study.

### **2.2. Research Methods**

This paper adopts the methods of bibliometrics and the content analysis. Bibliometrics is a quantitative analysis method that presents research results through data statistics, and content analysis method is an objective analysis method that takes the text content as the research object. In this paper, 151 CSSCI articles in the CNKI database are retrieved, downloaded and sorted. Among them, using the method of bibliometrics, this paper makes a quantitative analysis of the number of papers, fund support, high-frequency keywords, and literature publishing institutions of sports international communication research in China; the content analysis method is used to sort out,

analyze and summarize the research contents of the sample papers.

### 3. General Situation of Sports International Communication Research

#### 3.1. Publication Analysis of Papers

Through the annual statistics of the number of published core papers on international sports communication in China, we can fully understand the overall situation and development of the research on international sports communication in China. The first CSSCI paper involving international sports communication in China is "Analysis of the cultural value of sports news communication" published by Li Qiang [5] in modern communication in 1999, which points out that athletes' behavior and mental outlook will affect people's impression of a country or nation in international sports competitions. Since then, it has jumped to 9 annual papers by 2008 (as shown in Figure 1). The number of annual papers reached a peak of 25 in 2022, and fluctuated slightly in other years. Combined with the development history of China's sports field, we can clearly find the key nodes in the research process of international sports communication from Figure 1. With the holding of the "Olympic Games", that is, the 29th Summer Olympic Games in 2008 and the 24th Winter Olympic Games in 2022 were successfully held in China. The small peak of 13 papers in 2014 was due to Beijing's official candidacy for the 2022 Winter Olympics and the second Summer Youth Olympic Games held in Nanjing, Jiangsu Province. It can be seen that the research on international sports communication is closely linked with national sports events, and the Olympic Games have always been the focus of the world.



Figure 1: Time distribution of Chinese sports international communication research literature from 1999 to 2023.<sup>1</sup>

#### 3.2. Analysis of Scientific Research Fund Support

Scientific research funds can reflect the state and society's financial support for scientific research. According to the statistics of the scientific research fund support of the published papers in the field of sports international communication, it can be found that the number of CSSCI papers' fund support accounts for nearly half, and the national social science fund projects account for the largest proportion. According to the literature review, the number of papers supported by the fund shows national fund > provincial and ministerial fund projects > other fund projects, many of which are attached with multiple topics. International communication research focuses on the humanities and Social Sciences, and natural science funds are relatively rare. It can be seen that the support of the national fund has a great role in promoting the completion of scientific research, and the support of China's scientific research leading departments for sports international communication research is increasing. Subsequently, the number and quality of scientific research papers on international sports communication in China are also gradually improving.

### 3.3. CSSCI Literature Publishing Agency Analysis

The statistical analysis of literature publishing institutions will help to clarify the core publishing position of sports international communication, and will have a clear grasp of China's sports international communication research. By sorting out the source journals of the sample literature, there are 39 CSSCI journals in total, and 20 journals with more than one article, as shown in Table 1. From the perspective of the concentration of sample publications, the top five journals published 82 sports international communication papers, accounting for 54.3% of the total number of sample papers. According to the ranking of journals, the sports culture guide has an absolute advantage in the number of articles published, and sports journals account for the vast proportion. It can be seen that the main publications of China's sports international communication research are sports journals, and the contributions of the journals of the three major sports colleges and universities are also relatively high, and the Chengdu Institute of physical education has continuously held high-end forums on international sports communication. In addition, news and communication journals pay more attention to the topic of international sports communication, highlighting the strong interest of communication journals in sports communication.

Table 1: Main publishing institutions of sports international communication papers.

sort	Journal source distribution	number	percentage	sort	Journal source distribution	number	percentage
1	Sports Culture Guide	31	20.52%	11	media	4	2.64%
2	Journal of Chengdu Institute of Physical Education	17	11.25%	12	Journal of Shanghai Institute of Physical Education	3	1.98%
3	Journal of Beijing Sport University	12	7.94%	13	Sports and Science	3	1.98%
4	Journal of Wuhan Institute of Physical Education	12	7.94%	14	China Sports Science and Technology	3	1.98%
5	Journal of Physical Education	10	6.62%	15	Journal of Xi'an Institute of Physical Education	3	1.98%
6	Journal of Shenyang Institute of Physical Education	7	4.63%	16	Television research	3	1.98%
7	sports science	4	2.64%	17	Journal of Guangzhou Institute of Physical Education	2	1.32%
8	Modern communication (Journal of Communication University of China)	4	2.64%	18	Journal of Capital Institute of Physical Education	2	1.32%
9	Press	4	2.64%	19	Guizhou Ethnic Studies	2	1.32%
10	News lovers	4	2.64%	20	Published in China	2	1.32%

Note: The percentage is the number of sample papers published in the journal / the total number of sample papers.

### 3.4. Core Author Analysis

As the pioneer and main force of sports international communication research, the core author leads the direction of sports international communication research and represents the backbone of the research field. By sorting out 151 samples of core papers, the list of core authors and the number

of published papers are sorted out, as shown in Table 2. Here, due to the length problem, only 20 first authors are listed. It can be seen that Guo Qing of Chengdu Institute of physical education and Wei Wei of Beijing Foreign Studies University published 3 articles respectively, and 15 scholars included the two papers. Among the 20 people in the statistics, there are 12 scholars affiliated with sports colleges, accounting for 60%. From the above data, it can be concluded that among the core author groups in the field of international sports communication in China, most scholars are concentrated in professional sports colleges, and the Chengdu Institute of physical education has more researchers and achievements.

Table 2: Statistics of core authors.

sort	Core author	Affiliated unit	Number of articles	sort	Core author	Affiliated unit	Number of articles
1	Guo Qing	Chengdu Sport University	3	11	Wu Wenfeng	Tianjin Institute of Physical Education	2
2	Wei Wei	Beijing International Studies University	3	12	Wang Mingjie	Communication University of China	2
3	Li Rongzhi	Shanghai Institute of Physical Education	2	13	Chen Gang	Zhejiang Pharmaceutical College	2
4	Zhang Desheng	Wuhan Institute of Physical Education	2	14	Chen Zhisheng	Beijing Sport University	2
5	Li Jiyuan	Hangzhou Normal University	2	15	Zeng Wenli	Chengdu Sport University	2
6	Wan Xiaohong	Wuhan Institute of Physical Education	2	16	Xie Xiran	Communication University of China	2
7	Li Jinbao	Nanjing Sport Institute	2	17	Wang Dehui	Harbin Institute	2
8	Liu Lan	Capital Institute of Physical Education	2	18	Xiao Huanyu	Shanghai Institute of Physical Education	1
9	Wang Dazhong	Communication University of China	2	19	Wang Xiangfei	Wuhan Institute of Physical Education	1
10	Wei Wei	Chengdu Sport University	2	20	Yang Zhen	School of Journalism and Communication, Wuhan University	1

Note: This table is based on the first author for screening statistics.

## 4. Main Characteristics of Sports International Communication Research

### 4.1. Comment on the Theme of Sports International Communication Research

The theme of China's sports international communication research is based on domestic and international topics, which is the overall performance of meeting the call of the times and the needs of national conditions. After a comprehensive survey of all the research topics, they are mainly concentrated in the following categories: 1) Olympic communication theme. Xiao Huanyu, Fang Li [6], Liu Bin [7], Wang Dazhong, Zhong Yujing, Gao Min [8], Feng Xia [9], Li Kaiying and Deng Xuan [10] discussed the 2008 Beijing Summer Olympics, recognized the universal value of cross-cultural communication of the Olympic Games, and called for seizing the good opportunity of publicity during the Olympic Games. Zhang Kun, Pu Rui [11], Zhang Yuqiang, Pang Min [12], Zhong Xin, Jiang Xiancheng [13], Yin Suwei [14], Zhang Sheng [15] focused on the 2022 Beijing Winter Olympic Games to discuss the topic. In addition, Cui Yingnan [16] and Zhang Yuelin [17]

analyzed the cultural communication of the 2020 Tokyo Olympic Games. 2) The theme of national traditional sports communication. The research on international communication of traditional Chinese martial arts has achieved a lot. From 2008 to 2022, there were 21 articles by scholars from Qin Zilai, Wang Lin [18] to Hua Jiatao [19]. Martial arts are recognized as an excellent traditional Chinese culture by the academic community, which should be vigorously promoted and widely disseminated. Other scholars, such as Zheng Songbo, Wang Qingyun [20], Zhang Jie, Xu Weijun [21], Chen Zhu, Zhang Hongyan [22], La Changxu, Zhaobin, and Ma Xiujie [23], have conducted in-depth research on the overseas spread of Taijiquan. At the same time, Xiong Jian [24], fan Mengmeng [25], Hu Changling and Wang Gang [26] chose Chinese dragon and lion dance culture for empirical research on overseas communication. 3) Sports media theme. Domestic scholars have expounded that television and sports are "a match made in heaven" [27], discussed the international expression [28] and empathy communication [29] of sports documentaries, and believed that film and television works such as Shaolin Temple, flying over the ice and snow line and IP MAN [30] has deepened the impression of Chinese culture on global audiences. The new era has spawned new media. The new format of sports culture communication in the 5g era [31] and China Global Television Network [32] are analyzed in depth as cases. With the development of interaction and integration between media, Zhang Desheng and others [33] discussed the construction of sports all media communication patterns in the new era.

#### **4.2. Analysis of Research Methods of International Sports Communication**

Research methods are important tools for people to study issues related to international sports communication. Scientific and reasonable research methods can help scholars obtain the expected results. Combing the article samples of this study, shows that the research method is single. The qualitative research method led by the literature method accounts for the majority of the research proportion, followed by logical analysis, historical analysis, content analysis, etc. It is also common to combine the methods of literature, interview and field survey, while it is rare to combine the methods of literature, expert interview and comparative research [34]. In particular, it is pointed out that the two articles using grounded theory for research have more convincing data. Among them, Tao Ping, Zhu Shanshan and Wu Xiaolong [35] have constructed a scientific and reasonable training system for Wushu International communicators based on adult learning theory, PCK theory, grounded theory and CIPP evaluation model. This is one of the most widely used results. Research focusing on a case and background is common, such as table tennis [36] project research, "research under the background of the belt and road initiative" [37], research on the theme of sports town [38], and Research on positioning YouTube for narrative identity [39]. Targeted research has more practical guiding value for the practice of international sports communication, and encourages more scholars to carry out an investigation and Research on a project, a region and a population. It can be seen that fewer scholars are using quantitative research methods such as statistics and mathematics in the study of international sports communication, and the talents who master interdisciplinary research abilities are insufficient. According to the mainstream advocacy of existing scientific research articles, in the subsequent research process, we should encourage the use of qualitative and quantitative methods for research, and actively carry out interdisciplinary research. In this way, the overall level of sports international communication research in China will reach a new level.

#### **4.3. Sorting out the Research Contents of international Sports Communication**

The dissemination and exchange of sports culture are known as the "first medium" of international exchanges [40]. Based on this common understanding, domestic academia is keen to discuss the issue of international sports dissemination. After more than 20 years of development,



some topics remain unchanged for a long time, but also new topics that change with the times. Specifically, there are the following aspects: 1) the mission of international sports communication. Yanghongmei and Wang Xiaowei [41] recently gave a more comprehensive explanation: the new era mission of China's sports international communication is to realize the transformation of three dimensions: the international image of sports, the international status of sports and the international discourse of sports. At the same time, they pointed out that the realization path should be achieved from five aspects: the control of the communication subject, the construction of communication content, the innovation of communication media, the consideration of the communication audience and the guarantee of communication effect. 2) Excellent Chinese traditional sports culture goes out. Scholars believe that "cultural conflict" [42] is a gap to be crossed. Only by changing the context from the perspective of the other can we get the recognition of the audience, avoid the double complex of inferiority and arrogance, and strengthen cultural confidence. In addition, equipped with professional translators [43] to interpret the communication content to the audience, the charm of Chinese excellent traditional sports culture can be deeply rooted in the hearts of the people. 3) The dissemination value of the Olympic movement. In recent years, China has realized the glorious dream of a "double Olympic city", held the Youth Olympic Games, and has a deeper understanding of the global cross-cultural communication of the Olympics. It believes that the ideal of the Olympic Games and China's idea of building a community with a shared future for mankind confirm each other, which is of great benefit to promoting multicultural coexistence and human peace. At the same time, it points out that we should give full play to the communication effect of modern media and actively use television network media. 4) Sports international communication countermeasures. Zhou Qingjie [44] based on the spread of martial arts, pointed out the ways of activities, education, literature and diplomacy. Feng Xia [40] proposed that the political mode, sports talent exchange mode, sports event promotion mode, sports culture and creative economy mode display China's humanistic style and national image. As for Wushu and Taijiquan, we should innovate routines, simplify routines, create standards and highlight fitness effects.

## **5. Prospect of Sports International Communication Research**

### **5.1. Communication Theory Pays Attention to the Study of "the Other Portrait"**

Based on China's reality, to convey China's voice to the world, we need to know ourselves and the enemy, so the acceptance of the audience is our top priority. As an overseas audience of the "other", how to learn about Chinese sports culture, how to view the development of Chinese sports, and how to practice Chinese sports activities are the "other portraits" we must face when we engage in international sports communication. To pay attention to the other, we should first pay attention to the individuality of the other party, and treat it differently according to different regions, races and cultural circles. Some scholars have proposed to subdivide the audience groups and strengthen the pertinence of external communication [45]. Secondly, we should pay attention to following up on the development of the times. The changing world is changing every day. What kind of communication methods and media are favored by others, which cannot be ignored. Some scholars also mentioned subdividing the communication field of new media users to create a harmonious network discourse space [46]. Thirdly, according to the projects to be spread, we should pay attention to the interests of the audience by categories, to achieve good communication effect. Chinese martial arts are broad and profound, and there are many factional categories. They can be divided into culture, fighting, fitness and health preservation. They can be spread according to the needs of the audience, to achieve good communication effects [47]. In addition, we should actively identify the diverse psychological needs of people of different ages, occupations and genders, and promote accurate international communication with refined audience positioning. Therefore, the use

of "coding and decoding" theory and "secondary coding" theory has become a breakthrough for us to overcome the communication dilemma. As Meng Tao and Lu Junxie [48] advocated, we should strengthen the "coding" consciousness of Wushu cross-cultural communication subjects and cultivate professional Wushu "secondary coders". Paying attention to the "other portrait" is to fully understand what the world is like, so as to find out what we should do.

## 5.2. Communication Practice Focuses on "Point to Area" Research

The so-called "from point to the area" means to cut into a case or project for specific research to achieve the purpose of radiating similar projects. Throughout the collected sample papers, most of the research results are in general terms, which cannot well guide the practice and operation, and become a theory on the shelf. Relatively speaking, some scholars' studies are targeted, which are sorted out as follows: the analysis of the characters of Hollywood Chinese martial arts star Jackie Chan [49] and tennis queen Li Na [50], the elaboration of table tennis, Taijiquan, dragon and lion dance, fitness Qigong and other sports, the research on the communication platform of "Confucius Institute" [51,52], the research on the regionalization of Singapore and the United States, the research on IP man Analysis of the film and television works of "flying over the ice and snow line". As a "behavior symbol" [53], sports use the body to express the image. All research should focus on how to promote this kind of sports behavior. Xiong Jian's article "An Empirical Study on the overseas dissemination of Chinese dragon and Lion Culture -- Taking Singapore as an Example" not only focuses on the Chinese Dragon and lion dance project, but also delimits the regional research. The conclusions and suggestions can be directly adopted by the organizations of the Singapore Dragon and Lion Association. Wang Jiqiang's "quadruple coding system of Chinese kung fu films from the perspective of cross-cultural communication -- Taking the film" IP MAN "series as an example", uses the coding and decoding theory of Stuart Hall, a British scholar, to explain the law of effectively avoiding cultural barriers and winning the common acceptance of audiences at home and abroad. Looking through all the articles, we found that the articles with appropriate theory applications and specific research objects had meticulous characterization and thorough problem analysis. By summing up views in the way of seeing the big from the small, the conclusions reached could convince readers and the policy suggestions given were more operational.

## 6. Conclusion

With the continuous enhancement of China's comprehensive sports strength and the outstanding achievements in hosting the two Olympic Games in the past two decades, the demand for international sports communication has increased significantly, and the corresponding research on international sports communication has increased significantly. It can be said that the progress of China's sports international communication research is positively related to China's economic and social development. Taking 151 CSSCI journal papers as samples, this study sorted out the number of published papers, the support of scientific research funds, the publishing institutions and core authors of the literature by bibliometric method, and made a main summary of the topics, methods and contents of sports international communication research by content analysis method. Through the grasp of the research focus, the following research prospects are made: 1) communication theory should pay attention to the "other portrait", and take care of the audience's interest and acceptance, to carry out accurate and effective communication; 2) Communication practice should pay attention to the research of "point replacing area" and explore deeply with specific cases or projects, to promote and radiate the whole communication practice. This study points out the direction for scholars to further explore the issue of international sports communication.

Compared with foreign countries, China's sports international communication research started



late. Although it has made progress in recent years, the corresponding research results cannot meet the realistic demands of China's construction of international discourse in the new era. According to the international social environment and the development trend of scientific research, actively advocate the development of interdisciplinary and integrated research on China's sports international communication research, and comprehensively use the knowledge and methods of communication, folklore, sports, translation and introduction to exploring the knowledge with both academic value and application value, to contribute new academic growth points to the cause of sports international communication.

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