

Cultural Production Mechanism of Golf on Short Video Platform

Zhixin Liu¹, Linwen Xiao^{2,*}

¹Xiamen University Tan Keh Kee College, Nanbin Street, Zhangzhou, China

²School of Economics and Management, Nanning Normal University, Hexing Road, Qingxiu District, Nanning City, China

*Corresponding author

Keywords: Golf, short video, creation, dissemination, consumption

Abstract: In the era of text and print communication, golf as a century-old Olympic event, its cultural communication tension has not been highlighted. After the popularity of short videos, the so-called aristocratic movement gradually came into the public eye. The research group took the popular golf short video on Douyin short video platform as the observation object, and carried out statistics and analysis by semiotic analysis method. The results show that the video platform represented by short videos can enable the communication of golf culture. Its content production contains professional standards, operation management is "in the eye, mind, heart", and maintain "concentration", so that the golf culture has been greatly spread. It is suggested that the short video of golf culture should increase the gold content and altruism of operation and management, create the golf culture space with the attitude of "service", increase the audience stickiness, and realize the lasting and stable realization with smart products.

1. Introduction

In the new era of cultural confidence, we need to raise the level of cultural exchanges with other countries, improve mechanisms for people-to-people exchanges, innovate ways of people-to-people exchanges, and display the charm of Chinese culture through a combination of mass, group and interpersonal communication. The cultural value of golf originates from the cultural connotation and economic function behind its sports charm.

First of all, from the theory of the Chinese origin of golf, "Chuiwan" in the Song Dynasty is the predecessor of golf, and the basic characteristics of "Chuiwan" and golf are very similar. According to the Book of Pills, Song Huizong and Jin Zhangzong were fond of this game. It is also deduced that the Western Expedition in the Yuan Dynasty brought "Chuiwan" to Europe, thus the origin theory of "Scottish shepherd's Game" was born. Therefore, golf has historical heritage value.

Secondly, golf is a sport, and the participants regard it as a way to improve their physical fitness. It is a leisure game that reflects the harmony and unity between man and nature. The etiquette and behavioral self-discipline advocated by golf, as well as the sports features of mind cultivation, enlightening, physical strength and beauty, can give both body and mind infinite comfort and entertainment. Therefore, golf has the leisure value of fitness and strong heart.

Thirdly, the competitive and competitive nature of golf is also outstanding. Since its return to the Olympic family in 2016, the development of world golf has entered a rapid period. Since the mid-1980s, China's competitive golf has experienced the exploration and practice of Zhang Lianwei and Liang Wenchong, promoting the development of the new generation of competitive golf. Feng Shanshan won the bronze medal in the 2016 Rio Olympic Games. A number of men's and women's professional players have joined the PGA Tour and the European Tour. The overall competitive level is getting higher and higher, so golf has competitive value and international influence.

Finally, golf is an industrial form in the process of modern economic development. With the healthy development of modern golf, other economic industries with golf as the carrier have also emerged. Taking the development of golf industry and characteristic towns in Tangxia, Dongguan, Guangdong Province as an example, in response to the national Guangdong-Hong Kong-Macao Greater Bay Area strategy, a multi-combination, complementary and interactive economic chain has been formed. Therefore, golf has the inclusive and interactive value of economic development.

Golf integrates life culture, leisure culture and social culture, with the perfect combination of nature and sociality, integration of body and mind, participation and experience advocating etiquette, reshaping people's attitude towards life[1]. Golf cultural products also play an important role in modern life. The hit CCTV1 short film series of Great Power Brands, The Creator Era, tells the story prototype of the golf clothing brand Biinlofen, showing the brand culture of "never forget the original intention, adhere to the ingenuity", and deeply interprets Biinlofen's value concept of "the power of creation" with practical actions[2].

As two independent individuals, short video and golf have the characteristics of integration of technology, creativity and culture, as well as genes connecting social communication. The mission of Douyin short video platform is to "stimulate creation and enrich life". Through analyzing the overall ideas, main practices and achievements of the golf culture communication on Douyin platform. The research group hopes to discover the structure and common features of short videos in content production, summarize the layout characteristics, core elements and technological innovation points of short videos, and focus on the correlation factors between content creativity and operation in operation management, so as to summarize content marketing strategies. Based on the current situation of Douyin short video platform in the communication of golf culture, this paper summarizes, namely, grasping the present and putting forward countermeasures and suggestions for the propagation path selection driven by traffic dividend, namely, looking forward to the future.

2. Analysis

2.1. Analysis of Production Status

People yearn for a better life. Different media have their own strengths in how to tell stories about a better life. Long videos of film and television are most famous for their profound exploration and professional seenwork, while short videos are especially suitable for presenting ordinary people's small and real keen observation of the current life, and are better at the perspective of ordinary people who "see things and know things". The huge flow of short videos reflects people's strong desire to pursue a better life, which is the main driving force for users to participate in creation and sharing.

2.1.1. Analysis of Number of Fans

In the context of reality where "no video, no communication", "no video, no social contact" and "no video, no connection" have almost become an unstoppable trend, even systematic knowledge tends to infiltrate our lives in a fragmented form. According to the giant image calculation of

Douyin user portraits, the proportion of 19-35 years old and TGI are high, which is basically consistent with those interested in sports. The higher the city level is, the higher the TGI index of sports people and creative people is, the more Douyin users play videos about interpretation, life and food, and the fastest increase in watching videos about emotion, culture and film and television. By searching the keyword "golf" on the official platform of Douyin, nearly eight of them become ordinary users and two of them become enterprise users. Among them, 276 users have 1000-10,000 fans, 156 users have 10,000-100,000 fans and 13 users have 100,000-1 million fans. The highest fan is the enterprise user "Golf PGA Tour". It has 586,000 followers and 28.707,000 likes.

From the perspective of short video works, it is found that golf belongs to a minority culture, and the following people are mostly those who participate in and know the sport. In the early stage, the most successful promotion of golf culture is Sina golf platform and Golf Master magazine, whose content layout and structure are very similar to the current Douyin short video. Audiences can acquire knowledge and enjoy through dynamic and real scenes. According to the survey of "Towards the White Paper -- Report on China's Golf Industry" (hereinafter referred to as the "White Paper"), the number of Chinese golfing population is between 1 million and 1.1 million, among which the core population is about 380,000 to 390,000[3], and the incremental population maintains a weak natural growth trend.

With the upgrading of national fitness and sports consumption, the consumption confidence of the domestic golf population is gradually improving. At present, the threshold of some golf organizations in China is high, and some people who advocate golf culture are outside the organization. In terms of city level, there are basically no golf culture organizations below third-tier cities, while in higher-level cities, scattered organizations are mostly established by fans playing golf, and local sports associations have no time to organize and pay attention to the spread of golf culture. In 2020, the China Volkswagen Golf Committee will be established to promote the development of golf programs and the industry. The fundamental idea of this meeting is to find a way for the common people to want to participate, be able to participate, be able to participate and love to participate. "New media marketing is an important approach to current economic development. Golf practitioners and court-related marketing personnel build exclusive IP of the course with the help of popular short video platforms. After the operation of professional teams, the popularity of golf is largely driven and certain economic benefits are obtained." [4]

2.1.2. Content Analysis

Users with 1,000 to 100,000 fans are the main force in the dissemination of golf culture. More than 1,000 fans means that the user has a certain influence in his region. For example, the teaching style, teaching system and teaching results of coaches are disseminated in short videos, and social platforms and youth growth platforms are established based on golf. Golf sport-related product organizations also launch short video marketing. Although the content production is not creative, product selling points and core values are not outstanding, similar to this user patience performance is good, short video content production continues to add skills, videos continue to keep updated.

According to the statistics on the total number of users' works, video duration, video content and number of likes, the average number of works with more than 10,000 fans is about 660, and the video duration is mostly 30 seconds to 1 minute. The content of videos has a certain homogeneity, and most of them are about teaching and appreciation. Some players and excellent coaches have a stable number of personal fans. Short videos with clear classification and creative content can represent the cutting-edge culture of golf technology. The research group extracted three representative accounts for detailed observation. After semiotic analysis of the content published by three different categories of accounts, some basic features of their content were found.

First of all, the author of the personal account is a golf practitioner who is good at golf competition psychological counseling and event commentary. The content design of the account reflects two points of fan attraction effect. The first is that people who understand the game of golf can grow. The second is that people who don't understand golf can be evocative. In its "Golf Life" section, the number of short videos reached 10.196 million. The video content tells more about the value of golf, starts thinking with the theme of golf culture, and treats life with positive ideas. Through the longitudinal comparison analysis of the broadcast volume of each segment in the past two weeks, the growth trend of the broadcast volume of competition psychology and emotion control is higher than that of golf. More people pay attention to the supporting factors behind the performance of golf competition."A coach of Guangzhou Golf Club in China tried to produce and publish some golf-related videos through the short video platform to provide a more novel and convenient way for these students to learn golf"[5].

Secondly, in the institutional communication, the most played section is the star section, where information about male and female players of various Tours can be found. This section also has the highest two-week play growth. The first section of this organization is the Iron Man Challenge, which is a production of the event conducted by this organization. As a broadcaster of golf events, this organization has been committed to spreading live golf competitions of various Tours. By opening this section for live broadcasting, it not only promotes the culture of golf, but also enhances the challenge, interest and unknown of the sport. The Golf Club in Wuhan, China, online "inspires the public's interest in golf and understands the etiquette and spirit of golf through Weibo, wechat and short videos"[6].

Finally, the official communication is that the China Golf Association and the China Golf Association tried the market operation first and established the dynamic management method of the national team points. In 2016, the golf event returned to the Olympic Games, and Feng Shanshan won the bronze medal on behalf of the country. Meanwhile, the China Golf Association made great efforts in the promotion of the event, and the domestic competition system was more sound. Golf for the masses is gradually coming into the eyes of the public. More and more teenagers see the benefits and growth of participating in golf. China's Taiwan is also so promoted, they "through the form of short video to do free golf teaching video and free golf counseling services, in order to divert traffic".[7]

Through the analysis of the video duration of the three communication subjects, it is found that most of the videos are less than 30 seconds. Individual and institutional communication subjects basically update the videos every day, and sometimes release two videos every day. Official communication subjects update less frequently and even have a long "gap period".

2.2. Production Path Analysis

2.2.1. Establish the Propagation Matrix

Sports culture content should be presented from multiple perspectives, and the disadvantages of lack of innovation should not appear under the prosperity of technology. At the same time, we should attach importance to the orientation of cultural production and the thinking and practice of "for whom to produce culture" and "what culture to produce".[8] Tiktok united golf Channel with Sina golf, golf master and Yungao golf to create a new highland of matrix communication culture, with clear plate list, so that different people can get the novelty and enjoyment brought by this sport. As a golf enterprise, it is necessary to master the rules of new media, understand the future trend, seize the market and obtain dividends at the right time. Everyone is a media and everyone needs marketing. Effective marketing can promote economic prosperity and social progress[9].

Companies try to establish their own new media communication matrix, which can make marketing faster and more effective by refining selling points and core values. It relies on new media to carry out creative marketing, uses the power of players' signing and endorsement to accurately communicate, and forms an effective closed loop to connect with the sales platform. China is an important exporter of golf sports products. Under the background of the development of domestic circular economy, the golf market, as a modern service industry, should adjust its strategic direction, do its own thing relying on the domestic market, and vigorously promote new media marketing is the path choice of the new development pattern.

2.2.2. Build a Creative Team

With the social changes brought by the 5G era, we will enter the era of the Internet of everything, the main body of sports short video communication will become diversified, and the public will change from "audience" to the role combining "audience" and "audience"[10]. Taking Dongguan Tangsha golf industry characteristic Town as an example, the original intention of the town is to achieve the purpose of "three in and three out", that is, people in, events in, resources in, products out, life out and standards out. With the coming of the leisure era as the background, it is inevitable to match the lifestyle with the label of The Times, which is also in line with people's yearning for a better life. The golf culture industry town should establish bilateral cooperation with Douyin platform. Strengthen product marketing and sports culture value leadership, accelerate the establishment of market-oriented, technological development strategy, in order to stabilize in the new round of Internet development, go far.

Multi-player cooperation and win-win, golf courses need to attract people from all over the world to consume the experience. Golfers need to find more cost-effective golf courses, people who want to play golf want to find a trusted coach, and golfers need affordable sports equipment, clothing, shoes and hats. The community with golf as the carrier needs to be activated. It should provide sports consultation and guidance with a professional service attitude, solve the pain points, promote the popularization of golf knowledge as the support point, balance the relationship between public welfare guidance and fees, and build a comprehensive sports service.

2.2.3. Digital Management of Golf

In addition to the strategic planning, the development and cultural guidance of the industry also need to be inherited from generation to generation. It is not easy for golf, as a niche project, to become popular. With sports and health China as the lead, on the one hand, it is committed to the research and development of golf game play, "lightweight" and "science and technology" are the future development trends. Instead of an 18-hole course, the golf course is a 3-hole or 6-hole course. Meanwhile, the essence of the golf course is the simplification of rules and the reduction of playing costs.

The year 2021 is called the first year of the metaverse, and the concept of the metaverse has been discussed by all circles. One interpretation is to construct a digital parallel universe outside the natural universe by using digital technology, and depict a new picture of the future information world. Human beings can incarnate virtual subjects, get rid of the imagination and creation under natural laws and social norms, and release human freedom. With the help of Internet technology, smart venues and other elements to enable golf, the association has put forward the goal of providing 10,000 indoor golf clubs in the next ten years, so as to cultivate more golfing population and become a new way to develop golf culture.

On the other hand, to attract more women and families to participate in the concept of life golf, life scenes can narrow the psychological distance between people, through telling the warmth and

beauty of life, presenting a moving life and positive life philosophy, "Fall! The story of Dad is just like this. At the same time, sinking golf audience provides convenient path for people to fitness and leisure. The post-90s and post-00s are not only the generation of "net students", but also the generation willing to accept new things and new challenges, and integrate golf into their personal dreams. Nowadays, short video has become an almost ubiquitous visual form. Its existence has strengthened the foundation of social connection and diversified the way of cultural transmission.

3. Conclusion

The multi-point demands based on users' thinking and social interaction will become the value orientation for the production and communication of short sports videos. The creation content should be connected with values and life emotions, and the collaborative development of multiple innovations should be encouraged. At the same time, positive guidance is given to the value of short sports video creation and communication, and media guidance strategies for the production and communication of short sports video are established. Strengthen the professional forces involved in the production and communication of video culture, and improve the cultural and aesthetic connotation of video content. Cultivate and strengthen the audience's video literacy, improve their ability to read and appreciate various videos. The cultural communication of golf is a part of the cultural communication of many sports events. Excavate the industrial benefits behind the cultural value of the project, pay attention to operation and maintenance and content creation, and reasonably promote the realization of traffic.

Acknowledgements

This work was supported by a project grant from The 14th Five-Year Plan Education Project of Fujian Province, China "Research on the Training Mechanism of College Students' Short Video Content Entrepreneurial Talents"(No.FJKBK21-135) and the Education and Research Project for Young and Middle-aged Teachers of Fujian Province (Social Science) General Project (No.: JAS20503).

References

- [1] Wu Yachu. *A Glimpse into the Development Characteristics and Social Attributes of Modern Golf*. *Journal of Beijing Sport University*, 2003(03):321-322+325.
- [2] Yu Feng. *Exploration of Vertical Sports New Media in the era of short video—Taking Kuaishou Account of "China Women's Volleyball Team" as an example*. *Young Reporter*, 2021(20):65-66.
- [3] *Toward the group. The toward the white paper - China golf industry report posted (2016-2017 degrees) (2018-03-30)*. <http://www.forward-group.cn/upfile/pro/20180330102515896.pdf>
- [4] Liu Heng. *Discuss the influence of the application of golf course on the surrounding residents and think about it*. *Stationery and Science and Technology*, 2023(05):91-93.
- [5] Sun Yuanjie. *Study on the teaching status and optimization countermeasures of golf clubs in Guangzhou*. *South China University of technology*, 2021. DOI: 10.27151 /, dc nki. Ghnl. 2021.004265.
- [6] Yi Qinglei. *Study on Service quality and Consumer Satisfaction of Wuhan Golf Club*. *Central China normal university*, 2020. DOI: 10.27159/dcnki.Ghzs. 2020.002613.
- [7] Lin Pingshan. *Taiwan Youth Rongcheng Entrepreneurship: Golf can also be very close to the people*. *Employment and Security*, 2021(21):12-14.
- [8] Wang Naikao. *The history and law of cultural Production from the perspective of Genesis*. *Modern Communication (Journal of Communication University of China)*, 2017, 39(11):111-116+152.
- [9] Liu Bin, Li Fang. *Fun, Immersion and Interaction: The Realization path of Effective Communication of short sports videos on Weibo*. *Journal of Shenyang Institute of Physical Education*, 2021, 40(04):66-72.
- [10] Wang Fuqiu. *Research on Media Trend and guidance mechanism of Short sports video production and Communication in 5G era*. *Sports and Science*, 2010, 41(06):55-59+87.