



Exploration of the Development Path of China's Motor Sports Culture in the Context of Sports Culture Construction

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Abstract. The excavation and cultivation of China's motor sports culture is of great practical significance for the development of China's sports and cultural construction undertakings and the further development of motor sports culture at this stage. The paper uses the literature method, comprehensive analysis method and argumentation method to conclude that the excavation and cultivation of motor sports culture is conducive to the diversification of sports culture construction, the innovation and progress of the automobile industry, and the construction of the national image. At the same time, it puts forward the development strategy of motor sports culture, with a view to truly promoting the healthy development of China's motor sports culture, so as to realize the tasks and goals of China's sports culture construction.

Keywords: Motor sports culture, Sports culture construction, Motor sports

1 INDUCTION

For the development of a country, economic strength is the foundation, while cultural construction is a concrete manifestation of the country's strength, and sports development is an indispensable part of the country's cultural development. From poverty and weakness in the early days of the founding of the country to its current comprehensive rise, China's economic development has been rapid and effective, as the whole world has witnessed. Cultural construction is also the same, China attaches great importance to the development of cultural undertakings, as one of the important link, sports culture construction is not lagging behind, especially in recent years, with the development of Internet technology, the emerging sports culture publicity work has been vigorously promoted.

In recent years, with the development of the economy, China's automobile industry has entered an era of high-speed advancement, and the continuous improvement of people's disposable income has greatly stimulated the automobile market, which makes the scale of China's motor sports also further expand, with a broad space for market

development. The accumulated and precipitated motor sports culture plays a pivotal role in the construction of sports culture in China as the manifestation of sports culture and the display of achievements. Excavating and cultivating motor sports culture, establishing motor sports cultural self-awareness and cultural self-confidence are of great significance for the direction and development of motor sports culture in the future.

2 Connotation and Character of China's Motor Sports Culture in the Context of Sports Culture Construction

2.1 Connotation of the construction of sports culture

In the context of the Healthy China strategy, the construction of sports culture has received widespread attention. Sports culture construction can effectively mobilize the vitality of the whole society to participate in sports activities[1], create a healthy and upward social atmosphere, and provide assistance for the high-quality development of China's sports industry. Cultural construction is the development of cultural activities, is the usual term used in government documents, intended to create new cultural undertakings, increase new cultural facilities, and improve the level of human consciousness. From the cognitive point of view, the construction of sports culture is in line with the theory of "constructivism", which emphasizes the interaction with the environment and learning through "scenarios, collaboration, conversation, and the construction of meaning"[2]. In this process, Piaget emphasized "assimilation and conformity", and Vygotsky focused on "individual historical development theory", which considered history and culture as the intermediary structure of human psychological functions, and realized the "internalization" between internal and external environment, subject and object through mastering language and symbols. "Internalization". From the perspective of "small culture", the process of mastering knowledge is the process of learning, that is, the process of cultural acquisition. The construction of sports culture is a learning process for "people", while for the national government, it is a process of constructing a "cultural ideology" system.

2.2 Cultural Connotation of Motor Sports

motor sports is a cultural activity, short for automobile sports and automobile cultural activities, a cultural activity that was born and continuously improved with the creation and development of automobiles, with a development history of more than 100 years[3]. motor sports culture is a comprehensive concept, which covers competition, speed, technological innovation, teamwork, fan culture, as well as globalization and diversity. Together, these characteristics have shaped the unique charm of motor sports and attracted countless participants and spectators. motor sports is a set of entertainment and professionalism in one of the sports, the earliest automobile culture also originated from the motor sports, only the situation around the world is different, Europe has F1, Americans have NASCAR, but the domestic automobile culture is not

so deep, because people do not understand the car racing, and feel that it is a very distant sport from us[4]. The development of motor sports can not be separated from the support of culture, but also from the support of the general public. As General Secretary Xi Jinping put forward in the report of the 19th National Congress, our spiritual world should match the increasing material living standard. The mass media should take up the responsibility of popularizing the racing culture by using sound, image and stage interpretation and other means of communication art to present motor sports in a diversified audio-visual way, so as to let more people become familiar with and understand motor sports, and enjoy motor sports.

2.3 Characteristics of Motor Sport Culture

Extremely strong commercial drive.

The commercial significance of motor sports culture is reflected in the promotion of economic growth, brand promotion, tourism development and technological innovation[5]. First of all, as a passionate and exciting sport, motor sports attracts a large number of spectators and media attention, bringing broad business opportunities and development space for related industries. motor sports is a huge industrial chain covering a wide range of fields such as racing car manufacturing, racing car parts, racing car repair, racing car sponsorship and racing car event organization. This not only provides rich business opportunities for related enterprises, but also creates a large number of employment opportunities, and the industry chain of motor sports drives the development of related industries and promotes economic growth. Secondly, motor sports culture is important for brand promotion and marketing activities. As a high-speed, high-tech sport, motor sports attracts a large number of spectators and media attention. Racing sponsors can combine their brands with speed, passion, excitement and other elements through motor sports to enhance brand awareness and image. Through motor sports sponsorship, companies can realize multiple benefits such as advertising exposure, brand recognition and consumer interaction. In addition, motor sports culture also brings business opportunities to the tourism industry. Large-scale motor sports competitions usually attract global audiences and participants, bringing huge economic benefits to local hotels, restaurants, transportation and other industries. At the same time, motor sports has also become a destination attraction, attracting a large number of motor sports enthusiasts and sightseeing tourists to visit and experience the event.

Visually striking and conceptually sublime.

motor sports is a signal of unrestrained revelry: a large number of spectators, participants for the fastest driver in the field of blood, the drivers in order to compete for the championship at the risk of their lives in the field of racing[6]; the champion driver by the beautiful racing women, smiling sponsors surrounded by trophies on the podium, champagne, the scenery is unparalleled. There is no ceremonial solemnity on the prize-giving podium of other sports, and there is no other sport that can promote its business-first and entertainment-first concepts as recklessly as motor racing. Therefore,

the ecological environment of racing is a post-modernist carnival party. It can be seen that the racing culture has a strong visual impact.

The global and diverse nature of tournament culture.

motor sports is a global activity and each country and region has its own racing culture. Different types of racing cars, such as formula cars, rallies and motorcycle races, have their unique characteristics and styles. This diversity adds more charm and attraction to motor sports[7]. The culture of motor sports provides participants and spectators with rich experiences and choices through the diversity of different circuits and events. As a high-speed, high-tech sport, motor racing has a unique competitive and ornamental character[8]. It contrasts with traditional ball games and track and field sports and enriches the content and form of sports culture. motor sports brings new fields, new rules and new technical challenges, injecting new vitality and creativity into sports culture.

3 the Significance of Excavation and Cultivation of Motor Sports Culture in China in the Context of Sports Culture Construction

3.1 Favor the diversification of sports culture construction

motor sports culture plays a positive role in promoting the diversified development of sports culture by providing new elements and forms, promoting international exchange and cooperation, promoting industrialization and encouraging diversity of participation. motor sports is a unique form of sports, and its unique features of competitiveness, speed and technological innovation add a fresh and diversified element to the sports culture. By excavating and cultivating the culture of motor sports, the connotation of sports culture can be enriched to provide a wider range of choices and experiences. Meanwhile, the diversified development of motor sports culture is also reflected in the diversity of racing participants. Racing is not only a competition of professionals, but also includes the participation of amateur drivers and racing enthusiasts. motor sports culture encourages individual participation and experience, no matter in the professional field or in amateur races, everyone can enjoy the passion and excitement brought by racing. This diversity of participation promotes the diversified development of motor sports culture and enriches the connotation and form of sports culture.

3.2 Favorable to the development of automobile industry

motor sports in the West has a hundred years of history, their motor sports started early, wide audience, high degree of commercialization. The long history and good mass foundation have bred a racing culture that meets their values. Under the promotion of this racing culture, the benefit is not only for the racing industry and other cultural industries, but also for the country's automobile industry to play a huge role in promoting, which is the important reason why the automobile industry of the western

countries has always been in the leading position. China's auto industry is booming, with FAW, SAIC, Dongfeng, Chang'an, Geely and other car companies as the representative of the local car brands are rising strongly, domestic cars not only in the domestic market share is increasing day by day, the performance in overseas markets is also very strong. At the same time, China's motor sports are also emerging, with famous events such as F1 gradually entering the country, and Chinese drivers gradually making their presence felt in the world's most famous races. Under the background that China's automobile industry is changing from a scale and speed-oriented to a quality and efficiency-oriented industry, we need a racing culture that is in line with Chinese characteristics to promote the take-off of China's automobile industry.

3.3 Favorable for shaping national image

motor sports has high visibility and influence in the international arena. By excavating and cultivating motor sports culture, it can shape the image of the country and enhance the country's status and influence in the international sports arena. The promotion and dissemination of motor sports culture can become an important showcase of national soft power. As a collective sports activity, motor sports emphasizes teamwork and cooperation. By cultivating motor sports culture, it can promote the harmonious development of society and strengthen social cohesion and sense of belonging[9]. The inheritance and development of motor sports culture can cultivate the teamwork spirit and positive values of the younger generation. In the context of sports culture construction, excavating and cultivating motor sports culture can not only enrich the sports culture, promote the development of the sports industry, shape the national image, improve public health awareness, and promote the harmonious development of the society, but also bring more economic and social benefits to our country.

4 The Development Strategy of China's Motor Sports Culture in the Context of Sports Culture Construction

4.1 The automobile industry is the foundation of the racing culture, should strengthen the independent brand

An important reason for the underdevelopment of China's current racing culture is that it is difficult to attract audiences, our country is highly sought after by foreign events such as F1, NASCAR, etc., and our country organizes and carries out its own racing events, but still a large number of foreign manufacturers to use the car models[10]. China's motor sports enthusiasts are indifferent to the domestic car complex, the lack of recognition of domestic cars, China's motor sports culture can only stay in the worship of foreign high-level races, and can not cultivate a motor sports culture that meets China's national conditions and promotes the development of China's automobile industry. Organizing and carrying out special racing competitions using domestic models or vehicles made on domestic platforms will attract more people to participate, and at the same time, it can also play the role of brand event promotion[11]. Moreover,

domestic car makers can also focus on international famous racing events, and continuously break through technical bottlenecks in racing events - intensive testing to improve quality and popularity. Strengthening the popularity of domestic brands, improving the international influence of domestic brands, and consolidating the quality of domestic brand products is the way to enhance and spread China's racing culture.

4.2 Improve the construction of supporting physical facilities for motor sports and further develop the events

In addition to the foundation of the automobile industry mentioned above, it should also be built on the basis of organizing racing events and activities in line with the actual situation, so that the audience can have the opportunity to be present to feel the first-hand inculcation of the racing events. Firstly, investment can be made in the construction of high-quality race tracks, including F1-class race tracks and other professional race tracks, which should be equipped with good road conditions, safety facilities and spectator conditions, and be able to attract domestic and foreign races and teams to come and participate in them[12]. Secondly, support local race organizations and encourage local race organizers to hold various kinds of racing competitions, such as F1, rallies and motorcycle races, and provide policy and financial support to help them enhance the scale and quality of their events and attract more drivers and spectators to participate. Overall, by improving the racing infrastructure, supporting local events, organizing international events, enhancing event publicity and promotion, and developing the racing tourism industry, we can effectively promote the racing culture and popularize and globalize the sport. This will lay a solid foundation for the prosperity and development of the racing culture.

4.3 Enriching racing culture communication channels and improving communication ability

At present, China is in an era of media change, the emergence of new media platforms, to the audience given a new connotation, but also with his large capacity, high speed, comprehensive advantages, its tentacles gradually penetrate into all aspects of social life, more and more real individual audience called to their own banner, and greatly changed the traditional audience for cultural information when the habits. Therefore, the effect of mass culture dissemination depends more and more on the form and means of dissemination, audio-visual art, stage performance art, film and television programs and other forms of art is also an important form and means of modern cultural dissemination. The mass communication of racing culture needs to be combined with new media means to meet the audiovisual habits of the public in the context of new media, and adopt the more popular and closer to the audience's life forms such as microblogging, weibo, micro-video and so on, which are more accustomed to by the audience, in order to make the audience accept it better.

5 CONCLUSION

At present, people's understanding of motor sports still stays in the negative image of "showing off wealth", "racing", "waste" and so on. This is mainly due to the lack of racing culture, the relevant media have not assumed the responsibility of cultural dissemination, but simply report the event, not to the audience to spread the "soft" strength of racing culture, racing culture consumption gap is huge. Under the background of sports culture construction, a good external packaging of racing culture can break the inherent labels attached to the racing sports and let the public gradually understand the racing culture; combining with the current media environment, we can choose an appropriate form for the output of racing culture that suits the audience's needs for audition, so that the public can gradually pay attention to the racing sports and accept the racing culture; and the skillful fusion of the racing culture and local culture will make the racing culture more vital in our country. The skillful integration of racing culture and local culture will make racing culture more vital in China.

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