

# Research on China's Network Nationalism from the Perspective of the Spreading Development of E-Sports

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**Abstract.** With the development of the Times, the progress of information technology, China's e-sports industry in the virtual environment of information technology construction continues to grow, and its emergence is also the inevitable result of the development of an era. In this paper, November 3, 2018 of IG to win as an example, this paper analyzes the theoretical basis of the effect of e-sports communication, the emergence and characteristics of network nationalism. E-sports, like traditional competitive sports, can give the audience a kind of collective honor and patriotic feelings. As a combination of internet and nationalism, contemporary Chinese network nationalism is a kind of attitude response based on people's strong self-confidence and pride, which is not only a social and political phenomenon, but also a social and cultural phenomenon. 2018-year One Month 3 Day, 2018 In the finals of the Heroes League Global Finals, Wang Sizun formed IG Squad to 3-0 sweeping the opposition and winning the championship is the first time since the birth of the Heroes league that mainland China has stood on the podium for the global Finals championship. News out, not only the circle of friends boiling, Weibo top five topics are dominated by IG, a network carnival kicked off. It is worth noting that, according to "know-how data", this IG in the winning event, central media participation reached 65.5%, the People's Daily, China Youth Network, China News Network and other central media are involved in the incident report, Guangming Network published in the text " IG win, another new generation of sports power Dream ", the Communist Youth League Central, Global Times and other mainstream media have issued micro-Bogong IG. The attitude of the mainstream media is slowly changing, from the past to the national attention, in the common connection of the nation, the original subordinate to the "youth subculture" of the e-sports culture is gradually converging with the mainstream concept. E-sports, like other sporting competitions, are also seen as an opportunity for national glory. On the other hand, the nation itself provides a narrative framework for players, profoundly affecting the players ' preferences and values in the game, as the People's Daily commented: The tears of the players may not be for the champion, but for China and himself, who have long been unrecognized in the field of electric competition-expectations of the victory of the electric competition, It also contains a proposition that the Chinese and China should have international status in the context of cultural globalization. Since 1999 the establishment of the forum of powerful countries marks the beginning of the immobilization of China's cyber-nationalist activities, and the development of network nationalism has gone through nearly A years of time. During this period, great changes have taken place in the inducement factors, participation subjects, and forms of expression and contents of network nationalist activities. As a new nationalist trend of thought in the Internet era, network nationalism has the viewpoint of traditional nationalism, and presents different stage characteristics.

**Keywords:** e-sports; cyber nationalism; nationalism; social networking.

## 1. First, the Relevant Theoretical basis of the Effect of E-Sports Communication

### 1.1 The Theory of Agenda Setting

American Communication Home M. E. McCombs and D Schogen are proposing "Agenda Settings features "the scholar of theory. According to the theory, Mass communication has a function of setting the "Agenda "for the public, and through the remarkable way of different subjects, influence people's judgment on the events and importance around them. Over the past decade, the main positions of information dissemination have gradually migrated from the traditional media in

the old to the network media. Although the network media because of its own characteristics to a certain extent to give the audience the " self-choice " of the subjective initiative of the right, but in a fairly long period of information dissemination, Still follow the law of " Agenda setting " , subtly shaping people's attention to information and the order of discussion.

The development of e-sports events in China has been more than more than 10 years, as a project which has not been widely recognized by the society as the traditional sports events so far, as an electronic competitive event with the network media as the main communication channel, its communicators must give full play to the network media " Agenda Settings " role, focus on the audience cognitive level of the effect, guide people to "What do you think?"

### 1.2 Selectivity Hypothesis

1940 year, Lazars field passed " Isa Investigation " presented a " Selective hypothesis " theory: Audiences do not treat mass communication indiscriminately, they are more willing to " Select " engage with content that is consistent or close to their existing positions and attitudes. This choice can lead to different audiences having different understandings and memories of the same information.

the audience of e-sports events is mainly a generation of young groups that have grown up with the development of the Internet, and they have a strong desire for self-presentation, which they make for information " self-selection and understanding " with the network media " Agenda Settings " Synergy, this seemingly contradictory but reasonable relationship provides a basis for the study of the dissemination effect of e-sports events.

### 1.3 Theory of use and Satisfaction

" Usage & satisfaction " theory is about the audience's media contact motivation and use of the form of research, the theory from the audience point of view, the audience as a " Requirements " of individuals, that each audience chooses their own contact medium is purposeful, in order to meet their own needs. Using and satisfying the theory of whether the needs of the audience are self-satisfied is one of the basic criteria to measure the effect of communication, which is matched with the audience's subjective initiative to "self-choice".

E-sports events have developed rapidly in recent years, with audiences dominating the media " Agenda Settings " in the broader context, through the " selectively " to watch, can you " meet your own needs " , which provides an important reference value for the study of the propagation effect of e-sports events.

### 1.4 Opinion Leader

Opinion leaders are often in the communication network to provide information to others, and to exert influence on others "Active Molecules " , they play an important intermediary or filtering role in the formation of the effect of mass communication, which accelerates the speed of information dissemination and expands the influence.

The communication process of e-sports events is a macroscopic and systematic process, which has the existence of many kinds of information communicators. The communicators of several types of Information Act as " opinion leaders " , such as the interpretation of e-sports events through the introduction of the content of the competition to comment on the dissemination of the process of reading, E-sports contestants through Weibo and other self-media to convey the latest e-sports information and so on.

## 2. Second, the Emergence of Network Nationalism

Nationalism is the gene of every nation, and it is a thought or movement based on the interests of its own nation. "Nationalism, first and foremost, should be seen as a state of mind," said Hans Cohn, an American scholar. Edward Carl, a British scholar, argues: "Nationalism is often used to express a

sense of the individual, the group and members of a people, or a desire to promote the strength, freedom, or wealth of the self-nation." "

With the rapid development of network technology and Internet, network nationalism with Internet as the main expression channel comes into being. It is produced with the emergence of the Internet and develops with the development of the network. At this stage, China's network nationalism refers to the Internet, the Chinese people explicit or implicit expression of nationalist emotions and ideas, the dissemination and creation of nationalist sentiment and speech behavior. ①

The popularization of network technology has opened up channels for citizens to express their views and emotional expressions, directly promoted the rapid formation of public opinion, and provided technical support for the emergence of network nationalism. The trend of network nationalism is based on the maturity of network technology, which can have an impact on social reality from virtual space.

The response of folk to Sino-Foreign relations is the trigger mechanism of network nationalism. In addition, the enhancement of the country's economic strength indirectly contributes to the national self-confidence of the Chinese people, and the increasingly frequent interaction with the outside world has also led to a corresponding increase in the frequency of friction; the Chinese people's rethinking and re-understanding of their self-identity after reaching out to other societies are all responsible for the upsurge in nationalism. ②

### **3. Third, the Current Network Nationalism is based on People's Strong Self-Confidence and Pride on the basis of the Attitude of Reflection**

The essence of network nationalism is nationalism. Nationalism exists at the intersection of "political, technological and social transformation," Gerna said. ③ "ethnic groups and corresponding ethnic activities should be integrated into the state system, administrative bureaucracy, scientific and technological development, economic situation, historical situation and social background to discuss." ④ facing economic globalization, rapid development of information technology, domestic market-oriented reform and economic transformation and other social and historical background at home and abroad, China's network nationalism came into being. The emergence of network nationalism is closely related to the background change of China's social development era. Taking the background change of China's social development era as a clue, the development of network nationalism can be roughly divided into three stages. The first stage is the "Obscure period" of 20-21 at the turn of the century. At this stage, China pursues a diplomatic policy of "bide and doing something", and the international and domestic environment is complex, especially 1998 Indonesia's exclusion, 1999 NATO bombing of the Chinese embassy in the FRY, 2001 The outbreak of political events such as the South China Sea collision machine touched the sensitive nerves of the Chinese people. The second stage is the "transition period". At this stage, China is in a way from "bide" to "making a difference". "The key historical moment of the transformation, especially the Beijing Olympic Games, 2010 the success of the World Expo has greatly enhanced China's international standing and prestige, and boosted the national self-esteem and self-confidence of the Chinese people. The third stage is the "rise period". "Rise period "can also be called" making a difference "period. At this stage, China's total GDP exceeds Japan's second highest in the world," one belt, One Road "Strategic concept proposed and practice, the establishment of the Asian Infrastructure Investment Bank to make substantial progress, the G20 Summit was successfully held, such as the "Heavy "The event was inspiring. The typical network event at this stage is the "Emperor Bar outing", which is dominated by youth groups after the period, in order to counter "Taiwan independence" for the purpose.

## **4. Basic Features of Network Nationalism**

### **4.1 Outbreak of**

The manifestation of network nationalism is mainly the network public opinion which forms rapidly in a short time.

The formation of network public opinion is often caused by unexpected events, and gradually triggers the people on the Internet to think about the future and interests of the country and the nation. Most of the unexpected events that induce public opinion involve two subjects of the nation and the foreign nation, and show a negative tendency, which can arouse the emotional expression of the audience in a short time. And once the event itself tends to bland or moderate, the audience's similar emotional expression will also weaken.

Chinese nationalism is very complex, it has an explosive side, but also a kind of stress response to external persecution, which can be called reactive nationalism to some extent. Over the past seven years, the e-sports industry has been developing, global competitions and regional competitions have been increasing, but the results of the Chinese team are not very good, the number of previous few times is not much, at the same time, China's overall national strength and economic strength is increasing, the international status has been improved, the player's heart continues to form a gap. And the domestic video game has been resisted, the player's mood cannot be vented and released. In this world competition after the victory of the Chinese team, the mainstream media on the e-sports voice a lot, to a certain extent to ease the folk discontent.

### **4.2 Autonomy of**

In an era when the media was not fully developed, the political participation of citizens depended mainly on social organizations, while the emergence of the network gave them sufficient space and means of expression.

The characteristics of network communication and urbanization make individual citizens become the main body of network behavior, and the individual's dependence on organization and official is obviously weakened. Their political participation, fully in their personal capacity, is entirely spontaneous and can break through the limits of time and space to the greatest extent possible. Since the advent of the media, the threshold for political participation has been lowered. The anonymity, fragmentation and de-centrality of internet communication allow individual citizens to express their views arbitrarily, which to a certain extent accelerates the emergence of network nationalism.

### **4.3 The Coexistence of Rational and Irrational Discussion**

The upsurge of public opinion caused by network nationalism has its own characteristics of the combination of irrationality and rational thinking.

In the actual discussion, the audience's rational speech is often in a situation of passive beating and a relatively small number, rather than rational emotional expression because it is relevant to the psychological appeal of most people can often prevail and receive more attention. Most of these remarks are childish and extreme, with more emotional catharsis and little logical thinking. It also makes it widely accepted by the community that advocates of online nationalism are all emotional expressions and are limited to reckless emotional venting.

In this competition, RNG Squad in 8 Blowout in the strong race. G2 Squad, winless in the top four, after the game RNG the official Weibo posted an apology Weibo, which became a way for fans to vent their emotions, with cumulative comments overnight reaching - more than a few, most of them express the feelings of anger. The comments focused on topics such as "Coach Group swelling BP", "no bright eye operation", "Uzi error", and even "coach group Koreans want to stir up contradictions."

Such a national vent of negative emotions, attack multiple objects of the situation and IG after the victory of the team after the full carnival formed a sharp contrast, or, or, is the same phenomenon of different manifestations. It shows that there is a kind of "daily and mediocre nationalism" in China's

LOL community, which not only strengthens the mainstream discourse on "national Humiliation and Glory", but also makes great "contribution" to the mainstream ideology "absorbing" the e-sports culture.

## 5. Summary

The national tendency in Chinese e-sports originates first and foremost from the demand of esports de-stigmatizing in recent years: IG winning has made people aware of the link between esports and national glory, and today, as with other sporting competitions, electric competition is also seen as an opportunity for the country to win glory. In general, it can be seen from this incident that nationalism can be both an up-to-bottom and a propaganda on politically relevant topics, as well as a specific personal description and interpretation of non-political events.

Network nationalism is still a kind of immature new thing in China, and it is a new form of expression of traditional nationalism. The negative side is mainly reflected in extreme speech, blind exclusion and disruption of people's normal life, the positive side is that it inspires the people's enthusiasm for political participation, in different personal and community interaction to shape and unite the Chinese people's national and national identity. In the future into the Web3.0 era, networked expression and channels will be more diverse, network nationalism is bound to show a more pluralistic characteristics, its impact will no longer be confined to a certain country, and it will have a profound impact on the foreign policy of various countries in the world and on the identity of different peoples.

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