

MECE Method and Its Application in Sports Event Interpretation

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Abstract—Based on the analysis of the connotation and function of sports commentary, this paper regards sports event narrating as a complete process, makes the discussion of different contents in the three main stages (preparation stage before live broadcast, commentary procedure as well as evaluation and analysis stage after competition) systematically by using MECE analysis method, and taking the principle of "mutual independence, complete exhaustion" as the guidance. The paper expounds the work content, steps and related problems needing attention of sports explanation, which has implications significance and reference value for the smooth and successful completion of sports commentary work task.

Keywords—*sports commentary; live broadcast of events; MECE analysis method; rhythm of commentary; interaction*

I. INTRODUCTION

People's life is becoming increasingly colorful. Sports have become the focus of people's attention [1]. As a non-individualized means of transmitting audio-visual information, mass media has changed people's way of information communication and become the intermediary of social control. The development of media is synchronized with the development of society. The media and sports also have further convergence and integration with their respective prosperity, which complement each other and are closely related to each other, thus gradually forming a symbiotic relationship [2].

In the process of media dissemination of sports and competitions, an indispensable and important role is sports commentator. Even with the continuous progress of science and technology and more and more abundant means of communication, sports and competition interpretation is also an indispensable significant link [3]. To analyze the interpretation process of sports events is to give full play to the vital influence of interpretation in sports events, to better encourage the whole people to participate in fitness activities, and to promote the construction of healthy China [4].

II. SPORTS, COMPETITIONS AND INTERPRETATION

A. Concept of Sports and Interpretation

Sport is the embodiment of human strength and wisdom. Some people say that sport is a kind of competition between human and nature as well as between human beings themselves. Others say that sports are the training of human

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beings in order to restore, maintain and even develop their primitive power to fight against nature. There is a certain truth in both statements. The formal explanation of sport or physical education is to develop physical strength and enhance fitness, through participation in various sports [5]. From this definition, it can be seen that sport is not only competition in nature, but also education.

Commentary, in the simplest sense, is an oral explanation. Apart from the oral narrate of sports competition, it also refers to education with the main task of developing physical strength and enhancing physical fitness, which are reflected in various sports [6].

Generally speaking, sports commentary is a kind of vocal language expression activity with creative value, which requires commentators to be active, responsive, quick in language organization, and to use fast introduction, commentary and other forms of expression [7].

It has been said that a game without commentary will lose half of its light, and a brilliant commentary will add 100% charm to the game. This fully expresses the status and role of sports event interpretation.

B. Connotation and Function of Sports Interpretation

From the essence of sports education, it has a perfect knowledge system, which not only teaches people how to develop physical strength and fitness, but also contains the cultivation and edification of moral, intellectual and aesthetic qualities [8]. In this sense, sports commentary is far more than an analysis and evaluation of the technical and tactical aspects of sports competitions, but embodies its educational essence in such aspects as cultural spirit, strength and wisdom, political, social connotation and artistic aesthetics, as well [9].

It is precisely because of the above connotation of sports commentary that it has the corresponding functions, briefly described as follows.

Firstly, the basic function of sports explanation is to explain sports competition. Because of the variety of sports competitions, if the nature and characteristics of sports and competitions are not well understood, the audience will lose the desire to watch the games, and the games will then lose their significance. The sports commentary has to explain clearly the feature, rules and essentials of sports and competitions, and to make the audience fully understand.

The second function is education. In the process of explaining sports competitions, great importance should be attached to the educational significance of sports competitions themselves. In addition to disseminating knowledge related to sports competitions, such as the history and geography of sports events, sports venues, human knowledge, etc., sports commentators must also express the truth of sports competitions through their own language, so that the audience is inspired to be up against the competition of life.

The third one is the political and social functions of sports commentary. Sport plays an momentous and unique role in guiding public opinion, maintaining national unity, political and social stability and coordinating state relations. In sports programs and events broadcasting, more and more timely vectoring role is assumed by commentators, whose main duty and task are to give full play to the functions of public opinion guidance.

The fourth ability is about the aesthetic and appreciation [10]. It is necessary to amply excavate and set off the artistic and aesthetic elements contained in these sports competitions, so that the audience can get artistic edification while watching the games. At the same time, the language of sports commentators is getting to become the decisive factor of the artistic grade of the whole sports audio-visual products, and it will bring the audience the enjoyment of art while understanding the events.

III. METHODS AND STEPS OF MECE ANALYSIS

A. Basic Connotation of MECE Analysis

MECE (Mutually Exclusive Collectively Exhaustive) analytical method which focuses “independence and exhaustion” is a categorized thinking tool proposed by McKinsey consultants [11]. It is a useful way to ensure that the classification results are not omitted or overlapped. When dividing a whole into different parts, two things should be guaranteed that Mutually Exclusive and Collective Exhaustive. To understand in this sense, MECE is classification meant identification, description and naming, and arrangement of groups in a certain order [12].

B. Implementation steps of MECE

The application of MECE analysis can generally be carried out through the following four steps.

- Step 1: Scope determination

It is important to clarify what the issues under discussion are and what the goals are. This scope determines the boundary of the problem. It also makes “total exhaustion” possible. In other words, “complete exhaustion” in MECE refers to bounded exhaustion.

- Step 2: Find the entry point of MECE

The entry point refers to the basis of classification, or to find some common attributes of things. The principle of finding that point is to “start from the end”. It is quite necessary to get a clear idea of what problems need to be solved and what conclusions should be drawn through such a classification.

- Step 3: Consider whether subdivision is possible

Whether MECE can be used for further subdivision is very important. It needs to be remembered that no matter where this continuous subdivision can go, the foremost principle is to “start with the end”.

- Step 4: Confirm that there are no omissions or duplications

After completing the classification, it must be re-examined to see if there are any obvious omissions or duplications, which is easily done by visualization. If some omissions are found which could not be classified into the previous categories, to add a category - “other” is acceptable.

IV. MECE ANALYSIS OF COMPETITION COMMENTARY ACTIVITIES

Starting from the point of view of logic and process, this paper systematically expounds the explanation of sports events by using MECE analysis method. The commentary process of a match can be divided into three stages from beginning to end, which are: the preparation before the live broadcast of the event, the process of sports explanation, and the evaluation and analysis after the game [13].

Figure 1 shows the module and content of analyzing the whole process of sports event commentary activities by using MECE method, described below seriatim.

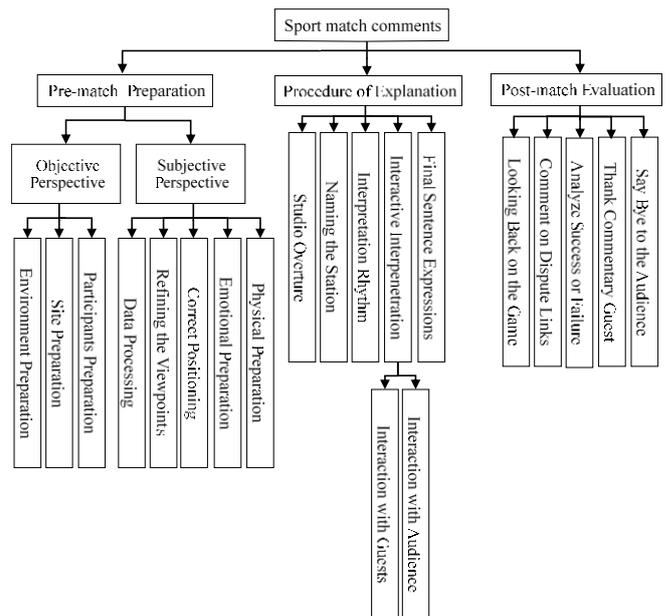


Fig. 1 MECE Analysis of Sports Competition Commentary

A. Preparatory Stage before Live Broadcasting

The preparation of live broadcast can be discussed from both objective and subjective perspectives. The former includes the understanding and preparation of the environment, the scene situation and the participants’ situation [14]. The latter is to explore the refining of the event, and orientating of the audience and the commentator himself.

1) An objective perspective

- **Preparing for the Environment**

The environment of sports events refers to the historical, geographical, cultural, political, economic and cultural environment in which the event took place. The commentator should clarify the content, time, place, participants and reasons of the sports competition, so as to make the commentator's thinking more open and the content more abundant.

- **Preparation for Site**

Sports commentators need to focus on the spot of game events. They have to understand in advance the history and facilities of the stadium, including its seats, architectural features, as well as the sales of tickets for the competition, the reaction of the media to the competition, whether there are other similar or larger social activities in the city where the competition is held on that day, and so on.

- **Preparations for Participants**

The relevant information of the participants in sports events is, of course, the content that sports commentators need to prepare carefully. People's attention to sports competition is essentially to participants' attention. In this sense, it is very important for commentators to have a thorough understanding of the members in sports competitions, the object of common concern before they work.

- 2) *A subjective perspective*

- **Data Processing**

Announcers need to collect sufficient information and deal with it. They need to consult coaches on technical and tactical issues and experts on rules in peacetime, and to collect more information about the stadium, players and games to enrich themselves.

- **The Refining of the Interesting Points**

To examine a game from a broad and comprehensive perspective, and refine the "focus" of the event is helpful for a commentator to attract audience [15]. Some "topic" events related to the game is capable to arouse the audiences' interest and lead them to enjoy and share the competition, which has proved to be effective.

- **Correct positioning**

The positioning here refers to the orientation of the audience and the self-positioning of sports commentators. To clarify the relationship between commentator and audience, essentially speaking, is the relationship between service and being served, communication and being disseminated. Understanding the basic situation of the audience, interpretation is targeted and accepted by the audience.

- **Emotional preparation**

Preparation for narrators' emotion is also an issue to be considered before the event is explained. It is usually influenced by many factors, such as the difference of the intimacy relationship between the two sides, the different types of events, and the various degree of importance of the events. The emotional readiness of the commentator varies with the type of event and the two sides of the game.

- **Physical preparation**

Sports commentary is said to be a painstaking and laborious

work who need to do a good job of physical reserves, so as to speak well with abundant energy and passion. If there is no good physical reserve and physical distribution, it is possible to fail to complete the task of interpretation with high quality because of overwork and illness.

B. The Procedures of Sports Interpretation

"Procedure" refers to the process and stage through which things develop. Here, the procedures of sports explanation are summarized as "studio overture, call station name, interpretation rhythm, interactive interpolation, final sentence expressions" and so on.

- 1) *Studio Overture*

The commentary work starts from a period of time before the competition in the studio, which enables the audience to enter the state of the game emotionally in advance or feel the atmosphere of the game beforehand, so as to generate expectations for the game. The commentator and the guest fully communicate and cooperate with each other, telling the audience what they need to pay attention to in the next competition, which is the content of "prelude".

- 2) *Naming the Station*

The scene in the camera changes from the indoor to the competition venue. At the same time, the commentator will call the name of the station (TV or other media) in full mood twice or three times in a row, playing a role of transition and reminder. The commentator needs to grasp the tone, and the most basic criterion is called "inhibiting before elating".

- 3) *Interpretation Rhythm*

When commentators explain a game, they need to know clearly the progress and content, understand what principles to follow, what to say and how to say. It is very significant to grasp the rhythm. Different events have their own right way of speaking. At different stages of the competition, the intonation and the speed of the speech are also different. The commentator's introduction could be combined with face painting, and the description and evaluation are better to be interlaced.

- 4) *Interactive Interpolation*

Knowledge dissemination is the basic valuable function of news communication, and also one of the purposes of sports commentary. By explaining sports, the sport commentator popularize sports knowledge, convey the beauty of sports, emphasize the vital function in public health, and attract more people to sports activities, so as to promote the construction of national fitness campaign and healthy China.

- **Interaction between commentator and guest**

Commentator should keep interaction with the guest in the whole process [16]. The commentator should humbly and politely invite guests to comment and analyze the situation of the spot game, and timely remark on the match, to make the process of interpretation more exciting and impressive.

- **Interaction between commentator and audience**

Interaction between the commentator and the audience could be achieved through a variety of channels. In addition to

mobilizing the audience's emotions, the role of interaction can also effectively change the rhythm of interpretation, so that the interpretation becomes less boring.

5) Final Sentence Expressions

The explanation at the end of the game is fairly tasteful and non-negligible. The most basic thing is to announce the result of the game, which needs some special expression at whiles.

C. Post-match Evaluation and Analysis

Post-match evaluation and analysis should be concise and terse. Immersed in the fierce competition just now, the audience may be on the rise, eager to communicate and to share with others, and then, commentator's post-game evaluation and analysis just meet their needs [17].

The commentator usually reviews the course of the game and then asks the commentator questions. Dialogue is organized around different topics. The commentators and guests could analyze and comment on some of the highlights of the competition arranged by the director. Finally, politely thank the guests, say goodbye to the audience, and make an appointment to see you next time.

V. CONCLUSION

The main conclusions of this paper are gotten as follows on the base of discussion.

A. The Role of Sports Event Interpretation Continuously Improve

Sports event commentary refers to the behavior of narrating, introducing, explaining, commenting and setting off sports activities in order to make the viewers better understand the process of sports activities. With the emergence and development of new media and the improvement of the live broadcast system of sports events, the professional requirements of sports commentators have also been raised to a new height. Sports commentary not only helps the audience to appreciate the game better, but also promote the development of sports.

B. The explanation of sports events should follow a scientific procedure and schedule

Interpretation of sports events is a "rule-based" work, which needs to follow a scientific procedure. Before, during and after the competition, sports commentators have different tasks to accomplish. Every link requires scientific and rational arrangement, all of the work content and matters need to be fully understood and paid attention, thus to successfully complete the job.

C. MECE is an effective analytical tool

As the paper proved that the so-call "MECE" thinking criterion is a kind of structured thinking, which helps us to find the thread one by one from the confusion of vertical and horizontal intersection, clarify the thinking, and find the key

point to achieve the goal. The MECE analysis of the explanatory process of sports events fully illustrates this point of view.

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