

Integrated Development of Sports News and Cultural and Creative Industries from the Perspective of Globalization: Opportunities and Challenges of Media Communication Policy

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ABSTRACT

In this way, from the perspective of globalization, this paper can explore the development trend of the integration of sports news and cultural and creative industries, and deeply analyze the opportunities and difficulties encountered by media communication policies in this process. With the accelerated pace of globalization, sports events, as the key media of cultural transmission, show their irreplaceable importance. Firstly, the paper analyzes the characteristics of sports news in detail, including its communication mechanism, the attributes of target groups, as well as various challenges and opportunities faced in the context of globalization. Then the paper Outlines the core meaning of cultural and creative industry and its innovative development track, and clarifies the cornerstone of the marriage between sports news and cultural and creative industry. Then the paper further discusses the role of sports events in cultural communication, and carefully examines the innovative practice of sports news in the field of cultural and creative industry, as well as the penetration and influence of cultural and creative industry on sports event reporting. In particular, the opportunities and challenges brought by media communication policies to this integrated development are emphasized, and countermeasures are put forward. In summary, the deep integration of sports news and cultural and creative industries not only promotes cultural exchange and identity, but also injects new impetus into economic development and social progress, emphasizing the importance of international cooperation and policy support.

KEYWORDS

Globalization; Sports Journalism; Cultural and Creative Industries; Integrated Development; Media Communication Policy.

1. INTRODUCTION

Globalization's accelerated pace has fostered closer ties among countries and regions through information and cultural integration. In this setting, journalism and cultural and creative industries are showing unprecedented growth. The Internet and digital technology have provided new platforms for news dissemination, while the cultural and creative industry has emerged as a new economic growth engine due to its unique creativity and market appeal[1]. The cross-cooperation between the two not only enriches the content expression form, but also promotes the effective integration of resources, forming a new business model and service form. As a global activity, sports events are not only a competition of competitive level, but also an important window for cultural display and exchange of different countries. Large-scale sports events such as the Olympic Games and the World Cup, with their wide international participation and audience base, become the ideal platform to convey specific cultural values. Sporting events can not only enhance the cultural identity of the participating countries, but also promote mutual understanding and respect among different cultures [2]. Therefore, in the context of globalization, sports events play a key role in connecting the world

and promoting cultural exchanges. The main characteristics are: first, it has a unique mode of transmission. Secondly, the integration of sports news and cultural and creative industries has a broad basis. Moreover, the cultural communication of sports events has a powerful function, that is, cultural and creative industries are widely used in sports event reporting. Also, in the face of opportunities and challenges, targeted coping strategies.

Through the in-depth discussion on the integration and development of sports news and cultural and creative industries from the perspective of globalization, this paper not only provides valuable reference materials for theoretical research, but also has important guiding significance in practical communication practice. In terms of academic value: Theoretical framework construction, this paper puts forward a comprehensive theoretical framework to analyze the integration and development of sports news and cultural and creative industries under the background of globalization. This study integrates knowledge from communication studies, cultural industry studies, and international relations, establishing a solid theoretical foundation. 2. By exemplifying interdisciplinary research, this paper elaborates on integrating theories and methods across fields, fostering communication, collaboration, and setting a model for promoting emerging interdisciplinary disciplines. 3. Case-driven research method. Through in-depth analysis of specific cases (such as the 2022 Beijing Winter Olympics), this paper provides a model of empirical research, which helps to verify and develop existing theoretical models, and provides references for future empirical research. 4. From the perspective of policy analysis, this paper discusses the role of media in promoting or limiting the integrated development of sports news and cultural and creative industries from the perspective of media communication policies, which enriches the dimension of policy research and provides a scientific basis for government decision-making.

In terms of practical value: The depth of content and diversity of forms emphasized in this paper provide a clear direction for media organizations and creators. For example, when reporting sports events, attention should be paid to the cultural stories and social significance behind them, and new media technologies should be used to enhance user experience, so as to enhance the attractiveness and social influence of the content. In view of the wide application of cultural and creative industries in sports events, this paper puts forward specific strategy suggestions, including mascot design, derivative development, etc., to provide practical operation guidelines for enterprises and individuals, and help to improve market competitiveness; The article advocates strengthening international cooperation, simplifying approval procedures, and promoting personnel exchanges and technical exchanges, which provides new ideas and models for transnational project cooperation, helps realize resource sharing and complementary advantages, and jointly develops high-quality content with global influence; Call on the media communication policy in the pursuit of economic benefits at the same time, pay more attention to social benefits, transfer positive energy, promote social core values, which will guide the healthy development of the industry and promote the construction of a harmonious society has a positive impact.

2. SPORTS NEWS AND CULTURAL CREATIVE INDUSTRY FROM THE PERSPECTIVE OF GLOBALIZATION

2.1. The Characteristics and Development of Sports News

As one of the important ways for the public to obtain sports information, sports news has undergone a major transformation from traditional media (such as newspapers and television) to new media (such as Internet and social platforms) with the continuous evolution of science and technology. This change not only reshaped the production and distribution mechanism of sports news, but also had a profound impact on the behavior pattern and consumption habits of the audience [3]. Modern sports news pays more attention to interactivity and immediacy, and provides users with personalized experience through live streaming, short videos, social networks and other forms [4]. At the same

time, sports news has a wide audience, covering people of all ages and social strata, and their demand for sports content presents diversified characteristics, including competition results, athletes' stories, behind-the-scenes tidings, etc. [5]. Globalization has brought unprecedented opportunities to the field of sports journalism, but it also comes with a series of tests. Specifically, large-scale international sports events attract global audiences, broadening sports news' reach and enhancing its international visibility. Meanwhile, cultural differences, language barriers, and sports culture diversity complicate sports news production and dissemination. In the cross-border information exchange, copyright protection is a very difficult issue. How to promote the effective sharing of resources and maximize the value on the basis of ensuring the respect of intellectual property rights has become a key issue to be solved urgently.

2.2. Connotation and Characteristics of Cultural and Creative Industries

"The cultural and creative industry, centered on creativity, creates wealth and jobs through intellectual property rights using individual creativity, skills, and technology [6]. It encompasses advertising, architecture, art markets, handicrafts, design, fashion, film, video, photography, music, performing arts, publishing, software, and computer games. These industries rely heavily on innovation and cultural traits. Globalization and digital technology advancements are transforming this sector, breaking geographical barriers and enabling broader collaboration. Technologies like VR and AR reshape cultural consumption, while big data analytics aids content creation. International cooperation drives development, bringing financial and technical support, and fostering cross-cultural integration and innovation [7], [8]."

2.3. The Integration Basis of Sports News and Cultural and Creative Industries

Sports events not only constitute the stage of competition, but also a social phenomenon bearing profound cultural significance. Each competition contains a specific value orientation and spiritual characteristics, such as fair competition, collective cooperation, perseverance, etc., such values and spiritual characteristics have been widely recognized and respected by the society. Therefore, the sporting event itself is a huge treasure house of cultural creativity, which can inspire unlimited creative inspiration. The cultural and creative industry creates a variety of cultural products and services by mining the stories and characters behind sports events and the cultural symbols they represent, thus achieving a deep integration with sports news [9].

As a bridge between sports events and the vast audience, sports news plays a vital role in the cultural and creative industry. It is not only responsible for reporting the dynamics of the event itself, but also shoulders the task of promoting sports culture and passing on positive energy. Through high-quality content production, sports news can increase the public's interest and attention to sports events, thus promoting the sales of related cultural and creative products. At the same time, sports news can also use various new media platforms to promote the products and services of cultural and creative industries to a broader market, forming a good interactive effect [10].

3. THE INTEGRATED DEVELOPMENT OF NEWS AND CULTURAL AND CREATIVE INDUSTRIES FROM THE PERSPECTIVE OF SPORTS EVENTS

3.1. The Cultural Communication Function of Sports Events

Sports events, especially international competitions such as the Olympic Games and the World Cup, not only bring together high-level sports competition, but also constitute a key stage for cultural exchanges. Such activities have attracted the attention of the world and become an important channel for countries and cultures to enhance understanding, learning and interaction. Through the event

broadcast, media reports and athletes' performance, the audience can feel the unique charm of different cultures, including language, customs and traditional skills [11]. Therefore, sports events play an irreplaceable role in promoting cross-cultural communication. Sports events contain rich cultural elements, from the artistic performance in the opening ceremony to the design of the competition venue, to the clothing and equipment on the athletes, all reflect specific cultural symbols and values. These cultural elements not only enhance the attraction of the activity, but also enhance the audience's sense of identity with local culture and other cultures [12]. For example, during the Beijing Winter Olympics, traditional Chinese art forms such as paper-cut art and lantern decoration were cleverly embedded in the competition scene, which not only demonstrated the profound heritage of Chinese culture, but also enhanced the cognition and emotional connection of Chinese culture for domestic and foreign audiences.

3.2. The Innovative Practice of Sports News in Cultural and Creative Industries

In the tide of globalization, the content innovation of sports news appears to be very crucial. Media organizations not only focus on the results and technical statistics of the games, but also tend to dig out the story lines and cultural connotations behind the sports events. For example, through in-depth interviews with athletes to discuss their growth trajectory, training process and cultural background, the audience can more comprehensively understand the deep value outside the competition. In addition, combining regional culture and sports activities, special reports or documentaries can be launched to further expand the content dimension of sports news. With the rapid development of digital technology and the Internet, the forms of sports news are constantly innovating. Emerging media platforms diversify sports news expression with live broadcast, short video, VR, AR, etc., enhancing audience viewing experience and interaction. For example, the use of VR technology can allow the audience to feel the game scene. At the same time, social media platforms improve user stickiness with instant comments, online voting and other functions, making sports news more vivid and attractive [13].

3.3. The Application of Cultural and Creative Industry in Sports Event Reporting

Cultural and creative industries play an important role in the planning and promotion of sports events. Well-designed visuals, logos, and mascots boost sports events' brand value and impact. For instance, the 2022 Beijing Winter Olympics' mascot "Bing Dwen Dwen" gained wide praise for its charming image. Became a major focus of the Winter Olympics. In addition, cultural and creative industries can also attract public attention and support by organizing colorful cultural activities, such as concerts and art exhibitions, thus expanding the social impact of the event. In addition, the cultural and creative industry also has great potential in the development of event derivatives. Through creative design and marketing strategies, the competition-related souvenirs, clothing, toys and other products can be built into commodities with collection value and practical value. These derivatives are not only a way for fans to express their support, but also an effective way to spread the culture and values of the tournament [14]. For example, the official authorized commodities of some classic events often cause a rush of buying in the market, which not only creates economic benefits, but also promotes the spread and development of culture.

4. OPPORTUNITIES AND CHALLENGES OF MEDIA COMMUNICATION POLICY IN INTEGRATED DEVELOPMENT

4.1. Current Trends and Controversies of Media Policy

Recently, global media policy has been rapidly moving towards digital transformation. Many countries and regions have deeply realized the important position of digital technology in the media field, and have introduced corresponding policies to promote the progress of the new media industry.

Specific manifestations include. Countries are accelerating 5G infrastructure construction to lay a foundation for applications like high-def live broadcasting, VR, and AR. In terms of data privacy protection, in view of the increasing prominence of personal information security issues, governments have increased data privacy legislation, such as the General Data Protection Regulation (GDPR) promulgated by the European Union, and China's continuously optimized legal system such as the Cybersecurity Law, so as to ensure user information security compliance. In response to the problem of frequent copyright infringement in the digital era, countries are gradually establishing and improving copyright protection systems and exploring the application of emerging technologies such as blockchain to improve copyright management and enforcement efficiency. The integration and development of traditional media and new media has become the general trend of the industry, and governments of various countries actively advocate and support media organizations to integrate resources and update technologies, and strive to achieve innovation in content distribution and service models through multi-channel and cross-platform ways.

Although media policies have achieved remarkable results in promoting industrial development, there are still some controversies in practice: how to effectively curb false information and vulgar content while guaranteeing freedom of speech has become a common problem faced by governments around the world. Over-regulation can stifle media vitality, while under-regulation may spawn undesirable content. Legal differences across countries hinder consensus on copyright and censorship, necessitating international cooperation. New media technology, while enhancing convenience, exacerbates the "digital divide" among urban-rural and social groups. Due to the lack of necessary hardware facilities and technical support, some regions or communities are not fully experiencing the benefits of the digital process, which further poses a challenge to social justice.

4.2. Opportunities for Media Communication Policy

Driven by globalization, cultural exchanges between countries are becoming more and more frequent, and media communication policies are gradually showing a more open trend. This openness is not only reflected in the relaxation of restrictions on foreign media's access to the domestic market, but also in encouraging local media organizations to participate in international exchanges and cooperation. Through the introduction of advanced technology and management experience, as well as learning from foreign successful operating models, domestic media can better adapt to the needs of globalization and enhance their competitiveness. In addition, the open policy environment also helps to promote multicultural exchanges and integration, and enrich the source of material for content creation. In order to promote the deep integration of sports news and cultural and creative industries, the government has introduced a series of supporting policies. These policies aim to optimize the industrial structure, cultivate new business forms, and provide practical help such as financial subsidies and tax incentives for relevant enterprises. For example, a special fund could be set up to finance coverage of sports events and technology development. And provide corresponding support measures for platform construction and market expansion, which can reduce the barriers to access and reduce the burden of operation. In addition, institutions of higher learning and scientific research institutions should be encouraged to carry out in-depth exploration in related fields, cultivate specialized talents, and further provide solid intellectual support for the development of the industry.

4.3. Media Communication Policy Challenges

Although the process of globalization has greatly enhanced cross-cultural interaction and communication, in the practical level, cultural differences and contradictions still occur frequently. In view of the different historical context, social structure and value orientation of different countries, this often leads to cognitive bias or bias in the circulation of media information. Especially when dealing with sensitive issues, how to ensure that the information is objective and accurate while taking into account cultural sensitivity poses a complex and thorny challenge. Language barriers hinder information transmission, exclude communities, and miss globalization opportunities. As digital

technology advances, sports reports and cultural works' reproduction becomes convenient, highlighting copyright maintenance issues. Such as unauthorized reprinting activities, illegal reproduction and other phenomena, not only eroded the rights and interests of the original author, but also caused a negative impact on the sustainable development of related industries. At present, although many countries and regions have built a relatively sound copyright legal framework, in the face of cross-border transmission, the difficulty of law enforcement is increasing, and it is urgent to strengthen the control of infringement through international collaborative efforts. At the same time, it is also necessary to actively seek innovative business strategies and technological solutions, such as the introduction of blockchain technology, which can provide more solid rights and interests protection for copyright holders.

4.4. The Coping Strategy of Media Communication Policy

In the face of globalization's challenges, international cooperation is crucial. Countries should engage in multilateral dialogues, consult on media policies, and reach cooperation agreements, such as streamlining approval processes and facilitating personnel and technology exchanges. Co-production projects should be established to develop global content. NGOs and social forces should actively participate in international cultural exchanges, forming a multi-level cooperation framework. Laws and regulations should be adjusted to keep pace with the integration of sports news and cultural and creative industries. Measures include strengthening intellectual property protection, regulating network information dissemination, and optimizing market competition to ensure fairness and prevent monopolies. These steps will create a legal environment for integrated development and promote sustainable industry growth.

5. CASE STUDY: INTEGRATED DEVELOPMENT PRACTICE IN THE 2022 BEIJING WINTER OLYMPICS

The 2022 Beijing Winter Olympic Games (referred to as "Beijing Winter Olympic Games") is the first Winter Olympic Games in China, and it is also the second Olympic Games after the 2008 Summer Olympic Games. This Winter Olympics is not only a feast of sports competition, but also an important opportunity to show China's image and spread Chinese culture. The event attracted athletes from all over the world and received high attention from the global media and audience. During the preparation and holding of the Beijing Winter Olympics, the concept of integrated development of sports news and cultural and creative industries was fully utilized, and through innovative content creation and technology application, sports events were successfully combined with cultural communication, achieving a win-win situation of economic and social benefits [15]. This is not only a bold attempt to the traditional mode of organizing games, but also provides valuable experience for the future large-scale sports events.

5.1. The Concrete Manifestation of the Integration of Sports News and Cultural and Creative Industries

During the Beijing Winter Olympics, major media not only focused on the games themselves, but also dug into the cultural stories behind the games. For example, through the special report introduced the historical origin and development status of Chinese traditional ice and snow sports; Colorful cultural elements such as local delicacies and folk customs are displayed. It tells the growing experience of the contestants and the local culture they represent. These contents enrich reporting and strengthen cultural identity and emotional resonance. The Beijing Winter Olympics uses cutting-edge new media tech, like VR and AR, to enhance immersive viewing. Optimize viewing with features such as HD live streaming and multi-angle switching. Interactive features on social networking platforms, such as instant comments and online voting, can greatly enhance user engagement and

engagement. In addition, the short video platform has also become an indispensable communication channel, with its simple and fast content form to quickly share the highlights of the event, successfully attracting the attention of many young viewers.

5.2. The Application of Cultural and Creative Industries in Competitions

The cultural and creative industry is crucial for the 2022 Beijing Winter Olympics' planning and publicity, showcasing rich cultural connotation and innovative spirit, especially through the mascot "Bing Dwen Dwen." With its friendly image and far-reaching symbolic significance, it has become one of the focal points of the Winter Olympics, which has not only won widespread favor in the domestic market, but also won high praise in the international community. In addition, various cultural activities such as concerts and art exhibitions around the theme of the event have further expanded the social impact of the event. The cultural and creative industries also show great potential in the development of derivatives. There is a wide range of officially authorized goods, covering many fields such as souvenirs, clothing and toys. These products not only have practical value, but more importantly, they carry specific cultural symbols and values. For example, the clothing series with traditional Chinese cultural elements are both beautiful and generous and rich in meaning; Limited-edition mascot dolls are highly sought after for their uniqueness and collectible value. Through careful design and marketing strategies, these derivatives not only create considerable economic benefits, but also promote the spread and development of culture.

5.3. Impact Analysis of Media Communication Policy

Globally, international cooperation is vital for large events like the Beijing Winter Olympics. The Chinese government has issued policies to ensure sports news and cultural/creative industries' integrated development. For example, set up a special fund for event coverage and technology research and development; Provide support measures for platform construction and marketing; Universities and scientific research institutions are encouraged to carry out research in related fields. These policies have effectively reduced the operating costs of enterprises, improved the quality and efficiency of content creation, and promoted the healthy development of the industry. In addition, it has actively coordinated the media communication policy among countries to achieve a high degree of consistency, thus simplifying the approval process, promoting personnel exchanges and technical exchanges. At the same time, through active participation in the international dialogue mechanism, the transnational joint production project has reached an agreement in seeking consensus and cooperation, and realized the sharing of resources and complementary advantages. As a result, we have developed a lot of high-quality content with global impact. It has better addressed the challenges brought about by globalization and promoted mutual understanding and respect among different cultures.

6. CONCLUSION

This paper summarizes the remarkable characteristics and trends of the integration and development of sports news and cultural and creative industries under the background of globalization. Sports news is no longer limited to competition results and technical statistics, but pays more attention to the cultural stories behind the events, the growth experience of athletes and local culture. With the help of in-depth reports, the cultural heritage and social impact can be greatly improved. New media technology advancements innovate sports news forms. VR, AR, high-def live broadcasting, and short videos offer viewers colorful, immersive experiences and enhance interaction. Sports events inspire cultural and creative industry development. From event planning, mascot design to derivative development, cultural and creative industries run through the entire process of the event, forming a good industrial chain and economic benefits. Globally, international cooperation is vital for large events like the Beijing Winter Olympics. The Chinese government has issued policies to ensure sports

news and cultural/creative industries' integrated development. Driven by globalization, international cooperation has become an important feature of the integrated development of sports news and cultural and creative industries. Cross-border projects and exchanges boost content quality and offer new solutions to global challenges. Future media policy should: 1. Strengthen policy support; 2. Improve regulations; 3. Deepen international cooperation; 4. Foster technological innovation; 5. Enhance social responsibility. International cooperation and policy support are crucial for sports news, cultural/creative industries, and cultural exchanges, enabling resource sharing, improving content quality, and providing a better development environment. Governments and institutions should collaborate to foster the integrated development of these industries and promote openness, inclusivity, and win-win cooperation.

This paper not only provides a reference for the theoretical research of media communication policy in the integration and development of cultural entrepreneurship, but also provides valuable suggestions for practical decision-making in this field, aiming at better promoting the healthy development of sports news and cultural and creative industries.

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