

Research on Innovative Application of Cultural Elements in Modern Sports Industry

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Abstract: The application of cultural elements in modern sports industry is extensive and profound, which not only greatly enriches the pluralistic connotation of sports industry, but also significantly improves its competitiveness and attractiveness in the market. The innovative application of cultural elements makes modern sports industry no longer confined to a single dimension of competition and fitness, but a comprehensive industry integrating cultural inheritance, artistic expression and emotional resonance.

Keywords: Cultural elements; modern sports industry; innovative applications

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Introduction

The deep integration of culture and modern sports industry is based on the solid foundation of their internal correlation and complementarity. By digging deeply into the rich connotation of culture and the spiritual value of sports, we can better understand the essence of this integration phenomenon and provide a solid theoretical basis and practical guidance for exploring its future development path.

1. Culture and sports industry promote and integrate each other

The large-scale process of cultural industry is building a broad development platform for many industries in modern society. The branches of cultural industry represented by film and television, media and publishing, especially the publicity and promotion of sports industry, have opened up multiple channels and innovative paths. In the wave of deep integration of cultural industry and sports industry, a series of new sports-related industries and products emerge as the times require. For example, the new sports media industry is a model of the integration of the two industries. It focuses on reporting all kinds of sports and sports news, providing the public with a rich source of sports information. In addition, the combination of sports industry and film and television industry has also achieved remarkable results. In recent years, sports-themed film and television works have been widely sought after by the audience, which not only enriches the content of film and television, but also greatly enhances the influence of sports. At the same time, the rise of sports publishing branches in the publishing industry not only broadens the boundaries of publishing, but also injects new vitality into the further development of the sports industry, forming a good situation of mutual promotion and common prosperity.

2. National policy support and encouragement

With the gradual acceleration of the development of Chinese-style modernization, the national government has given strong support to the integration and development of sports industry and cultural industry, which has effectively promoted the integration of sports industry and cultural industry by introducing a series of relevant policy subsidies, relevant cooperation guidance and support, and providing venue resources. It also greatly enhances the interaction between sports industry and cultural industry. In the future, sports industry and cultural industry will empower each other to achieve common development goals.

3. The development and change of social needs

With the continuous improvement of the quality of life of modern people, they no longer meet the basic material

living conditions, but put forward higher demand for the spiritual world. Reflected in the two major areas of sports and culture, that is, the public has put forward higher requirements for the development of sports and culture. They are no longer simply watching games or cultural performances. They will pursue more all-round experience. They are eager to see more sports competitions and cultural performances in order to meet their more diverse needs and obtain richer spiritual experience. Experience.

4.The innovative application of cultural elements in modern sports industry is mainly embodied in the display of cultural creativity

that is, to show cultural creativity in the field of sports industry. As far as the innovative application of cultural elements in the field of modern sports industry is concerned, it is embodied in the following aspects.

4.1 Cultural elements enhance the competitiveness of the sports industry

Throughout the development path of modern sports industry, it is not difficult to find that the excavation and utilization of cultural elements in modern sports industry is getting higher and higher, and its application of cultural elements is reflected in products, systems, marketing and other aspects. With the continuous innovation and development of sports events, the national government and more and more social subjects have begun to make a series of innovative adjustments in the aspects of event publicity, venue layout and costume design in order to enhance the public's sense of experience. For example, Chinese traditional cultural elements have been widely and deeply applied in the costume design of many sports events. Dragon and phoenix patterns, which are common in martial arts costumes, not only imply good luck and dignity, but also profoundly show the Chinese people's lofty pursuit and infinite yearning for strength and beauty. It is particularly worth mentioning that at the Paris Olympic Games in 2024, the award-winning clothes worn by Chinese athletes delicately integrate classical traditional patterns such as dragon scales and whiskers into them. With the help of delicate embroidery and embossing techniques, the dignity and noble temperament of Oriental gods and beasts are vividly displayed, which is of great significance for enhancing the ornamental and entertaining nature of sports events. There are also many provincial local governments and enterprises to cultivate sports events and cultural activities with international influence according to local conditions. Actively strengthen the publicity of the event, through the opening ceremony, closing ceremony, award ceremony, etc., to disseminate sports spirit and sports culture to the general public and tourists, enhance the public's sports literacy and health awareness, and promote the development of the national fitness campaign. Carefully design the track, fully display the image and cultural heritage of the city, such as the city marathon race, the athletes in the race through the city's main roads, historical blocks, scenic spots and other areas, truly feel the city's natural scenery and rich cultural heritage, enhance the city's popularity and reputation.

4.2 Cultural elements enhance the added value of sports products

In the development of modern sports industry, all kinds of more innovative and advanced sports products have sprung up. From the point of view of various active items in the current sports market, it is not difficult to find that the proportion of cultural elements in most products is getting higher and higher, which also makes the overall added value of products significantly improved. Taking Anta, a domestic sports brand, as an example, it has played a very good leading role in the excavation and utilization of cultural elements. For example, the Yinneng technology developed by Anta is inspired by traditional Chinese culture, and the design inspiration of Yinneng technology comes from ancient Chinese silver utensils. This scientific and technological achievement is a new type of fabric science and technology independently developed by Anta in its early years. It uses the bacteriostatic characteristics of silver element. With this feature, it can effectively restrain the amount of sweat produced by the human body, and also restrain the odor caused by the taste of the human body. In addition, the silver energy technology forms relatively large particles, so it can also effectively block the infiltration of silver element. Avoid the problem of heavy metal accumulation caused by wearing clothes for a long time. At that time, the application of this new fabric technology made Anta successfully rank among the conscientious enterprises of sporting goods in the industry, and it

was also the first sporting goods company to use elemental silver as antibacterial fabric.

4.3 Fully integrate cultural elements into sports creative products

At present, sports cultural creative products occupy a pivotal position in the modern sports industry. Their influence is becoming increasingly significant. They are gradually penetrating into all social strata and fields, and establishing a closer linkage with various industries. As the crystallization of the deep integration of sports and culture, this kind of product not only takes sports as the core element, but also skillfully integrates the characteristic cultural creativity, and accurately responds to the deep demand of the public for sports spiritual culture in the form of static or dynamic. At present, the scope of sports cultural creative products is wide, covering sports clothing and shoes, sports events related commodities, creative design of sports cultural relics exposition, health and leisure space planning, sports course design, as well as sports songs, electronic competition, animation, games, micro-films, square dance innovative arrangement and other dimensions. These products are presented in a variety of forms, such as professional and leisure sports clothing, creative design of sports parks and tracks, sports theme songs, dances, poems, picture books, animation, micro-films, as well as sports cultural souvenirs, commodities around events, digital science and technology sports products, and even daily necessities, office supplies, decorations and stickers. All of them reflect the profound connotation of sports spirit and the integration of excellent traditional culture. These creative products not only enrich the market, but also guide consumers to understand sports culture in a relaxed, interesting and fashionable way by integrating into daily life, convey positive philosophy of life, promote characteristic sports culture, and inject new vitality and momentum into the sustainable prosperity of sports tourism industry.

The innovative application of cultural elements in modern sports industry constitutes the core elements of sports culture industry. With the continuous emergence and wide spread of cultural creativity, modern sports industry will breed more new products and forms with creative, representative and cultural connotations, which will inject continuous vitality into the prosperity and development of sports culture.

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