

Sports Diplomacy of Socialism with Chinese Characteristics in the New Era: Opportunities and Challenge

Zhao Jinghui

China University of Petroleum (Beijing) at Karamay, China

Abstract. In 2005, former Foreign Minister Qian Qichen put forward and defined the concept of "sports diplomacy" in his Dictionary of World Diplomacy. "Sports diplomacy" is defined as "the foreign sports exchanges and exchanges conducted by a country's sports authorities or sports circles for the purpose of promoting relations between countries." It is reasonable to have different understanding and cognition to sports diplomacy. Due to different historical backgrounds, national rights and interests and international environments, China's diplomacy has different strategic aspirations and specific goals. Even if there are common interests, they differ in scope and emphasis. However, there are two common points: the target of foreign participants; For the purpose of fulfilling national interests. To sum up, sports diplomacy in the new era can be defined as the sum total of all external sports activities carried out by the participants through sports and sports culture exchanges with the participants for the purpose of realizing national political or diplomatic goals, promoting inter-state relations and safeguarding national interests.

1 Overview of sports diplomacy in the new era

As an important part of Major-country diplomacy with Chinese characteristics, sports diplomacy is an important field for practicing the vision of a community with a shared future for mankind. General Secretary Xi Jinping has personally practiced and outlined the future of sports diplomacy. In July 2015, before the IOC members voted, President Xi Jinping delivered a video address to the IOC members, expressing on behalf of the Chinese government and people their hopes and firm support for hosting the 2022 Winter Olympic Games. In January 2017, President Xi Jinping became the first Top Chinese leader to visit the IOC headquarters. When Xi met with International Olympic Committee (IOC) President Thomas Bach at the Great Hall of the People in January 2019, Xi stressed that hosting the Beijing Winter Olympics will provide New opportunities for China to strengthen international cooperation in sports. Germany, United Kingdom, Mexico, Netherlands, France, Argentina, Russia, United States, Ireland... President Xi Jinping has talked about, communicated with and even played football in many of the countries he has visited. Sport is one of the key areas of cooperation in the nine high-level people-to-people and cultural exchange mechanisms between China and Russia, the United States, the European Union, the United Kingdom, France, Indonesia, South Africa, Germany and India. Sport is an important part of people-to-people and cultural exchanges in major bilateral and multilateral mechanisms such as China-CEEC cooperation, China-africa and China-CelAC Forum, the Belt and Road Initiative and BRICS.

Opportunities for sports diplomacy in the new era

1.1 Sports diplomacy is playing an increasingly important role in global affairs

1.1.1 Sport is the catalyst for a country to pursue international status and realize national rejuvenation

The pursuit of national status and prestige is beyond the reach of many other international diplomatic activities. The governments of various countries are using sports as a form of cultural diplomacy, committed to cultivating national prestige and good international cooperative relations. For example, during the Second World War, the Axis countries pursued the revival of diplomacy by holding the Olympic Games. Mexico used the 1968 Summer Olympics and 1970 World Cup as an opportunity for developing countries to pursue identity; South Korea successfully used the 1988 Seoul Olympics to achieve the purpose of national identity; The 1990 Beijing Asian Games broke the international blockade and showed China's determination to continue reform and opening up. For reform and opening

up, it is regarded by Chinese diplomatic experts as an event of equal significance with Deng Xiaoping's 1992 southern Tour. In February 2019, the two Koreas expressed their intention to form a joint Olympic team in 2020 and jointly bid for the 2032 Summer Olympics. These cases highlight the role of sports diplomacy in the pursuit of international status and national rejuvenation.

1.1.2 Sport is an important tool for the international community to pursue peace and development

Sport has proved to be an efficient and flexible tool for advancing the goals of peace and development. Since 1993, it has been a tradition for the United Nations to sign and adopt the Olympic Truce resolution before each Olympic Games. In 2000, the United Nations Millennium Development Goals attempted to use sport as a major tool to promote the achievement of the United Nations Millennium Development Goals. The 2003 UN resolution 58/5, "Sport as a way to promote education, health, development and peace", gave rise to various stakeholders to promote sport as part of government development plans and policies. On the basis of the memorandum of Resolution, sport for Development and Peace Was established in 2004 with the aim of connecting and promoting the policy recommendations of governments to integrate sport and physical activity into their international and domestic development strategies and plans. The International Year of Sport and Physical Education 2005 was promoted by United Nations resolution 58/5, which promoted the importance of sport as a tool for development and peace worldwide.

1.1.3 Sport is an important link for people-to-people and cultural exchanges between countries

Cultural and people-to-people exchanges, together with political mutual trust and economic and trade exchanges, have become the "troika" of China's foreign relations and an important force driving the sound development of bilateral and multilateral relations. People-to-people and cultural exchanges directly affect the outcome of international communication, the effectiveness of regional and even global governance, and to some extent reflect the soft power of the countries concerned. The CPC Central Committee and The State Council attach great importance to people-to-people and cultural exchanges with other countries, making them an important strategy of the Party and the state in foreign exchanges. Sport is an important part of the nine high-level people-to-people and cultural exchange mechanisms between China and Russia, China and the United States, China and the United Kingdom, China and Central Europe, China and France, China and Germany, China and Indonesia, China and South Africa, and China and India. Under the guidance and model of the High-Level People-To-People exchange mechanism, cultural and people-to-people exchanges in education, sports and other fields are flourishing.

2 Sports diplomacy is playing an increasingly important role in global affairs

In the United States, the Bureau of Educational and Cultural Affairs -- Promoting Mutual Understanding was responsible for sports diplomacy by the U.S. Department of Public Diplomacy. The main task of this sector is to promote mutual understanding. Sports diplomacy has become an integral part of national diplomacy as a means of strengthening relations between the United States and other nations, using the passion of sport to bring people together across linguistic and socio-cultural differences and to promote cultural dialogue and understanding between people and the world through sports diplomacy. Its main forms include The Sports Envoys Program, The Sports Visitor Program, and The Sports Grants Program.

In Australia, sports diplomacy is an increasingly important aspect of diplomatic practice and part of the growth of the global sports industry. In 2015, the First Sports Diplomacy Strategy of the Australian government, Australian Sports Diplomacy Strategy 2015-2018, was promulgated and implemented. Building on the successful implementation of the first diplomatic strategy, the second sports Diplomacy strategy "Sport Diplomacy 2030" was launched in January 2019. The strategy focuses on a pacific-based global strategy, especially strengthening the relationship between Australia and the Countries around the Pacific, strengthening the close collaboration among

sports organizations, enterprises and governments, giving play to the role of sports in the pursuit of national excellence, and maximizing the objectives of the Australian government's sports diplomacy. To enable sport to play a unique role in shaping and representing Australia's identity, values and culture, and to enhance Australia's influence and national prestige in the national interest.

In the 21st century, the South Korean government has implemented the Sport Partnership Program and Dream Together to participate in international development through sports. Under the guidance of the Ministry of Culture, Sports and Tourism, It is committed to using the value and power of sports as a tool to promote the development of different groups and societies, promote international relations, enhance international cooperation and assistance, expand Korea's international influence and cultural penetration, and ultimately achieve the country's diplomatic and strategic goals.

3 Challenges of sports diplomacy in the new era

3.1 International discourse power of sports: Continuously improving but still missing.

The international discourse power represents the comprehensive national strength and national image of a country. The size of the discourse power depends on the strength and international status of a country. In 1979, the International Olympic Committee restored China's legal seat in the International Olympic Committee, China returned to the world of international sports, China's competitive sports in the exploration of continuous progress, China's Olympic ranking rose year by year. From the successful hosting of the 2008 Beijing Olympic Games to the successful bidding of the 2022 Beijing Winter Olympic Games, China has actively strengthened sports diplomatic relations with other countries in the world, significantly increased its influence in the international sports world, and the voice of international sports has also been continuously enhanced. However, at present, western developed countries still occupy the mainstream and dominant position of international sports discourse power, and China suffers unfair treatment because of the absence of discourse power. At the 2018 Pyeongchang Winter Olympics, China's short track speed skating team suffered numerous refereeing fouls, but the referees ignored the Chinese team's complaints, leaving China as the damaged party. In the women's 4x100m relay at the 2016 Rio Olympics, the United States team was disqualified from the final due to its own mistake. However, the United States team made an appeal to advance to the final, while the Chinese team was excluded from the final. In the men's 200m freestyle final at the 2012 London Olympics, Chinese swimmer Sun Yang and South Korean swimmer Park Tae-hwan won the silver medal with the same result, but the Chinese flag was placed under the South Korean flag, a serious violation of Olympic tradition. It remains to be explored whether the emergence of these phenomena is allowed within the framework of rules or subject to the threat of western powers. However, it reflects the absence of China's international discourse power, which is still confined to the pattern of "strong west and weak east" in international sports discourse power. Effective countermeasures still need to be further explored.

3.2 Media strength: Continuously developing but still to be explored

General Secretary Jin Ping has explained on many occasions that we need to further enhance our capacity for international communication and tell China's stories well. As the mouthpiece of the Party and the people, Chinese media shoulder the important responsibility of foreign exchange and communication. With the development of the Internet era, countries attach great importance to the power of media communication. For example, western media such as the United States control 90% of news communication worldwide. For China, the strength of Chinese media is also increasing, and the transmission power of sports report is also improving. After the Beijing Olympic Games, Sports reports in China showed the characteristics of internationalization, specialization and humanistic culture. Major sports reports in China, such as Titan Sports, began to seek cooperation with international media. At the same

time, with the continuous development of the Internet, in addition to CCTV sports channel, Tencent Sports, PPTV and other new Internet sports media are gradually emerging and playing their own role in introducing foreign sports events and spreading Chinese sports culture abroad. However, it is worth noting that today's Internet communication is still mainly in English, and the West controls more than 2/3 of the world's audiovisual media. In contrast, China's sports media is still in a weak position in the international community. In 2012 London Olympic Games badminton "fake fight" incident, Chinese athletes constantly emerging "age gate" incident, Chinese swimmer Sun Yang was accused of "violent resistance to inspection" incident, under the strong public opinion of western media, Chinese media's voice power is weak. China lacks sports news communication giants such as ESPN and Yahoo Sports, and the communication power of sports media still lags behind that of western developed countries.

4 Conclusion

In fact, the development of sports diplomacy practice has far exceeded the reality of current sports diplomacy theory and management. In the face of a new era in the development of sports diplomacy practice new forms, new tasks and new requirements, our country sports diplomacy work both in the ideological understanding, strategic planning, system mechanism, the decision to deal with, or in diplomatic resources integration, international norms and formulation as well as sports culture transmission, needs to be larger and deeper reform, It is urgent to construct a sports diplomacy strategy from the national level that meets the needs of a new type of international relations and the construction of a community with a shared future for mankind.

We live in a world that is more fragile than ever, with political crises, financial crises, health crises, terrorism, international and civil wars. We live in a society that is more fragmented and individual (or selfish) than ever before, and we live in a society that has more opportunities -- opportunities for communication, opportunities for dialogue, opportunities for global solidarity, opportunities for social development and opportunities for peace -- than ever before. In such a society, the new vision of a community with a shared future for mankind actively constructs a new paradigm of human communication in the era of globalization. Sports, the world language, transcends the international nature of ideology and can build a bridge for the two contradictory parties to communicate with each other in the diplomatic pattern. Station key nodes in the history of the 70th anniversary of the founding of new China, from the perspective of the global consciousness and the long-term development, from the view of strategic thinking, put forward the building of China sports diplomacy strategy, is a contribution to sports diplomacy since the 70th anniversary of the founding of new China's diplomatic value of affirmation, is on the concept of the human destiny community under the reality of the development of Chinese sports diplomacy response and future prospects. As a Chinese saying goes, "When sports are strong, China will be strong, and when the country is prosperous, sports will prosper." On the road to realizing the two centenary Goals and the Chinese dream of the great rejuvenation of the Chinese nation, China's sports diplomacy will surely shine brilliantly and shine brightly.

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