

Analysis of Promotion Path of War Game Championship

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Abstract: This paper analyzes the organizer, cooperation mechanism, project setup, fairness guarantee, team composition and scale of the main War Game championship, and puts forward that the War Game championship should be promoted: Authoritative competition, cooperation of competition and enterprise, fit National Defense Education, highlight the interest, suitable for viewing, guarantee of fairness, optimize the team. The championship will play a role in promoting War Game, and it will serve the national fitness and national defense education.

Keywords: War Game; Promotion of the championship; Analysis and improvement

1. Introduction

In 2010, War Game were included in the scope of social sports management. War Game, also known as "Human CS activities", Counter-Strike game, is a collection of games, fitness, expansion, military color as one of the emerging sports. In the process of exercise, participants can simulate combat through directional walking, running, shooting and other methods, using technical means such as sound, light, electricity, and mechanical collision, so that participants can gain honor, confidence and pleasure in the tense and exciting simulated shooting (electronic equipment) battle, and exercise their bodies unconsciously^[1]. The game will not produce garbage, so it is green and environmental protection. The development methods of War Game in the expansion activities include: On the offensive, Capture the flag, jungle warfare, street fighting, Infernal Affairs, escort VIP, Scavenger Hunt. which are welcomed and loved by military fans and young people. With the rise of this comprehensive sport, it has attracted the attention of all walks of life, and experts regard it as a diversified national fitness concept.

2. Value and feasibility of carrying out War Game^[2]

2.1 Value of conducting War Game championship

War Game is a form of sports to implement the "National Fitness Regulations" and "National Fitness Plan (2011-2015)" and advocate the concept of diversified national fitness, which is also the theme of the first China War Game championship. War Game originated from simulation technology of military battlefield, and then turned into civilian fitness and entertainment activities, with a strong military colors. As a practical teaching means of national defense education, War Game can make national defense education more vivid and help us to improve students' enthusiasm in learning national defense knowledge.^[3] From 2016 to 2019, the competition was named after national defense education and combined with the content of national defense sports.

2.2 Feasibility of War Game championship

War Game can be carried out in the real scene, the site requirements are easy, and there is no security risks, and the time can be flexibly arranged. It is say that day and night can be carried out. There are no restrictions on the age and gender of the participants, and different individuals can do the appropriate exercise according to their own circumstances. The cost of organization work is low, and it is more in line with the characteristics of the national fitness movement in the new era. It emphasizes teamwork, and the championship is closely related to the daily operation and management of enterprises and institutions. Then it is a national fitness project and suits the majority of employees. War Game originated from online games, and its better mass base migrated to the Human CS activities, which has a strong appeal to the majority of young students. It can stimulate the subjective initiative of college students to participate in physical exercise, and form good physical exercise habits. Then it will improve physical fitness, temper strong will, and cultivate good moral character and fighting spirit of the students.

3. Operation Analysis of War Game championship

As a new way of activity, War Game is favored, and the scale and influence of China War Game Championship is the largest among all competitions. It is necessary to analyze and sum up experience and make up for shortcomings.

3.1 Analysis of cooperation between organizers and championship

The China War Game championship began in 2014, and the higher standard sub-competition was the Beijing Division, which was held in the National Olympic Sports Center. From 2014 to 2021, the War Game finals and regional competitions were basically in cooperation with physical units, and the finals were held in different cities. From the perspective of the Chinese War Game championship over the years, the finals and sub-competitions were hosted by the Social Sports Guidance Center of the General Administration of Sport of the State, and the sports bureau of each district.

3.2 Analysis of event Settings

The events of the first competition were as follows: single spot, single confrontation, double confrontation, five confrontation. The second competition events were: single point, double challenge, five match. The third championship was divided into social group, student group and youth group, and the projects were the same as the second. At this point, the competition items, awards and promotion are becoming perfect. It took good care of each division and excellent teams, and also to ensure the quality and quantity of the finals team. The sixth National War Game championship in 2019 was divided into laser five-person team confrontation, laser three-person team armed cross-country, video shooting pistol, rifle integrated shooting (single). The single rifle shooting of 2020 Shanghai competition was adjusted to three positions shooting, and the single event of 2021 Shanghai Competition was precision shooting. There were five people against each other in the previous event setting, but its parameter setting and winning criteria were slightly different, and the number of lives affected the intensity of the game.

3.3 Analysis of the notary guarantee of the event

The Social Sports Guidance Center of the State General Administration of Sport started from the overall infrastructure of the project, to improve the training system and competition system gradually, including the training of referees and coaches, and the formulation and revision of rules. It was used to build a complete single sports ecosystem. The referees of the previous competitions were selected by the organizing committee from all over the country, and the first competition specially selected senior referees from the Beijing Olympic Games and Nanjing Youth Olympic Games to participate in the organization and judging work to ensure the fairness and notarization of the competition.

4. Experience and improvement of championship promotion

War Game comes from military skills, so the previous Chinese War Game Championship took national defense education content as the theme spirit, which was not only in line with the characteristics of sports projects, but also had a high intention, which was worth learning from. It is one of the important social values to carry out War Game as a form of sports under the background of national fitness, and it is also in line with the social development situation.

4.1 Experience and improvement of competition cooperation

The promotion of War Game events with China War Game Championship as the main theme has a good effect. It provides the platform for War Game enthusiasts around the world to pursue or show themselves at a higher level on the basis of entertainment and communicate technical issue. It is conducive to guide the development of War Game from the setting of events for the social sports guidance center of the General Administration of Sports. The support of businesses makes the competition more perfect in terms of competition conditions, personnel allocation, live publicity, etc., and enhances the quality and influence of the competition to a greater extent when the competition cooperate with enterprises. The event has a better advertising role, and it will improve the visibility of the enterprise, so that the event and the sponsors mutually beneficial win-win situation. At present, the existing problems is that the cooperators of various events are not fixed every year, and we hope to establish a long-term cooperation mechanism to better serve the advertising of the events and enterprises. The location of the finals in a different city each year helps to promote the development of local War Game, and it also increases the interest of participants to travel to major cities outside the competition. Most of the teams who organize the regional competitions are individuals or units with close ties and emotional tendencies to national defense education and War Game. Local organizers should make full use of the enthusiasm of individuals and enterprises for War Game and help them grow through the competition. The event organizers should also look for the meeting point with the development of local social economic, in order to get the support of the local government, to be able to operate the regional events for a long time, and to promote and build the brand of the hosting enterprise, and then it can form a development trend of everywhere and each, at last each

competition has its own characteristics.

4.2 Improvement of event setting

The setting of the content of the competition will guide the development direction of the technical tactics of the activity, and it will also reflect the wonderful degree of the competition, and ultimately affect the effect of promotion. There have been changes in the single event and the double (triple) event in the past competitions, which required the coaches and athletes to make corresponding adjustments and adapt. The changes had a certain degree of influence on the improvement of technology. Therefore, it is necessary to determine the content of the event, so that the participating teachers and students can accumulate experience and gradually improve in continuous competitions. The five-man confrontation project is regarded as the soul of the War Game, which has all the characteristics of military combat, reflecting the flexibility of the confrontation, teamwork and technical and tactical excellence. The game has a strong uncertainty of the outcome, so it deeply attracts participants and viewers. As a game and a mode of movement, it should be combined with sports, competition, fun, enjoyment and other factors in reflecting the limited life of the battle. And the game should give athletes a certain space to show skills, tactics, cooperation and other aspects of the wonderful components. So that it reflects the military color, at the same time it has more obvious sports characteristics, at last it shows the wisdom of the platform.

4.3 The improvement of the notary guarantee of the event

The referee team is another protagonist in the game, and the justice of the judgment is the embodiment of sports civilization, so it is the guarantee of the quality of the event. Then training referees is also an important business promotion force in the promotion of sports forms. Excellent referees need to be honed in the game, and a strong team of referees provides intellectual support for the smooth progress of the event and the optimization of the referee method. The referees of China War Game Championship implement the method of calling from all over the country, which is conducive to brainstorming, powerful and mutual supervision and containment, and ensure the effective implementation of the rules. Considering the cost of selecting referees from different places, we can refer to the referees organization scheme of other mature competitions, maintain a certain proportion of non-local referees, and select a highly respected chief referee to guide the operation of the entire event.

5. Summary

(1) The promotion method with the China War Game Championship as the main theme has a good promotion effect, and it is also convenient for the launching department to effectively guide the project content of War Game competition. So that lovers can have a higher level of pursuit and communication platform on the basis of entertainment. If a long-term cooperation mechanism is established between the event and the enterprise, it can be mutually beneficial and win-win. The venue of the finals changes to a different city every year, it strongly promotes the development of local War Game competition and enhances the interest of participants. The regional competition is in line with the local social and economic development, so as to obtain the support of the government and develop strongly in the long term. (2) The content of the event should be fixed, which is conducive to improving the level of the event. The five-man confrontation project should combine the factors of interest and appreciation while showing the limited life in the battle. (3) The fairness of the judgment is the guarantee of the quality of the event, the selection of referees in different places combines with the operating cost, and the excellent chief referees is important for the event. (4) we should improve the spiritual quality and technical and tactical level of sports teams, and enhance the level of competition. The potential of college student groups should be tapped to participate in the competition. We can give play to the attractiveness of the certificate to college students, and it will encourage the school to organize the competition.

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