



Analysis On The Phenomenon Of Guizhou Rural Football Super League Based On The Systematic Literature Review

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ABSTRACT

In recent years, the "Village Super League" phenomenon in Guizhou Province has attracted much attention. As an emerging force in Chinese soccer in recent years, the rise and rapid popularity of Guizhou's "Village Super League" phenomenon has not only attracted the attention of soccer fans, but also attracted extensive attention from the communication field. The emergence of this phenomenon not only shows the charm of rural culture, but also brings new research perspectives for communication studies. In this paper, we will study the phenomenon of "Village Super League" in Guizhou from the perspective of communication science. This paper adopts the analytical method of systematic literature review to categorize and analyze the communication phenomenon of Guizhou's "Village Super League". It is found that the core communication phenomenon includes the promotion of social media, the influence of the media public, the dissemination of cultural tourism with regional characteristics, the dissemination of traditional cultural elements, the dissemination of the story of the fate of individual villagers, the support and participation of well-known personnel, and the creation of the nature of public welfare and social influence, and a communication model of the phenomenon of Guizhou's "village supremacy" has been drawn up according to the communication intensity of each of these seven points. The communication model of Guizhou's "Village Super League" phenomenon is drawn according to the communication strength of each point. It also draws a communication model for the "Village Super League" phenomenon in Guizhou according to the communication strength of each point, thus providing new research perspectives and references for researchers.

KEYWORDS: Guizhou Rural Football Super League; Systematic literature review; Analysis of phenomenon

INTRODUCTION

In recent years, the phenomenon of "village supremacy" in Guizhou Province has attracted much attention. The so-called "village supremacy" refers to the fact that some villages in remote mountainous areas of Guizhou Province, under the influence of communication science, have gradually become "beyond" the traditional regional limitations, displaying a novel mode of economic, cultural and social development. This phenomenon has attracted widespread attention in the academic world, and many scholars have conducted in-depth studies on it. On the one hand, communication science has played an important role in the

formation of the "Village Super League" phenomenon. Through the entry of media technology and the expansion of the communication network, the access of rural residents to external information has been increased, and the scope of social communication is also expanding (Wang Xiaoyan, 2020). Moreover, some enlightened village cadres and villagers display local characteristics and highlights through self-media and other means, attracting more attention, allowing more resources and funds to be introduced and promoting local development. This kind of communication innovation provides a strong support for the formation of the "Village Super League" phenomenon. On the other hand, communication science also plays an important role in the communication process of the "Village Super League" phenomenon (Li Ming, 2018). The phenomenon of "village supremacy" has been widely publicized in China. With the popularization of social media and the accelerated speed of information dissemination, more and more people have begun to pay attention to the phenomenon of "village supremacy", discussing and disseminating it. Some scholars specializing in rural development have also analyzed the phenomenon of "village supremacy" in depth, and put forward many inspiring ideas and suggestions. The spread of this communication method has further promoted the dissemination and landing of the "Village Super League" phenomenon, allowing more people to recognize the development potential and innovation capacity of remote mountainous areas in Guizhou Province. Communication studies play a crucial role in the study of the "Village Super League" phenomenon (Zhang Mingxin, 2023). Through the theories and methods of communication science, we can better understand the formation and dissemination mechanism of the "Village Super League" phenomenon, which provides new ideas and paths for promoting the development of villages and poverty alleviation in Guizhou Province (Zhao Jianxin, 2017). The phenomenon of "Village Super League" in Guizhou, as an emerging force in Chinese soccer in recent years, has not only attracted the attention of soccer fans, but also aroused widespread concern in the field of communication. The emergence of this phenomenon not only shows the charm of rural culture, but also brings new research perspectives for communication studies. In this paper, we will start from the perspective of communication science to conduct an in-depth study on the phenomenon of "Village Super League" in Guizhou.

METHODS

This paper uses a systematic literature review to analyze and study the communication phenomenon of "Village Super League" in Guizhou, China. A systematic literature review is a method of collecting, analyzing and summarizing existing research on a specific topic. It involves conducting a comprehensive search of various databases to identify relevant studies, critically assessing the quality of the literature, and synthesizing findings to draw meaningful conclusions. A systematic literature review provides a comprehensive overview of the existing knowledge base on a particular topic, helping researchers to understand the current state of research and make informed decisions for further research. This approach is widely used in academic research, healthcare, and other fields to summarize evidence and guide evidence-based verification (Tranfield, 2003). In this article, the literature was obtained from Google Scholar, and the publication period was limited to 2022-2024. The keyword "Village Super League" was searched, and a total of 22 articles were retrieved, of which 17 met the screening criteria (a topic of "Village Super League" and "Village Super League"). A total of 22 articles were searched, of which 17 articles met the screening criteria (a the theme was "Village Super League", b the articles contained information related to the dissemination of "Village Super League",). Through the systematic analysis of the literature review, the phenomenon of "village supremacy" in Guizhou was analyzed in depth under communication studies.

THE RESULTS OF THE STUDY

Through the analysis of the systematic literature review, it can be found that the communication process of Guizhou's "Village Super League" embodies the following communication points.

Table 1: 2022-203 Analysis of the core communication phenomenon of Guizhou's "Village Super League".

Analysis on the core communication phenomenon of "Village Super League" in Guizhou province			
No.	Author (year)	theme	Core communication phenomenon
1	Wu Hao.(2023)	Guizhou "Village Super League" two or three things.	The spread of the fate stories of the rural individuals. The influence of the media public. The positive promotion of social media.
2	He Xianlong.(2023)	Guizhou "Village Super League" football match history words.	The spread of traditional cultural elements. The influence of the media public.
3	Yang Jun, (2023)	The enlightenment significance of Chinese rural sports events "exploding" overseas.	Cultural tourism dissemination of regional characteristics. The spread of traditional cultural elements. The influence of the media public. The positive promotion of social media.
4	Xiao Yunhan.(2023)	Research on the development status and strategy of silver hair Tourism in Guizhou Province.	Cultural tourism dissemination of regional characteristics. The influence of the media public. The positive promotion of social media.
5	Weisha, (2023)	Analysis of news English Translation Strategy based on the Theory of Newmark Communication Translation theory --- Take New Guizhou "A Week Selection" as an example.	The influence of the media public and the positive promotion of social media.
6	Xiaoqing,(2024)	The reflection on the popularity of "rural competition".	The spread of traditional cultural elements. The spread of the fate stories of the rural individuals. The influence of the media public. The positive promotion of social media.
Analysis on the core communication phenomenon of "Village Super League" in Guizhou province(Continue)			
7	Fan Qiuxiang, (2023)	Analysis of the development of Guizhou's big health industry from the perspective of active aging.	Cultural tourism dissemination of regional characteristics. The nature of public welfare and social influence. The influence of the media public. The positive promotion of social media.
8	Wei Zhang.(2024).	On the five-dimensional characteristics of Chinese agriculture and Rural modernization.	The nature of public welfare and social influence. The influence of the media public. The positive promotion of social

			media.
9	Gangqiang.(2024)	Connotation, mechanism, and practical direction of rural sports assisting rural revitalization under the perspective of common prosperity.	Cultural tourism dissemination of regional characteristics. The spread of traditional cultural elements. The nature of public welfare and social influence. The influence of the media public. The positive promotion of social media.
10	Wang Feng.(2023)	Construction of an evaluation index system for common prosperity in spiritual life.	The nature of public welfare and social influence. The influence of the media public. The positive promotion of social media.
11	Stringe .(2023)	Mapping Chinese modernization via 'Village Super League' fever in Guizhou.	The nature of public welfare and social influence. The influence of the media public. The positive promotion of social media.
12	Sky eye news.2023	Guizhou Rongjiang "Village Super League": the most rich flavor of the "super economy".	Cultural tourism dissemination of regional characteristics. The influence of the media public. The positive promotion of social media.
13	BBC. (2023)	Guizhou "Village Super League": how the highly praised rural football league has been discussed.	The influence of the media public. The positive promotion of social media.
Analysis on the core communication phenomenon of "Village Super League" in Guizhou province(Continue)			
14	Cui Xinling.(2023)	The innovative path of live broadcast marketing of rural characteristic tourism products in Guangdong province under the rural revitalization strategy. Modern agricultural research,	Cultural tourism dissemination of regional characteristics. The spread of the fate stories of the rural individuals. The influence of the media public. The positive promotion of social media.
15	Lianhe Zaobao. (2023)	Guizhou Village Super League has signed a strategic cooperation agreement with the English Premier League.	Support and participation of well-known personnel. The influence of the media public. The positive promotion of social media.
16	Yan, (2024)	The success factors of community events: a case study of the Village Super League in Rongjiang (China).	The spread of traditional cultural elements. The influence of the media public. The positive promotion of social

			media.
17	Zhang, (2023)	Zhang, J., & Dai, G.(2023), October).Unveiling Emotional Dissemination in Hotspot Events:"Village Super League" Case Study.	The spread of the fate stories of the rural individuals. Support and participation of well-known personnel. The influence of the media public. The positive promotion of social media.

Positive Contribution Of Social Media

All the articles emphasized the wide and timely dissemination and coverage of "Village Super League" by social media. In today's society, social media has become an important channel for information dissemination. The wide dissemination of Guizhou's "Village Super League" cannot be separated from the positive contribution of social media, and the popularization and wide use of social media among the general public is even more indispensable. The spread of Guizhou's "Village Super League" phenomenon on social media also plays a key role. He Xianlong. (2023). The history of Guizhou's "Village Super League" soccer matches has been published in several magazines, including Guizhou Provincial Records - Sports Records, Qiandongnan Prefecture Records - Sports Records, Bijie Regional Records - Sports Records, and the newly compiled Rongjiang County Records, which is the reason why we can see many reports of Guizhou's "Village Super League" on Google Scholar. This is also the reason why we can see many reports of Guizhou "Village Super League" from Google Scholar. Through social media platforms such as microblogging and WeChat, people can quickly get the latest news and exciting moments about the "Village Super League", which further promotes the spread of the "Village Super League". Yang Jun (2023) pointed out that overseas media should continue to do a good job in reporting village sports events in the new era, which can not only enhance the communication effect of foreign reports, stimulate the emotional resonance of audiences at home and abroad, but also promote cross-cultural exchanges and enhance the soft power of national culture and the influence of the dissemination power of Chinese civilization. At the same time, foreign media can use China's "village games" as an opportunity to spread the image of China's countryside in the new era, convey the values of contemporary China, and write a new chapter of China's modernization and rural revitalization.

Influence Of The Media Public

Media coverage has increased the popularity of "Village Super League" and enhanced its influence on the public. We cannot ignore the influence of the media public on the dissemination of various events. Wei Sha, (2023) points out that the media should emphasize the influence of the public so that people from all over the world can understand "Village Supremacy", and how the media should think about the translation of "Village Supremacy" into the world language from the public's point of view. pointed out that the "Village Super League" sporting event in Rongjiang, Guizhou Province, China, has become a phenomenon with more than 30 billion Internet views. This grassroots soccer tournament, organized by local residents on their own initiative, has sparked widespread attention and discussion on social media platforms. In contemporary times, in-depth understanding of the law of mass emotional communication in hot sports events, paying attention to the communication influence of the media public, as well as finding appropriate communication paths, methods, and events will greatly promote the rate of communication and expand the area of communication.

Cultural Tourism Communication Of Regional Characteristics

It can be found in the results that six articles suggest that the dissemination of "Village Super League" cannot be separated from the regional characteristics of Guizhou, and the cultural tourism of Guizhou's regional characteristics has also been developed rapidly under the promotion of "Village Super League". The emergence of the phenomenon of "Village Super League" in Guizhou is firstly due to its unique regional characteristics. Here, rural food and culture have become the unique symbols of "Village Super League", attracting the attention of many tourists and media. Yang Jun (2023) points out that along with the prosperous rise of rural sports in China, it has enriched the cultural and recreational life of the rural masses, driven the development of the cultural and tourism consumption market, and interpreted it as a phenomenal rural carnival. Xiao Yunhan (2023) points out that the development of rural sports events not only promotes the development of health, but also promotes the widespread rise of silver hair tourism (senior tourism). Fan Qiuxiang, (2023) also suggested that Guizhou's cultural and tourism resources should be fully integrated to develop the smart elderly service industry. These characteristic elements have further enhanced the popularity and influence of "Village Super League" through the dissemination of media.

Communication Of Traditional Cultural Elements

From the results, it can be found that five articles suggest that combining "Village Super League" with traditional cultural elements can promote the wider and more impressive dissemination of village sports events. He Xianlong (2023) points out that Rongjiang's "Village Super League League" has suddenly become a hot topic on the Internet since May this year, which is not a one-day achievement, but a fruitful result of more than a hundred years' accumulation of Guizhou folk soccer, which presents the rich traditional sports and cultural activities of Guizhou from ancient times to the present. Yang Jun,(2023) pointed out that in foreign reports to do a good job in the new era of propaganda and ideological and cultural work, we should be based on more than 5,000 years of Chinese civilization, digging representative Chinese elements, holding up the banner of the community of human destiny, and better serve the overall situation of the cause of international communication. Chinese cultural elements have unique symbols, images, imagery and styles and other characteristics that most Chinese people identify with, and through foreign coverage of rural events let the unique charm of excellent traditional Chinese culture be presented to the world.Xiaoqing,(2024) emphasized that cultural innovation should be used as a way to broaden the space for the development of ethnic and folk sports.Yan (2024) pointed out that rural sports events and ethnic or local cultural display combination, which can be applied to many other fields. This is a product of combining the development of rural sports and Chinese cultural elements in the new era, which opens a window to observe Chinese culture and contributes to the global dissemination of Chinese culture.

Dissemination Of Individual Village Fate Stories

From the results, it can be found that there are four articles proposing the story of rural individual destiny, which has a very fast spreading effect. Storytelling is one of the best ways of international communication. Wu Hao (2023), points out that among the players participating in the Village Super League, there are carpenters, fishmongers, chefs, teachers, takeaway workers, designers, construction workers, deli owners, excavator masters, etc. These grounded identities, together with the identity of the sports competition, make the characters in the Village Super League very storytelling and communicative. Because rural stories in the new era have certain advantages and potentials in international communication by virtue of their local flavor, novelty, and interesting contents, they can often arouse the interest and resonance of international audiences. xiaoqing (2024) points out that the rapid popularity of "Village Super League" is due to its grassroots narrative centered on human experience. The storytelling nature of the narrative satisfies the cultural needs of village sports. There is a big difference between the cultural background of rural sports events and that of international audiences, and this difference has become a highlight to attract audiences. The explosion of rural sports events epitomizes the development and progress of rural China. It took years of hard work by local villagers to find the combination of sports and non-heritage culture, coupled with diversified ethnic cultural performances, which ultimately triggered the event's "outing". In the external coverage of rural sports, on the one hand, should adhere to the small to see the big, small incision to reflect the big theme. Using storytelling to present the development and changes of the new era and its impact on the lives of ordinary people makes it easier for overseas audiences to accept and understand; on the other hand, showing the villagers' struggles with Chinese characteristics and international perspectives, and documenting the process of Chinese modernization with light, shadow and words. Cui Xinling (2023) applies the story of individual destiny of "Village Super League" to the live marketing of rural specialty tourism products, so as to make the individual story and specialty cultural tourism support each other, which produces a very positive effect. This shows that the story of rural China is not isolated and fragmented, but closely connected with the whole world. The foreign coverage of rural events reflects the common emotions between ordinary Chinese and overseas audiences, which helps to better spread the concept of the community of human destiny.

Support And Participation Of Famous Personnel

The participation of famous tournament commentators and village soccer players has added more attraction to the Guizhou "Village Super League". "Their participation not only improves the professional level of the tournament, but also brings more attention and influence to the tournament. "Village Super League" in addition to the request of the Chinese national football Fan Zhiyi on stage, but also invited many well-known soccer players in Hong Kong and other places to the scene. The United Daily News, in 2023, announced that Guizhou "Village Super League" and the English Premier League signed a strategic cooperation agreement, expressing the intention to cooperate with famous soccer players. The presence of celebrities and stars has provided a very effective topic for the Village Super League. At the same time, some celebrities or influential people actively participate in public welfare activities, further expanding the social influence of Guizhou "Village Super League".

The Nature Of Public Welfare And the Creation Of Social Influence

From the results, it can be found that there are six articles which suggest that the development process of Guizhou's "Village Super League" includes the creation of public welfare and social influence. Fan Qiuxiang

(2023) suggests that the development of "Village Super League" can effectively promote and improve the health of the elderly. Zhang Wei. (2024) suggests that the modernization and development of rural areas cannot be effectively promoted without the impetus of village sports, and describes the five characteristics of the social influence created by the "Village Super League". Wang Feng. (2023) pointed out in his article that village sports, as exemplified by Guizhou "Village Super League", have played a very positive role in the spiritual life of rural areas as well as common prosperity. In 2023, Guizhou's "Village Supremacy" was cited as a typical example of China's modernization, and was highlighted as a landmark event in China's modernization. In the process of spreading the phenomenon of Guizhou "Village Super League", it actively focuses on the development of rural education, sports and culture, etc. The organizers of the tournament encourage the development of rural education through various ways. Tournament organizers encourage players and spectators to participate in public welfare activities through various means, making the "Village Super League" not only a sports event, but also a public welfare activity with social significance. This public welfare nature not only enhances the sense of social responsibility of the Village Super League, but also wins it more praise and support.

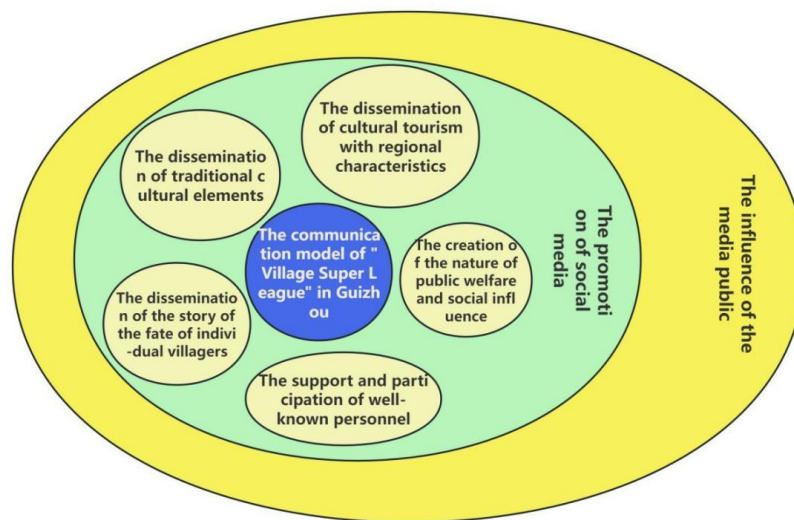


Figure 1: The communication model of "Village Super League" in Guizhou

CONCLUSION

To summarize, the emergence and spread of the phenomenon of "village supremacy" in Guizhou is the result of a combination of factors. The promotion of social media, the influence of the media, the dissemination of cultural tourism with regional characteristics, the dissemination of traditional cultural elements, the dissemination of stories about the destiny of individual villagers, the support and participation of famous people, the creation of public welfare and social influence, and other factors together constitute the communication system of the "Village Super League" phenomenon. This phenomenon not only demonstrates the charm of rural culture, but also brings new research perspectives and inspiration for communication studies. In the future, with the continuous development and in-depth dissemination of the phenomenon, we expect it to bring more positive energy and impetus to the development of China's soccer and rural culture.

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