E-sports Industry Promotes the Iterative Restructuring of Regional Culture Across Modes

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Abstract

While block chain, clean energy and virtual technology gradually complete the profound deconstruction of regional culture, there is also the "re-organization" and "re-visualization" of regional culture. The game paradigm is the operation mode, communication language and interaction mechanism of e-sports. With "digital drive, cultures, art, innovation" as the starting point, the visual elements of the research on regional culture and block chain extending reality, realize the decentralized VR/AR/MR born from the physical world and the world seamless link (heart) and yuan universe the fusion, the technology is advance esports transmission iterative build regional culture important focus.

Keywords: e-sports; cross-modal; regional culture; iterative construction; interactive experience

Introduction

With the gradual development of e-sports industry at home and abroad, its business model has been iterated and upgraded, and gradually developed the commercial value of new media, media copyright, peripheral products, derivatives, art and cultural activities, tickets, theme events, advertising and other multi-mode. E-sports is a characteristic communication medium and an extension of human skills. E-sports media reproduces "multiple emotions", "cultural story", "data body", "skill iteration" and "interactive experience" as the new main way of communication, realizing the empowerment of individuals, that is, the gradual return of information transmission power to individuals. It is also an industry category integrating sports competition, intelligent technology, interactive entertainment, cultural tourism and other fields, which lacks artistic and cultural characteristics for its own development. How to apply regional excellent traditional culture in the e-sports industry is a subject that needs further research and exploration [1].

The excavation and development of regional art and culture in the e-sports industry should conform to the national conditions, keep pace with The Times and have the characteristics of The Times. Regional culture is full of the unique charm of each nation in the process of proposing, inheriting and innovating. Thanks to the rich historical and cultural connotation and huge space for creative innovation, Driven by regional culture, the characteristics of e-sports art and cultural elements can become a good carrier of cultural creative economy. The plan is to create a new idea, new pattern and new direction for the development of digital e-sports sports culture industry, and promote the upgrading of regional "science and technology + sports + culture" industry. Through the visual application research of regional cultural elements in regional e-sports industry, this paper expands the design forms of various e-sports industries through new technologies and concepts, so that people can further understand and carry forward traditional culture and art through more and newer channels [2]. Regional e-sports industry has experienced exploration, development, maturity and outbreak period,

has been preliminarily realized a mature operation and form a relatively complete industrial chain, and in the future, regional relying on traditional culture, local culture, the silk road culture, etc., need to create a more entertainment, art, home, federation, fusion, and commercialization of e-sports industry.

Technical support and artistic innovation of e-sports industry

New visual interfaces to "regional features" and "transmission" as the core, with practitioners of originality and professional services for all kinds of e-sports industry, to create the most authoritative and most influential regional art culture e-sports industry, relying on the Internet media platform and esports interactive mode, multi-angle, multidimensional promotion of regional culture and art, To vigorously promote art, history and culture as its own responsibility, so that the "regional characteristics of culture" in the future become the cultural card of China and even the East.

E-sports in creative industry is a high technology intensive industry, involving many frontier cutting-edge technologies, including 5 g, AR, VR, MR, BIG DATA, cloud computing, intelligent terminal, block chain technology, etc.[3], using new technology and traditional culture and art fusion of e-sports platform to make people interact, contact gradually appeared, such as: In terms of cultural and artistic innovation and inheritance, traditional cultural story scenes are brought into mode, historical characters are experienced personally, traditional costumes are recreated in e-sports characters, and historical and cultural buildings are restored virtual. In terms of technological innovation, VR game character design visualization, AR platform character interaction virtualization; MR cross-regional scene simulation and experience, etc., the application results of the integration of cutting-edge science and technology and traditional culture and art in the e-sports industry are constantly updated; It has greatly deepened people's understanding of the development direction of the new e-sports industry. Especially, under the continuous innovation of new technology, the collision of Chinese and Western cultures makes the application of regional culture and art in the regional e-sports industry broader and more diverse [4].

Artistic and cultural cognition of e-sports audience

Audience overall regional cultural and economic levels of cognitive is not high, many teenagers audience's understanding of the silk road culture is not enough, especially regional floating population is more, it is difficult to control as a whole, the understanding of regional traditional culture have no root, the lack of a reasonable structure of the art ecosystem, need to spend a lot of energy industry time to interpret regional culture, the silk road culture, Then through the local color rendering characteristics, regional e-sports to create a unique new strategic industry, so as to further build a new regional [5].

As a new form of cross-media and multi-modal cultural entertainment, e-sports has a great influence on teenagers. Teenagers in perceptual sense, social psychology, personality traits, cognition, communication way of thinking, aesthetic temperament and interest, etc to form the unique era characteristics, in this group, traditional Chinese art, including intangible cultural cognition is of great potential for development, how to ensure that these traditional art culture can continue to live on is a challenge for teenagers. In recent years, e-sports on inheriting traditional Chinese culture has a good business environment and perfect market operating mechanism, this is mainly thanks to guide regional characteristic city development direction of cultural strategy, visual art culture element in the e-sports industry application is in the development stage and more in need of a better combination of business and culture, Link traditional art and culture industry through new e-sports platform [6].

Regional cultural restructuring of e-sports in the context of cross-modal vision
The technical methods of e-sports under the cross-modal visual interface

The image design of specific cultural and entertainment products should be fully applied in the cultural and entertainment products, especially in the popular e-sports game products. No matter the scene setting, character image design, role cultural interaction and other links, it is necessary to establish regional silk Road cultural characteristics image. Inheriting regional art culture through e-sports communication channel innovation [7]. The non-quantitative morphological matrix design of regional visual elements is carried out, and the original conception is proposed for the communication function of visual elements in Qinqiang Cavity. The visual

emotional effect is solved, and the spatial modes are expressed by using emotional multiple group atlas (see Figure 1).

Figure 1
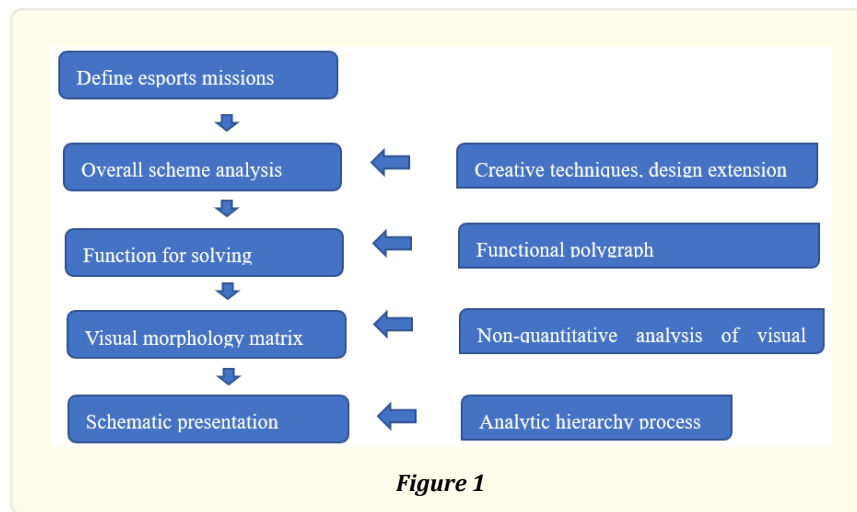
Cross-visual media construction method: receive players' cross-visual media emotion data -- extract alienation emotion characteristic values -- generate cross-visual media emotion matrix -- construct cross-visual media emotion multiple group map; First iteration, second iteration and inverse iteration cumulative variable analysis, into the non-quantitative morphological matrix design of visual elements; Analytic hierarchy process (AHP) is used to research and analyze the background of regional cultural elements, the current situation and content of visual application, interaction characteristics, economic and social benefits, and commercial prospects in the cross-visual space of e-sports. Combined with the current context of Internet, new media, virtual technology and cultural industry, deepen cultural output and international exchanges, seek how to develop e-sports plot design and Internet cultural output, and build an industrial chain of digital intangible cultural heritage heritage.

Regional cultural design methods of e-sports

When the spiritual and cultural value of regional e-sports entertainment is reflected, it is necessary to meet the artistic aesthetic and emotional needs of young audiences according to the unique regional cultural background of silk Road. The embodiment of the visual characteristics of Silk Road culture in e-sports can prompt the public to take the market economy as the guide, take science and technology as the power, seize the opportunity promoted by the current new cultural media, so as to speed up the communication of traditional culture, the interconnection of national spirit and the effective development of product economy among e-sports industries [8]. E-sports not only carry the symbolic value of art and culture, but also lead the young generation to appreciate the charm of traditional culture more deeply.

E-sports visual form can be used in the design of "touch", used to participate in the "mood", use imagery "painting", with interest "lyric", "expression" with content, interacting with an "love", "union" with colour methods such as creation, clever esports image design can reflect the "flavor" of the traditional culture of the city, We can also design e-sports games, products and advertisements by means of giving implication, landscape freehand painting, integration and transformation, figurative expression, abstract exaggeration, combination and grafting, and internal and external combination [9]. Only by deeply excavating the heritage, connotation and formal beauty of the traditional culture of the Silk Road can we gradually do a good job in the visual art design of e-sports. The final results should not only meet the aesthetic value of contemporary society, but also meet the needs of increasingly prosperous life, and play a role in the spread of positive cultural energy.

Diversified art forms of e-sports

Inheriting Traditional Chinese culture through e-sports has become a new trend. Most electronic games have the story of a typical kernel, the rich storyline, diverse characters and so on, is rich in the aesthetic characteristics of art, is more a reflection of history and values, especially the traditional culture, national culture and regional culture can be through the characters, setting, plot, etc., at the same time also is not the lack of aesthetic modernity. Glory to the king, for example, the hero called games don't regularly updated version already has more than 5, 600 million of the world's players, there are more than eighty percent of the characters from Chinese history and traditional culture, through the shaping of the characters and skills of setting, will exert a subtle influence on many of the traditional art of visualization, language culture is passed to the audience, Its artistic and cultural communication influence can not be underestimated [10]. Esports games can be interchangeable between a wide variety of art forms, such as film, television, theater, literature, painting, etc. Film and games are converging in today's information explosion.

Conclusion

How to use electronic athletics the new media spreading traditional Chinese culture is a subject deserving of study in the cities of the regional art culture provides the development of e-sports industry unlimited creative space, greatly promote and enrich the e-sports games, advertising, events and its derivative product design ideas and performance. We have every reason to believe that one day, esports media will dominate art and culture communication. At present, there is no literature directly studying the visual application form design of artistic and cultural elements in the e-sports industry from the perspective of regional cultural elements at home and abroad, but there have been relatively mature studies on informatization big data platform, block chain, 5G and other technologies in the e-sports industry. At present, there is a lack of research on the form design of regional culture in e-sports industry from the perspective of art.

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