A Brief Talk on the Popularization of E-sports Education in Colleges and Universities in China

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Abstract. E-sport has developed rapidly in recent years in China, but the popularization of E-sport education in colleges and universities in China lags behind. Realizing the necessity of the popularization of e-sports education in colleges and universities, finding out and solving the problems in the popularization process are conducive to the popularization of e-sports education and the healthy development of China's e-sports industry.

Introduction

As a new industry of China, E-sports need not only the support of the government, but also the continuous supply of high-quality talents by the education from colleges and universities. However, the development of E-sports education in our country is lagging behind, which requires us to recognize the necessity of popularizing E-sports education and continue to advance this specialized education.

Electronic Games and Electronic Sports

As a new industry, electronic games have developed in foreign countries for more than 60 years. With the popularity of computers, electronic games have gradually entered the public's vision. The earliest recorded electronic game was Tic-Tac-Toe, which was born in 1952. At that time, the game was only run on a vacuum tube computer and was not put into practice. In the 1970s, the bases of electronic games were built in Japan and the United States. Since the 1980s, the development of video games has gradually entered the fast lane. Many games, such as Super Marie, Tetris and Final Fantasy were launched one after another. The sales of some games have exceeded tens of millions, which has greatly promoted the development of electronic games. According to data, global video game revenue exceeded $100 billion in China, which has 600 million players, contributed $24.6 billion to this effort, surpassing the United States, which earned $24.1 billion. In addition, in 2017, China's game market sales revenue reached 203.6 billion yuan, an increase of 23% year-on-year, ranking first in the world. By 2020, the revenue of the global game industry is expected to reach 129 billion US dollars.[1]

The development of video games in China started late. Due to the limitations of network and computer conditions, the electronic games in China began to develop gradually in the 1990s. At that time, in addition to foreign video games, there were many excellent original video games in our country, such as The Legend of Swordsman, Swordsman Love, and so on. China's video games started relatively late, but the pace of development is still very fast. In the 21st century, with the rapid development of the Internet, online games have emerged as an important part of electronic games.

The existence of video game market provides stable development conditions for electronic sports industry. Since the 1990s, e-sports have gradually become an important industry in some developed countries, such as Europe, America and South Korea. E-sports in South Korea even once became a comparable industry with the automobile industry, and its development prospects are obvious. In our country, the development of e-sports has entered the normal development track after the initial exploration. Especially in recent years, the Chinese government's support for the e-sports industry has further accelerated the development of e-sports.
Electronic games and electronic sports are closely related, but the difference between them is obvious. Electronic games are general recreational activities and leisure activities. Electronic sports is the 99th sports item approved by the General Administration of Sports of China in 2003 (later changed to 78th), which is a part of competitive sports. By definition, they are essentially different. In addition, in the society of commodity economy, their ways of making profits are also different. The profit of electronic games mainly depends on the sale of software products, services and related peripheral products, while the profit of electronic sports depends on the investment of issuers, corporate sponsorship, game agents and competition ticket revenue.[2] From this point of view, E-sports itself contains a typical feature of competitive sports. With the separation of entertainment and professionalism, electronic games are received by the public, while electronic sports are characterized by specialization.

**Necessity**

First is the need of training high-quality talents in e-sports industry. Since the development of e-sports in China, some world champions have emerged in different games. From the original world champion Li Xiaofeng of Warcraft to the recent world champion of the League of Heroes won by IG Team, Chinese e-sports has witnessed remarkable results. However, these achievements cannot cover up the fact that the quality of participants in e-sports in China is low. In addition, with the rapid development of network media, we should also pay attention to the quality of the anchors in the live broadcast platform. The quality of the anchor is uneven and the industry is chaotic, [3] which has a negative impact on those who love e-sports and often watch live broadcasts. What needs to be improved is the thinking ability, reaction ability, team spirit, self-control ability, coordination ability, will power and sportsmanship of the participants in e-sports. The adaptability of the participants to the modern information society also deserves great attention. Therefore, promoting the all-round development of the educated is one of the important paths of e-competition education.[4]

The second point is the requirement of the industrialization of e-sports. Industrialization of many traditional industries is closely related to the development of University majors. The same is true of e-sports. In the process of school-enterprise interaction, on the one hand, enterprises can provide material and economic support for colleges and universities and provide valuable practical opportunities and jobs for college students, because it is not enough for students to rely on courses, especially in e - sports, a highly practical specialty. On the other hand, schools provide talents for enterprises and give practical help to enterprises to increase their production, change their performance and improve their efficiency, thus becoming an industry leader. Only in this way can they be attractive to enterprises. These valuable experiences can promote the healthy development of e-sports industry and achieve a win-win situation for schools and enterprises. In addition, the theoretical research on the development model of e-sports industry in colleges and universities can provide powerful theoretical guidance for industrialization and effectively guide practice. What's more, the popularization of e-sports education also can optimize the management of enterprises and promote the overall development of e-sports industry through such interaction. Relevant government departments, universities, enterprises and society are attaching much importance to knowledge innovation, transformation of scientific and technological achievements and development of scientific and technological industry in universities, which can promote the optimization and upgrading of e-sports industrial structure.

The last point is the need to improve the university education system. If the current e-sports industry has begun to develop, our country is still at the trial stage in e-sports education in colleges and universities. Some colleges and universities have offered courses related to electronic games and e-sports, but specialties related to e-sports are scarce. At present, the main lack of talent in the e-sports industry includes e-sports referees, e-sports coaches, e-sports data analysts, e-sports commentary, e-sports anchors, physical fitness trainers, psychological counselors and nutritionists. The courses set by the "E-sports major" in higher vocational colleges are not good enough to train employees in the e-sports industry.[5] That is to say, not only the competitors who participate in the
e-sports competitions, but also the jobs related to the e-sports industry are under-staffed. It is unrealistic to devolve the training of these talents to the society and enterprises. The university education system should supplement this link, which is not only the requirement of talents cultivation, but also the only way to improve the university education system.

**Problems and Countermeasures**

The first problem is social identity. With the development of e-sports industry and the gradual prominence of its contribution to the economy, the social identity of E-sports has changed, but there are still many inherent concepts that hinder the popularization of E-sports education in universities. There is an old saying in China called "People lost in play will lose their aims". Many media and parents do not understand e-sports education. They believe that e-sports will make students addicted to it and affect their normal life and study. If we really integrate e-sports into education, it is very likely that students will indulge in it. Even many parents think that there is no difference between conducting e-sports education and playing games in Internet cafes. In fact, in the course of the development of e-sports, there are indeed some problems such as the confusion of management system, the low social acceptance and the lack of strict anti-addiction measures. However, these situations have now changed greatly. Reversing this outdated concept requires the cooperation of the school. In the process of higher education, the university plays the role of organizer and guide. It should strictly implement the national regulations, reasonably set up the curriculum and cultivate the comprehensive quality of the students majoring in e-sports, not just for the sole purpose of achieving good competition results. The media should carry out reasonable supervision and publicity. On the one hand, they should appeal to the society to pay attention to internet addiction and urge relevant enterprises to implement the anti-addiction mechanism. On the other hand, they should strengthen the publicity of e-sports as part of competitive sports and reverse the direction of public opinion, especially the worries and fears of many parents about the video game itself. Parents should also change their concepts and innovate their ideas, and support their children in choosing the major of e-sports. Only by combining these factors can we standardize and regularize e-sports education, thus changing the view of "e-sports = playing games = doing nothing".[6]

The second problem is the employment situation. Because our country's E-sports can be said to be in the initial stage, the income of E-sports athletes cannot be better guaranteed than that of traditional workers. Therefore, many students are in high spirits at the beginning, but finally they choose to give up their major after seeing their employment prospects. In fact, on the one hand, we should notice that measures should be taken to enable college students to establish a healthy concept of employment income. On the other hand, this issue is not so simple as the traditional industry. We should promote the development of e-sports, make it more professional and market-oriented, and let college students see that the prospect of engaging in this industry is bright. Only in this way can they choose to engage in e-sports from their heart.

**Summary**

With the strong support of our country, e-sports is ushering in new development opportunities. Therefore, it is necessary to popularize e-sports education in colleges and universities, which is not only a necessary measure to transport high-quality talents for the e-sports industry, but also the only way to promote the healthy development of the whole field of e-sports. We still have a long way to go.

**References**


