

## Innovative Ability Training of Sports Interpretation Talents Based on OBE Concept and MECE Analysis

Ziye WANG<sup>1,a</sup>, Shu FENG<sup>2,b\*</sup> and Bin HAO<sup>1,c</sup>

<sup>1</sup>College of Journalism and Communication, Wuhan Sports University, Wuhan, Hubei, China

<sup>2</sup>Huafeng Meteorological Media Group of China Meteorological Bureau

<sup>a</sup>prince\_83@126.com, <sup>b</sup>11802335@qq.com, <sup>c</sup>21257075@qq.com

**Key words:** Innovative Ability Training, Sports Interpretation Talents, OBE, MECE

**Abstract.** Social and economic progress has increased publics' demands and hopes for sports appreciation, which brings new challenges for sports commentary. This paper focuses on the growth of sports commentators and their innovative abilities, expounds the connotation and role of sports commentators, as well as the work content and quality requirements of them, discusses the Outcome-Based Education model, and puts forward the cultivation of innovative sports commentators objectives oriented to multi-dimensional subjects. Through MECE analysis and in-depth investigation, the ability and quality indicators of sports commentary talents are designed, and the ability expression of sports commentary innovative talents is clarified. Taking this as a logical starting point, the cultivation ways of sports commentary talents and their innovative ability are analyzed. By the scheme design and the summary of practical experience, it provides direction and suggestions for the growth of more excellent sports commentary innovative talents.

### Introduction

Sports commentary is regarded as a new industry which is stimulated by the practice of sports event broadcasting [1]. From the practical effect, it promotes the popularity of sports events and improves the dissemination effect of sports events. In this sense, sports commentary also plays a very good role in promoting the sports and health of the people [2,3]. With the sports events increasingly entering the public life, the numbers of relay projects and venues are heightened greatly, the job of sports commentary is more and more accepted and welcomed, the necessity and importance of this post is more and more recognized by people [4].

Nowadays, with the continuous integration of various media and abundant channels of information dissemination, how to train excellent sports program interpreters and develop their innovative ability is a significant topic for sports media educators [5-7].

### Sports and Sports Interpretation

#### Connotation and Role of Sports Interpretation

Social and economic development has laid a good foundation for the popularization of sports and the spread of sports culture. Language workers serving TV and internet sports programs include sports commentators and sports narrators as well as sports news announcers and hosts.

With the improvement of people's living standards, the public generally participate in various sports activities with a positive and active attitude, and the appreciation of sports events has become a hobby of more people. Being supported by the Internet and information technology, people can enjoy all kinds of sports events held around the world without long-distance travel [8]. Usually, a wonderful sport match cannot be separated from the narrating and interpretation of the high-level sports commentator. Through the real-time description of the sport scene and the analysis of the technical points of the participants, the sharing of the wonderful moments in the course of the competition brings the feeling of watching the game (remotely) to people [9]. There are a lot of contents in the process of event explanation, but they all follow the same essential characteristics and thematic roles. Fig. 1 shows the connotation and function of sports commentary [10].

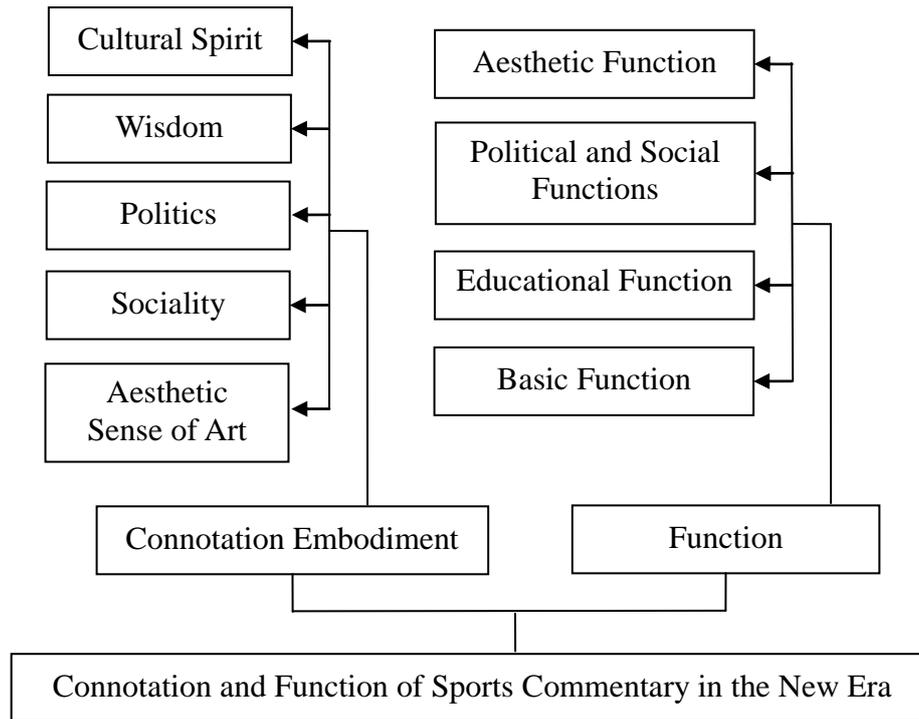


Figure 1. The Function and Connotation of Sports Interpretation.

### Work Content and Quality Requirements of Sports Commentators

Sports commentary refers to the broadcasting and commentary activities that report the actual situation of the competition on the spot in sports competitions. It also includes the broadcasting and commentary activities that relay the situation of the competition according to the TV or network signals from other sources, which brings the audience the feeling of being in the situation and obtains the detailed information about the competition.

Explained with constructivist theory, a person's understanding of a phenomenon or thing is based on the concept in his mind, according to the similarities and differences between separate things, to classify things to understand and comprehend [11]. In sports broadcasting, sports commentators and spectators almost simultaneously see the actual situation of the match, and use their own experience to understand its significance around the ongoing competition. The commentators also shoulder the responsibility of sending sound signals to the audience and assisting the viewing. They should be able to acutely understand the situation on the field, and can use their own knowledge knots as well, to construct, quickly grasp the meaning of the image, but also can affect the audience, help them understand the information, both play a "narrative" and "evaluation" dual role. Therefore, sports commentators should have profound literacy and quick and superb ability to deal with problems. Besides the qualities required by the general communicators, they should also have the special ability to be competent for the specific position of sports commentator [12]. This paper summarizes the quality of sports commentators into the following six categories: clear sense of social responsibility; strong dedication; multi-directional knowledge structure; calm and agile adaptability; profound language expression skills; and innovative spirit and creative ability.

### OBE Educational Concept and Training Objectives of Sports Interpretation Talents

#### Outcome-based Education Model

OBE (Outcome-Based Education) is a goal-oriented (output-oriented) education model, which represents a new education model and a change of the traditional "content-based" education paradigm [13]. It has been well used for more than 20 years worldwide, which is guided by students' learning output and emphasizes the implementation of teaching around the abilities that

students need to acquire [14]. The OBE concept pays attention to the learning achievement of the learner, emphasizes the degree of the learner's knowledge and ability, and holds that educators must have a clear expectation of the ability level that the learner will achieve when he graduates, organize the teaching process according to the expected learning outcome as the central goal, and guarantee the learner's ability to meet the requirements [15]. The so-called "learning outcome" here refers to the knowledge, skills, professional accomplishment and personality that learners should possess when they complete their studies. The teaching plan and curriculum arrangement follow the reverse design and positive implementation, forming a continuous improvement cycle of education quality with the main line of "defining expected learning outcome - realizing expected learning outcome - evaluating learning output".

Under the guidance of OBE concept, the reform of sports media professionals teaching and training system needs to do well in the following four aspects. It is necessary to clarify the internal relationship between curriculum orientation and professional training objectives, to make an in-depth analysis of teaching content selection and cultivation of the main ability to support the relevance. In addition, the correlation degree between curriculum learning evaluation and learning subject ability evaluation should be analyzed to form a diversified teaching evaluation system. At the same time, special attention should be paid to the combination of theory and practice. Only in these ways can the training of sports commentary professionals achieve good results under clear and definite training objectives.

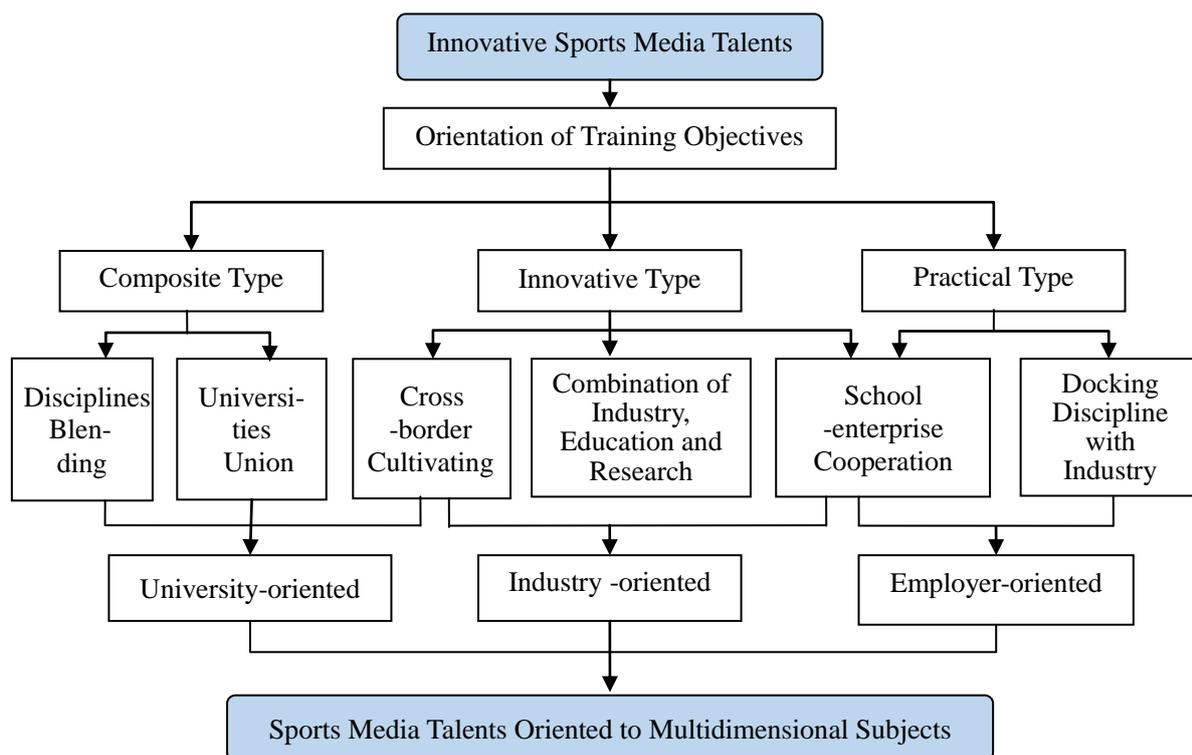


Figure 2. Sports Interpretation Talents Training Objectives for Multidimensional Subjects.

### Training Objectives of Sports Interpretation Talents Oriented to Multidimensional Subjects

Fig. 2 shows the goal of training sports interpreters for multi-dimensional subjects.

In order to meet the needs of multi-dimensional subjects and set up the training goal of sports commentators in the new era, it is necessary to give comprehensive consideration and design. The advantages of discipline characteristics should be matched with the needs of the industry, the orientation of personnel training should be matched with the development prospects of the industry, and the needs of employing enterprises should also be matched as perfectly as possible.

Based on the construction of school talent training base, it is necessary to cultivate compound talents through the combination of universities and disciplines. For employers, it is necessary to

achieve docking with industries, business and enterprises to cultivate practical talents. Facing the future of the industry, it is necessary to cultivate innovative talents by combining practical application, teaching and research.

## MECE Analysis Method and Training Requirements of Sports Interpretation Talents

### MECE Analysis and Its Meaning

MECE - (Mutually Exclusive and Collective Exhaustive) analysis is an effective tool for classified thinking [16]. It emphasizes two key points, i.e. one is "independence" while the other is "exhaustion", which means that for the analysis of problems, it focuses on the decomposition of an object into several parts which are independent of each other. Moreover, no segments can be omitted or overlap between different segments can be made. Thus, it can be guaranteed that the analysis of things must be comprehensive and reasonable. When dividing a whole (system) into different parts (components), it has to be ensured that different events (elements) are mutually exclusive and do not produce overlapping of phenomena. All of these elements must be analyzed one by one and exhaust them completely. Then, a "reasonable" and "comprehensive" effect is available to be achieved.

In the analysis of the training requirements of sports commentators, the formulation of training programs and teaching plans, the use of MECE method can make the design of programs as complete as possible.

### Analysis of Training Requirements for Sports Interpretation Talents

By using the method of MECE, this paper decomposes the requirements of employing units for all aspects of quality of sports interpreters.

In order to understand the quality requirements of sports commentators in the industry and employers, the team conducted questionnaires in 2014 and 2018 to understand the requirements of employers for sports media graduates. The questionnaire mainly lists professional ethics, professional theoretical knowledge, computer skills, writing ability, language expression ability, practical ability, team cooperation ability, business communication ability, organizational coordination ability and innovative thinking ability.

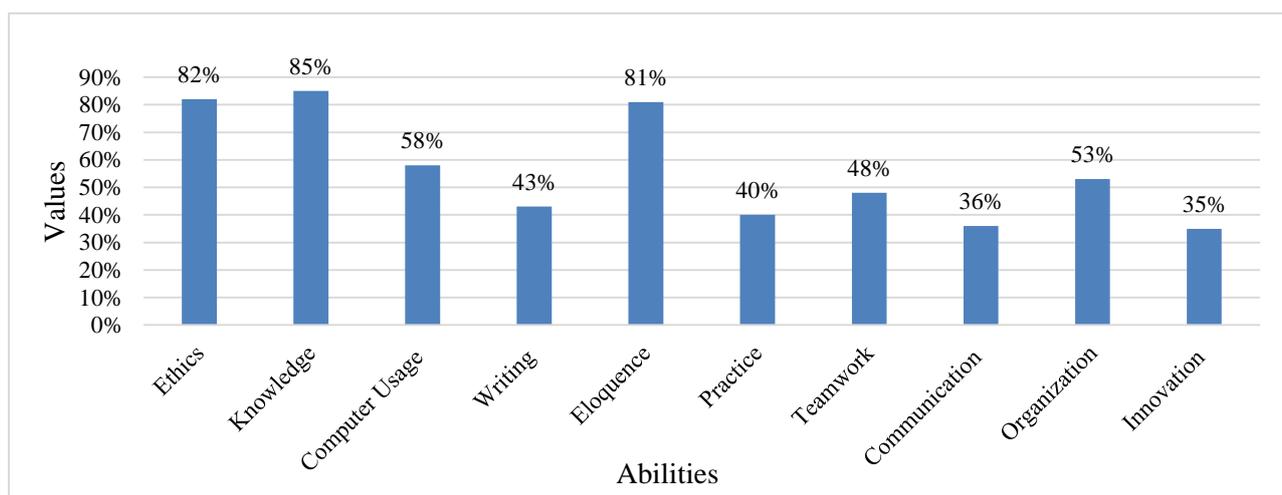


Figure 3. Employers' attention to sports commentary requirements for graduates (2014).

According to the survey in 2014, the employer attaches most importance to two aspects of the abilities: professional knowledge and skills, professional ethics and language expression ability. For other aspects, only 35% of employers think that creative thinking ability is more important or important; 53% think that organizational coordination ability is more important or important; 47% think that general writing ability is more important or very important; 43% think that general writing ability is 57%. This reflects that most employers believe that professional ethics and

professional knowledge are necessary for the first-time employment of media students, and the ability to express is also very important, while the requirements of innovative thinking, organizational coordination and writing ability are not high. The survey of students and teachers majoring in sports media also shows that the recognition of innovation ability is relatively low.

Fig. 3 is the result of a survey conducted in 2014. It shows that employers attach importance to all aspects of sports commentary requirements for graduates: professional ethics literacy (82%), professional theoretical knowledge (85%), computer application ability (58%), writing ability (43%), language expression ability (81%) and hands-on ability (40%), team work ability (48%), business communication ability (36%), organizational coordination ability (53%) and innovative thinking ability (35%).

In 2018, we conducted another questionnaire survey on employers, students and teachers. In this survey, we refine the content of innovative thinking into several specific indicators, such as rapid knowledge updating, data processing and analysis, insight into abnormal situations, and resistance to environmental pressures. Statistics show that the indicators here are selected as important or more important. This shows that in the context of the new era, employers, students, teachers and other parties have a new understanding of innovation ability. It is generally required that sports media graduates not only have a solid professional foundation, but also have a new mode of thinking, interdisciplinary integration of knowledge to solve complex problems, and innovative thinking is the basis for the formation and development of general skills.

From Fig. 4, it can be seen that the importance that employers attach to all aspects of sports interpreters' requirements, which is the result of a survey conducted in 2018 is quite different. Specifically: professional ethics literacy (84%), professional theoretical knowledge (85%), computer application ability (58%), writing ability (54%), language expression ability (83%), practical ability (48%), team cooperation ability (48%), business communication ability (38%), organizational coordination ability (62%); Update (65%), data processing and analysis (68%), insight into abnormal situations (70%) and resistance to environmental pressure (72%).

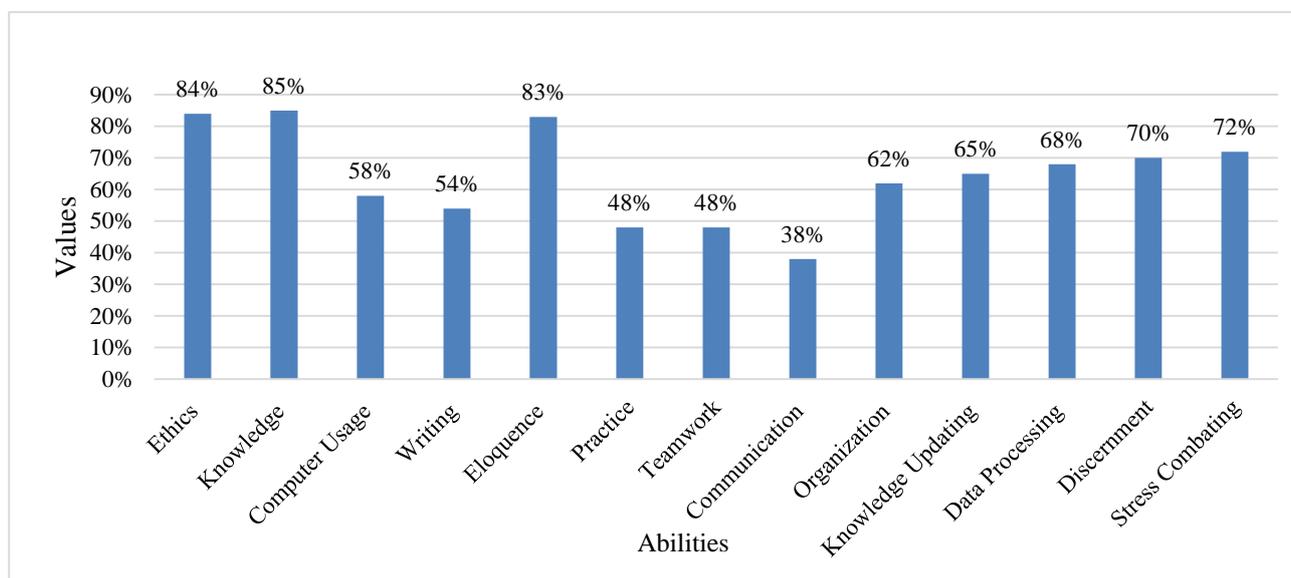


Figure 4. Employers' attention to sports commentary requirements for graduates (2018).

By comparing the results of the survey four years apart, it is obvious and clear that society, industry and enterprises have more and more definite understanding and attention to the innovative ability of professionals. This should be regarded as the direction and goal of training sports interpreters.

### Cultivation of Innovative Ability of Sports Interpretation Talents

Like other professions and directions, the requirement of innovative spirit and ability of sports

commentators has been raised to a high level, which has been paid attention to by all walks of life.

### **Reflecting the Innovative Ability of Sports Interpretation Talents**

Sports commentary is a comprehensive and advanced art, and the requirements for commentators are becoming all-around. Only a commentator with excellent comprehensive quality can be competent for this arduous work.

**Professional theoretical literacy of sports commentators.** According to the usual point of view, sports events broadcasting belongs to the scope of sports news reporting. Sports commentators should follow such criteria as "authenticity, objectivity, calmness and neutrality" of news. This understanding is not entirely accurate. In addition to the characteristics of "journalists", sports commentators also have the characteristics of "entertainers". It is necessary to have special abilities to interpret competitions so that they can be understood, liked and fascinated. Sports commentator's position can have a certain tendency. It needs to be enthusiastic and passionate when explaining. It also needs to be good at explaining competitions by artistic means, so as to attract people to win. All these require sports commentators to have a high theoretical literacy of sports commentary profession, and have a clear and accurate understanding of the nature of work, principles and methods of the job.

**Professional quality of sports commentators.** Sports commentators should possess certain ideological quality, professional quality, language expression quality and physical and mental quality. The more optimized the quality structure, the better the sports commentators carry out their commentary work. Sports commentators should also have strong interpersonal communication skills, good hosting skills and on-site coordination ability.

The quality structure and ability characteristics of sports commentators are the theoretical premise and practical guide for the professional training of sports commentators. Sports commentary is a kind of language art, and it can also be the carrier of sports information, which also has the technical and tactical literacy of coaches, the rule familiarity of referees, and the theoretical richness of scholars. Professional and intensive study of one or two items is a major symbol of the gradual maturity of the commentary industry.

**Innovative Ability of Sports Interpretation Talents.** The innovative ability of sports commentators is reflected in many aspects. In addition to a clear sense of social responsibility, a strong sense of dedication, a multi-dimensional knowledge structure, calm and agile adaptability, and profound language skills, their innovative spirit and innovative ability are also an important aspect.

As mentioned earlier, innovative commentators need to perform well in terms of "rapid knowledge updating", "data processing and analysis", "insight into anomalies" and "resistance to environmental pressures". They should have a unique perspective, be good at finding, analyzing and solving problems from a systematic point of view, and can put forward solutions in as short a time as possible. They should also be able to undertake the work of "editing and broadcasting", improve news sensitivity, quickly extract valuable news points, and use multiple channels to complete the work. The dissemination of competition information should have strong information processing ability, be good at using the most advanced equipment and tools, and be able to do the summarizing, forming its own unique style and high work efficiency. In the interpretation work, it is unique, better guide the audience to watch the game, while making them learn more knowledge, make their body and mind happy.

### **Cultivation of Innovative Ability of Sports Interpretation Talents**

Studying the quality structure of sports commentators is the logical starting point of constructing the training mechanism of sports commentators and determining the training plan. Choosing effective ways to train sports commentary professionals can start from the following aspects.

**Enriching teaching methods.** Teaching is a process of communication between teachers and students. Through connection and communication, the understanding between teachers and students is increased, and teachers are urged to change or innovate teaching methods [17] in the light of students' characteristics and actual learning conditions, which can stimulate students' enthusiasm,

increase students' confidence and lay the foundation for students' development with better innovative ability. For example, teachers should create teaching environment for students by combining the content of textbooks and the demand for talents in the development of industry to promote students' theoretical knowledge ability and practical operation ability to improve together. Teachers can also guide students to take part in social practice activities during winter and summer vacation, increase their understanding of society, make them correctly realize the importance of innovation ability, and actively exercise their own innovation ability.

**Increasing Practical Teaching Activities.** To increase practical teaching activities [18], colleges and universities can choose to cooperate with enterprises related to various majors, or with other schools with the same or similar majors, or increase cooperation among campuses, create teaching practice platforms, and increase and enrich practical teaching activities. Increasing cooperation between colleges and universities is conducive to increasing the ways for students to participate in teaching practice, increasing students' interest in practical teaching, encouraging students to actively participate in practical teaching, ensuring the time and effect of practical activities, and improving students' innovative quality and creative ability.

**Creating a Good Innovative Learning Environment.** Colleges and universities should actively create a learning environment suitable for students to carry out innovative activities, promote them to carry out innovative learning, and improve their innovative ability. For example, before carrying out teaching activities, teachers should ask students put forward bold ideas related to teaching content, and guide them to demonstrate and conjecture ideas, so as to improve students' ability of knowledge application and innovation. Schools should actively organize innovative activities. Innovative learning environment should be designed around students' actual learning needs and students' characteristics. Innovation should be gradually infiltrated into daily learning and life, and students' innovative thinking should be strengthened, so that students can use their own innovative thinking to improve their creative ability.

### **Practice of Training Innovative Ability of Sports Interpretation Talents**

In the training of sports commentators, our school pays attention to the cultivation of students' innovative ability and takes a series of measures to strengthen the training of their ability.

The basic ideas of "laying equal stress on skill and quality" and "laying equal stress on thick foundation, wide caliber, full media, distinctive features and practice" were designed. After several years of development, it has the disciplinary advantages of "resource sharing, linkage development, people-oriented, highlighting sports", and has formed the teaching characteristics of "industry integration", "sports integration" and "professional integration". Establishing the platform and base of internship and training inside and outside the school constitutes a practical teaching system with the cultivation of practical ability and innovative spirit as its core.

Considering students' ability (mainly including basic ability, comprehensive ability and innovative ability), the college has constructed the module of practical teaching. The experimental teaching module aims at cultivating basic experimental skills and methods, promoting scientific thinking and innovative ability. It emphasizes the combination of basic, comprehensive, design and innovative experiments to cultivate students' abilities in an all-round way. Practice teaching module includes understanding practice, production practice, curriculum practice, professional practice, educational practice, graduation practice, etc. The purpose is to expand students' professional knowledge, strengthen professional skills, improve students' basic ability and comprehensive ability. In-class practice module is to train students' basic ability and scientific thinking through classroom inspiration, discussion and practice. The content of extracurricular development module is to carry out extracurricular academic and technological activities to deepen students' understanding and adaptability to society, to enable students to receive preliminary scientific research training, and to cultivate students' social practice ability and innovative spirit.

The college organized students to participate in a series of discipline competitions and professional contests, and made outstanding achievements. The students get lots of great results in the national and provincial competition, such as "Putonghua Competition", "Campus Golden

Microphone", "Sports Announcer Competition" and many other excellent achievements, and have made a good impact in the industry. A large number of young students with innovative spirit and ability have been growing up.

## Conclusion

The cultivation of innovative ability of sports commentators in the new era is an important work and a huge systematic project, which requires the joint efforts of schools, teachers, students and society. Understanding the social demand for talents and combining with the characteristics of discipline development, formulating scientific training plans and programs can lay a solid foundation for the growth of innovative talents.

Under the guidance of OBE, the training objectives of innovative sports interpreters for multi-dimensional subjects are formulated, and through MECE analysis, the ability and quality indicators of sports interpreters are determined, which provide direction and basis for the training of talents and their innovative abilities.

As a comprehensive high-level art, sports interpretation work and its requirements for commentators are becoming more and more comprehensive and higher. Continuous improvement and enrichment of teaching methods, increase of practical teaching activities, and create a good environment for innovative learning will enable more sports commentary professionals with innovative spirit and ability to grow.

## Acknowledgements

This paper is supported by two projects: (1) Wuhan Sports University Young Teachers' Scientific Research Fund Project "The MECE study under the background of Sports Events media convergence"; (2) Teaching Research Project "Research on the Reform of Sports Media Professional Training Model Based on OBE Concept".

## References

- [1] C. Li and X. D. Wang. The Role Function and Quality Structure of Sports Commentators[J]. News Research, 2014(6): 65-66. (in Chinese)
- [2] G. L. Liu. The Humanistic Connotation Construction of Sports Narrator in New Media Environment[J]. Journal of Hebei Institute of Physical Education, 2013(5): 5-27. (in Chinese)
- [3] Schmidt A and Coe K. Old and New Forms of Racial Bias in Mediated Sports Commentary: The Case of the National Football League Draft[J]. Journal of Broadcasting & Electronic Media, 2014,58(4): 655-670.
- [4] X. F. Xu. Value Development of Sports Media[J]. Science & Technology Information, 2014 (15): 107. (in Chinese)
- [5] Shah Zaib, Muhammad Asif and Maha Arooj. Development of Aggression Detection Technique in Social Media[J]. International Journal of Information Technology and Computer Science, 2019, 5(8): 40-46.
- [6] W. Zhuo. Language Rhetoric Ability of the Host in the Age of Medium Integration[J] Radio & TV Journal, 2016 (8): 79-80. (in Chinese)
- [7] Gunduz N and Hursen C. Constructivism in Teaching and Learning; Content Analysis Evaluation[J]. Procedia-Social and Behavioral Sciences, 2015, 191: 526-533.
- [8] Tingting Li. The Impact of New Media on the Spread of Sports Events. Science and technology communication, 2015(05): 118-119.

- [9] Pedro Centieiro, Bruno Cardoso and A. Eduardo Dias. If You can Feel it, You can Share it!: A System for Sharing Emotions during Live Sports Broadcasts[C]. Proceedings of the 11th Conference on Advances in Computer Entertainment Technology Held at Funchal, Portugal on 11-14 Nov., article No. 15. (2014).
- [10] D. S. Zhang, G. H. Zhang, F. Li, et.al. Essential Characteristics and Subject Role of Sports Commentary[J]. Journal of Wuhan Sports University, 2017, 51(5): 5-9. (in Chinese)
- [11] C. Tan. Constructivism and Pedagogical Reform in China: Issues and Challenges[J]. Globalisation, Societies and Education, 2017, 15(2): 238-247.
- [12] Rowe D. Media Studies and Sport[J]. Social Sciences in Sport, 2014: 135-161.
- [13] F. Quan. Study on the Cultivation of Applied Talents Based on OBE Educational Model[J]. Journal of Anhui Polytechnic University, 2016 (3): 18. (in Chinese)
- [14] Mubeen T, Hussain S K and Aqeel F. TALEM (The Advanced Learning and Education Management) System With OBE (Outcome-based Education)[C]//2019 International Conference on Information Science and Communication Technology (ICISCT). IEEE, 2019: 1-5.
- [15] Isa C M M, Saman H M, Tahir W, et al. Understanding of outcome-based education (OBE) implementation by civil engineering students in Malaysia[C]//2017 IEEE 9th International Conference on Engineering Education (ICEED). IEEE, 2017: 96-100.
- [16] W. L. Chen and D. H. Gao. Practice of Combining Quality Assurance with MECE Principle in Software Industry[J]. Information Technology & Standardization, 2012, (6): 55-57. (in Chinese)
- [17] X. L. Wang and Z. L. Cao. Discussion Reform of Forestry Panorama Course Teaching[J]. IJEME, 2012, 2(12): 41-45.
- [18] Jyoti Kumari, Prachi. An Energy Effective WBAN Architecture for Athletes Efforts Analysis under a Common Activity[J]. International Journal of Information Technology and Computer Science (IJITCS), 2015, 7(11): 74-80.