
THE APPLICATION OF OLYMPIC MASCOT'S SPIRITUAL IMAGE COMMUNICATION IN TEACHING

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ABSTRACT

In the trend of globalization, the cultural exchange of national sports and sports plays a very important role, Olympic mascots need to show the Olympic spirit and cultural characteristics. The mascot has different levels of value, is the host country and the guests of the important cultural exchange and spiritual communication, Can close the distance between people. Host countries must think carefully in their preparations for the Olympic Games. How to convey the spirit and culture of mascots in order to achieve marketing of our culture and Olympic spirit. In this study, the mascot modelling elements of the 2016 Rio Olympics, the 2012 London Olympics and the 2008 Beijing Olympic Games are analysed as a comparison. Analysis of the Olympic spirit and cultural integration of the three countries, to understand the Olympic mascot modelling and the Olympic spirit image correlation, Using the Olympic mascot of the internationally renowned event as a case, learn how to analyse the basic design and presentation structure of the mascot.

KEYWORDS: Olympic mascot, Mascot modelling, Olympic spiritual image, event recognition system

INTRODUCTION

Large-scale sports events are an important way to enhance the competitive advantage of the country and create a national development and transformation, in recent years many countries and cities have also taken this opportunity to enhance the international image and status, the bid for international sports competition will become an international trend. There are many tasks to organize the Olympic Games, and the mascot sits fully reflects the Olympic spirit and local culture that the host country wants to put forward, becoming the impression of the host country in the future. Use the literature to explore the data collected to analyse the mascot modelling elements and performance, to explore the design of mascots in different countries, analysis of national mascots want to convey culture and spirit.

LITERATURE REVIEW

In the literature review section, the development of the Olympic mascot and the definition of the value and function of the Olympic mascot will be introduced, in the same time is about the mascot modelling design and performance.

1.1 The origin and development of the Olympic mascot

Two of the most famous mascots in Olympic history are also the origins of mascots. Ms' Sheer Wilder, a special planning member for the 1968 Winter Olympics in France, said, "This Olympic Games should have something different from the past, making this Olympic

Games different." Then, a cartoon skier dressed in red, white and blue (the colour of the French flag) was born (Beijing Olympic mascot (2008). "Schuss" has a large, large head and a thin, hard body, symbolizing a strong-willed elf. "Schuss" is the first time in Olympic history to commemorate the Winter Olympics designed small mascot, can be said to be the ancestor of the Olympic mascot. The summer Olympic mascot appeared because, after two world wars, West Germany had risen from the ruins of defeat and became an economic power, and the city of Munich had won the right to host the Games, and its preparations were dedicated to a happy and authentic Olympic Games, and the integration of art, technology and culture. To show the rebirth of the Germanic nation (Tang, 1998).

1.2 The Function and Value of Olympic mascot

In 1916, when the Olympic Games, originally scheduled for Berlin, Germany, were suspended due to the outbreak of the First World War in 1914, the 20th anniversary of the modern Olympic Games, And Gubertan proposed to make and design the Olympic congress flag as a memorial, which is the five-ring white flag that has been passed down to the present day (Zheng, 2003). Explain that the design intent, blue, yellow, black, green, red, representing the world's five continents, Europe - sky blue, Asia -yellow, Africa -black, Oceania - grass green, American - red, is now linked together to accept the good results of the sports competition, It represents the spirit of Olympic friendship and equality among athletes all over the world (Xu, 2006). The design and expression of mascot Anthropomorphism is the personalization of non-human things and the ability to give these non-human movements, plants or objects human traits such as thought, emotion, personality, action, language ability, and so on (Shen, 2007). In order to achieve the effect of anthropomorphism, the Olympic mascot must contain elements of human character, and the characteristics and factors of anthropomorphism are: five officials, shape, accessories, expressions, postures constitute anthropomorphic structure (Lin, 2003).

RESEARCH METHODS

This study compares the 2016, 2012 and 2008 Olympic mascots, analyses the design and expression of mascots, and finds out the differences through this model learning, to enhance the understanding of patterns and disassembly. (Figure 1)

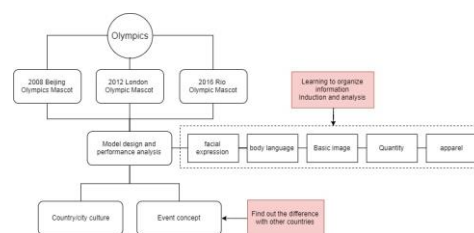


Figure 1 : Research methodology flowchart

RESULTS OF THE STUDY

The study first explains the knot of the mascot's role in the Olympic games and the reasons for the mascot's composition. Deconstruction analysis of 2016, 2012 and 2008 mascots, respectively.

4.1 SPORTS EVENT PLANNING FLOW CHART

This is the main three operating units for large-scale sports competitions are divided into administrative services, business development and logistics services. One of the things in the commercial development is the brand structure of the event, first of all to understand the connotation of the brand, mainly by the local culture and the Olympic gold god concept, the downward extension of visual recognition, auditory recognition, behaviour recognition and concept recognition, confirm recognition and recognition began to promote. The mascot uses patterns and body language instead of words, conveys the idea that the host country wants to tell, and analyses the implications of disassembling and designing. This paper mainly discusses the mascot spiritual image, analysis of the three national mascots how to convey their own national cities. (Figure 2)

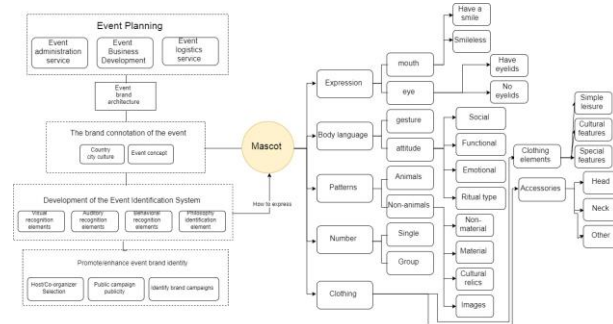


Figure 2 : The Olympic mascot race is the extension process of brand connotation

4.2 ANALYSIS OF THE CONCEPT OF THE 2016 RIO OLYMPIC MASCOT

The design image of the 2016 Rio Olympic mascot is composed of three animals, in many countries in the past will use animals as mascot patterns, VINICIUS is basically based on animal image anthropomorphic, but unlike in the past, VINICIUS is composed of three animals, so that one time to convey three ideas, The outer contours combine the cat for spirituality, the limbs and face combine the monkey softer and smart, and the hand and foot represent the grace of the bird. VINICIUS facial expression is open smile with politeness and professional, eyes are eyeless white to give the meaning of naive, gestures and postures are open hands to say hello to have a welcome feeling, and the number of single for the visual focus, mascot belly has the 2016 Olympic badge, other not too much information. The Rio 2016 Olympic mascot itself does not have much national and urban culture, focusing on the Olympic Games itself, hoping to promote more spectators to participate and watch. (Figure 3)

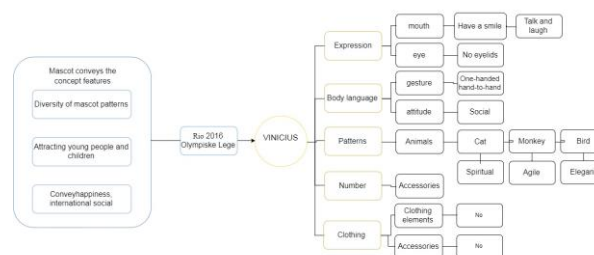


Figure 3 : Analysis of the design elements of Olympic mascot

4.3 ANALYSIS OF THE CONCEPT OF THE 2012 LONDON OLYMPIC MASCOT

The 2012 London Olympic mascot design image, is non-animal material anthropomorphic, body material using steel, representing the London Stadium in the construction of the last drop of steel made, the head of a single eye design is based on photographic lens reference, can capture the event and wonderful picture, WENLOCK facial expression is no smile, It gives people more rational, serious and professional, the face only to come under the irregular big eyes, so the design is compared with the past is very innovative presentation. Pairs of eye-shaped shape, the larger the pupil is more flattering, the opposite performance, a single large eye and small pupil, but also challenge people in the past different visual feelings, the head has representing the City of London cultural taxi elements. WENLOCK gesture has a kind of positive full of self-confidence, forward sportsman, WENLOCK for a single individual, hands wearing the Olympic rings, on behalf of the symbol of the Olympic concept. WENLOCK wants to present a different spirit than before, even if different from others, but also go forward, with the Olympic concept forward. (Figure 4)

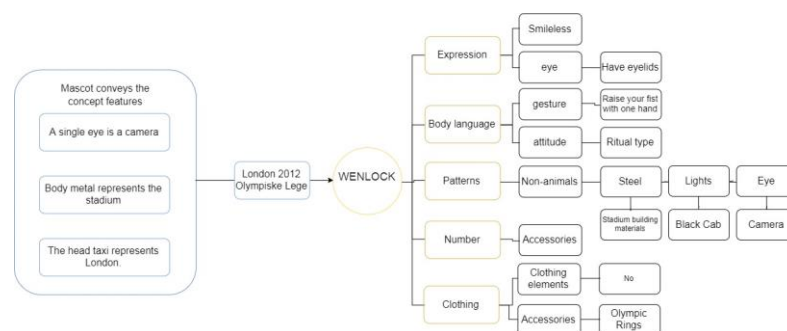


Figure 4 : Analysis of the design elements of Olympic mascot

4.3 ANALYSIS OF THE CONCEPT OF THE 2008 BEIJING OLYMPIC MASCOT

Chinese name with repeated the same syllables to rhyme, convey the Chinese culture love children way, five names together to read is welcome to Beijing meaning. 2008 Olympic mascot will be the whole elements of Chinese culture into, the number of mascots for the majority of a total of five, of which one non-animal and animal four, non-animal is BEIBEI representative is the Olympic flame and spirit, in addition to JINGJING \ HUANHUAN \ YINGYING \ NINI represents native Chinese animals, Representing the different colours are the Olympic rings, with the overall arrangement of body language and facial expression to convey the feeling of unity, excitement and flattery, face makeup also has a very strong Chinese culture. The mascot's tiara accessories can be found to blend into many Chinese cultures. The 2008 Olympic mascot is an element of Chinese culture, conveying a lively and united atmosphere and actively marketing the national cultural characteristics. (Figure 5)

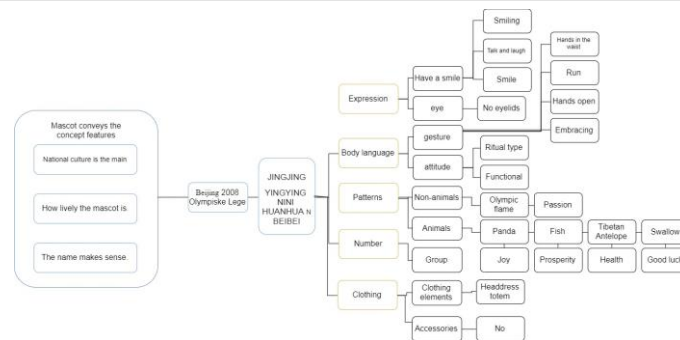


Figure 5 : Analysis of the design elements of Olympic mascot

CONCLUSIONS

The three Olympic mascots show different characteristics of each other, the number of mascots in the 2008 Beijing Olympic Games is the number of mascots ever more than ever, although the mascots are less eye-catching, but the advantages of a large number of can convey a strong unity. Early Olympic mascots is more moderate, mainly to show the Olympic spirit, in recent years found that the Olympic mascot in the display of the host country's cultural characteristics of the proportion of the beginning to increase, the 2008 Beijing Olympic mascot presents a cultural characteristics higher than the Olympic spirit, compared to the 2012 and 2016 Olympic mascots pay more attention to the Olympic spirit itself. 2012 London Olympic mascot and two other Olympic mascots have a great breakthrough, the special design caused by the outside evaluation is different, but also successfully triggered a good discussion of the topic, but also as an alternative marketing, the mascot itself is also to convey the spirit of positive optimism and courage to challenge. The 2016 Olympic mascot looks more traditional than the 2008 Beijing Olympics and the 2012 London Olympics, but it is not so, he will be three animals combined with the appearance of the two, with animal form is the more acceptable choice of spectators, but also fully convey the Olympic spirit of the main axis. As the exclusive mascot of the Olympic games, in the shape of any performance, still must comply with the provisions of the purpose of promoting the Olympic spirit. Through this use of literature to analyze the deconstruction of mascots let me learn to design mascots should pay attention to those details, but also to teach me to design mascots should use those methods to pass the concept.

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