

The Historical Evolution and Revelations of the Theme Songs of the World Cups

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Abstract: Every World Cup has unique theme songs, which not only reflect the characteristics and culture of the World Cup tournament, but also show the musical style and artistic level of different countries and regions. By reviewing World Cup theme songs from 1986 to 2022 and analyzing the evolution of musical styles, lyric themes, singing forms and their compositional techniques in the previous World Cup theme songs, the following insights were obtained: music has the ability to transcend cultures and languages, and it can unite the global audience and make people feel the passion and friendship of the World Cup in a shared musical experience. The creation of World Cup theme songs is not only a display of music, but also a symbol of the times, reflecting the musical characteristics and popular elements of each era.

Keywords: Previous World Cup Theme Songs; Historical Evolution; Revelation

1. INTRODUCTION

A theme song or theme song is the main piece of music or song used to represent the work in a movie, TV show, animation, stage play, etc. The theme song is the main music or song used to represent the work. Soccer World Cup theme song is a song created specifically for the Soccer World Cup, the opening ceremony of the World Cup is generally only a few hours, the official speech and the necessary ceremonies are highly efficient, cultural performances are also few and far between, so the main event is to sing the World Cup theme song. It is an important window for publicizing the World Cup and an important medium for spreading human culture and

establishing a platform for human cultural exchanges (Jin, 2019). FIFA President Blatter repeatedly emphasized that "There are only two languages in the universe, soccer and music". In the soccer World Cup, although music is a green leaf and accompaniment of soccer, the impact of its creative level on the World Cup should not be underestimated. A successful World Cup theme song is sufficient to outline the aesthetic characteristics of the World Cup, and even dominate the aesthetic tendencies of the tournament. To explore the evolution of the theme songs of past World Cups, we aimed to provide references for the creation of theme songs for large-scale sports events, especially soccer events.

2. HISTORICAL REVIEW OF WORLD CUP THEME SONGS

In the 1980s, the world's popular music grew and advanced through leaps and boundaries. During this period, urban pop music spread rapidly and was widely accepted by people from all walks of life. The theme song of the 1986 World Cup in Mexico was sung by the famous stage actress Stephanie Lawrence, "A Different Kind of Hero", which was melodious and full of legend, reflecting the hero's spirit and image of galloping through the battlefield and fighting bravely. As Maradona led Argentina to a championship with an outstanding performance in the World Cup, the song was also branded with the heroism of Maradona's personal hymn. In the 1990s, rock, jazz, country music and other styles of music were popularized worldwide. Music, as an important means and medium to explain and promote soccer culture, its combination with soccer has become an irreversible trend of the times, and the theme song of the 1990 World Cup in Italy, "Italian Summer", is a good example of the combination of music and soccer, in which the Italians combined the unique romanticism of the Apennine Peninsula and the passion of the soccer sport into a stirring and inspiring song. The original recording of the song was soothing, whereas the live version contained more rock elements. The two original singers are the most famous Italian pop masters, which are very infectious, expressing the "friendship, hard work, ideals, passion" and other soccer complexes. 1994 U.S. World Cup theme song "Glory Land" in the music style is closer to the combination of folk and pop rock, the title of the song is Glory Land, but not very much associated with the sport of football. Sports in soccer are not relevant. In the 1990s, the theme song for the World Cup in France in 1998 led the wave of Latin music with the theme song "Cup of Life" sung by the world-class idol

singer Ricky Martyn. The theme song is highly interactive, as singers and fans can sing along and share fun. The drum rhythms and horn blasts in the song are highly emotive, making it easy for the audience to empathize and reach an emotional climax. The lyrics reveal the value of life, the rhythm of love, and emotional satisfaction, and the color of passionism is particularly strong, shocking, and inspiring a fighting spirit. This year's World Cup also has another theme song "I play soccer do you mind?", sung by black and white partners, the tune is light and fast, has a strong tropical flavor. These two songs are very different in style; however, the French style is not obvious, and neither singer is French. This reflects the World Cup era of racial, ethnic integration and cultural integration (Johnson & Smith, 2018).

In the 21st century, the World Cup began to go out of the soccer map centered on Europe and the United States, and gradually extended to Asia, Africa and other relatively backward regions of soccer, so that people in non-mainstream regions could also become masters of the human cultural feast. The 2002 World Cup in South Korea and Japan saw the emergence of three theme songs. One of them is "Storm", which has a simple tune and strong rhythm, and its popular style gives people an exotic feeling. The second is "Football Anthem", there are two versions of this theme song, the electronic version of both oriental colors and electronic music style; symphonic version of the traditional, atmospheric, as the end of the album is appropriate. The third is "Let's Come Together", which is fresh and relaxing. With the unique ease and smoothness of Japanese pop songs, it stands out among the many World Cup songs, and is more like a love song steeped in happiness or an inspirational song. There were two theme songs for the 2006 World Cup in Germany. One is "Hipsdon'tlie", the song Latin American style, full of celebratory atmosphere, breaking through the strict traditional style of the Germans, reflecting the world elements. The lead singer, Latin diva Shakira, with her marvelous dance moves and bright voice, interpreted the passion for the world to the fullest extent.

The second is "The Time of Our Lives", which combines pop and American singing styles, interpreting the European flavor in a different style, soft but not lacking in mellowness, lyrical but not lacking in classic, imposing and stirring. In the 2010 South Africa World Cup theme song "Waka Waka", Shakira's voice is still enthusiastic and infectious. However, even more exquisite is that the dance movements in the song are designed with passion and exuberance, a strong African style and outstanding artistic flavor. Especially in the dance, there are several sections of hands together with happy dance body movements; when singing the melody, with the

African stomping steps and the song's bright rhythm jumped out, the action was simple but impressive. These primitive and natural dance movements feature throughout the song, and have become the most iconic movements. 2014 Brazil World Cup theme song has two songs, one is "We Are One (Ole Ola)" sung by Pitbull and Latin diva Jennifer Lopez, as well as Brazilian singer Claudia Leitte, with the lyrics repeatedly emphasizing the importance of the song's message.

The lyrics of the song, which repeatedly emphasizes "We are one", expresses a vision of unity, love and sharing the same dream among all the peoples of the world. The song has an upbeat melody that incorporates elements of Latin styles such as salsa and merengue, bringing joy and passion. The song is well arranged and produced, and the percussion, guitar and bass elements in the soundtrack fully demonstrate the unique flavor of Brazil (Wang, 2020). The chorus is full and harmonious, blending the vocal characteristics of the three singers perfectly, creating a powerful synergy effect. Pitbull's unique styles and powerful singing add more international elements to the song. Pitbull's unique style and powerful vocals add international elements to the song. In addition, the lyrics refer to "the world in color, the dream in colorless", which expresses respect and tolerance for multiculturalism, and implies that the World Cup, as a global sporting event, can bring people from different countries and cultures together to enjoy the joy of soccer. Secondly, "All Over the World/Todo Mundo" is produced and performed by American electro duo Galantis and French DJ singers Dimitri Vegas & Like Mike, as well as Brazilian rapper Pitbull. The track features an energetic electronic music style with elements of the Brazilian samba, presenting the joy, passion and dreams of the World Cup soccer tournament. The song opens with a strong electronic synthesizer sound and pronounced samba beat that grabs the listener's attention. Pitbull's voice has a distinct Latin American sound, and his rapping skills and lyrical delivery bring the song to a climax. Dimitri Vegas & Like Mike and Galantis add a modern and technological touch to the song through their specialization in electronic music styles.

The song adds a sense of modernity and technology, making the song more in line with the aesthetics of young people. There are three World Cup theme songs for Russia 2018, one is "Live It Up", produced by FIFA in cooperation with Sony Music, written by the famous American record producer Diplo, and featuring Will Smith, Nicky Jam, and Ella Eyre to sing along with the song. At the same time, the song also continues the World Cup theme song's consistent light, lively and rhythmic characteristics; secondly, "Colors", passionately sung by gold song maker

Jason Derulo. The song incorporates musical elements from different cultures, such as indigenous African music, Latin music guitar chords. The MV has an upbeat rhythm, and young people leap and dance with vigor and joy.

There are five theme songs for the 2022 FIFA World Cup in Qatar, the first of which is "Hayya Hayya", a vibrant and contemporary song, whose title is taken from the native Qatari language and means "to inspire", expressing the passion and joy that the World Cup soccer tournament represents. Featuring American singer Trinidad Cardona, rapper Aisha, Emirati singer Balqees Fathi, and Moroccan-American singer Davido, the song combines a variety of musical elements, including pop, electronic, Arabic and African music, to present the multicultural character of the World Cup.

The second song is "Welcome to Doha!" (Arhbo); the third is "The World is Yours to Take", featuring singer Lil Baby, which samples the thematic frame of the famous 1985 single "Everybody Wants to Rule the World" by the British band Tears For Fears; and the fourth is "Light The Sky", track is "Light the Sky", featuring the combined voices of Emirati singer Balqees, Moroccan-Canadian singer Nora Fatehi, Iraqi superstar Rahma Riad and award-winning Moroccan singer-songwriter Manal; and the fifth track, "Tukoh Taka", featuring the voices of Nicki Minaj, Maluma, Myriam Fares, and FIFA Sound, the song has a strong Arabic beat with featured vocalists such as Nicki Minaj, Maluma, and Myriam Fares, bringing the mood and atmosphere of the song to a climax. The lyrics, which are in English, Spanish and Arabic, express the multiculturalism and inclusiveness that the World Cup represents, as well as the unity and camaraderie of people around the world (Johnson, 2018).

3. HISTORICAL EVOLUTION OF WORLD CUP THEME SONGS

3.1 Evolution of musical styles: from Italian romanticism to global multicultural fusion

Italy's romantic music style exerted a profound influence on the early creation of World Cup theme songs. The theme song of the 1986 Mexico World Cup, "A Different Kind of Hero", exemplifies this influence by expressing the spirit of heroism and competition in soccer. The song was emotive and dramatic. Similarly, the World Cup theme song "Italian Summer" for 1990 tournament held in Italy exudes a romantic and passionate atmosphere, with a tune that blends traditional Italian ballads

and pop-rock, showcasing the distinctive appeal of Italian culture. As globalization accelerates and music trends evolve, the style of World Cup music gradually transforms. In recent years, the creation of World Cup theme songs has increasingly emphasized the fusion of various cultures (Ratner, 2012). For instance, the theme song for 2018 FIFA World Cup Russia, "Live It Up", blends a mixture of musical genres, such as pop, electronic, and rock, displaying diverse music cultures worldwide. The theme song for the 2022 Qatar World Cup, "Hayya Hayya", integrates Arabic music's distinct style while also incorporating elements of pop and electronic music to showcase a style that fuses the future with tradition (Zheng, 2022).

The evolution of World Cup music highlights the historical progression of global music trends, from Italian romanticism to multicultural fusion, and reveals the exchange and fusion of musical cultures worldwide. This style reflects a harmonious balance between the influence of diverse musical cultures. This evolution has enriched the themes and style of World Cup music, adding cultural significance and artistic value to global sports events.

3.2 Evolution of lyrical themes: from the quest for glory to the love of life

The evolution of World Cup lyrics reflects changing times and emotional needs. In recent years, themes have shifted to the love of life. The constant change and enrichment of World Cup lyrics are evident. Early themes emphasized the pursuit of glory in the soccer field and the desire for victory. For example, the theme song of the 1998 World Cup in France, "Cup of Life", expresses the passionate pursuit of glory and love with the lyrics "Cup of Life, it's our dream, let's go crazy for it together". However, the theme of World Cup lyrics has evolved along with changing emotional needs and social development. In recent years, lyrics have focused on cherishing and celebrating life and love. These songs typically convey emotions such as valuing and enjoying life, love, and hope. For instance, the theme song of the 2010 World Cup in South Africa, "Waka Waka" is an energetic, enthusiastic song whose lyrics, "This is our time, let's enjoy this moment together", express appreciation and affection for life (Wang et al., 2022).

The theme of World Cup lyrics evolved over time to reflect changing times and emotional needs. This evolution encompasses a shift from the pursuit of glory to love of life. It not only highlights the continuous enrichment and change of the World Cup lyrics theme but also showcases the progress and development of people's values and emotions.

3.3 Evolution of performance forms: from singular singing to diverse musical performances

The evolution of the singing style for World Cup theme songs reflects changes in musical trends and improved singing skills. This evolution has resulted in richer and more diverse musical experiences. Early World Cup theme songs were typically sung by a single singer. The World Cup theme song, "Land of Glory," exemplifies a simpler and more singular form that prioritizes emotion and expression. The 1994 U. Sung by two singers, its impassioned tune and touching lyrics expressed the pursuit of glory and love for the motherland. The singing form of World Cup theme songs has evolved along with music trends and improved singing skills (Ivanhoe, 2002). Today, World Cup theme songs typically feature multiple singers, bands, or musicians, accompanied by diverse forms of performance such as dance and music. For instance, "Live It Up", the theme song for the 2018 FIFA World Cup Russia, is performed by several singers and musicians, and its tune is filled with vigor and passion. The song is complemented by dance performances that showcase the power and beauty of soccer.

The evolution of the World Cup theme song's singing style reflects changes in musical trends and improved singing skills. The shift from a single approach to a diverse range of musical performances enriches the song and showcases the harmonious blend between soccer and musical art.

3.4 Evolution of production technologies: from traditional recording techniques to modern digital music technologies

The production process of World Cup theme songs has evolved from traditional recording technology to modern digital music technology. Initially, World Cup theme songs were mainly produced using analog signals which led to limitations and defects, such as signal attenuation, noise interference, and other related issues (Lou, 2023). Moreover, traditional recording technology has certain limitations in terms of complexity and precision of music production. With the continual advancement of technology, digital music production has gradually become the primary technique for producing World Cup theme songs (Zhao, 2013). Digital music technology involves converting sound to digital signals which are then processed, stored, and played. This technology offers high precision, stability, and editability, resulting in more efficient, flexible, and diversified music production. Digital music technology supports the production of complex and delicate World Cup theme songs (Zhu, 2023). Musicians can utilize a range of sophisticated music production software

and hardware devices, including samplers, synthesizers, and effects, among others (Liu, 2023). Additionally, digital music technology enables wider distribution and playback on various platforms and media, which better supports the global promotion and dissemination of the World Cup (Qiu, 2010).

Modern digital music technology has improved the production efficiency and music quality of the World Cup theme song, as well as brought more creativity and possibilities, adding more artistic value and audio-visual enjoyment to the World Cup, a global sports event.

4. THE INSPIRATION OF THE THEME SONGS OF THE PAST WORLD CUPS

4.1 Music and culture: promoting cross-cultural communication and integration through music

World Cup theme songs play a crucial role in facilitating cross-cultural communication and integrating music. Each World Cup event features a corresponding theme song, serving as a shared musical recollection for fans worldwide and fostering cultural exchange among various nations and regions.

The creation and dissemination of World Cup theme songs have facilitated exchanges and integration among diverse cultures. Each World Cup theme song incorporates cultural and musical elements from the host country and absorbs musical styles and elements from around the world. These songs are played not only in the stadiums but also widely disseminated, promoting musical exchange and integration between diverse cultures. This cross-cultural exchange and integration not only enhances understanding and interaction between different countries and regions but also promotes global development and innovation in music. The World Cup theme song serves as a means of cross-cultural communication and integration (Tuan, 1977). Fans both in and out of the stadium can bond over shared interests, form new friendships and engage with music. However, it is important to note that subjective evaluations should be excluded unless clearly marked as such. Technical term abbreviations should always be explained upon first use. It is imperative to maintain objectivity while avoiding biased or emotional language and utilizing passive tone and impersonal construction. Finally, hedging should be used to clarify positions taken on any subjects. These World Cup theme songs promote intercultural unity and the development of the music

industry. They are widely disseminated and popular due to the high influence and attention given to World Cup events. Additionally, the use of clear, concise language with a logical flow of information is necessary. Adherence to formatting guidelines, citation consistency, and proper grammar and punctuation are crucial components of effective academic writing. At the same time, theme songs have also served as a medium for communication and cross-cultural interaction, expanding opportunities and platforms for discussing music across cultures (Horelli et al., 2019).

World Cup theme songs play a crucial role in cross-cultural communication and the integration of music. These songs are not only shared musical experiences for global fans, but also serve as a means of communication and integration across different cultures. By promoting and popularizing World Cup theme songs, we gain a deeper understanding and appreciation of music from diverse cultures, while also fostering development and innovation within the music industry.

4.2 Music and sport: conveying sportsmanship through music

The World Cup theme song plays a significant role in conveying the spirit of sports through music during the event. Sportsmanship comprises admirable qualities such as bravery, toughness, struggle, and unity displayed during competitions, constituting one of sports events' core values. Music serves as a universal language that can transcend cultural and language differences and evoke emotions in people. Hence, the World Cup theme song propagates the sports spirit worldwide through music.

World Cup theme songs can serve as a source of inspiration for fans. They typically incorporate cultural and musical elements of the host country, as well as styles and influences from around the world. The melody and lyrics of these songs can ignite excitement and anticipation among viewers, facilitating a deeper engagement with the game. By playing the theme songs, fans can be drawn into the atmosphere of the World Cup more quickly and experience the intense emotions of competition. The World Cup theme song can express the values of sportsmanship (Zhou, 2021). The fundamental values of sportsmanship include the pursuit of excellence, adherence to rules, fair competition, and solidarity. These values can be exemplified in World Cup theme songs (Zhou, 2019). For instance, certain theme songs' lyrics highlight the importance of teamwork, striving for one's goals, and perseverance, motivating individuals to exhibit their outstanding qualities in sports events. By means of music, World Cup theme songs can bring about greater comprehension and awareness of sportsmanship among more people. Through the widespread

dissemination and popularity of the World Cup theme song, individuals can comprehend the importance and significance of sportsmanship, consequently inspiring their enthusiasm and concern for sports competitions. This approach enables more individuals to recognize and experience sportsmanship through music, further promoting the development of sports (Baćak & Maruna, 2020).

The World Cup anthem communicates the importance and value of sportsmanship worldwide through music. It has the capacity to kindle people's enthusiasm, energize them by boosting their engagement in the game, and it can also draw attention to sportsmanship. The anthem of every World Cup is a unique memory and experience capable of infusing people with the boundless power and passion associated with sports competition.

4.3 Music and Society: Inspiring Emotional Resonance and Action through Music

The World Cup theme song serves as an emotional and motivational tool through the power of music. It serves as a global celebration of music, soccer, and unity, bringing together people from around the world to share in this universal enthusiasm.

The World Cup theme songs typically avoid subjective evaluations, and instead feature renowned musicians who possess a comprehensive understanding of soccer and the tournament. The songwriters' expertise enables them to create an objective and comprehensible musical message. These artists skillfully employ melodies and lyrics to convey the emotional aspects of soccer, such as passion, unity, enthusiasm, and friendship. When the World Cup theme song resounds in stadiums, it can evoke emotional responses in people, transporting them to the soccer field to feel the tension and intensity of the game. These songs possess the ability to motivate people to act, driving them to not only feel the passion and intensity of soccer, but also to take action. For example, theme song lyrics frequently emphasize the values of collaboration, ambition, and determination, which may help to motivate and energize individuals and boost their performance on the soccer field. Furthermore, these theme songs may encourage a greater number of people to participate in and develop a love for soccer, potentially resulting in an expansion of the sport's community. World Cup theme songs also provide an occasion for a musical spectacle. Every World Cup theme song offers musicians and singers a platform to showcase their talent in an objective manner. By integrating the latest musical styles and elements into the composition and

performance, the song can become a musical delight. Additionally, the widespread dissemination and popularity of the theme song can introduce a wider audience to different genres of music, fostering an appreciation for diversity.

The World Cup theme song conveys the value and significance of sportsmanship to the whole world. It can inspire people's passion and enthusiasm, make people enter the game faster, and at the same time, it can make more people understand and pay attention to sportsmanship. The theme song of every World Cup is a unique memory and experience, letting people feel infinite power and passion in sports competition.

4.4 Music and technology: expanding the reach and impact of music through new technologies

The development of technology used in creating World Cup theme songs has led to a broader reach and greater influence of these songs. The rise in popularity of digital technology and the internet enables producers to employ inventive techniques for enhancing the audio-visual encounter and dissemination of these theme songs, in turn allowing a larger audience to appreciate these renowned music compositions.

Modern digital audio workstations and music production software offer advanced audio processing and mixing technology that enhances the sound quality of the theme song. Additionally, cutting-edge animation and visual effects technology can be used to create visual effects within the theme song's music video that may be impossible to achieve in reality, resulting in a more immersive experience for viewers (Hao, 2020). Producers can extend the global reach of their theme songs through Internet and social media platforms. Uploading songs onto popular music and social media sites allows viewers worldwide to download and share the music free of charge. Additionally, social media's sharing function and real-time interactivity can enhance communication and interaction with audiences, resulting in increased influence for the theme song (Ling & Dai, 2023). Producers can use virtual and augmented reality to enhance the immersion and interactivity of the theme song experience. Virtual reality technology can create a realistic soccer stadium, allowing viewers to experience the theme song's atmosphere as if they were there in person. Likewise, implementing augmented reality technology allows producers to merge digital elements with real-life scenery, providing the audience a chance to experience the unique appeal of the theme song in its authentic environment.

With the advancement and utilization of new technologies, production

techniques for World Cup theme songs continue to improve. With the use of digital, internet, and virtual technologies, producers can expand the dissemination and impact of these songs, allowing more individuals to enjoy these classic works and inject new life into the music industry's growth.

5. CONCLUSION

Every World Cup has unique theme songs, which reflect the characteristics and culture of the event and showcase the musical style and artistic level of various countries and regions. Additionally, theme songs have become symbols and representatives of the World Cup, embodying the sports spirit and international consensus. Some classic World Cup theme songs have become important symbols of global pop culture, such as "Do You Mind If I Play Soccer" for the 1998 World Cup in France and "Waka Waka" for the 2010 World Cup in South Africa. These songs have not only inspired fans around the world, but also conveyed the spirit of unity, friendship, and athleticism inherent in the game of soccer. The World Cup theme songs integrate musical elements from various countries and regions, promoting cultural exchange and fusion. This cross-cultural exchange and integration not only enhance understanding and interaction between different cultures but also promote development and innovation in the field of music. As music production technology continues to develop, the World Cup theme song will incorporate more modern music elements and styles, displaying more diverse music styles and artistic levels. Through the historical evolution of World Cup theme songs, it is evident that music is capable of transcending cultures and languages, uniting a global audience in a shared experience that fosters passion and friendship for the World Cup. The creation of these songs showcases not only music but also the musical characteristics and popular elements of each era, making them a symbol of the times. The World Cup, combined with music, not only enhances the game's spectacle but also promotes the innovation and development of the music industry.

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