

abstract

With the development of economy and technology, football has gradually become one of the entertainment methods in people's daily life. The competition and confrontation between the high-level teams are often more attractive. The English Premier league is the world's first league. While the traditional English Premier league "Big 6" clubs have gradually become the most popular football clubs in China, Manchester City Football Club is one of the best, up to now, in the past five years, Manchester City Football Club has won four Premier league titles, two FA cup titles, two Community Shield titles, two League Cup titles, one Champions League title, one Club World Cup title, and one European Super Cup title. 13 titles in five years officially represents the establishment of Manchester City dynasty. It is worth noting that Manchester City Football Club attaches great importance to the communication of the team in the Chinese market and has official accounts to operate on various new media platforms in China.

This essay takes the official account of Manchester City Football Club on Bilibili's spreading as the research object. Through the methods of literature analysis, comparative research and expert interviews, this essay uses the Rathwell 5W communication model to reveal the communication status of the official communication subject, communication content, communication channel, communication audience and communication effect.

The final conclusion of this article is that Manchester City Football Club has achieved the goals of "breaking the circle" and "expanding the influence and popularity of the club" in the official account of Bilibili in stages and has made very good examples for the operation and dissemination of IP of other domestic and foreign sports clubs or various events in China. In the process of exploring the Chinese market, it has successfully "localised", through China's unique elements to close the sense of distance between the Chinese audience and the club. While improving the stickiness of fans, it also makes more audiences become fans, successfully makes the world more diversified, can cross national borders, culture, language and other obstacles, and share the fun and enjoyment brought by football.