

Construction of Chinese Traditional Sports Culture Communication System from the Perspective of Intangible Cultural Heritage Protection

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Abstract

Integrating intangible cultural heritage elements into the communication of China's sports image is an effective way to inherit the traditional sports culture of the Chinese nation, shape the image of the country, and enhance the soft power of the country's culture. In the process of globalization, because the economic and social foundations are relatively weak, the traditional sports culture of the Chinese nation has been marginalized both at home and abroad. This paper uses sampling surveys, literature analysis, expert interviews and other methods to study construction of Chinese traditional sports culture communication system from the perspective of intangible cultural heritage protection, believes that intangible cultural heritage element of sports should be integrated into the large-scale communication pattern from interpersonal communication to intercultural communication, focus on cultivating the national cultural consciousness and identity of the communication subject, and scientifically construct good cultural ecological environment under the new normal.

Keywords

Sports culture, communication system, intangible cultural heritage.

1. Introduction

To protect intangible cultural heritage is to protect national culture and to carry forward the national spirit. Intangible cultural heritage is such a precious wealth that has been inherited from generation to generation, which bear the cultural genes of the Chinese nation. As a body culture, body language, sports-related intangible cultural heritage naturally becomes a member of the intangible cultural heritage, and it also records the spiritual trajectory of the continuous self-renewal of the Chinese nation. In order to make the outstanding national traditional sports develop new vitality in the contemporary era, the key lies in making people discover its charm and then actively and consciously acting as the successor of national traditional sports cause. Therefore, using the mass media to open the communication of traditional national sports is both the purpose of intangible cultural heritage protection and its important content.

2. The Relationship between Intangible Cultural Heritage and Chinese Traditional Sports Culture

Sports intangible cultural heritage is a comprehensive understanding based on the connotation of intangible cultural heritage and sports culture characteristics. Scholar from the sports culture development center gave a lecture in the advanced seminar on sports culture construction and promotion of China's soft power stated: "Sports intangible cultural heritage is sports skills with game, education, and athletic characteristics that are considered by all groups

or individuals to be an important part of their cultural wealth, as well as the various instruments, related objects and spaces used in the implementation of these techniques and skills. The sports intangible cultural heritage is the spiritual continuity, living memory and living cultural genes of the Chinese nation, it is rooted in the natural ecological environment and human environment of the Chinese nation, integrated into people's daily habits, customs and production methods, and it is an expression of the traditional culture of the Chinese nation. The heritage of intangible cultural heritage is different from the "museum" type of protection of intangible cultural heritage by modern scientific and technological means, and it is also different from the way of recording intangible cultural heritage items by means of text, audio, video, this inheritance emphasizes the skills, experience, and spirit which take people as the core. The components of cultural soft power include cultural cohesion, self-confidence, communication and innovation and so on. In order to enhance these soft factors of Chinese cultural soft power, the protection of the country's traditional culture must be implemented in inheritance, and the traditional culture must be inherited and developed during the production and life of the people.

As a part of culture, sports are increasingly affected by the wave of "globalization" in modern society. The sports globalization dominated by western values constitutes a squeeze on the traditional sports culture of the Chinese nation. Under this background, integrating intangible cultural heritage elements into the communication of Chinese traditional sports culture is undoubtedly an effective way to inherit the traditional sports of the Chinese nation. Chinese sports image must have its own cultural foundation, integrating intangible cultural heritage elements into sports image communication has invaluable value for protecting the traditional culture of the Chinese nation and maintaining the diversity of human culture. In sports image communication, the intangible cultural heritage elements are presented in the public vision, and the traditional sports culture communication pattern of the Chinese nation is established to provide the communication content of the historical and cultural characteristics of the Chinese nation for sports communication, which can help the Chinese nation to establish a collective national cultural identity, reinforce traditional cultural memory and make up for the collective amnesia caused by the changes of space and time of traditional sports under the background of globalization, it has become a means to condensing the national spirit and strengthening cultural identity to a certain extent, its public and cultural benefits cannot be underestimated.

3. Intangible Heritage Elements in the Communication of Chinese Traditional Sports Culture

Since the new century, people have begun to reflect on the limited impact brought by competitive sports, and put their attention on mass sports and traditional sports again, the value of traditional culture has been re-recognized, and the protection of sports intangible cultural heritage has also received attention from the political, academic, and industry circles. The traditional sports of the Chinese nation have the traditional thinking of health preserving, and its value orientation is mainly manifested in harmony, health preserving and self-cultivation. In a sense, Chinese traditional sports culture is manifestation of moral principles and reflection of traditional civilization's ethics, ethics, and aesthetics on traditional sports activities. The traditional sports of the Chinese nation, as a social and cultural phenomenon, is rooted in the special cultural environment of the eastern society, and is contained in complex and profound value system of ethnic culture and philosophy. The cultural characteristics contained in the traditional sports of the Chinese nation have the following typical characteristics: first, a strong concept of religious rituals and laws in the eastern society; second, a deep value orientation of emphasizing morals, human relations, and internal and external

cultivation; and third, focusing on theory that man is an integral part of nature, advocating health and self-cultivation.

For a long time, the image of China's sports behavior has focused on the behavior of large-scale sports events, through analysis of various domestic and international events over the past two decades, in addition to the national minority traditional sports games, the intangible cultural heritage elements of sports are displayed in other events very rare. Although the opening ceremony of the 2008 Beijing Olympic Games integrated some traditional Chinese cultural elements, the sports intangible cultural heritage itself has rarely been spread and it is difficult for outsiders to recognize.

In addition to competitive sports, some folk activities and leisure sports also include intangible cultural heritage elements, such as the dragon boat competition and some local festivals, such as the dragon and lion dance, which reflect the culture connotation of traditional sports, but looking at the overall image of sports behavior outside of competition, the intangible cultural heritage element seems to be scattered, some festivals that include sports "inheritance" items cannot be regularly carried out like competitive events, the image of folk sports behavior is more uncivilized image symbols, for example, in recent years, leisure sports activities in the square have disturbed the people, and some folk festivals have left a huge amount of garbage to pollute the environment.

The design of visual symbols for sports events is an important means for constructing and disseminating sports images in modern society. The visual symbols for sports events carry and transmit regional culture and humanistic spirit, and present the characteristics of the times, nations, countries, and regions. The visual image of sports events in China has always lacked traditional cultural connotation. Even considering the traditional cultural factors, the application of art in the design of sports visual image still rests on the mechanical application of traditional elements, Instead of reorganizing and recreating "tradition" based on understanding traditional culture. Interpreting the humanistic essence of traditional elements with modern expression methods must not only meet the functional requirements of the design itself, but also pay attention to starting from the nationality itself, and from the unique geographical features, history, culture, and national spirit of the country, refining and summarizing the colors and graphic languages that best represent the uniqueness of the nation, and show the most charming side of the country, this will certainly be the need of the times.

Take television as an example, from the early 1990s to the present, the sports channels of provincial TV stations in China have experienced a period from the operation to the shutdown, and local sports television is facing a serious survival crisis. The local stations followed the CCTV sports channel, focused on the competition of the internationality of sports communication, which led to the homogenization of sports programs and a small local TV sports TV market share, which led to the survival crisis of the local sports channel. Even the Sports TV in big cities survived, rarely digs into local traditional sports in f program resources and content. The television industry generally believes that sports program resources come from sports events. The world's top competitions have a huge impact on the audience's viewing behavior in China; it shows that the development of China's TV sports market lacks the support of local brand events, creating high-level sports events is a top priority for China's TV sports market. At present, the media should shift their eyes from the international to the domestic and local, in China, in addition to large-scale sports events, local sports organizations, civil organizations, and sports associations all carry out their own sports activities, and there are many ethnic and folk sports projects, these potential program resources should be valued.

For a long time, the national traditional sports games for ethnic minorities are basically just sporadic reports in newspapers. Although there are video games, they all serve the ethnic and religious departments and sports bureaus in various provinces, autonomous regions, and municipalities. Although the two national minority traditional sports games in the past two

years have adopted the advanced media operation service system of modern sports events, in general, there are few reports and the in-depth reports are limited to ethnic and sports media. Audiences have few opportunities to learn about national traditional sports through the mass media, and their communication depth and breadth is far lower than that of other large sports events.

In recent years, the media's coverage for intangible cultural heritage elements of sports and traditional national sports has presented scattered and intermittent reports, and the audience also involves too much online and mobile media, at present, the public is keen on the fragmented reading of online fast food, and is indifferent to cultural products with rich traditional cultural connotation. In sports communication, the media consciously caters to the appetite of the audience; focus on hunting for strangeness, kitsch, and eye-catching, their cognitive thinking for the cultural connotation of sports intangible cultural heritage is not enough to guide and create demand in the media market.

With the development of new media and social media, diversified themed sports micro videos have appeared in recent years, it show different visual image of Chinese sports. The communication of sports image by sports micro-video in China can include the following aspects. First, carry forward the spirit of sports and spread sports culture; second, serve the effective communication of sports competitions, sports activities and sports figures; third, the communication of sports products, sports facilities, and sports iconic visual symbols. Although the new media has a diverse theme, it still follows the traditional media thinking in content and lacks care for traditional sports cultural content.

4. The Path to Integrate "Intangible Heritage" Elements in the Communication of Chinese Traditional Sports

Integrating the intangible cultural heritage element into the communication of China's sports image is actually to enhance the cultural soft power of traditional sports, which is mainly reflected in enhancing the cohesion, self-confidence, communication and innovation of traditional sports culture.

The media plays a key role in the inheritance of sports intangible cultural heritage, in particular, it can play a positive role in improving the public's awareness of protecting intangible cultural heritage and shaping the image of the country, the media's dissemination of sports intangible cultural heritage is actually the inheritance of sports culture, it is a strong advocacy for the diversification of sports culture. China has always attached great importance to foreign cultural communication, produce communication cultural products in foreign exchanges, and CCTV launch international channels, these communication tools and products have made great achievements in China's foreign cultural communication work. However, these specialized overseas cultural propaganda platforms have strong political implications, don't work very well. Therefore, in the future communication process, we must consciously reverse this kind of politically-meaningful propaganda, and carry out fundamental innovations in communication techniques, forms, and content, so as to achieve a strong political and extensive propaganda model, transform into an open, scientific, and serviceable overseas cultural communication model, and strengthen communication effects. In today's era, everyone is a communicator. The conscious awakening and cultivation of the communicator's culture in the present society is the members of the Chinese nation cultivate their sense of identity and belonging to their traditional culture and national culture, so that they fully affirm their own cultural value and have a firm belief for their own cultural vitality.

At present, there are four main types of traditional sports culture disseminators in China: government agencies, social organizations, enterprises and institutions, and individuals. In actual communication activities, these four types of communication subjects jointly construct

communication system from interpersonal communication, organizational communication, group communication to mass communication, and cross-cultural communication. All communication subjects do not exist independently, but interact with each other and integrate and disseminate, integrating intangible cultural heritage elements into Chinese sports image communication is a long-term systematic project, it is necessary to study the perceptions and feedback of audiences in different regions and countries, and fully explore and mobilize the potential of international communication channels, we should formulate systematic communication pattern from the level of civic education to the level of international political, economic, and cultural exchange level.

5. Conclusion

China has various forms of intangible cultural heritage, which plays an important role in the development of sports cause and the communication of sports culture, and has a positive significance in promoting the prosperity and development of traditional sports culture. For these sports cultural heritage, we must not only do a good job to protect it, but also make it widely spread, or spread is the best protection. This paper investigates the communication of the traditional sports intangible cultural heritage in China, and analyzes its communication characteristics. Based on this, this paper proposes strategies for the communication of China's sports intangible cultural heritage, and provide referenced for the communication of Chinese traditional sports culture.

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