

Research on International Communication of Chinese Traditional Sports Culture under the Background of Belt and Road

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Abstract

In 2012, the construction of socialist cultural cause with Chinese characteristics entered a new era of development. The CPC Central Committee with Xi Jinping as the leadership core attaches great importance to the construction of socialist cultural system, and has clearly emphasized the improvement of cultural self-confidence and cultural consciousness for many times. As an indispensable treasure in Chinese culture, traditional national sports culture has rich cultural connotation and contemporary value. Under the background in the area along the way, to promote the international spread of Chinese national traditional sports culture has very important significance, not only can promote cooperation and exchanges with area of countries along the way, can also promote the foreign national sports culture spreading in China, the enhancement of our people to our country national traditional sports cultural identity and self-confidence. In this paper, the literature method and logical reasoning method are used to discuss the value of the international communication of traditional national sports culture under the background of the Belt and Road Initiative and the difficulties in the communication process, and the corresponding solutions are proposed.

Keywords

Belt and Road; National traditional sports culture; International communication.

1. Preface

In 2013, President Xi Jinping proposed the strategic concept of building "New Silk Road Economic Belt" and "21st Century Maritime Silk Road" [1], which has brought new opportunities and challenges to the foreign sports culture exchange and dissemination of countries along the route. In the international cultural exchange, sports is an important medium of cultural exchange, sports culture has a unique role in international communication, national traditional sports culture as an important part of sports culture in China, demonstrated the unique national spirit and cultural connotation, present in the history of the development and change of structure of colorful, under the "area" development opportunity, China's traditional national sports culture is gradually going to the world, showing the unique charm of traditional national sports culture to the countries along the line.

2. The Value of International Communication of Traditional National Sports Culture in the Context of The Belt And Road Initiative

2.1. It Is Conducive to Carrying Forward Excellent Traditional Sports Culture

The Resolution of the CENTRAL Committee of the COMMUNIST Party of China on the Major Achievements and Historical Experience of the Party's Century-old Struggle points out that "The excellent traditional Chinese culture is the outstanding strength of the Chinese nation and the foundation for us to stand firm in the world cultural turmoil, and must be inherited and carried forward in light of the conditions of the new era" [2]. China's traditional national sports has strong national culture color, bearing our value orientation, and become the core content

of Chinese excellent traditional culture. Under the background of the Belt and Road Initiative, it plays an important role in enhancing national centripetal force and enhancing national cultural soft power. Of China's traditional ethnic sports martial arts and tai chi chuan has a unique national traditional sports culture connotation, has the Confucian "nature and humanity" the thought of "unity of body and mind" and modest, easy, JingCheng value orientation, moral education to the modern sport has a unique effect, has the very high prestige in the world, has the very good spread value. The international communication of China's traditional national sports culture reflects the soft power of China's culture to a certain extent. Under the development opportunity of the Belt and Road initiative, countries along the belt and Road are exchanging with each other in the field of culture, and cultural ideas collide fiercely. The use of previous communication methods can no longer meet the requirements of cultural development and communication. We should make full use of the national characteristics and cultural advantages of traditional national sports culture, take the initiative to go to the world, promote the cross-cultural communication of traditional national sports, and show the unique charm of traditional national sports culture to the world. In the context of the Belt and Road Initiative, we should make use of the sports advantages formed by the collision of diverse cultures, take the express train of the Development of the Belt and Road initiative, promote sports and cultural exchanges with countries along the belt and Road, and introduce our excellent traditional national culture to the world.

2.2. It Is Conducive to Enhancing Cultural Confidence and National Cohesion

China's traditional national sports culture has the function of enhancing national cohesion. [3] In the process of practice, traditional national sports culture can highlight the expression of emotion and the embodiment of will, so that people participating in traditional national sports culture activities are easy to have emotional resonance and ideological collision, so as to understand each other and enhance national cohesion. In the world the trend of development, our country can't stay in the past, national traditional sports culture should seek opportunities in the big tide of the development of the world, all the way under the background of the opportunity, seize the area to enhance our people for the national traditional culture and confident, sure this national outstanding traditional culture, make the people of all ethnic groups work together, unite as one, To contribute their own strength to the international dissemination of national traditional sports culture.

2.3. Facilitate Cultural Exchanges Among Countries Along the Belt and Road

The Belt and Road Initiative is not only proposed to adapt to economic globalization, but also to build a "cultural community". One Belt And One Road is a road of the economic cooperation, sports and cultural exchanges, the cultural output of exchange is not unilateral, but in the sports culture of countries along the mutual exchanges, is all the way through area a communication platform, to break the traditional mode of transmission, on the basis of mutual understanding and respect for sports culture collision and fusion, cultural transmission internal potential into full play. Under the background in the area along the way, the international spread of Chinese national traditional sports culture make more people and countries can not only understanding and recognition of national traditional sports culture in our country, more important is to enrich the national traditional sports culture in the process of transmission of culture to achieve its unique value, implementation along the cultural exchanges between countries. The orderly implementation of the Belt and Road initiative has provided a vast space for intercultural communication in countries along the routes. The routes have involved about 65 countries and regions in East Asia, including Mongolia, 10 ASEAN countries, 18 countries in West Asia, 8 countries in South Asia, 5 countries in Central Asia, 7 countries in cis and 16 countries in Central and Eastern Europe [4]. As each country has its own national culture and customs, the traditional

sports culture of each country can be communicated and integrated through this platform to promote the diversified integration of sports culture in countries along the Belt and Road.

3. Difficulties in the Dissemination of National Traditional Sports Culture under the Background of The Belt And Road Initiative

3.1. Lack of Communication Concept Innovation

"The Belt and Road" has created a new development situation for the development of sports culture in China, and created a new situation. The traditional communication concept has been unable to adapt to today's development. Taking the international communication of wushu as an example, the information conveyed by wushu in the international communication is the competitive and performance of wushu, and the communication direction of wushu's moral culture and inherent spiritual value is less. As a result, wushu only spreads actions in the international communication and neglects the communication of spiritual culture. , therefore, we should combine the characteristics of The Times development, clear my strengths and weaknesses, national traditional sports culture make full use of the "area" strategic advantage, dialectical view of the national traditional sports culture in our country the international spread of the problem of insufficient concept innovation, innovation of scientific and reasonable new concept, is China's national traditional sports culture in the primary task of international communication.

3.2. Insufficient Attention of Communication

Although area all the way to the international spread of the national traditional sports culture of our country provides a good platform, but in the international spread of traditional sports culture research in China is relatively late, the quantity and the results are very limited, many studies have tended to national traditional sports culture in the inheritance and development of the domestic, in the aspect of international communication research is less. In addition, most sports media in China tend to report major sports events, and rarely report on traditional ethnic sports events. As a result, there are few opportunities for traditional ethnic sports to be displayed on the international stage, and the connotation of traditional ethnic sports carried by them cannot be fully reflected. Only when there is an important national sports event will it attract media attention and get the opportunity to show.

3.3. The Distortion of International Communication of Traditional National Sports Culture Is Prominent

China's national sports events are gradually formed in the production and life of various ethnic groups, which contains profound cultural connotation. However, some media exaggerate the role of national sports in the process of communication in order to attract attention, resulting in the transmission distortion problem. Wushu culture, for example, the martial arts culture has a long history, renowned at home and abroad, our country in the international spread of film also mostly depicting the martial arts, but the more reflects the traditional martial arts in the film, the athletics and legendary, fewer traditional martial arts of wushu culture and the spirit of righteousness, the traditional martial arts covered with a layer of mysterious veil, This way of communication not only can not get the identity of other countries, and may even be regarded as a kind of deception, affects other countries people's impression of traditional Chinese national traditional sports culture, similar to crouching tiger, hidden dragon "leaf asked" with Chinese characteristics such as martial arts film has to the international propaganda and promotion of the concept of national traditional sports in China, from the point of the whole film, Most of them focus on the expression of martial arts movements, but lack of the content to express the cultural connotation of traditional minority sports in China. Qigong is through breathing and body awareness to achieve the goal of physical fitness, but due to some cognitive

deviation or other ulterior motives, some people deliberately exaggerated the function of qigong, in the name of "qigong master" do the're incapable, great impact on the national traditional sports culture in the international health communication, In addition, the differences of sports culture and customs among different countries make it difficult for other countries to understand and accept China's traditional national sports culture, so there will be deviations in foreign media reports on China's traditional national sports culture, which cannot truly reflect the cultural connotation of China's traditional national sports culture.

3.4. The International Communication Channels of Traditional National Sports Culture Are Limited and the Communication Projects Are Single

Most of the media for cultural communication in China use mass media tools such as newspapers, periodicals, TV and the Internet. However, in terms of its communication power, the communication strength is not enough and the communication effect is not good, which is a big problem that China's traditional national sports culture needs to face first in international communication [5]. In terms of communication style, China is accustomed to using The Chinese mode. In terms of cultural communication concept, China has not been in line with the international standards, and lacks a sense of identity among audiences in countries along the Belt and Road. In addition to film, there are few media like CCTV that can be transmitted overseas. Besides, the communication methods are not well integrated, and there is a lack of media with international influence. Secondly, most of the international exchanges of traditional ethnic sports in China are based on martial arts, and few other sports are involved. As a result, most people in other countries know nothing except martial arts, which greatly restricts the overall development of traditional ethnic sports culture in China.

4. Strategies of International Communication of National Traditional Sports Culture under the Background of Belt and Road

4.1. Establish A New Concept of Communication

The innovation of the communication concept can promote the international communication of China's traditional national sports culture, but at present, the relevant research of China's traditional national sports culture is backward and needs to be spread [6]. Wushu movement, for example, wushu dissemination activities in ancient times had already appeared, but the wushu dissemination theory research started late, the relevant communication theories behind the need of communication, lack of new concept in the field of practice guidance, so we should innovative concept, open up a new field, spread in a variety of forms and methods to promote the dissemination of national traditional sports culture in the world. In order to adapt to the new stage of development of "area" all the way, have to update our country's sports culture communication concept, to combine the characteristics of The Times development, the use of "area" all the way to strengthen the construction of national traditional sports communication theory system, strengthen cultural exchanges and communication, along with countries to promote the concept of national traditional sports culture in our country updates, keep pace with The Times, meet the needs of development.

4.2. Strengthen the Propaganda of Traditional National Sports Culture

In order to further promote the international communication of China's traditional national sports culture, individuals should enhance their understanding of traditional national sports culture, take the initiative to be the inheritor and disseminator of traditional national sports culture, and actively carry out foreign sports culture exchanges. Secondly, some non-governmental organizations can hold some traditional ethnic sports culture exhibitions with ethnic customs and characteristics to attract foreign tourists to watch and experience the unique local traditional ethnic sports culture. Finally, the media should strengthen the publicity

and reporting of traditional ethnic sports. Make full use of various media to let more foreign friends know and understand our traditional national sports culture.

4.3. Enhance Cultural Confidence and Standardize Communication Content

China's traditional national sports culture has its own unique national characteristics and style, we should fully affirm its value, show a high degree of cultural confidence in the international communication, should adhere to the self-centered, not to pursue the effect of communication and legendary traditional national sports culture. The most authentic core concept and cultural connotation of traditional national sports culture should be expressed to countries along the Belt and Road. In addition, in the process of international communication, we should change the communication style, fully respect the ethnic customs and religious beliefs of countries along the belt and road, learn from each other's strengths, seek common ground while reserving differences, standardize the content of the communication of Chinese traditional ethnic sports culture, determine different communication content according to the different communication objects, and meet the needs of different communication objects. To prevent distortion of cultural communication caused by cultural differences among countries, avoid blindness of communication and improve the effect of international communication.

4.4. Broaden Communication Channels and Enhance Communication Skills

The international spread of Chinese national traditional sports culture, in fact, a kind of cross-cultural communication, in the process of international communication has been the propaganda work, if the transmission channel is limited, the lack of communication skills, it is difficult for other countries to realize the national traditional sports culture in our country, thus influence the communication effect, and even may cause cultural misunderstanding and other countries [7]. Due to cultural differences in different countries, we need to adopt different communication channels and use appropriate communication skills to carry out international communication of traditional ethnic sports culture under the "Belt and Road" initiative. Secondly, it is necessary to broaden communication channels and create new communication modes. It is necessary to combine mass media and some new media technologies to spread traditional national sports culture with Chinese characteristics, and make full use of Internet +, wechat, Weibo and short video platforms to carry out cross-cultural communication.

5. Conclusion

One Belt And One Road under the background of the international spread of the national traditional sports culture of our country although has obtained certain achievements, but there are still many unsatisfactory place, we should find itself in the international spread of deficiencies and development, transformation of the mode of transmission and means of spreading information, let along the country it is easier to understand and accept the national traditional sports culture, Formation of national traditional sports culture of internal cohesiveness and external attraction, set up the bridge of cultural exchange along the national sports, insist on mutual learning, only actively integrating the resource of spread at home and abroad, attaches great importance to the fusion of traditional media and new media technology development, to our country national traditional sports culture to the world, to accelerate the process of transmission, Promote the high - quality dissemination of national traditional sports culture.

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