

Study on Cross-border Communication of National Traditional Sports Culture from the View of International Communication

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Abstract

In today's information globalization, international communication has become a basic form of human information dissemination, but also become one of the most important ways to spread the national traditional sports culture. With the continuous development of globalization, various kinds of media have become the main channels of current information communication. For national traditional sports to develop faster and faster, they must rely on mass media, and there is no other way else. Therefore, this paper studies the way of cross-border communication of the traditional national sports culture from the perspective of international communication.

Keywords

Traditional national sports; International communication; Communication science.

1. Introduction

Information transmission between countries has always existed since the birth of countries. Both the diplomacy between countries and people-to-people exchanges are the form of transnational information flow. [1] With the progress of The Times, the exchanges between countries are increasingly frequent and deepening, and the transnational information communication has gradually become a basic form of human information communication. National traditional sports culture in the process of spreading not only to spread technical action, more to spread the cultural meaning of these technical action, because many national traditional sports not only reflected in technical action, more traditional projects actually contains deep cultural meaning, is a kind of physical self-cultivation and sublimation.

2. Cross-border Ethnic Traditional Sports Culture Dissemination Subject: The Country

The international communication of a country refers to the cross-border information communication activities of a country represented by a government. In the history of international communication, among many international communication subjects, the national government is still the most energetic, active and influential communication subjects. National communication of national traditional sports culture refers to a communication process, which refers to the activities of information exchange and processing between countries after the country receives relevant information. The national communication of the traditional national sports culture actually means that the government condenses the original influence on the mass media through the new information control methods, and gives full play to the strong position and role of the sovereign countries in the diversified international communication subjects.

2.1. Strengthen External Communication and Shape the Connotation of the Traditional National Sports Culture

All countries in the world in the international community should introduce and publicize their national conditions, policies and cultures so as to win good international public opinion. [2]

Therefore, launched by the national government, public diplomacy for the national and international public. Announcement diplomacy should publicize the country's excellent traditional sports culture, reduce the misunderstanding and suspicion of the international public, and increase the international community's understanding, understanding and study of the country's excellent traditional sports culture. It aims to "inform, contact and influence" the international people, and ensure that the effective "ideological connection" and "cross-border circulation of culture and information" with foreign countries. Use various media at home and abroad to advertise the national traditional sports culture, spread the national image, through information communication technology, educational and cultural exchange projects, art performance and display, and other means to create a "well-known brand" of the national traditional sports cultural products and trade.

2.2. Strengthen Information Control and Safeguard the Sovereignty of National Traditional Sports Culture

In the context of global information technology, the domestic information systems of various countries are integrated with the global information system, and the information interference and aggression from the outside may destroy a country's information system. Into the era of globalization, on the international stage, with knowledge culture as the core elements of soft power in a national comprehensive national strength status and role more and more prominent, should actively develop foreign national traditional sports culture, the government through various foreign media —— is mainly foreign media —— and foreign communication of national traditional sports culture control transmission, expand information boundary, for national traditional sports culture space, and produce the national traditional sports culture system independent management and inheritance power. As a result, the traditional national sports culture can attract consistent all attention in a country, a region and even the whole world, and form a unified learning public opinion.

3. The Communication Body of Cross-border Ethnic Traditional Sports Culture: Multinational Companies

Multinational corporations are international organizations for the purpose of profit. Multinational corporations have always been one of the main bodies of international communication, and also the most powerful leader and promoter of communication globalization. It seeks the global raw material origin and expands the world market, and generates the demand of international communication. The global communication of national traditional sports culture can organize the globalization of production, operation and marketing of multinational companies, and carry the internationalization and globalization of corporate culture spirit.

3.1. Progressive Dissemination of the Traditional Ethnic Sports Culture

Multinational companies to participate in the spread of national traditional sports culture activity has a gradual process, chasing interests is the internal expansion of multinational companies, under the national traditional sports culture profit rule, multinational companies production and business scope and user market will spread around the world, national traditional sports culture will spread continuously in the world. With the emergence of the network media, international communication behavior major changes multinational companies for the international market biggest profit, flow type will develop from the traditional single centralized type to flow: centralized, multinational network, divergent, transnational two-way and multinational network, these types can gradually spread national traditional sports culture, is inevitable and all-round.

Table 1. Progressive involvement of multinational companies in international communication

Early Years (Postal Network)	Middle and late stage (satellite)	Contemporary (on the Internet)
one-sidedness	Centralized circulation	Network circulation
randomness	Single circulation	Two-way circulation
contingency	network	Divergent circulation

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3.2. Spread the Traditional National Sports Culture Beyond National Boundaries

The national traditional sports culture industry should adopt the communication strategy of both globalization and localization in the business strategy. [3] Implement the principle of "global operation, localized implementation", fully integrate the traditional national sports culture with the past or "hometown" of the host country and location, spread the close and affinity of the traditional national sports culture, and win the love of the people of all countries. The most basic group organization in national sports communication activities is the primary group, such as the mentoring system, the teacher and brother system, and the same school system in martial arts inheritance, which are all the primary groups in martial arts communication. Because they have a common goal orientation, they often come together with a common love for some kind of boxing. Therefore, this group transmission often has group characteristics of initiative, spontaneity, interactivity and loose.

4. Cross-border dissemination of National Traditional Sports Culture Subjects: International Organizations

International organizations are a very active subject in international relations. Their members are member states and possible citizens, and they are non-profit institutions. International organizations are divided into intergovernmental international organizations and international non-governmental organizations. Intergovernmental international organizations can hold international conferences and run self-communication media. This paper mainly introduces the role of international NGOs in spreading traditional national sports culture.

4.1. Spread the Traditional National Sports Culture at Multiple Levels

International non-governmental organizations are numerous and diverse, and have a wide range of activities, affecting and infiltrating all aspects of international relations and human social life. [4] International NGOs are multi-level, including global (World Taekwondo Union, International Olympic Committee) and regional (Chinese Wushu Association) with distribution and branches in all countries and regions around the world. National traditional sports culture should establish cross-border communication organization, within the global levels of the spread of national traditional sports culture, promote the spirit and concept of national traditional sports culture, in the communication scope, content, channels and the audience, responsible for undertaking the national traditional sports games and its related activities. View the development of modern sports, organization communication for the development of a sports communication has an extremely important role, so we can see in modern times,

especially at the end of the 18th century, many modern sports have established various international sports organizations, this is essentially to use organization communication to develop themselves, and it is proved that it is these organizations to spread around the world, eventually make these modern sports in the world to form a global communication system. This point is worth learning and learning from many ethnic traditional sports in China.

4.2. Diversified Dissemination of Traditional National Sports Culture

There are a large number of international NGOs, including their objectives, purposes, nature and functions, class interests, and member distribution. There are also various organizational characteristics and operation rules, which determine the diversity of cross-border transmission types. [5] The cross-border communication of national traditional sports culture should have the characteristics of its own national culture. Pictures and videos related to the national traditional sports culture published through new network media (short videos and movies) should be used to publicize the connotation and value of the national traditional sports culture and spread the global communication scope. The audiences of international NGOs of different nature and forms are also different. The audience of traditional national sports culture is mainly aimed at intellectual classes and various sports associations, so that the communication of traditional national sports culture meets the subjective requirements and objective laws of cross-border communication.

4.3. Independent Dissemination of National Traditional Sports Culture

International non-governmental organizations are independent from the government, and are also different from enterprises, and are called "people's organizations" or "people's organizations". [6] In the process of communication, a balance is achieved through the communication and communication between the NGOs and the public, and some relevant information in the traditional national sports activities is coded through the thinking activities of the NGOs, so as to ensure the smooth and orderly development of these sports communication activities. Six spread of national traditional sports cross-border transmission is essentially the source of the development of traditional sports, in our national traditional sports typical martial arts as an example, if there is no non-governmental organizations, martial arts will not let countries practitioners produce emotional attachment to martial arts, but also difficult to inspire years to practice martial arts movements and techniques of internal power. Compared with China's national sports communication, whether print media, TV, Internet and other communication media are constantly impacting the old communication mode, that is, the master and apprentice inheritance system. Take martial arts, for example, no matter how beautifully you picture, record, or explain the explanation, it is often difficult to do between the screen and the screen.

5. Cross-border Ethnic Traditional Ethnic Sports Culture Communication Subjects: Individuals

In the traditional national sports, individual communication refers to a kind of information communication activities between people. This kind of interpersonal communication is the most common, important, direct, simple and complex social behavior in human activities. Of course, from the perspective of human development, the essence of this interpersonal communication runs through the whole process of human development, which not only refers to the dissemination of traditional national sports, but also a basic social behavior of all human communication activities.

5.1. Diversified Dissemination of Traditional National Sports Culture

In the Internet environment, international communicators have expanded to individuals living everywhere in every corner, industries, all ages, cultural backgrounds and knowledge levels, especially Internet users of teenagers. [7] (figure 1) In recent years, with the rise of the Internet, the communication mode of the traditional ethnic sports has undergone new changes. Its appearance has made the multimedia communication channel appear for the first time across time and space, which has profoundly changed the communication mode and communication habits of human beings.

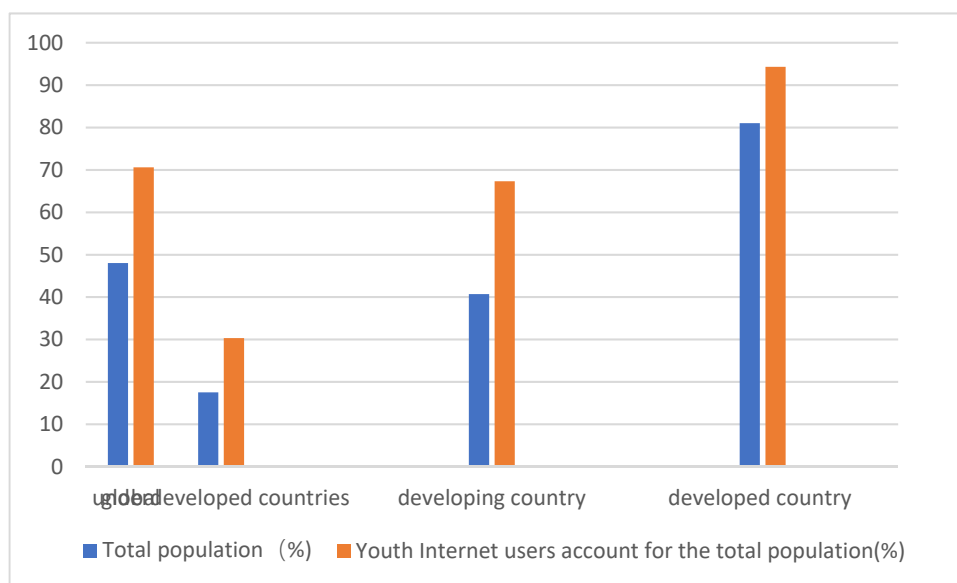


Figure 1. Statistical chart of Internet international communicators

At the same time, the emergence of the Internet is the first time, no matter where visitors are, almost can access a network address information at the same time. To build a huge source of information in a basic global context, allowing humans to have a database of geometric daily growth, thus enabling humans to obtain the fastest way of information dissemination. The emergence of the Internet marks the transformation of human society from industrial society to an information society. Then TV began to intervene in the spread of sports news, bringing a new visual impact to the audience. After the emergence of satellite technology, the communication of large-scale sports events was greatly facilitated. In the new era, a large number of professional channels emerged, and TV media and sports coexist and prosper together, creating a platform for the homogenization of global sports integration. The communication of national sports also follows the trend of The Times, and is also constantly stepping into the track of internationalization and professional development.

5.2. The Incidental Spread of National Traditional Sports Culture

In the Internet environment, individual international communication activities mainly include online forums, blogs, Twitter, Facebook, online video (TikTok, Kuaishou) and online mobile phones. Based on the network application technology of Web2.0h and Web3.0, the new media communication form has the characteristics of interactivity and interactivity, and can spread the traditional national sports culture in any place and at any time. [8] With the help of video sharing App (such as Tik Tok), ordinary individuals upload videos of traditional national sports culture, quickly spread around the world, and cause response in a very short time to get timely feedback (videos are downloaded, watched or commented as soon as they are uploaded). It has the effect of spreading the traditional national sports culture by chance. Throughout the

development process of modern sports, we can clearly see the role of mass media in the communication of modern sports. Mass media fully shows the charm of sports, broke the traditional media limited by time, place, space, especially since modern television, film, wireless network, the emergence of new transmission, makes the national sports communication is across the limitation of the traditional media, in a more open form in front of the public, but also to the spread of national traditional sports bring a new change.

6. Conclusion

As an important organizational part of the social civilization system, the traditional national sports activities, its inheritance and development also cannot be separated from such interpersonal communication activities. From the perspective of human development, all communication activities people do have relevant purpose. The main purpose of communication is to make more people understand and understand the content you spread. From this point of view, it is very important to study the communication effect. With the continuous development of human society, international communication has become the main channel of information transmission, national traditional sports to faster and faster development, we must use the international mass media, to achieve the purpose of inheriting and spreading the traditional sports culture, better enhance cultural confidence, increase the national cultural soft power, improve the national international status.

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