

# Study on the Communication Strategy of National Traditional Sports Culture from the Perspective of Internationalization

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**Abstract:** In the Continuous Development of Sports in China, National Traditional Sports Occupy a Very Important Position and Are One of the Important Inheritance of Chinese Traditional Culture. as the Process of Internationalization Continues to Accelerate, Chinese Traditional Sports Culture Has Received Extensive Attention as One of the Country's Soft Powers. Therefore, Based on the International Vision, This Paper Deeply Studies the Value of National Traditional Sports Culture and the Problems Faced by National Traditional Sports Culture. Moreover, It Further Proposes Ways to Enrich the Channels of Traditional Sports Culture Communication and Improve the Communication Strategies of the National Traditional Sports Culture Communication System.

## 1. Introduction

### 1.1 Literature Review

Cai Li used expert interviews and literature materials to study the international communication of national traditional sports culture. It is also suggested that the national traditional sports culture should be spread in more forms and in digital form. Moreover, the content of the dissemination should be more networked and enriched (Cai, 2014). Based on the perspective of mass media, Wang Yu studied the spread of traditional national sports culture. She believes that the international dissemination of national traditional sports culture should be carried out from the aspects of clear communication concepts, enriching the content and form of communication, emphasizing the main body of communication, and using various channels and media (Wang, 2014). From the perspective of cultural security, Wang Jianwei studied the traditional Chinese sports culture and believed that Chinese traditional sports should use the industry as the carrier to build a national brand of traditional sports. At the same time, we should innovate the concept of cultural awareness in order to build a sense of national identity in traditional Chinese sports culture (Wang, 2017). Based on the "Internet +" background, Li Wei studied the traditional sports culture of Chinese ethnic minorities. He proposed that traditional sports is an important carrier of Chinese minority culture and plays an important role in highlighting the national spirit, building national self-confidence and safeguarding national unity (Li, 2018).

### 1.2 Research Purposes

With the continuous enhancement of national strength, China's international voice has gradually increased, and the country has begun to attach importance to the construction of cultural soft power. In this context, as an important part of Chinese traditional culture, the construction and dissemination of traditional sports culture has gradually received the attention and attention of relevant departments and the community. However, in the context of internationalization, there are still many problems in the spread of national traditional sports culture. Therefore, this article takes the value of national traditional sports culture as the starting point, and deeply studies the problems faced by the current national traditional sports culture. It also puts forward the communication strategy of national traditional sports culture from the perspective of internationalization, in order to provide useful reference for the construction of Chinese traditional sports culture.

## 2. National Traditional Sports Culture Value

Culture is the pillar of a country's economic prosperity and development, national rejuvenation, and the soul and blood of a nation. As an indispensable part of traditional culture, traditional sports culture carries the value orientation of the nation, as shown in Figure 1. The traditional Chinese sports culture is rich in content and profound, including the intersection of values, interoperability, and careful integration. It is formed by the combination of religious beliefs, customs, ethics, values, language, environment, national traditions and other factors of various ethnic groups in China. It reflects the living conditions of traditional Chinese society and has very distinctive characteristics ( Li and Yu, 2016). Moreover, the traditional Chinese sports culture is the link that sustains organizations, groups and social groups, and is also an indispensable condition for achieving national identity. In the traditional sports practice activities, all ethnic groups continue to deepen their understanding of the national sports culture. At the same time, confirm the cultural groups and cultural attributes of the nation.



Fig.1 National Traditional Sports Culture Value

With the birth of the Chinese nation, the national spirit has followed, and it has been passed down and developed in sports activities. Therefore, the national traditional sports culture plays an important role in the enhancement of national cohesion, the national style and the shaping of character. Therefore, the cultivation and inheritance of the national traditional sports culture can highlight the national spirit of the Chinese nation and stimulate the pride, self-confidence and national self-esteem of the Chinese people. At the same time, traditional sports culture plays an important role in adhering to the local voice of sports. The local discourse power is a national identity symbol and a concrete embodiment of a country's national status. In the international community, the right to speak is one of the means for a country to expand and safeguard national interests, and it is also an important indicator of national strength. At present, the world sports culture is rich and diverse, and having the right to speak in sports culture can occupy a commanding height in the development of international sports culture (Li et al, 2019). In addition, traditional sports culture also plays an important role in the independence of culture, culture and sovereignty.

## 3. Problems Faced by National Traditional Sports Culture

### 3.1 The Impact of Western Sports Culture

With the influence and tension brought about by globalization, the western sports culture has gradually penetrated, which has a very negative impact on the foundation of Chinese traditional sports culture. Especially for the large-scale sports and cultural events such as the World Cup and the Olympic Games, the traditional Chinese sports culture has gradually shown a downward trend. Traditional sports have gradually faded people's horizons and memories. Moreover, the continuous spread and penetration of foreign culture through new media technologies has greatly shaken people's confidence in continuing to carry forward and inherit the traditional sports culture of the

nation. The current TV, Internet, mainstream media and other propaganda of Western professional sports events have further expanded the development space of Western sports competition culture, which has brought great impact and threat to the development and inheritance of the traditional Chinese sports culture.

### **3.2 Changes in the Traditional Sports Culture Environment**

With the continuous acceleration of the modernization process, the cultures of various countries have continued to develop and gradually integrate with modernization and internationalization. At present, the sports culture value of western developed countries is more consistent with the fast-paced cultural tone of modern society. Therefore, Western sports culture, with its strength and publicity, occupies a dominant position in the current mainstream culture. As the society continues to advance, the environment on which it depends is constantly evolving and changing. In this context, some unique etiquettes, techniques, customs, symbols and memories of the national traditional sports culture have gradually disappeared. At the same time, many traditional sports culture projects are gradually declining in the inheritance and development, and some projects have even disappeared.

### **3.3 Changes in Traditional Culture**

At present, the prevalence of global professional sports events has brought great opportunities for the development of Chinese traditional sports culture. However, while grasping the continuous development of opportunities, traditional sports are gradually being “westernized” by the influence of Western sports culture. In the process, some sports that are rich in Chinese traditional culture have been transformed. For example, in order to be selected for the Olympic Games, some standards and routines of martial arts have been transformed, and gradually approached the rules and standards of Western sports culture. As a result, the current Chinese traditional martial arts boxing is disappearing. Moreover, the heirs of traditional martial arts are also decreasing, and the number of people who practice traditional martial arts is shrinking.

## **4. The Communication Strategy of National Traditional Sports Culture from the Perspective of Internationalization**

### **4.1 Ways to Enrich Communication**

We should strengthen the promotion of national traditional sports culture, establish a network information sharing platform on campus, and provide students with a way to understand traditional sports culture from multiple ways, multiple methods and multiple means. Moreover, schools should strengthen the construction of faculty and build a team of traditional physical education teachers with strong language communication skills and high levels of knowledge and teaching. At the same time, colleges and universities should provide more targeted national traditional physical education courses, including practical courses and theoretical courses, in order to strengthen the construction of traditional physical education curriculum. In addition, colleges and universities should open clubs and interest training courses related to traditional national sports, and regularly carry out curriculum teaching activities and training to provide students with learning channels for traditional sports.

### **4.2 Improve the Communication System**

In the process of the development of national traditional sports, relevant departments should constantly improve the dissemination system of traditional national sports culture. First, colleges and universities should incorporate the traditional Chinese sports teaching into the compulsory courses for college students, and set up corresponding credit assessment systems. Second, the relevant departments should establish an evaluation system for the traditional Chinese sports culture teaching curriculum, and incorporate the traditional sports culture assessment into the student's entrance examination and graduation assessment. Third, relevant departments should establish certain incentive mechanisms to give certain rewards to students who perform well in traditional

cultural studies. For example, provide opportunities for external exchange learning or opportunities for further study. Fourth, colleges and universities can create a number of excellent courses on national traditional sports culture. As a student's extracurricular practice activities, students are attracted to participate, and then create a nationally distinctive teaching brand.

### **4.3 Strengthening Spiritual Construction**

For the inheritance of the national traditional sports culture, it is necessary to strengthen spiritual construction. First, it is necessary to strengthen the support and management of the school student union and other departments. For the activities of traditional culture organized by these departments, the school should give certain financial support to ensure that students can have a deeper understanding and learning of the traditional culture of the Chinese nation in the process of participating in the activities. Second, colleges and universities should encourage international students to carry out some traditional sports activities in the country, such as the Songkran Festival. Third, colleges and universities should select some representative national and folk sports activities to carry out extracurricular activities on campus, fully embodying the inclusiveness of the traditional culture of the Chinese nation. Fourth, the relevant departments should speed up the process of building traditional sports cultures in various regions, incorporate traditional sports into the national fitness plan, and create a good external environment for the inheritance and development of the national traditional sports culture.

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