

Based on the Development Orientation of China's Traditional National Sports Culture in the New Era

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Abstract: Through literature analysis and empirical research, this paper examines the development orientation of Chinese traditional national sports culture in the new era. Through the combing and analysis of relevant literature, the paper obtains the value and development of traditional Chinese national sports culture in the new era. Research results show that the use of market media to improve the propaganda effectiveness, build cross-regional communication sharing mechanism and build talent training base, can expand the national traditional sports culture influence and popularity, to training and selection of excellent traditional sports culture coaches and researchers, improve their professional quality and teaching level, build talent team. It is of great practical significance to promote the development of national traditional sports culture and to promote social unity, national health and economic prosperity.

Keywords: New era; National traditional sports; Cultural development and orientation review

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Introduction

Since the 18th National Congress of the CPC has attached great importance to the development of China's national culture. As an important part of China's ethnic culture, ethnic sports culture is of great significance for strengthening ethnic unity, improving national physical fitness and promoting economic development. However, with the advancement of social reform and modernization process, the national traditional sports culture is facing many challenges and problems. In order to effectively promote the development of national traditional sports culture, it is necessary to examine and study its value and development direction. This paper aims to explore the development orientation of traditional sports culture in the new era through literature analysis, and put forward corresponding solutions, which can provide theoretical guidance and practical support for the development of traditional sports culture in China.

1. The value of traditional national sports culture in the new era

1.1 Strengthen cultural prosperity and promote ethnic unity

On the one hand, by displaying and inheriting the traditional national sports culture, people can better understand their own national cultural characteristics, and stimulate the love and pride of the traditional culture. This will not only help to strengthen ethnic cohesion and centripetal force, but also promote the understanding and friendship among all ethnic groups, and enhance ethnic unity. On the other hand, the traditional national sports culture has unique values and moral norms. By spreading these values and norms, people's good conduct and people's sense of social responsibility can be cultivated. This helps to build a harmonious society, reduce contradictions and conflicts, and promote social stability. ^[1]

1.2 Improve the people's health and promote their health

Chronic diseases and sub-health have become an important public health problem in today's society, and physical exercise is one of the effective means to prevent and control chronic diseases. By participating in traditional ethnic sports, people are able to increase physical activity, promote blood circulation and metabolism, and reduce the risk of chronic diseases. Traditional national sports activi-

ties focus on exercising the function of all aspects of the whole body, including strength, speed, endurance, flexibility and so on. Such as traditional martial arts, Taijiquan, Mongolian wrestling, dragon boat rowing, these activities can promote the growth of muscle strength, improve coordination and flexibility. At the same time, traditional ethnic sports also include a series of aerobic sports, such as traditional dance and ethnic folk sports games, which can improve the heart and lung function, enhance endurance and physical fitness. By actively participating in traditional ethnic sports, people can not only improve their physical fitness and resistance ability, but also promote blood circulation and metabolism, increase energy consumption, and reduce the risk of chronic diseases. [2].

1.3 Expand the sports industry and boost consumption upgrading

On the one hand, with people's pursuit of a healthy lifestyle and the increasing demand for sports consumption, the sports industry is becoming an important field of economic growth. Through the development of sports industry, it can drive the development of related industrial chains, involving sports equipment manufacturing, sports stadium construction, sports event organization, sports training and other fields, to provide more employment opportunities and create more economic value for the country. On the other hand, with the development of the national economy and the improvement of people's income level, people's demand for consumption is also constantly upgrading. As an emerging consumption field, the sports industry meets people's demand for high-quality consumption such as health, leisure and entertainment. Through the development of sports industry, it can promote the consumption upgrading, optimize the consumption structure and promote the sustainable development of economy.

2. The development of traditional national sports culture in China in the new era

2.1 The current society does not pay enough attention to sports

First, compared with other fields, sports have relatively little social attention and resource investment, and their support and investment in sports are relatively limited. This leads to the development of sports is facing the lack of funds, venues, coaches and other resources. Secondly, although physical education is an important part of school education, physical education curriculum is often marginalized due to the imbalance of educational resources and the emphasis on academic and academic educational evaluation. The physical exercise time of students is compressed, the quality and level of physical education are relatively low, it is difficult to meet the needs of students' physical education, and the cultivation of students' sports awareness. In addition, with the development of society and the progress of science and technology, people's pace of life is accelerated and the work pressure increases, so many people cannot take time and energy to do sports. The media reports and publicity of sports are also relatively limited, and the lack of comprehensive and diversified presentation of sports, which makes sports "niche" and "small", and makes it difficult to stimulate the public's interest in and participation in sports^[3].

2.2 There are interregional cultural barriers in traditional ethnic sports

Due to the differences of the geographical environment, historical background and ethnic culture in different regions, the traditional ethnic sports activities have developed unique styles and characteristics in different regions. However, due to the lack of communication and interaction, some excellent national traditional sports activities cannot be understood and participated in by more people. This kind of regional cultural differences and insufficient communication makes the traditional national sports culture often limited to the region, forming a cultural barrier. Traditional sports activities in some places cannot be recognized and spread by other regions, limiting its development and influence across the country. In addition, due to the influence of history, economy, society and other factors, the development of traditional ethnic sports culture in some areas is relatively weak, and the lack of support for inheritance and protection. As a result, some excellent traditional sports activities have not been effectively inherited, and the related skills and sports culture face the risk of gradually disappearing.

2.3 Insufficient reserve of reserve talents for traditional ethnic sports

Many ethnic traditional national sports skills need to be mastered through long-term systematic training and practice, which requires a lot of time, energy and patience. However, with the fast pace of society and the increase of competitive pressure, many young people are difficult for them to spare enough time to focus on the learning and exercise of traditional sports skills, resulting in insufficient reserve talents. Moreover, with the popularity of modern sports, many young people are more inclined to contact and participate in modern sports, such as basketball, football, badminton, dumbbell fitness and so on.

3. Measures for developing China's traditional ethnic sports culture in the new era

3.1 Use market media to improve the publicity effect of national sports culture

First of all, to increase the content development and production of national sports culture. Through market media, such as TV and Internet platforms, high-quality programs, documentaries and short videos are produced to display the traditional ethnic sports activ-

ities and skills of different regions. It can show the charm and connotation of national sports culture comprehensively and vividly by combining the wonderful event shots, expert commentary and background introduction. In content production, innovative techniques and forms of expression can be adopted to attract the attention of young people and diversified audiences. Through rich content and high quality production, improve the attraction and influence of national sports culture publicity.

Second, strengthen the use of social media platforms. Social media platforms have a wide range of coverage and interactivity, and can carry out ethnic sports culture publicity through Weibo, wechat, TikTok and other platforms. By releasing interesting and interactive content, such as stories, anecdotes, challenges, etc., more users can be attracted to participate in it, and expand the influence and dissemination scope of national sports culture. Special accounts or channels can be opened to regularly publish content related to ethnic sports culture, and interact and communicate with users. With the help of the communication power and user stickiness of social media, to promote the communication and participation of national sports culture.

3.2 Establish a cross-regional ethnic traditional sports culture exchange and sharing mechanism

Establish regular cross-regional ethnic traditional sports culture exchange activities, such as exhibitions, forums, seminars, etc., to provide opportunities for traditional sports culture representatives in different regions to communicate with each other. At the same time, special organizations or platforms can be established to coordinate local cooperation and exchanges, and promote resource sharing and the development of cooperation projects. We can also encourage exchanges and cooperation among traditional ethnic sports and cultural institutions, experts and scholars and other relevant personnel in various regions. By organizing joint research projects, expert exchanges, visiting scholars and other ways, we can promote the skill inheritance and experience sharing of traditional sports culture, and promote cross-regional cooperation and development. Establish a cross-regional national traditional sports culture resources database and Internet platform, collect, sort out and share the traditional sports culture materials, skill courses, cultural relics collection, etc.

Conclusion

To sum up, in the new era, China's traditional national sports culture has important value and development potential. Strengthening cultural prosperity can promote ethnic unity, improving the people's physique can promote the health of the whole people, and expanding the sports industry can boost the upgrading of consumption. This paper puts forward the measures of using the market media to improve the propaganda effect of national sports culture, constructing a cross-regional traditional exchange and sharing mechanism of national sports culture, and building a talent training base for the development of national traditional sports culture. These measures will help to promote the inheritance and development of the traditional ethnic sports culture, and promote the ethnic unity, the national health and the development of the cultural industry. At the same time, it also has important practical significance to improve the level of China's sports culture and enhance the national soft power.

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