

Research on the Promotion Strategy of Sports Diplomacy Discourse Power in China

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Abstract: With the continuous improvement of China's comprehensive national strength, improve the current sports diplomacy voice is the inevitable result of the development of times, in this background, our country sports diplomacy needs to clear their own actual situation, understand the challenges and risks, and put forward the specific improvement path, through this way can promote our country sports diplomacy voice promoted, in addition, in this process, our country also want to excavate the connotation of sports culture, at the same time adhere to the road with Chinese characteristics, in this way, China's sports diplomacy can also improve effect.

Keywords: Sports diplomacy discourse power; Promotion strategy; Sports power

Fund Project:

2019 National Social Science Foundation project "Research on the Mechanism and Path of The Improvement of China's International Sports discourse Power" (19ATY002);

Guangdong Provincial Education Science Planning Project "Research on Cultural Confidence and the Improvement of China's Sports discourse Power" (2020GXJK172);

Scientific research project of Lingnan Normal University "Research on the Promotion Strategy of Sports discourse power in China" (ZL1812).

With the rapid development of social science and technology, the exchanges between countries in the world are becoming more and more close. For this reason, it is also very important to enhance the voice of sports diplomacy. The discourse power of sports diplomacy is closely related to the discourse system of socialism with Chinese characteristics. At the same time, under this background, China must focus on the analysis of the challenges and impacts of the discourse power of sports diplomacy, so as to provide technical support for the construction of a complete discourse system of sports diplomacy.

1. The important significance of enhancing the discourse power of Chinese sports diplomacy

Sports diplomacy contains two meanings. First, it is based on safeguarding the interests of national countries and takes sports as a diplomatic means. The second means is to safeguard the interests of national sports, and also includes the use of sports means to carry out diplomatic activities. In this context, in order to enhance China's national interests and provide a guarantee for improving China's current sports level, we must focus on improving the voice of sports diplomacy, which also lays a good foundation for building a modern socialist sports power, and has a positive impact on the great rejuvenation of the Chinese nation. By improving China's sports diplomacy voice, can promote our country's national core interests to defend, it is satisfied with the overall layout of our characteristic power diplomacy planning, in addition, under the background of rapid development, China's sports diplomacy also got innovation and optimization, this is the main reason for promote sports diplomacy voice, by improving diplomatic voice, also conducive to China's international influence and comprehensive national strength can be improved. The diplomatic discourse power has an important impact on the overall strength of the country and the development of sports. In this process, the foreign exchange and cooperation development of sports in China can be more stable, which is also conducive to the use of Chinese wisdom and Chinese

solutions in international sports governance to show the image of China's country as a sports power. Finally, when the voice of China's sports diplomacy is enhanced, the security problems existing in China's current sports events can also be solved, and the harmonious coexistence between various countries, which is also conducive to the cohesion of security awareness, and promote China's sports diplomacy to write a new chapter^[1].

2. Specific measures to enhance the discourse power of China's sports diplomacy

2.1 Take the path of sports diplomacy with Chinese characteristics

Sports diplomacy voice and the national promotion of comprehensive national strength is closely linked, and sports is the dream of rejuvenation, in this background, our country must focus on promoting sports diplomacy voice, to take the road with Chinese characteristics, in addition by improving China's sports diplomacy voice can also change the international status of European and American countries, it also guarantee the level of diplomacy in our country. At the same time, as China's active participation in various international sports activities, it also ensures that the voice of China's sports has been enhanced, which also shows the positive role of taking the road of socialism with Chinese characteristics. In this process, China can also show the image of a strong country with unity and cooperation^[2].

2.2 Building a discourse platform for sports diplomacy

By building a discourse platform for sports diplomacy, It can also promote China's discourse power in sports diplomacy, In addition, in this process, public media should also promote public media to play its role, By using the Internet, television, newspapers and other media to spread, This also ensures that China's sports diplomacy can occupy the commanding heights of public opinion, First of all, it should be clear that if we want to enhance our voice in sports diplomacy, Can not rely solely on the regression of other countries, This approach cannot be maintained for a long time, Must promote our country to have a strong media team, at the same time, For the international news, Our country should also actively report, Take the initiative of public opinion in international news, This way can also better guide public opinion, Finally, we should also pay attention to spreading the corresponding sports diplomacy, In this process can also promote the cooperation between China and the international sports media, In this way, Overseas media can also be more oriented when reporting, Play the value of confident supervision, This can also promote the development and dissemination of China's diplomatic discourse^[3].

2.3 Explore the connotation of sports culture deeply

It is also very important to deeply explore the connotation of traditional sports culture, China should make it clear that if it wants to enhance its diplomatic voice, Must be based on the development of the traditional sports culture, The Chinese sports culture is extensive and profound, And it has more characteristics, And Western culture, This also shows the excellent connotation of Chinese sports culture, In addition, by understanding the cultural connotation, It can also promote China's traditional sports culture and international standards, To promote in-depth cultural exchanges among other countries, This is conducive to the exchange of sports culture among various countries, In addition, excavating China's traditional sports culture, Is also conducive to the later communication work, Various communication media can also provide convenience for China to build a communication platform with other countries around the world, This can also promote the expansion of our diplomatic body, Not only to enhance China's cultural soft power, It can also lay a good foundation for China to improve its international influence^[4].

2.4 Realizing cross-cultural exchanges

If we want to effectively enhance China's voice in sports diplomacy, Attention must be paid to cross-cultural exchanges, Intercultural communication is closely associated with both language and culture, Due to the limitation of the English language, China also holds relatively low positions in current sports organizations, This also leads to China's voice in sports diplomacy can not be enhanced, In fighting for profit, In this context, Our country must analyze the existing problems, Provide specific solutions, Prevent the occurrence of adverse international impacts, First, domestic companies can actively participate in investing in foreign sports clubs, In this way can also effectively promote China's sports industry to broaden, in addition, We can also value the activity of telling Chinese stories in English, In this way, Western countries will also have a deep and comprehensive understanding of China's excellent culture and our language. At the same time, in cultivating the corresponding talents, also must examine the needs of culture and language, in the corresponding training activities, to choose targeted, purposeful teaching content, prompting athletes can improve personal skills can also can use English and western countries to communicate, through the above way, can effectively promote China's diplomatic voice, it also can

enhance our international influence^[5].

2.5 Actively participate in international sports governance activities

In the current international sports governance, China has also played a positive role, Made a great contribution, International sports governance requires the joint consultation of multiple countries, This also requires our country to change the original passive way, Active participation in the governance process, This can also promote China's voice in sports diplomacy, First of all, we can form a good cooperative relationship with international sports governance agencies, In this way, China's sports governance experience can be spread and developed, It will also enable China's wisdom and Chinese solutions to be understood by the West, in addition, China can also actively host the corresponding sports events, In this way, our position in sports diplomacy can be enhanced, In addition, we should also choose our excellent sports diplomats to enter the international sports organization, In this process, Our professional ability and level of diplomatic personnel can be improved, China uses Chinese wisdom to solve problems in sports governance in international countries, It can also lay a good foundation for the promotion of China's diplomatic power^[6].

Tag:

Under the background of social development, improve China's sports diplomacy voice, can effectively realize the comprehensive strength of our country, in this process, our country's sports diplomacy must understand their own actual situation, clear promote the positive significance of diplomatic voice, both national interest level and international status level should be analyzed, also according to the existing challenges, to attack, it also can prompt our country sports diplomacy adhere to the road with Chinese characteristics, mining sports culture connotation, in this way can also guarantee our sports diplomacy actively participate in sports international governance.

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