

# Research on the international publicity strategy of Guangxi traditional minority sports in the convergence media era

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**Abstract:** Convergence media era brings new opportunities and challenges to the publicity of traditional minority sports. With the advantages of convergence media technology, we can break through regional cultural barriers to show the charm of traditional sports to the world and enhance cross-cultural exchanges. Taking traditional minority sports in Guangxi as an example, this paper investigates the current situation of their international publicity, analyzes the problems, and finally puts forward countermeasures from four aspects of content selecting, publicity forms, English translation and channels of publicity, and discusses how to make full use of convergence media to promote the international publicity of minority sports culture.

**Key words:** Guangxi traditional minority sports, Convergence media, International publicity strategy

## Introduction

The diverse ethnic culture of Guangxi has given birth to colorful and unique traditional sports events, such as Embroidered Ball Throwing, Firecracker Snatching and Board-shoe Racing which enjoy high reputation within the region, and are also cultural and sports brands promoted by Guangxi to the whole country and the world. The international publicity of traditional sports can promote the development of ethnic minority sports and culture, and show the diversity of Chinese ethnic minority sports culture to the world. To optimize the international publicity strategy, the application of convergence media is necessary. Convergence media combines traditional and new media to realize the new concept of media publicity: integration of resource, content, publicity and interest (Gao Baoping, Zhao Ke, 202: 606). It represents the innovation of communication mode and information exchange mode. Ethnic sports are rich in connotation and great events to watch, which can be displayed more vividly and attract more people's attention through the media publicity. In addition to traditional media, Wechat, XiaoHongshu, Douyin, Bilibili and various live-streaming apps can also be used to let more people understand the unique charm and cultural value of traditional sports, so as to promote the dissemination and exchange of traditional minority sports culture.

## 1. Status quo of international publicity of Guangxi traditional minority sports

### 1.1 Literature research

In recent years, with the promotion of national fitness and ethnic minority policies, the influence of traditional minority sports has gradually expanded. In the past five years, the number of research papers on the international publicity of traditional sports has increased by 30%, which shows the great importance attached by the academic circle to this issue. However, through the search of "Guangxi traditional minority sports" on CNKI, most of them are about the status quo and development of the sports, and very few involve the international publicity.

Typically, Xue Hongbo (2017) analyzed the necessity and challenges of sports culture international publicity translation from the perspective of constructivism and put forward countermeasures. Fan Yanlan (2020) illustrated how to translate Guangxi minority sports by literal translation, free translation and transliteration plus annotation. From the perspective of ecology, Cui Jing (2019) studied and established a parallel corpus of translated texts using the English translation of Guangxi traditional minority sports as a corpus model. Yang Juan (2020) pointed out that in the process of international communication, the focus of translation should be on reflecting the fitness value and entertainment value of sports events. Besides, there are some books on research in this field, including *The Sports of China's Ethnic Minority Groups(English version)*(Zhang Tao, Wang Guozhen, 2017) and the C-E version of *Speaking China in English: Sports* (Tian Huashi, Yang Fang, 2008), some of which involve the English translation of Guangxi traditional minority sports events such as Firecracker Snatching and Embroidered Ball Throwing. These results provide valuable reference for the research of this project.

### 1.2 Media promotion

In order to promote ethnic minority sports culture, relevant departments and organizations are gradually strengthening their international publicity efforts. In recent years, the traditional minority sports games in Guangxi and the whole country have provided opportunities for the display and promotion of traditional sports, attracting the attention of domestic and foreign audiences. After each session of the games, relevant reports appear frequently in the media, among which English reports increase, but they mainly focus on the schedule and overview, and lack detailed publicity for specific sports. Study shows that the problems in English translation in media reports, such as non-standard translation and inconsistent translation names, have affected the international communication and cognition of the sports.

Although the attention and cultural value have increased, the international publicity still lags behind and fails to make full use of modern communication technology in promotion. The current publicity mainly relies on traditional media and offline activities, and lacks multi-language and multi-channel network communication strategies for international audiences. The promotional videos of Guangxi

traditional minority sports on the network are mostly fragmented Chinese versions, lacking systematic and professional display. A few videos with Chinese and English subtitles are mainly narrated in Chinese, and there are very few international publicity videos with English narration and bilingual subtitles. Although some bilingual subtitled videos about Embroidered Ball Throwing can be found on platforms such as Douyin, XiaoHongshu and Kuaishou, the content of the videos is relatively simple and does not attract much attention. There are almost no similar bilingual short promotional videos for other traditional sports such as Firecracker Snatching, Striking A Balance, and Board-shoe Racing.

To sum up, research results on the international publicity of Guangxi traditional minority sports are mainly presented in the form of words and pictures, most of which stay at the level of academic exchange rather than being promoted in a popular way. The intensity of publicity is insufficient; the research direction is single; the forms of publicity are not rich enough and the social benefits of the research results are limited. There is still a lot of room for improvement in research.

## 2. International publicity strategy of Guangxi minority traditional sports

### 2.1 Selecting reasonable publicity materials

It is necessary to select the appropriate content when promoting the traditional minority sports. Several key aspects should be considered. First, explore the origin and development of traditional sports, and clarify the cultural connotation. Cultural connotation is the core of the development of traditional sports and it is necessary to strengthen its interpretation and dissemination, and enhance the public's awareness of the protection and inheritance of national culture. Second, introduce the rules or performance style of the sport event and help people understand the essence of the sports. Third, the publicity should present the regional and ethnic characteristics of Guangxi, highlighting the cultural uniqueness and diversity. Fourth, the publicity materials need to be credible, including official introductions and documents, to ensure accuracy and authority. For example, the Guangxi Ethnic and Religious Affairs Commission officially released the "Introduction to the Permanent Competitive events of the Traditional Ethnic Minority Sports Games in Guangxi", which contains the introduction of 10 traditional minority sports in Guangxi, providing rich and reliable source language materials for translation. Finally, traditional sports include two kinds: performance events and competitive events, both of which should be taken into account in the international publicity materials to meet the needs of different audiences. Some people prefer to enjoy the artistry of performance events, while others are more interested in the competitive nature of the events. Therefore, a differentiated content strategy will help attract a wider audience, thereby promoting and passing on these valuable cultural heritages.

### 2.2 Enriching the forms of international publicity

In the form of international publicity, the advantages of convergence media should be actively used to vividly show the process, skills and passion of the participants in the sport events. Through the combination of vision and sound, it profoundly captures the charm of traditional sports and inspires the resonance of the audience. First of all, in terms of promotional video production, on-the-spot shooting opportunities should be sought to obtain first-hand material. Through cooperation with relevant departments, resources can be shared and costs can be reduced. Promotional videos with Chinese and English subtitles have a wider audience, which can not only promote Guangxi minority sports to overseas, but also enable more compatriots inside and outside the region to understand and inherit excellent ethnic culture. Besides, brochures are also a very effective way. It can provide more detailed information, including history, rules, player introductions, etc. Brochures can be an important tool for in-depth research and understanding for viewers who want a more complete picture of these projects, and combining videos and brochures can achieve a more complete coverage of outreach. Moreover, new media technologies such as VR/AR, 3D animation and interactive experience should be actively used to meet the audience's aesthetic and acceptance habits in the new media era, so as to make the publicity effect more three-dimensional and vivid. The rich and diverse media forms can also stimulate the interest of the audience. In order to expand the international influence, international online exhibitions and exchange activities for Guangxi traditional minority sports can be carried out and exploring cooperation with international sports and cultural institutions is also necessary.

### 2.3 Improving the quality of English translation

Promotional videos in both Chinese and English can broaden the audience, covering domestic and foreign audience. It can also popularize English knowledge to meet the needs of different audience. The publicity department can cooperate with universities and scientific research institutions to build a talent pool. The talent pool not only serves as a knowledge center, but also provides professional Chinese-English translation services to ensure the accurate and smooth dissemination of cultural and sports information to the world. Such cross-cultural communication efforts not only help to promote and protect these valuable traditional cultures, but also help to strengthen international friendship and promote cross-cultural exchanges. Members of the talent pool need to collect relevant literature, data, pictures and video materials to support research. Specialized personnel are needed in writing, translation, video production and brochure design to ensure the quality and effectiveness of the international publicity. Professional translators and foreign friends should be invited to check English translations, and a continuous checking mechanism should be established to ensure the continuous improvement of translation quality. Building a corpus is also essential to summarize representative translation cases, share results, and enrich relevant research.

### 2.4 Expanding channels for international publicity

To expand the channels of international publicity, the advantages of convergence media and network platforms should made good use of. For example, videos with Chinese and English bilingual subtitles can be delivered to global audiences through international social media such as Twitter and YouTube and domestic short video platforms such as Douyin and Kuaishou. At the same time, it's necessary

to cooperate with well-known sports or cultural websites at home and abroad to publish international publicity content and expand the scope of dissemination. This multi-platform publicity strategy increases the visibility of the sport events and provides diversified global publicity channels for Guangxi traditional minority sports. Partnering with online news outlets also ensures wider coverage of the project. Convergence media provides a powerful tool for spreading the value and charm of traditional minority sports. Besides, under the principle of practicality, characteristics and safety, appropriate minority sports items can be introduced into physical education in colleges and universities to achieve sustainable inheritance on campus and rejuvenate national cultural heritage. Moreover, interdisciplinary joint research is also necessary. The research on international publicity of traditional sports covers many fields such as translation studies, sports studies, communication studies and ethnology. In-depth research on international publicity strategies from multiple levels and angles, giving full play to the comprehensive advantages of various disciplines can comprehensively improve the effect of international publicity.

## Summary

In the era of convergence media, we have ushered in unprecedented communication opportunities. By exploring effective ways to enhance the international publicity of ethnic minority sports culture with new media technology, the sustainable development of ethnic minority sports will be promoted, the internal sublimation of ethnic culture can be driven, and the diversity and unique value of Chinese ethnic minority sports culture will be displayed to the world. Protecting and passing on precious cultural heritage requires concerted efforts from all parties to bring these traditional sports to a wider stage.

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