

# Research on the Transmission Mode of National Traditional Sports Culture from the Perspective of Intangible Cultural Heritage Protection

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## Abstract

The effective spreading of national traditional sports culture is helpful to establish a good image of the country and set up the national self-confidence. Following the national policy requirements, based on the principle of sharing resources, the research aims to explore the propagation mode of national traditional sports culture, obtain the effective route of transmission and provide a reference for the widespread dissemination of national traditional sports culture in order to carry forward the national traditional sports culture.

## Keywords

Intangible culture; National traditional sports culture; Transmission mode.

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## 1. Introduction

Intangible cultural heritage is a human-centered living cultural heritage with the characteristics of living state change. With the development of globalization and the acceleration of modernization, China's cultural ecology is undergoing great changes, and its cultural heritage and environment are under serious threat. To maintain the healthy development of cultural ecology and cultural heritage in our country, the Chinese government proposed the non-material cultural heritage protection policy. National traditional sports culture is an important part of the non-material culture. Under the influence of economic and cultural globalization, more and more national traditional sports culture is threatening, and even some valuable contents are disappearing. Therefore, in the current situation, it is urgent to accelerate the spreading of national traditional sports culture with the policy of non-material cultural heritage protection as an opportunity, and make them get a better inheritance and development.

## 2. The Guidance of National Traditional Sports Culture Dissemination

The document titled *Advices on the Implementation of Spreading and Developing Chinese Excellent Traditional Culture* pointed that we should actively grope and innovate new ways of spreading Chinese culture worldwide with the integrated use of mass communication, group communication, the crowd spreading. It is necessary to tell Chinese stories well, spread Chinese voice well, interpret Chinese features well and display Chinese image well through the overseas Chinese, culture and sports celebrities and all kinds of outbound people. It can be seen from the government policy that carrying out the national traditional sports culture dissemination activities is a systematic project, which not only needs the guidance of the government, but also needs to fully mobilize the strength of enterprises, social organizations and individuals to participate in it and play their positive roles respectively. In the process of dissemination, the effective dissemination of national traditional sports

culture can be realized through mutual cooperation and coordinated development among all sides. Therefore, the establishment of diversified communication subjects is not only the correct direction to implement the national policy, but also an effective means to realize the communication of national sports culture.

### 3. The Dissemination Principles of National Traditional Sports Culture

#### 3.1 Carrying forward the national traditional sports culture

The traditional national sports culture, as an important part of China's outstanding culture, its promotion and dissemination has great practical significance. As the exchanges between countries and regions become more and more frequent, it provides an ideal environment for the promotion and dissemination of traditional national sports culture. The unique characteristics of national traditional sports culture determine that its transmission mode is different from that of other cultures.

#### 3.2 Absorbing experience for reference

The western competitive sports culture attaches great importance to the shaping of human body shape, while the Chinese traditional sports culture attaches great importance to the harmonious development of body and mind. The western competitive sports culture has already occupied a dominant position in the international arena, and China's traditional sports culture should learn from it in some aspects such as its values, competition mechanism and communication mode. While what the Chinese traditional sports culture maintains--- the heaven, man, harmony and Confucianism, is also a supplement to the western competitive sports culture. Only by adhering to the principle of combining traditional Chinese sports culture with western competitive sports culture can common progress be realized.

#### 3.3 Sharing the resource

The fifth plenary session of the 18th CPC central committee put forward the five development philosophy--- innovation, coordination, green, opening and sharing, of which sharing is a main line, a starting point and the foothold, of course, should be the development of the concept of the non-material cultural heritage protection under the perspective of national traditional sports culture communication. Only by adhering to the sharing of resources can we promote the sustainable spread of China's traditional sports culture in the world, and the communication concept of advocating sustainable development provides a solid guarantee for the sharing of world sports culture. Therefore, it is necessary to take into account the interests of each country and region, give full play to their respective advantages, and seek for the largest cooperation method. Only by taking "sharing" as the focus and foothold of the development of national traditional sports culture can the effective dissemination be truly realized.

### 4. The Transmission Mode of National Traditional Sports Culture

Relevant experts divide the main body of communication into three types: national main body, multiple main body and no main body, which all reflect the internal characteristics of a certain development stage of international communication. It is a dynamic process. With the development of information communication technology from the lower level to the higher level, the subject of communication has also undergone a diversified transformation from the government to the government, enterprises, social organizations and individuals.

#### 4.1 Transmission mode with the government as the main body

The government as the main body of the propagation mode is a kind of planning way of all-round, which is implemented mainly through the comprehensive cultural activities organised by government such as *Culture Year*, *Culture Month*, *Culture Week*, *Culture Festival*, etc. The performances of traditional sports cultural groups are popular, artistic, intuitive and simple, so that the audiences can understand and feel the charm of their own culture in the shortest possible time, thereby eliminating barriers, shortening psychological distance. For example, Chinese martial arts and acrobatics all

achieve the effect of spreading Chinese traditional sports culture; cultural forums are generally a high-end communication mode composed of experts and scholars from the cultural and intellectual circles and elite groups of a certain specialty. Through cultural forums, problems and opinions in cultural communication can be exchanged between Chinese and foreign high-level people, so as to reach consensus and promote the specific communication mode. The overseas cultural center will organize main exhibitions, academic lectures and sports events, which will enrich the people's understanding of Chinese culture and enhance their understanding and recognition of Chinese cultural works. Foreign cultural trade base is the "experimental field" of China's cultural communication and plays the leading role in innovation demonstration. All the above activities organized by government have provided a wide range of communication channels for China's traditional national sports culture.

#### **4.2 Transmission mode with enterprises as the main body**

Enterprise culture dissemination greatly enrich and broaden the path and contents of our national traditional sports culture to go out. As going on to grow stronger in the market economy, the enterprise has become solid strength. It not only promotes the development of the domestic and foreign culture industry speed, but only accelerates the effective connection of the domestic cultural industry and the overseas market. Cultural communication forms of enterprise mainly include commodity output of Chinese culture, such as books, audio-visual materials, film and television works, literary works, all of which can reflect various Chinese excellent culture. commodity carrying Chinese culture symbol and cultural connotation is an important approach to realize the spreading of culture idea, values. Providing cultural services to foreign countries is not only a means of cultural communication at the government level, but also one of the main ways for cultural enterprises to go abroad. Transnational investment is the cultural transmission mode of transnational enterprises, which can not only develop cultural industry through direct investment and establishment of factories in foreign countries, but also cultivate cultural intermediary organizations in foreign countries, so as to make bridges for communication, connection and integration of resources at home and abroad.

#### **4.3 Transmission mode with social organizations as the main body**

In today's international situation, the government as the main body of the propagation mode is important, but the role of non-governmental social organizations is also beyond doubt. These organizations have the advantages of strength, strong mass base, various types of organizations. Such communication mode can use the mass media and new media to integrate printing, Internet, television and other medias to spread relevant cultural movies, games, sports teaching, fitness programs and other forms of information and truly realize the instant and delayed influence of Chinese excellent culture. Due to the weak ideology and government behavior of social organizations, it is not easy to arouse the audience's antipathy. Therefore, the establishment of organizations and associations in overseas countries has become the main way for Chinese social organizations to carry out cultural communication. For example, the establishment of foreign cultural exchange associations, individual sports organizations, individual sports associations, martial arts schools, jingwu sports association and other forms. Education and training not only help to improve the sense of responsibility of cultural communication in social organizations, but also benefit the development of education in the recipient countries, and also improve the awareness of traditional Chinese sports culture.

#### **4.4 Transmission mode with individuals as the main body**

The communication mode with individuals as the main body mainly includes two kinds of people. The first one is experts, scholars and professional leaders in the cultural circle. They can use their works to promote China's national sports culture to go abroad to the world, so as to interact with foreign experts and scholars. So the government should encourage national traditional sports culture experts to produce high quality work, and help them to go abroad, and encourage experts and scholars at home and abroad to attend various cultural exchange activities and academic conferences, also make efforts to promote their voice in international academic circles, so that our national sports

culture can be accepted by more people and countries. The other is ordinary people studying and visiting abroad. They can publish information through weibo, QQ, WeChat, blog and other platforms, thus influencing friends in the circle. Although the coverage of personal communication is small, body movements are preserved to the greatest extent in the communication process, especially the transmission of traditional sports culture. Compared with video learning and text learning, face-to-face learning has a completely different effect.

## 5. Conclusion

The transmission of traditional ethnic sports culture needs the country's support. With the continuous development of society, there are more communications between countries and regions, which creates the ideal environment for the transmission of traditional ethnic sports culture. The spreading of the government, enterprises, social organizations and individuals has made the communication means become more abundant.

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