

A study on the Cultural Communication Strategy of Ice and Snow Sports

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Abstract

The ice and snow sports culture originates from the northern region of China and is one of the more distinctive branch systems in China's sports culture. However, in the modern development of the sports culture system, due to geographical restrictions and the influence of network technology, it has gradually passed, and it has become more difficult to spread. Going down the ice sports culture may disappear. For this purpose, this article will carry out relevant research for the purpose of cultural protection, expound the significance of ice and snow sports cultural communication, and at the same time put forward communication obstacles, paths and strategies.

Keywords

Ice and Snow Sports Culture; Communication; North.

1. Introduction

There are many forms of ice and snow sports culture, such as skiing, skating, curling, etc., and these expressions can also evolve many different types of sports. It can be seen that the ice and snow sports culture is rich in content and has its own unique charm. However, the ice and snow sports culture is based on "ice and snow", and it can hardly be developed without "ice and snow". Therefore, the culture is only developed in the cold regions of northern China, and there are almost no traces in other regions, indicating that the cultural system has spread. Geographical restrictions, and the development of modern Internet technology in China has changed people's living habits, which has caused further impact on the spread of ice and snow sports culture. That is, the number of people participating in ice and snow sports in the northern region is declining, and other regions Therefore, it shows that the ice and snow sports culture is likely to disappear if it continues to develop in this way, and it is of practical significance to study its communication.

2. The significance of the spread of ice sports culture

2.1 Improve national physical fitness

As a sports culture, all sports included in the ice and snow sports culture have the function of strengthening physical fitness. For example, skiing is a sport that tests people's reaction speed, coordination ability, core strength, and physical control ability. The physical quality will be comprehensively improved, so the dissemination of the ice and snow sports culture, making it a part of public life, can effectively improve the physical quality of our nationals. In addition, the physical fitness of all sports in the ice sports culture is not only reflected in the physical requirements of the athletes, but also in the environment. That is, unlike the popular sports such as football and basketball, ice sports are generally in cold climates. Development in the environment, in this environment, people must have good cold resistance, and physical strength will be severely tested, so long-term ice and snow sports activities can improve people's cold resistance and physical strength, indicating that snow sports can be from multiple It is of great significance to improve people's physical quality from the angle of view [1].

2.2 Cultural Heritage and Protection

The connotation of the ice and snow sports culture is not limited to sports, but there are many historical deeds. These are the reflection of China's traditional culture. One by one is our treasure. It should be protected and inherited. However, the status quo shows that there is a large loss of ice and snow sports culture in our country. Even people in the north do not understand some cultural and historical deeds, and such phenomena in other regions are more serious. For example, an investigation shows that people under 50 in a certain area in the north Among them, only a small number of people know the original purpose of skiing (for hunting or traveling), and simply use skiing as a recreational sports event, which shows that the loss of the cultural system is serious [2]. Under this condition, the dissemination of ice and snow sports culture can effectively suppress the current loss phenomenon, provide protection for the culture, and allow the culture to continue to pass on. Table 1 Survey results of the loss of ice sports culture.

Table 1 Investigation results of the loss of ice sports culture

Survey question	Respondents	Survey results
Do you know the original purpose of skiing?	10 years old ~ 50 years old	Yes (32%), no (68%)
What do you think is the original use of skiing.		Correct (98%), wrong (2%)

2.3 Promote the development of national sports

Ice and snow sports culture is not a unique cultural system in China, and it has a similar performance in other countries. Therefore, various sports in this culture have occupied a place in the international community for a long time. Regarding international sports, China naturally needs to vigorously develop related sports. , To train more ice and snow sports talents to enter the international stage to reflect their personal values and win glory for the country, but under the constant loss of ice and snow sports culture, China has fewer and fewer talents willing to devote to ice and snow sports, which represents China 's Weakened competitiveness is not conducive to the development of national sports. Under this condition, spreading the ice and snow sports culture can strengthen people's understanding of the culture and stimulate the enthusiasm of citizens to participate in related activities. This can increase the base of the ice and snow sports talents and allow more people to devote themselves to the development of Rooting in improving the country 's international competitiveness and promoting the development of the country 's sports cause is a far-reaching move that deserves attention [3].

3. The obstacles, paths and strategies of the spread of ice sports culture

Ice and snow sports cultural communication is of great significance. People in relevant fields in China have also been committed to the promotion and dissemination of the cultural system. However, in the long-term work, people have found that the cultural communication is facing some obstacles. To overcome these obstacles is to achieve the purpose of communication The main path is to use relevant strategies to eliminate obstacles in the spread. Relevant research will be carried out below.

3.1 Impediment to propagation

According to relevant research, there are three obstacles in the spread of ice and snow sports culture in China, as shown in Table 2.

A detailed description of the obstacles in Table 2 is provided below.

(1) Geographical restrictions

Take ice skating as an example, the sport must be carried out on ice and snow venues, otherwise it cannot be carried out. In response to this point, the climate in southern China is humid, with occasional snowfall but no climate, so it is difficult to form ice and snow venues. It is difficult to develop in the southern region and it cannot be a popular sport. This performance is clearly different from the state of ice skating in the north of China.

Table 2 Description of the obstacles to the spread of ice and snow sports culture in China

Hinder	Description
Regional restriction	Due to the particularity of ice and snow sports, it is difficult to develop sports without the "ice and snow" environment, and the spread is naturally subject to great resistance.
Business chain restrictions	Most ice and snow sports projects require the support of venues and equipment. In addition to the northern regions of China, there are few related manufacturers in the other regions, indicating that the cultural business chain is limited to the northern regions, causing resistance to cultural transmission.
Cognitive limitation	In all areas, including the northern region, people's knowledge of ice and snow sports culture is mostly very limited. There is a phenomenon that only knows whether it is known or not, but is limited by knowledge. Most people are interested in and enthusiastic about ice and snow sports. Lower, which hinders the spread.

(2) Commercial chain restrictions

According to the basic business chain concept (there is consumption demand, there will be production behavior), ice and snow sports projects are difficult to develop in regions other than the north, indicating that these regions have little related consumer demand, and most people do not need ice and snow sports equipment for sports activities. As a support, the ice and snow equipment business chain is only concentrated in the northern region. However, the dissemination of ice and snow sports culture inevitably requires related equipment as support. At this time, the "fault" in the commercial chain will hinder the communication work.

(3) Cognitive limitations

Whether a person is willing to carry out sports activities depends on people's cognition of sports activities. If a person has a deeper understanding of a sports activity and the activity meets his own interests, he will be willing to carry out related activities. Under this condition, people outside the northern region have little knowledge of ice and snow sports culture, combined with other influences, they are not interested in related activities. Even if they are exposed to the ice and snow sports culture, they will be carried away in one stroke, and they will not concentrate on understanding This shows that the cultural communication work has encountered resistance under cognitive constraints.

3.2 Propagation path

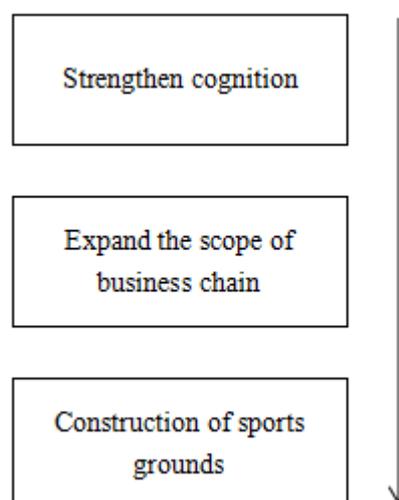


Figure 1 The path to realize the spread of ice and snow sports culture

Taking the three major obstacles in the spread of ice and snow sports culture as the direction, the path to realize the spread of ice and snow sports culture is shown in Figure 1.

It can be seen from Figure 1 that to realize the spread of ice and snow sports culture and break through the current resistance, we must first strengthen cognition, because only under the condition of enhanced cognition, we can mobilize communication resources, otherwise resource mobilization will be very difficult, so the path The first step in the process is to strengthen cognition. If the public's cognition of ice and snow sports culture is still shallow in a certain area, it is obviously unrealistic to require local manufacturers to expand the commercial chain and mass-produce equipment. In the case of enhanced cognition, the communication work must be done to expand the scope of the business chain and build the basic sports venues. The former is a key link to promote the spread of ice and snow sports culture, which can meet the public's high awareness Consumer demand, gradually transforming ice and snow sports into cultural and popular sports, implementing the purpose of cultural communication, and at the same time building a sports ground can meet people's ice and snow sports needs and give cultural communication motivation.

3.3 Communication strategy

Regarding the three links of the communication channel, it is recommended to use relevant strategies to carry out the work in the ice and snow sports cultural communication. They are to use the network to enhance cognition, enhance logistics operations, and build urban sports foundation venues.

(1) Rely on the Internet to strengthen cognition

The modern network technology is developed and closely connected with people's lives. Therefore, in the spread of ice sports culture, the network can be used to strengthen cognition and convert the impact brought by the network into the power of communication. For example, a "WeChat public account" can be established to obtain "fans" through basic operation means, and thus some information about ice and snow sports culture can be published through the public account. This information can help the public to strengthen cognition and make more people This culture generates interest.

(2) Strengthen logistics operations

It is certainly the best to establish ice and snow sports equipment manufacturers directly in other regions, but if this method cannot be implemented, it is recommended to strengthen logistics operations and use the northern manufacturers as the focal point to transport ice and snow sports equipment to the whole country. Not only can it play the role of ice and snow sports culture, but also promote the economic development of the northern region.

(3) Construction of urban sports grounds

According to the status of conventional ice and snow sports venues, many sports venues have the characteristics of large scale and complicated structure. Therefore, the construction of a basic snow sports venue requires a lot of land resources and costs. At the same time, the construction of such venues in other regions also It will bring a certain late operating cost, so it is not recommended to build such a site too much. Under this condition, it is recommended to construct each city as a unit. The venue should include as many ice and snow sports as possible to meet the sports needs of the crowd while achieving the purpose of cultural communication.

4. Conclusion

In summary, the ice sports culture has a unique charm. We cannot watch it disappear in the long stream of the times. We should protect it and vigorously spread the cultural system. This has great significance in many ways. This article analyzes the ice and snow sports cultural communication, proposes a communication path based on the existing obstacles, and proposes a communication strategy suitable for the current era around the path. Through the strategy, a basically complete cultural communication route can be constructed to play a cultural role. The role of protecting and promoting cultural heritage.

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