

Function and Value of Cultural Communication in National Folk Sports Events

Bikai Dong

Guangxi Normal University for Nationalities, Chongzuo, Guangxi, 532200, China

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Abstract: China is a unified multinational country with vast territory, abundant resources and long history of national culture. Likewise, the culture of national folk sports events has also been developing continuously and kept pace with the time in the history river. As an important part of Chinese traditional culture, the culture of national folk sports events is of profound significance for Chinese cultural communication and inheritance. Based on the analysis of the background of national folk sports events and existing problems in the development, this work gave a detailed description about the specific contents of its cultural communication. Following that, the important value of Chinese folk sports culture were further discussed.

1 INTRODUCTION

Traditional life-style and living habits have direct impacts on the formation and development of culture. China is a multinational country with complex historical culture and traditional customs. Characteristic cultures of various nationalities and regions have also promoted the diversified development and integration of national folk sports events. Without doubt, the institutions and rules of national folk sports events have strong features and regional characteristics. This not only helps to spread local culture and spirit through sports, but also allows people to exercise in the entertainment, thereby enhancing their physical quality. Diverse national folk sports, including dragon-boat race, playing diabolo, kicking shuttlecock, tug-of-War, horse racing and sports dance, are all Chinese national folk sport projects. These projects, representing national characteristic culture and reflecting the local spirits, have played an important role in the long history of Chinese sports (Zhang Junping, 2012). Additionally, the communication function of national folk sports events is irreplaceable by other forms, and it is the best part of cultural heritage deposited in special historical periods. Therefore, national folk sports events are of important significance in promoting the communication and mixture of Chinese national

culture, enhancing national pride and patriotism spirit, and strengthening national unity.

2 BACKGROUND OF CHINESE FOLK SPORTS EVENTS

Since the reform and opening-up, the economic strength of China has been increasing and its international status also has changed a lot. Obviously, the development of sports and communication of culture plays supporting function to such achievement. The sports cause of China has had a qualitative leap, and the past "sick man of East Asia" has become a sports power in Asia. In the development of sports, the communication of sports culture and presentation of sports spirit show a more far-reaching significance than gold medal. So, sports power should set promoting the communication of sports culture, spreading sport spirit and enhancing its international influence as the lifelong development goals. In fact, China is making constant efforts toward this direction. The entire sports culture in China is relatively thick, and great importance has been attached to the development and communication of sports culture (Yang Bin, 2012). During Chinese traditional cultural inheritance, national folk sports events have also been strongly supported and constantly encouraged

by government and society. Such background has provided a fertile soil for the cultural development of Chinese folk sports events. This enables the advocators, successors and laborers of Chinese traditional culture to foresee the culture prospect of Chinese folk sports. However, compared with competitive sports, national folk sports are still in a passive position. Chinese nationalities reflect various features, which is unique in the world. So, it is necessary to take advantage of these features as well as Chinese national culture to influence world culture (Yan Jinfang, 2014). This is the cultural background and development goal of Chinese folk sports events.

3 PROBLEMS IN CULTURAL COMMUNICATION OF CHINESE FOLK SPORTS EVENTS

3.1 Chinese National Folk Culture Being Ignored Compared to Competitive Sports

Competitive sports culture takes up a great proportion in sports culture. In competitive sports, the pursuit of results, rankings and medals presents a distinct bias. Chinese competitive sports have made outstanding contributions to improve the international status and comprehensive strength of China. However, too much emphasis on medals and rankings has led to a big deviation in the development of sports culture. While promoting the development of competitive sports, Chinese folk sports culture has been constantly ignored, thus hampering its development.

3.2 Small-Scale of National Folk Sports Events

Chinese media are still willing to or even habitually focus on various sports contests while attaching less attention to national folk sports. Indeed, many media directly refuse or neglect the broadcast of national folk sports events, making a lot of national folk events rest at local and become a national folk entertainment. In recent years, health care sports, such as shadowboxing, are popular among people. However, there is no formal organization or institution to create platforms for propagating shadowboxing culture. In short, compared with

competitive sports culture, Chinese folk sports are at a disadvantage in communication and promotion.

3.3 Social Responsibility of Media Not Strong Enough

There are few sports broadcasting channels in China, and CCTV sports channel is the major broadcasting platform for all sporting events. In numerous sports activities and competitive events, traditional projects such as table tennis, diving and football occupy the superior position. Since these projects attract more viewers and fans, TV stations can improve their audience ratings, thus getting more economic benefits. Additionally, many competitive sports projects originated from China have a long history and great significance of cultural inheritance. However, some of those projects such as curling have been excluded by other projects in the development of sports. Further, similar sports projects and events are gradually being marginalized, thus making the communication of national sports culture appear a deviation.

In summary, there are many problems in the communication of Chinese folk sports culture. In the future, it is needed to solve the above problems and defects so as to ensure Chinese traditional culture and sports cause makes co-coordinated progress.

4 IMPORTANT VALUE OF THE CULTURAL COMMUNICATION OF NATIONAL FOLK SPORTS EVENTS

4.1 Cultural Communication Function of National Folk Sports Events as the Requirement of the times

With continuous development of economy, people's disposable income is gradually increasing. Since more and more people begin to focus on the need of spirit level, cultural development has become the inevitable requirement of the times. Chinese sports cause develops rapidly and has a strong influence at the international level, which can be clearly reflected from the number of medals and the successfully hosting of Olympic Games and Paralympic Games. However, compared with the Olympics or World Cup, Chinese folk sports events seem very bleak. Furthermore, many people tend to have prejudice

against the cultural development of Chinese folk sports events, thinking it impossible to make the goal of becoming sports power. In fact, this concept—of the national, of the world—accurately express the importance of national folk sports events. Some national folk sports events, such as shadowboxing, playing diabolo and square dance, have formed a relatively complete contest rules in the long-term studies. These activities provide local people a way for self-amusement, and also help people to understand local cultural characteristics through such meaningful national activities. Even more, it can attract international friends to better understand China and recognize different nations. To make the world culture more splendid, the social concepts of cultural integration and pace of globalization should be better implemented. Thereby, more national culture will enter into world stage, and more meaningful and valuable culture will be excavated and developed. While learning the history, the communication and inheritance of national culture should keep pace with the times. Only national culture exists in large spaces for a long time, its international influence can be truly enhanced. In this way, national folk sports culture will have effect on world culture, thus better meeting the requirements of new era.

4.2 Communication Function of National Folk Sports Events Culture as Requirements of National Unity and Security

China is a unified multinational country with fifty-six nationalities. Even with large number of nations, Han population occupies the leading position. So the relationship between Han and other minorities should be better handled to maintain social stability. For different nations, their own beliefs and unique culture are different. In the long history, cultural forms that left behind always have highly competitive power and special significance. Almost every national folk sport has a history or a beautiful legend. Such cultural connotation in activities will undoubtedly leave people in every dynasty the national cultural beliefs, and then people inherit classic in entertainment. Therefore, every national folk sport is of important significance, and the emphasis of national culture represents the respect of the entire nation.

National folk events are rare opportunities that bring the minorities from different areas of China together. And every nation has its own unique

cultural form and expression method. Subtle movements, small symbols or the totem in the corner of clothing are all of national significance. Such sports events are golden opportunities to show the national mien—people can make use of those opportunities to exchange cultures, thus making contribution to the communication of national culture. And in the exchange of different nations, people will find every national culture the same miraculous, full of strength and worthy of respect and protection. Furthermore, people of different nationalities will virtually feel kind, and possess national self-esteem, self-confidence and pride of the motherland, thus promoting national unity and maintaining social stability. For the development of culture, national folk sports events can provide more opportunities to attract funding. That is, more resources and opportunities can be used to promote the development of cultural cause. For the government, national problem is a thorny problem. But the development of national folk sports events can solve the national problem to some extent, thus promoting the coordinated development and common progress of nations.

4.3 Exchange Value of Cultural Communication Function of National Folk Sports Events

For a nation, there are countless ties from the ancient time to today, especially for ethnic minorities with small population. Normally, a traditional national folk sport has strong national spirit, and during the inheritance, people of the nation have very strong sense of identity. Such cultural form is an important way to unite the nation and gather people. As a traditional modern country, China still suffers from the compression of feudalism. However, Chinese deep-rooted culture form still affects many contemporary people.

In ancient China, women were required to follow "the three obedience and four virtues", without much discourse power and liberty in life, including their marriage. Apart from "parents' order, match-maker's canvasses", the "competition for marriage in martial skills" and "throwing a ball made of rolled colored silk" have also appeared on TV play of historical theme. Indeed, "throwing a ball made of rolled colored silk" is a traditional national folk sport. In ancient, if there was a contradiction or conflict within nation or between tribes, the majority would take the same cultural forms (e.g., dancing, wrestling) to reach the reconciliation. Using the

identity of same cultural form to offset the hostility of each other, the distance between each other can be narrowed through national cultural activities. A better exchange and communication environment for both sides guarantees the nation's peace and stability. These activities are typical cases of good communication using national folk sports activities by ancient people. For modern people, the society is relatively stable, but terrorist activities and East Turkistan assault happen frequently. Due to these phenomena, there are some misunderstanding and prejudice among some social people against the compatriots in Xinjiang who are kindhearted and diligence. Even, some people reject and contradict this nation to some extent. In fact, victims are the compatriots in Xinjiang. When national conflicts emerge, perhaps national activities are the alleviation means, such as Xinjiang dance. In this way, people will appreciate the good faith of other nations through communication and exchange, thus promoting the cultural communication of national folk sports. In the inheritance of Chinese culture, only unity and cooperation among nations can safeguard the stability and harmony of motherland.

5 CONCLUSIONS

National folk sports events have obvious national identity and unique cultural connotation. Their traditional cultural feature has strong appeal of native people's spirit, and local customs can be seen from all the details. However, with the rapid rise of competitive sports, many people have ignored the soul of national culture, constantly marginalizing the form and culture of national folk sports. Therefore, for Chinese national folk sports events, it is necessary to analyze their background and the problems in cultural communication. Additionally, the requirements of the times for Chinese national folk sports events should also be analyzed. Then it is possible to better promote the cultural communication of national folk sports events, thus showing their cultural value. National folk sports events are an important part of Chinese sports development, possessing important significance in cultural communication, entertainment, fitness and promoting exchanges. Therefore, the joint efforts of all aspects are required to protect this valuable intangible cultural heritage and inherit it, realizing the nation is the world.

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