

On The Development Path Of Chinese Traditional Sports Culture Under The Background Of Sports Globalization

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Abstract

Globalization has become an irresistible development trend in today's world. Under the influence of globalization, the world in economy, culture, environment and other aspects has become an interrelated and interactive whole. Therefore, under the background of globalization, sports issues and the development path of Chinese traditional sports culture have become one of the hot issues in cultural circles. This paper will explore this issue, first briefly describes the characteristics of China's national traditional sports culture, focusing on the development status of China's national traditional sports culture under the background of sports globalization, and points out its existing problems. Finally, it discusses the development path of Chinese traditional sports culture and puts forward suggestions.

Keywords

Globalization, Sports globalization background, Chinese traditional sports culture.

1. Introduction

Today's world is a globalized world. The process of globalization is very fast and has become an inevitable trend. Under the influence of globalization, the local restrictions of many countries, ethnic groups and regions have been broken, and the world has become a community of shared destiny with mutual influence and close connection. Globalization is not only reflected in trade and economic exchanges, but also in cultural exchanges. Cultural soft power has become an important standard to measure a country's comprehensive strength and an important means for a country to exert its international influence. Carrying forward the excellent traditional culture of our nation and spreading and exporting the excellent culture have become the goal of every country's cultural development. The development and dissemination of culture will not only affect a country's economic and political development, but also have a significant impact on its international image, national comprehensive strength and international status.

Sports culture has been one of the most important components of cultural activities since ancient times. In the west, since ancient Greek times, people have the idea of strengthening the body. In China, the ancients also regarded physical education as an important subject of education, such as etiquette, music, shooting, imperial, calligraphy and other six arts. Confucius also emphasized the education of shooting and controlling in the six arts. In modern times, the Olympic sports spirit has been applied to all aspects of social life. Therefore, sports culture is an important component of cultural strength, and is an important embodiment of the spirit of a country's traditional culture. It is necessary to explore the development of sports culture, especially in the context of sports globalization. It is necessary to focus on the analysis of the national traditional sports culture in China, provide better path analysis for its development,

improve the level of sports culture development in China, and promote the further growth of cultural soft power in China.

2. The characteristics of chinese traditional sports culture

Historical heritage: first of all, China's national traditional sports culture originates from the long-standing traditional national culture of the Chinese nation, which is closely related to China's cultural history, social history, ideological history, etc. With the changes of society, traditional sports culture is also changing in the long history, with a strong historical heritage, closely related to all aspects of social life.

The influence of Confucian Culture: our national traditional sports culture is deeply influenced by Confucianism to a great extent. In fact, it is not only the traditional sports culture, but also the "fundamental" cultural thought that runs through the traditional culture and national thought of our country. The traditional sports culture of our country integrates the core ideas of "benevolence", "righteousness" and "propriety" advocated by Confucianism into sports thoughts. The common people not only have the consciousness of strengthening their physical and mental health, but also have formed the concept of all-round development of physical and mental cultivation. They not only pay attention to moral training, but also pay attention to physical exercise, so as to integrate body and mind.

3. The development status of chinese traditional sports culture under the background of sports globalization

Globalization is the overall trend of world development, which is reflected in the development process of all aspects. The analysis of the performance of Chinese traditional sports culture in the context of sports globalization is also helpful to analyze the nationality and uniqueness of Chinese traditional culture under the background of cultural globalization, which reflects the status of Chinese culture in the world cultural hundred flowers garden, so as to further develop and spread China's traditional sports culture.

It should be noted that there is an inherent requirement of "seeking common ground while reserving differences" in the connotation of the concept of cultural globalization. This means that each country and nation should keep its own unique national culture. Cultural globalization does not mean the convergence of global culture, but means that different cultures should adapt to the same era and form a global whole. It emphasizes the inclusiveness and development, and constantly improves its traditional culture, so that it will glow with its own glory and long-term vitality in the long history.

3.1. The embodiment of Chinese traditional sports culture under the background of sports globalization

3.1.1. Integrating Chinese traditional sports culture into modern sports spirit

The Olympic Games is the most grand sports activity in the world. Under the background of cultural globalization, the Olympic Games has become a stage for various countries to show their sports competitive strength, cultural soft power and economic competitiveness. The right to host the Olympic Games has also become the standard to measure a country's comprehensive strength and international status. The development of the Olympic Games perfectly reflects the development trend of sports globalization. The holding of the Beijing Olympic Games has shown the world the national traditional sports culture of our country and effectively explained the strong vitality of our traditional sports culture. While adapting to the development trend of the times, it has national characteristics and presents rich historical and cultural details.

3.1.2. The etiquette of Chinese traditional sports culture

Ceremony is the core of our traditional ideology, culture and ethics. In Confucianism, etiquette not only refers to the etiquette in daily social activities, but also refers to the etiquette system of a country from a macro point of view, that is, the etiquette records of monarchs, ministers, fathers and sons. From the micro point of view, etiquette refers to a person's moral requirements, namely benevolence, righteousness, loyalty and filial piety. The thought of "propriety" runs through all aspects of China's social development, and has a profound impact on the national traditional sports culture. The "propriety" in Chinese traditional sports culture not only makes us abide by the rules and make progress actively in sports activities, maintain the world sports competition order and obtain honor for our country, but also make us show the sports spirit of friendship first and competition second, and show the cultural style of great powers.

3.1.3. Wushu

Wushu is an excellent product of Chinese traditional sports culture and a unique form of national sports culture. Chinese Wushu is broad and profound, which has attracted the attention of many foreign friends. Wushu is also the first Chinese traditional sports culture recognized by the world. Long ago, Bruce Lee's Chinese Kung Fu was popular all over the world, which aroused the interest of friends from all over the world for Chinese traditional sports culture, and showed the strong attraction of China's traditional culture. At the same time, the development and dissemination of Chinese martial arts has enhanced the sense of respect for Chinese national culture by foreign friends.

In China's traditional martial arts, the spirit of "ceremony" is full of, such as various martial arts etiquette, free hand ceremony (boxing ceremony), hand delivery ceremony, receiving ceremony, holding ceremony and so on. In addition, traditional Wushu culture also represents the unique development path of Chinese culture in the world culture. In the era of global science and technology, the world is dominated by many Western spirits, and China's national culture helps to break this single danger. The development of traditional Chinese medicine and the development of Wushu provide another possible and unique way of thinking and development path for world culture.

3.2. The problems of Chinese traditional sports culture under the background of sports globalization

First of all, there are still some problems in the development of traditional sports culture in China. For example, in the martial arts education, many places still follow the feudal tradition of passing on male to female, or they only teach martial arts within the family, which cut off the wide spread of martial arts with blood relationship as the threshold. This is obviously the harm of feudal conservative thought and feudal clan thought. If we do not improve this situation, it will gradually make our traditional sports culture lag behind the times, be abandoned by the times, lose vitality and vitality, and because of the small number of inheritors, there is a risk of loss.

Secondly, the traditional sports culture of our country has the backward thought of self-respect and self-reliance. Under the background of sports globalization, the development of traditional sports in China must conform to the development direction of the times, and integrate into the fate community of world culture while retaining its own characteristics. At present, some traditional sports culture educators in our country disdain the foreign culture, and even exaggerate their own culture to a certain extent. As a result, it hindered the development of Chinese traditional sports culture in the meaningless arrogance and struggle, which made the traditional sports culture immersed in feudal thought and could not develop forward.

Finally, China's traditional sports culture is extremely lack of young blood, the degree of inheritance is low. On the one hand, due to the cultural characteristics of many national traditional sports and cultural activities, it needs ideological accumulation and long and hard basic skills training. This makes the majority of young people do not have a high level of understanding of traditional sports culture, and can not persist in the long basic training. On the other hand, due to the fact that the national traditional sports culture in our country is not very interesting, there are many interesting sports that attract young people's attention in modern sports. Coupled with the diversion of games, network and other factors, the focus on traditional culture is less and less, and there is a serious lack of young blood to invest in the learning and dissemination of traditional culture, and the degree of inheritance is low.

4. The development path of chinese traditional sports culture under the background of sports globalization

In view of the above characteristics of China's national traditional sports culture, as well as the existing problems in the development, this paper puts forward the following suggestions for the development path:

4.1. Open the door to the world and make the older people of traditional sports culture accept the advanced ideas

First of all, we should get rid of the feudal closed and conservative ideas, open up the country to accept the transformation of advanced ideas in the world, and establish excellent ideas such as cultural equality, gender equality, etc., so that the older and deeply influenced by traditional feudal thoughts can really change their ideas. In addition, we should devote ourselves to the teaching and communication of traditional sports culture, and break the self-contained development mode of national traditional sports culture from the inside.

4.2. Adhere to the diversified development of integration

To maintain its own cultural uniqueness is the core and top priority of development. Therefore, we should adhere to the dominant position of national culture, adhere to the concept of integrated development, and then on this basis, in a diversified way. For example, learning from foreign excellent cultural development mode, or adding western modern sports elements into the national traditional sports culture, this is more conducive to our national traditional sports culture to adapt to the requirements of sports globalization, and spread the traditional sports culture, which is easy to be accepted by foreigners, and is conducive to carry forward the national traditional sports culture in China.

4.3. Strengthen the innovation of traditional sports culture to attract young people

Innovation refers to two aspects of innovation: one is the content innovation of Chinese traditional sports culture. Let the broad and profound national traditional sports culture start from a simple and easy to understand basis, and to achieve although simple but not dull. We can integrate some interesting events of ancient culture into the content, so as to help young people truly understand the charm of our national traditional sports culture, and make them take the responsibility of inheriting and carrying forward the national traditional sports culture from the heart. The second is the innovation of traditional sports culture communication means and teaching methods. Some games or competitive links can be added to the hard basic skills training to reduce the difficulty of young people's learning contact and improve their interest in learning.

4.4. Relevant departments should strengthen policy encouragement to help promote the inheritance of Chinese traditional sports culture

The relevant cultural departments of the country should introduce corresponding incentive policies, such as reducing the tuition fees of traditional sports culture learning and increasing national subsidies. The establishment of a complete national traditional sports culture consulting system to help ideological guidance. Establish the honor mechanism, and give certain awards and honorary titles to the excellent inheritors and disseminators of national traditional sports culture, and encourage people to actively participate in traditional sports and cultural activities.

5. Conclusion

To sum up, China's national traditional sports culture is the cultural advantage of our country, and the profound cultural heritage provides a strong vitality guarantee for it. We should protect and develop our national traditional sports culture and improve the problems in the development. While adhering to the integrated development of national traditional sports culture, we should actively learn from the world's advanced culture, further promote the inheritance and dissemination of our national traditional sports culture, and make contributions to the improvement of China's cultural soft power.

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