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Developing modern media technology to promote the development of traditional national sports

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ABSTRACT

Sports not only is very popular in the public, but also show the physical quality and spirit of a country or a nation. The national traditional sports of China is the basis of the birth of modern competitive sports, also is an important part of sports culture. With the development of the sports and the internationalization of media, the national traditional sports of China are faced with both some opportunities and many serious challenges. How to make full use of modern media technology to promote the popularization, modernization and internationalization of the development of national sports has become a common topic which is concerned by the fields of media and sports. This paper studies the influence of modern media technology on the national traditional sports. And it illustrates the definition, content, categories, and development of Chinese traditional sports culture. Then, it makes a survey in the people who have different ages with the survey method to investigate the use, the circumstances and the concern degree of modern media technology. The survey shows that in the group who use the modern media technology to concern the national sport, young people and middle-aged occupy a large proportion. Finally, the paper analyzes the positive and negative influence of modern media technology on the development of national sport, and discusses how to make full use of modern media technology to promote Chinese national sports' popularity, modernization and internationalization path.

KEYWORDS

Modern media; National traditional sports.



INTRODUCTION

Sports is very popular in the public, also it shows the physical quality and spirit of a country or a nation. The national traditional sports of China is the basis of the birth of modern competitive sports, and it is an important part of sports culture. It appears in various social activities and festivals with the cultural forms of complete, systematic, independent, unique. Its vigorous vitality is unmatched by other cultures. With the development of the sports and the internationalization of media, the national traditional sports of China are faced with both some opportunities and many serious challenges. How to make full use of modern media technology to promote the popularization, modernization and internationalization of the development of national sports has become an unavoidable topic. The paper analyzes the influence of modern media on traditional national sports started from the current situation and categories of Chinese traditional sports and discusses the path of the modern media to promote the modernization of traditional national sports actively^[1-3].

Overview of Chinese national traditional sports culture

Chinese national traditional sports culture refers to the sports activities with national cultural characteristics of China formed in the ancient and the cultural phenomenon which extends to all material and spiritual levels. China has the history of the sports culture development for thousands of years. In those years, although experiencing the baptism of war and changes of dynasty, it was still rich in resources and maintained many projects which exist until now. Especially, the sports projects and forms which formed in Qin and Han dynasty are inherited and carried forward by the generations. This has laid a solid foundation for the modern sports competition and it has become the one of the world's cultural heritage treasures. Only the book, *Chinese national traditional sports records*, written by China Sports Museum and the National Sports Commission History Working Committee records about 978 traditional sports projects in the 56 ethnics of China. Different from the simple physical competition, the Chinese traditional national sports culture reflects the humanist thought which permeated the "people-oriented" philosophy into the sports activities very early. It attaches great importance to ethical values, social values and spiritual emotion value, and bring the sports, culture and entertainment together and understand thoroughly. In the long exchanges history, each national sport gets mutual exchange with others and they have compatibility to foreign sports culture, which is the real reason that the Chinese traditional sports culture has a strong enduring vitality^[4].

As a cultural phenomenon, Chinese national traditional sports culture can be roughly divided into four categories: the competitive performance category, fitness entertainment category, the category good for intelligence and health and the extinct and endangered category. The proportion of Chinese national traditional sports projects is shown as TABLE 1.

(1) The competitive performance category. Such national traditional sports culture refers to the culture project of competitive performance which has the similar mode with Western sports, such as martial arts, Sanda, lion dancing and horse racing. All of them have the relatively perfect competition rules. In addition to competitive, they integrates themselves into art and shows distinctive national features. For example, in horse racing and equestrian, the rules, time, equipment and participants of the game are very different in Tibetan and Mongolia^[5].

(2) Fitness entertainment category. It refers to the projects that have the prominent function of promoting fitness, heart health, entertainment which are closely related with people's lives, such as skipping, flying kites, cockfighting, dancing, swinging, kicking shuttlecock and so on. Some of them are carried out within a particular nation, such as Yao's "dance music", Mongolian' playing Brooklyn, Hmong' climbing pole, Li, Miao and Jing' jumping bamboo, Qiang and other ethnic minorities' pushing rob. These category plays an active role between public fitness and national integration.

(3) The category good for intelligence and health. This traditional sports culture is the best reflection to Chinese traditional sports projects which have the overall culture characteristics of emphasizing liberal arts and ignoring martial arts, strengthening fitness and cultivating disposition, combining body and heart together, stressing quiet and soft, moderation and harmonious. It pursues moderation in the amount of exercise. Its competitive nature is weak and the function to benefit brain and body is strong. The action of it is soft and it emphasizes the importance of "harmony of body and mind" and "the life lies in the movement". It mainly includes Weiqi, Chinese chess, five-animal exercises, eight-section brocade, changing tendon exercise, standing qigong and so on^[6].

(4) The extinct and endangered category. In the process of globalization, the extinct and endangered category refers to the traditional sports culture projects which have lost vitality, in the endangered status, lost attraction to modern people but still have the value of historic preservation and academic research, such as polo, fifteen columns ball, jumping bow, wood shot, kik yeung and pitch - pot. The extinct and endangered category has significant changes in content and form. It usually attaches to the religious dances and sacrifice activities of some minorities.

TABLE 1 : The proportion of Chinese national traditional sports projects

The categories of national sports projects	Proportion	order
The competitive performance category (such as martial arts, Sanda, lion dancing and horse racing)	41.5%	1
The fitness entertainment category (such as skipping, flying kites, dancing, swinging, kicking shuttlecock)	38.2%	2
The category good for intelligence and health (such as Taichi, Weiqi, Chinese chess, five-animal exercises, eight-section brocade, standing qigong)	12.8%	3
The extinct and endangered category (such as polo, fifteen columns ball, jumping bow, wood shot, kik yeung and pitch - pot)	7.5%	4

It can be seen that sports and entertainment has been the main trend of Chinese national sports. Of course, the sports which are beneficial to brain and body is becoming popular with people's deeper pursuit of health and wisdom.

The comparison of national traditional sports and modern sports

Compared with national sports, the most striking feature of modern sports is competition and esthetics, which are particularly well suited for the lifestyle of modern people and key factors making modern sports popular. While the characteristics of national sports has evolved in its appearance and development, shaped by many elements such as special geographical condition, production mode, cultural standing, history, religion and folklore^[7].

(1) Traditionalism: China's traditional sports of ethnic minorities are always associated with their own politics, economy, culture, custom and belief since its appearance, from generation to generation, showing strong traditionalism.

(2) Regionalism: The ethnic minorities, with a comparatively small population, are distributed widely in China. Most of them live in the mountains and valleys with low productivity, inconvenient transportation, insufficient information and limited culture. Together with self-sufficient production and isolated location, the sports of ethnic minorities inevitably show great regionalism.

(3) Folk custom: Each minority nationality has their own customs, producing their unique national traditional sports.

(4) The combine of culture and sports: The people of ethnic minorities can sing, dance, ride, climb and swim well. They love culture and sports, making them mix together and promote each other.

The developing status of Chinese national traditional sports

Since the 1920's, with the development of modern media such as TV, China's national traditional sports changes from closure to opening-up. As Chinese Wushu, breathing technique and dragon boat racing has reached out to the world, a large number of traditional sports are not only known by more compatriots, but also known and loved by foreigners. However, except for some preponderant national traditional sports improved a lot, most of them is gradually shrinking in the form and the content, let alone the realization of modernization. With the further development of the reform and opening up, many western sports like golf, bowling and tennis has been popular among Chinese people. Western sports have weakened the position of China's national traditional sports. Except for Wushu, breathing technique and precious few of sports, China's national traditional sports have almost given place to western sports^[8].

The influence of modern media technology on national traditional sports

As for the modern media which are supported by high-tech as the core such as computer network, television and so on, because of its revolutionary technology, it has gradually become the dominant force that influences or even determines people's daily life. In context of the world provided by the modern media, the media technology provides daily life rule, the common life criterion and cultural demand which are drowned in the unity in the name of collective memory, leading to institutionalization, commonality and cultural identity of the daily life. Modern media has gone far beyond its traditional professional function, and become an information collecting and transmitting body supported by technology. It relies on a variety of technical means, and uses a variety of technical treatments, to collect, screen, identify the information from around the world and different fields. According to the needs of their respective media, the information will be transmitted to the public widely, timely and directly, while the usage and popularization of Internet technology is the most remarkable characteristic.

According to the statistics of China Internet Network Information Center (CNNIC), from 2005 to 2013, the number of China's Internet users has increased from 1,110,000 people to 617,580,000 people, with the compound annual growth rate reached 23.9%. And the Internet penetration rate rose to 45.8% in 2013 from 8.5% in 2005. The statistics of China's internet netizen scale from 2005 -2013 is shown as Figure 1.

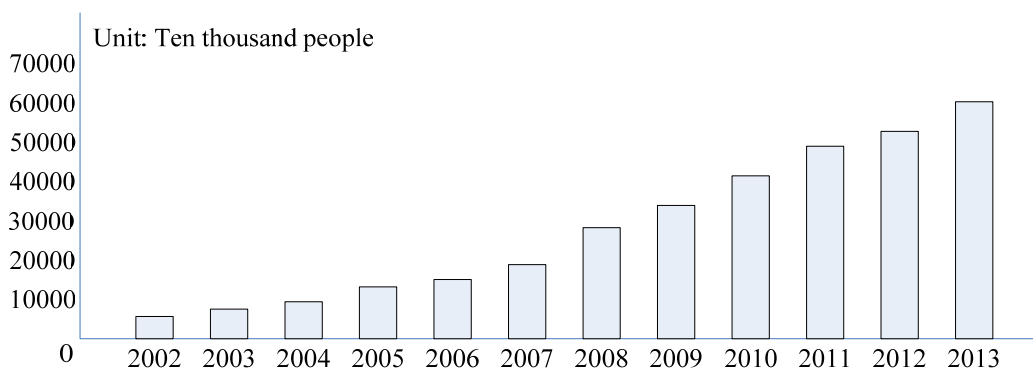


Figure 1 : Statistics of China's Internet netizen scale from 2005 -2013

The scale of China's Internet video users increased from 80,000,000 people in 2006 to 450,000,000 people in 2012, with a compound annual growth rate of about 33.4%, which is higher than 26.6%, the average annual compound growth rate

of Internet users scale at the same period. In 2014, the number of Internet video users is expected to reach about 510,000,000 people, and the scale of Chinese online video industry has increased from 3,140,000,000 Yuan in 2010 to 12,810,000,000 Yuan in 2013, with a compound annual growth rate of 59.8%. The scale of China's online video users from 2006 to 2014 is shown as Figure 2.

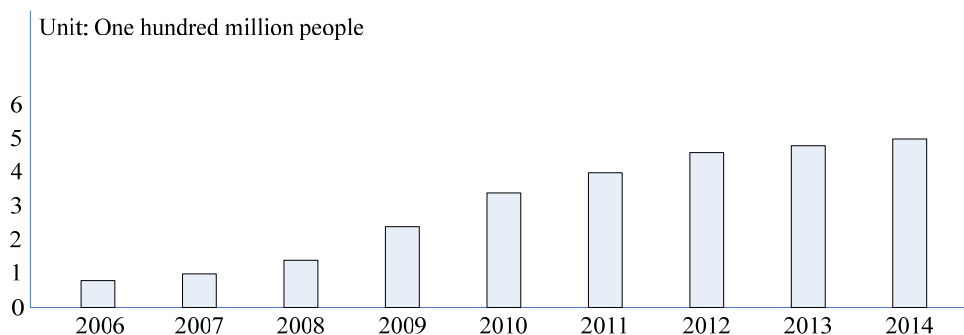


Figure 2 : The scale of China's online video users from 2006 to 2014

With the constant perfection and development of socialist market economy, facing with the impact of international sports such as Taekwondo on national traditional sports, if losing the widespread mass base in the country, the popularization, promotion as well as the international development of national traditional sports will become empty talk. In order to let the world accept the national traditional sports, it must comply with the "cultural identity" rules, having a broad mass base. Through the of the modern media, correctly guide and widely publicize the national traditional sports culture, and fully arise participating enthusiasm of the masses, forming a strong cohesion for the sustainable development of traditional sports culture. On this basis, push some good traditional national sports to the world, and eventually let it becomes the co-owned the wealth of human being. Therefore, the mass media is not only a process of people's correct understanding of national traditional sports, but also an important propaganda way to achieve for international development of national traditional sports. With the rapid development of computer multimedia technology, the traditional media has been gradually replaced by the modern media technology, and those whose has the initial contact with multimedia software, will be deeply attracted to the vivid, acoustic, colored multimedia performance. In fact, it is essentially an integrated technology, combing with computer graphics, image processing, video art, music and art, education, psychology, artificial intelligence, information science, electronic technology and many other disciplines and technologies. Because of its combination of text, graphics, images, sounds, video images, 2D and 3D animation and much other information, the modern media technology can fully mobilize the enthusiasm of the auditorium and the auditory processing function. The information structure of traditional textbooks, recording materials or video materials, is linear and sequential, while the structure of the memory of human beings is netted. Linear structure limits the ability of association play of human freedom. And the multimedia technology of the computer is nonlinear, which is more beneficial for showing the individual personality, raising the speed for obtaining knowledge, and improving the ability of knowledge acquisition. Therefore, an Internet sports cultural base should be built for a better spread of traditional national sports and introducing China's national sports culture to the world. Media that related to sports should also be fully involved in the national traditional sports culture, and the government should give a certain support, through the construction of the sports network media project to spread China's national traditional sports culture.

Modern media technology has accelerated the globalization of national tradition sports

Because of the development of the new revolution of science and technology, especially the popularization and application of network electronic technology, instead of the unilateral acceptance of sports from the former newspaper and television reports, people now through the network and electronic media, can have synchronized enjoy of top competition of the world sports like NBA. They can have a rapid access and browse of all kinds of sports information, and share the pleasure of the sports in the virtual sports community with friends far away. The timeliness, interactivity, fast speed and broad coverage of the modern media push the martial arts, dragon boat, qigong and other national sports to the world as a cultural identity. The relationship between national traditional sports and the Olympic modern sports has penetrated into people's daily life, thus speeding up the process of globalization of national traditional sports. However, those who use the Internet, Wechat, Weibo and other modern media technologies to pay attention to sports events, news and express their feelings are mainly the young and middle-aged people. Because the knowledge of the elderly falls behind, and their computer technology is not strong enough to accept new things quickly, the number of the old people using the Internet to watch sports news and events is small. The following curves line showing the situation of people of the different ages use Internet for caring national sports. The situation of acceptors form different ages using modern media technology to pay attention to national sports is shown as Figure 3.

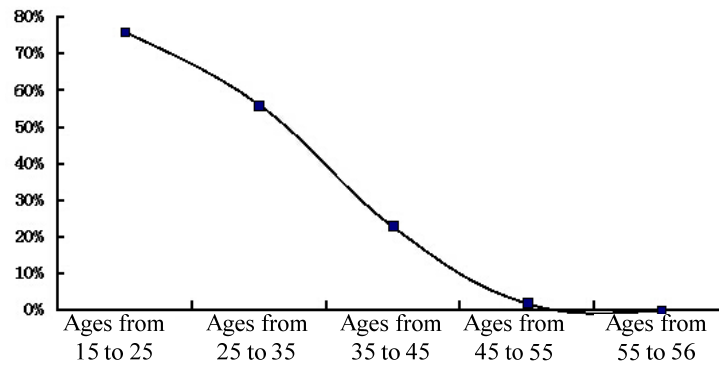


Figure 3 : The situation of acceptors form different ages using modern media technology to pay attention to national sports

The modern media technology unceasingly crowds out the cultural space of traditional national sports

Although the modern media technology helps to expand the boundaries and scope of national traditional sports cultural communication, providing an opportunity for globalization and modernization of Chinese traditional sports culture, because China's modern media technology is still relatively backward to the west, the western sports culture with the help of the advanced media technology means, has been occupying monopoly position of information source for a long time, and filter out those do not conform to their national cultural psychology and consuming ideology. And the cultural characteristic of the Chinese national sports have been unconsciously distorted which affects people's culture identity and sense of belonging for Chinese traditional sports. The cultural space of national traditional sports are constantly crowded out under the strong impact of western sports culture, weakening the sound of China traditional sports culture in the international world.

The modern media technology misleads the traditional national sports culture to some degree

The modern media technology makes the traditional sports culture popularized, popularized and commercialized, but at the same time will inevitably make it plain and superficial. The competitiveness of Chinese traditional sports culture is connected with its rich content, diversity of subject and profound foundation, but the transition from Chinese traditional sports culture to the culture of consumption, will make it become a kind of popular culture. So the needs of the market, being liked by the mass, as well as the economic benefits brought by it will become the only criterion. Therefore in the transforming or assembling Chinese traditional sports culture, it is easy to deviate from the original history, possible misleading people to understand the formation of traditional sports culture.

PLAY THE MEDIA'S ROLE IN PROMOTING THE MODERNIZATION OF NATIONAL TRADITIONAL SPORTS

The carrier will transited from printing media to digital media

Use the digital media to understand and show Chinese traditional sports culture. The peed, scope and coverage of digital media communication can not be matched by that of the traditional media, so the carrier of multimedia digital media relied on networks, mobile phone, TV and other means becomes the best method and choice. According to the latest data of nearly ten years, the percentage of using the network multimedia technology to pay attention to and develop national traditional sports has been increased from less than 10% in 2000, to 40%. While the percentage of relying on the traditional paper medium, which mainly original printing ones, to pay attention to the national traditional sports has decreased from 72% to 33.3%, with the decreasing parts being replaced by the traditional media like television, radio and so on. The analysis of the acceptors of network, TV and paper media is shown as Figure 4.

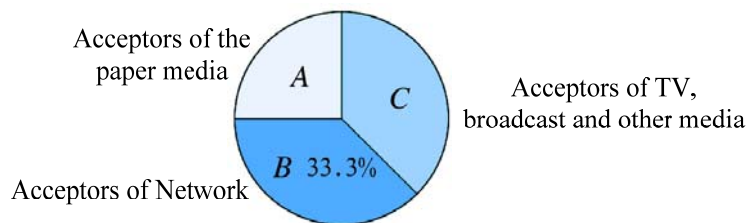


Figure 4 : The analysis of the acceptors of network, TV and paper media

Pay attention to the design and transformation of visual effect

In the consumer age, cultural transmission must show the cultural characteristics and the designed visual effects have to be attractive to be loved by the people, making them accept it. With the development of modern media, many sports

transforms from real scene to the combination of reality and invented And spatial and temporal changes become more different and colorful. Because of the weakening of the central status of sports, space - time quality of Chinese traditional sports culture will be weakened and the educational significance, value and function of traditional sports culture will become more fragmented. Therefore, if the Chinese traditional sports culture wants to stand out in the future among the numerous sports and cultural products, rational visual design around its cultural idea and transformation will be the focus of Chinese traditional sports cultural activities and representative image related culture product.

Highlight the entertaining function

Modern media makes the sports become the needs of the public. Especially the maturity and the large number of applications of digital technology makes the stereo effect of pictures, images, sound and other 3D even four-dimensional media show the virtual space of the traditional national sports culture which will enable people to obtain strong stimulation of being personally on the scene and true feelings as well as a very strong sense of pleasure and satisfaction. Because, to meet the public cultural consumption demand will become the mission of traditional sports culture, Chinese traditional sports culture should rely on the development of its entertainment function, to realize the future social function. People will experience the power beauty, competitive beauty and inner deep cultural background of the national traditional sports in entertainment. And the national traditional sports culture will be better transmitted and popularized and modernized and internationalized development of Chinese traditional culture will be further promoted.

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