

The Cultural Impacts' Construction Strategy of Chinese National Traditional Sports

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Abstract: with the further influence of National Traditional Cultural Power Strategy ,this thesis takes national traditional sports as one of the main carriers of Chinese national culture to explore the construction of modern cultural influence of traditional sports culture for the future development on the following three aspects for its future cultural development orientation, innovative means and communication mode .

1. Introduction

We always take national traditional sports as an important part of Chinese national culture world wide, which plays a positive social significance in many aspects, such as Chinese historical inheritance, cultural evolution, national emotion maintenance and common values construction for the peoples national wide. With the high development of politics, economy and culture in modern world, the value and function of culture plays a particularly important part for Chinese further social development. On 18th National Congress of the Communist Party of China, the strategy of strengthening cultural power was put forward formally for the first time, and cultural influence was regarded as an important part of China's national strategy in the new era and the ideology “the key to building a socialist cultural power is to stimulate and strengthen the cultural creativity of the whole nation.” is being implemented. Therefore, we should not only fully realize the important value of national traditional sports, but also take the initiative to assume the historical responsibility to explore new ways of developments on national culture inheritance, innovation means and cultural development orientation, which would help improve its adaptability and vitality of national traditional sports culture, and make it become a comprehensive national culture strength carrier to enhance the cohesion, charisma and international influence of Chinese national culture.

2. Analysis on the Elements of Modern Influence of the Traditional National Sports Culture

2.1 Highlight the Orientation of National Characteristics and Emphasize the Cultural Development of National Traditional Sports

The Chinese traditional national sports are generated in their peoples' long-term historical productive activities and living process, added based on certain beliefs and common values. Therefore, under the National Traditional Cultural Power Strategy, we should first respect its long historical inheritance and profound its cultural characteristics in the process of forming and

developing the traditional sports, highlight the orientation of national characteristics, and fully respect their inherent national psychology, cultural cognition and national spirits in the historical period. Secondly, national culture should have its own social and cultural attributes. In addition to respecting the regional and ethnic nature of national culture, we should also respect the laws of national culture, which could help adapt the development of social culture and exercise the function of communication, especially the traditional sports with distinct religious basis, such as Mongolia and Tibetan, who have strong social values, ethic thinking and behaviors.

2.2 Respect the Cultural Differences between Nations and the World, and Expand the Endogenous Force of National Traditional Sports Culture during Both Internal and External Exchanges

Taken Martial as an example, it is not difficult to see that cultural communication behavior often has the characteristics of cultural differences, sensitivity and complexity brought by different countries and nations. Therefore, we should pay great attention to the cultural differences between the nation and the world in terms of communication content, communication mode and communication mechanism when to build the internal and external cultural influence of national traditional sport. On the basis of fully respecting the cultural differences between the nation and the world, we should mainly expand the endogenous force of national traditional sports culture and make it have a wide range of adaptability for its further development.

3. Three Ways to Build Powerful Influence of National Traditional Sports Culture

3.1 Pay Attention to the Construction of Spiritual Elements and Help to Broaden the Influence of Folk Culture with Equal Value of Art and Education

The national traditional sports culture plays an important spiritual power to maintain national emotion, stimulate national self-confidence and their creativeness in history. Therefore, we must pay attention to the construction of spiritual elements and fully reflect the social value, economic value and spiritual value, especially should be combined with community sports, mass fitness movement and traditional festivals on its development orientation, so that to make the national traditional sports culture to become an important carrier of the emotional belonging and spiritual attachment of the masses from the two aspects of artistic value and educational value which shows its unique regional cultural spirit.

3.2 Pay Attention to the Combination and Penetration of Traditional and Modern Media to Expand Its Social Influence

With the rapid development of network and communication technology, streaming media has become the mainstream of social media gradually. The modern media features that everyone participates in and plays a part in social media make the communication and development of modern culture face both new opportunities and challenges. In order to explore a more powerful way to construct the influence of national traditional sports culture, we should firstly focus on the times and development of cultural innovation means. The author thinks that we should pay attention to the combination and penetration of traditional and modern media to expand social influence. Many provinces in China have the characteristics of multi-ethnic, each province has a unique form, rich connotation of national traditional sports resources. The combination of streaming media and traditional media can make national traditional sports become a “living” culture, by expanding the radius of communication influence, and stimulating the sense of social responsibility of the creation

and development and inheritance of national traditional sports culture in order to make it dynamic
Developing living culture.

3.3 Strengthen the participation of laws and regulations to encourage various forces from the perspective of communication channels to enhance the order, development and epochal nature of cultural heritage

Under the stimulation of tourism economy, all national wide regions have realized the value of national traditional sports in the development of tourism and regional economy, and most of them had carried out certain development and utilization in different degrees and forms. However, according to the author's literature research results of Wan Fang Data, CNKI and Long yuan Journal professional thesis websites, the development and utilization of China's national traditional sports are mainly carried out from artistic performance and cultural experience, but few areas can have a higher sense of cultural influence. Taking Jiangsu Province as an example, there are still some developmental and positioning problems in the construction of the influence of traditional sports culture, which affect the construction of the overall influence of national traditional sports culture whose development of national traditional sports culture is relatively more competitive and much higher in quality than most of any other parts. The reason for the existence of those above due to be lack of special laws and regulations for the development and construction of national traditional sports culture, which can not only help provide a stable development environment and space for the development of national traditional sports culture from the top-level design, but also to attract the participation and support of a wide range of social forces to form the orderly, developmental and epochal development characteristics. Therefore, we should grasp cultural power in the new era to explore some efficient ways to build the influence of national traditional sports culture, and strengthen the laws and regulations on the top-level design to build the ecological protection and inheritance norms of the development of national traditional sports culture, so as to ensure the orderly development and timeliness of the inheritance of national traditional sports culture.

4. Conclusion

With the rapid development of world's economy, politics and culture, cultural communication is considered to be an important part of national soft power in international exchanges and cooperation. Cultural influence is not only an important embodiment of a country's spiritual value, but also the key to stimulate and strengthen the creative vitality of national culture. National traditional sports culture is rooted in the process of national development, the formation of national spirit characteristics, has an important value of emotional maintenance for the national wide peoples. Therefore, under the strategy of cultural power, we need to pay attention to the value of national traditional sports culture, and do a good job in the construction and development.

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