

The value and application of minority characteristic sports apparel in the dissemination of minority traditional sports culture

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Keywords: Sports culture, sports apparel, traditional patterns of ethnic minorities

Abstract: China has a vast territory and a large ethnic population. In the long historical development process, all ethnic groups have gradually formed a cultural and artistic system that fits the development of their own production and life based on the natural and social environment for survival and life. The visual aesthetic concepts formed by all ethnic groups under the influence of various factors have laid a spiritual foundation for the formation and evolution of traditional patterns. With the development of the times and the improvement of living standards, people's demand for traditional sports costumes is increasing. For ethnic minorities, their unique cultural traditions and sports features provide rich materials and inspiration for the production and innovation of ethnic minority traditional sports costumes, and further promote and popularize the love of the people of all ethnic groups. Ethnic minority traditional sports play an important role in inheriting and developing excellent traditional culture, promoting exchanges, exchanges and blending among ethnic groups, improving the physical health level of people of all ethnic groups, and enriching the spiritual and cultural life of people of all ethnic groups.

1. The Application Value of Minority Costume Patterns in Costume Design

1.1. The application and inheritance value of minority costumes

The symbols of cultural characteristics of ethnic minorities, due to geography, environment, climate, customs, economy, culture and other reasons, have formed different styles of cultural characteristics. Traditional patterns of ethnic minorities are visual shapes formed by condensing artistic wisdom with animals, plants, scenes, characters, dotted lines and other basic elements in the historical development of ethnic minorities.

Combined with the current market background of the rise of national fashion design and the application of traditional clothing elements in fashion design, it can be analyzed that the application of traditional patterns in national fashion design mainly focuses on colors, Chinese characters and patterns, and most of them are traditional elements of the Han, while traditional patterns of ethnic minorities are rarely used in the design of brand national fashion. [1] Modern culture continues to

develop well. It not only brings great convenience to people's lives, but also brings great impact to ethnic minority costumes. The economic development is becoming more and more international. In the process of development, the possibility that traditional culture will be gradually forgotten is not ruled out. However, under the great background of social development, people also feel the gradual improvement of social development tolerance. Once we seize this huge development opportunity and make rational use of our traditional excellent characteristic culture, the characteristic culture that has developed for thousands of years will surely be endless and prosperous.

"Clothing, food, shelter and transportation" are the basic needs of people's lives, among which "clothing" ranks first, which shows its importance and great influence on our daily life. Under the accelerated development wave of the new era, ethnic minority costumes have been favored by more and more young people because of their unique visual system and artistic accomplishment. Through the blending of costumes, we have new ideas on the spread of culture. No matter how many storms we have experienced, Chinese children are still proud of traditional aesthetics. On the road to exploring cultural development, we have made great efforts to advance, so we have gradually added a lot of "fresh blood", which has promoted the endless development of culture, and more and more minority cultures have been known and familiar to everyone.

The public's acceptance of characteristic costumes is getting higher and higher. On major social platforms, national costumes and ubiquitous national cultural elements play a vital role in the development of ethnic minority culture. The inheritors of ethnic minorities proudly show us the unique and beautiful style of ethnic minority culture, and also say hello to the world through various modes of communication in modern development.

1.2. The influence of regional culture on the application of minority costumes

Regional culture has created the richness of traditional sports of ethnic minorities, which endows them with profound cultural connotations and is the source of their unique personality. Different from other traditional cultural types, sports culture plays an extraordinary role in helping us keep fit and improve the overall physical quality. The richness of regional characteristics has created the diversity and richness of development forms, promoted emotional exchange and social interaction between individuals and groups, and condensed the hearts of all ethnic groups to a certain extent. [2]

Since the development of sports culture, its diversity has benefited from different categories and types of regional culture. The vast prairie breeds spectacular and imposing horse racing activities, the dotted rivers and lakes breed boat and boat projects that adapt to nature and facilitate life, and the deep forests breed bow and crossbow projects that are small in size and used remotely ... At the meso-level, traditional sports activities with the same name are in different regions. Their forms of expression, ways of development and characteristics are quite different. For example, horse racing and wrestling, two sports activities widely carried out by many ethnic groups, are quite different in Inner Mongolia, Sichuan and other places.

Colorful minority sports are the performance and expression of the collective wisdom of the masses of all ethnic groups, including both individual and collective projects; There are not only "horse racing, yak racing and dragon boat racing" which focus on speed competition, but also "archery, crossbow shooting and gun blowing" which decide the winner by hit rate; There are both "holding the stone" of competition strength and "wrestling" of competition strength and skills; There are not only "hiding chess" and "three or three chess" that compete for wisdom, but also "holding eggs" and "throwing nests" in games ... These colorful traditional sports do not exist in isolation, and traditional sports have also played an important role beyond sports itself in the cultural activities with national characteristics that are blooming everywhere in the motherland. For example, thrilling horse racing and unique wrestling have played an important role in the

Mongolian Nadam Festival and the Yi People's Torch Festival. A series of horse racing festivals (meetings) have built a material exchange platform with the theme of traditional sports, and the Zhuang People's Gyro Festival and the Miao People's Dragon Boat Festival have perfectly combined traditional sports and festival culture. The traditional sports activities scattered in different places and carried out in different seasons are colorful, showing the richness, breadth and massiveness of our national traditional sports culture with colorful appearance and the overall pattern of "each has its own beauty, the United States and the United States".

The cultural diversity contained in regional culture is more reflected in the subtle connection between cultures, which complement each other and influence each other. Festival culture, food culture and religious culture in various regions all contribute to the development of sports culture in different degrees. People treat distant friends with food, draw closer to each other with food, and convey their own cultures. The blending of cultures is increasingly prominent in the tasting of food. To some extent, the distinctive festival culture held in distinctive national costumes is the best way to publicize national characteristics, which is called "keeping things quiet". Festival culture is the best form of celebration evolved from the long-term evolution of all ethnic groups, which can not only show unique costume culture, but also be the top priority of cultural inheritance. Therefore, the regional culture endows the traditional sports of ethnic minorities with profound cultural connotation, and it is the regional culture that casts the unique personality of the traditional sports of ethnic minorities.

2. The significance of the application of sports clothes with minority characteristics to cultural communication

2.1. Significance to the spread of national culture

As a unique cultural symbol, sports dress not only represents the identity and sense of belonging of athletes, but also carries the traditions and history of national cultures. In China, all ethnic minorities have their own unique sports costumes, which not only show their rich and diverse national characteristics, but also subtly spread the national culture of China around the world.

The characteristic sports clothes of ethnic minorities show their unique national culture. Each ethnic minority has its own unique clothing style and pattern, which are usually made by traditional handicrafts. For example, Zang Uygur patterned clothes, Zhuang bamboo hats, etc. Are all representatives of ethnic minority sports clothes. These costumes not only have a beautiful appearance, but more importantly, they bear the symbols and symbols of national culture and reflect the understanding and expression of nature, religion and society of ethnic minorities.

With the development of economic globalization, sports has undoubtedly become a global language and communication mode. Athletes from all countries wear sports clothes with their own national characteristics in international competitions, which not only represents their own countries, but also shows the unique national culture they represent to the whole world. Sportswear with ethnic characteristics not only promotes the innovation and development of national culture, but also becomes an integral part of the world sports culture with the development of society in China. Traditional sports of ethnic minorities originated from life, and gradually gathered distinctive ethnic characteristics and a broad mass base in the development process of past dynasties. It is not only an important part of the development of national sports, but also a treasure of the excellent traditional culture of the Chinese nation.

2.2. The significance to the dissemination of sports culture

As an important cultural form, sports culture is not only the product of the development of

human society, but also an important part of various national cultures. Sports culture is an important part of national culture, which not only reflects the national history, tradition and values, but also carries the national spiritual pursuit and physical expression. The application of sports costumes with ethnic characteristics is of great significance to the spread of sports culture, which can not only promote the inheritance and development of national culture, but also promote cultural exchanges and integration between different ethnic groups.

With the gradual development of a pluralistic society, the social value of sports has gradually emerged, and sports culture has continued to develop with the formation of the nation, and has continued to develop with the evolution of the nation and passed down with the development of the nation. Through the national sports culture, we can not only get a glimpse of the nation's mode of production, daily life and rooted regional types, but also feel the charm attached to traditional elements such as national history, culture, religion, customs and festivals. Different from other traditional cultural types, traditional sports have the functions of strengthening the body, promoting communication and promoting identity. Traditional sports, which are differentiated from social activities such as labor, religion and war, enrich people's leisure life in various forms, promote emotional communication and social interaction between individuals and groups with unique body movements, and condense the self-identity and ethnic identity of the broad masses of ethnic people with full national culture.

In promoting the inheritance of minority culture, the spread of sports culture with minority characteristics can stimulate the public's sense of identity and pride in excellent traditional culture, thus promoting the inheritance and development of national culture. Promote cultural exchanges and integration while developing. In this way, sports cultures of different population spread and communicate with each other, enhance mutual understanding, establish friendly relations and promote cultural integration and sharing. The spread of sports culture of the Chinese nation and ethnic minority cultures can strengthen national cohesion, stimulate people's sense of collective honor and belonging, and further consolidate national unity and social stability.

3. The Application of Cultural Elements with Minority Characteristics in Spreading Sports Culture

As a universal and diverse cultural form, sports culture plays an important role in promoting exchanges and understanding between different populations. In the process of spreading sports culture, the application of ethnic minority characteristic elements can not only enrich the connotation of sports culture, but also show the unique national charm and excellent cultural traditions of ethnic minorities.

Cultural elements with minority characteristics can be spread through sports competitions. For example, Mongolian "wrestling" is a traditional sport with a long history. By organizing Mongolian wrestling competitions, we can show the traditional culture and brave spirit of the Mongols to the outside world. Similarly, Zang equestrianism is also a sport with a unique style. By organizing Zang equestrian competitions, more people can understand and appreciate Zang culture and art.

Cultural elements with minority characteristics can be integrated into sports clothes and equipment to increase their cultural connotation. For example, the traditional Yi costumes are famous for their bright colors and complicated patterns. We can integrate the elements of Yi costumes into the design of sports uniforms to make them more ethnic. In addition, equipment with ethnic characteristics, such as satin gloves and Miao bronze drums, can also be used as props or decorations in sports competitions to increase the enjoyment and interest of the competition.

The characteristic elements of ethnic minorities can be spread through performances such as dance and music. Dances and music of ethnic minorities are usually full of rhythm and unique style,

which can attract people's eyes and ears. For example, Zhuang's "Jinyang Dance" and Dai's "Water-splashing Festival Dance" are both dance forms with strong minority characteristics, which can be spread to more people through performances and competitions, so that the whole world can feel the charm of minority culture.

To sum up, the characteristic elements of ethnic minorities play an important role in spreading sports culture. By using the characteristic elements of ethnic minorities, we can enrich the connotation of sports culture and show the unique charm and cultural traditions of ethnic minorities. This not only helps to promote exchanges and understanding between different ethnic groups, but also promotes the diversified development of sports culture. Therefore, we should actively promote the use of minority characteristic elements in the dissemination of sports culture, so that more people can understand and appreciate minority culture and art.

4. Suggestions and countermeasures to optimize the elements and communication strategies of sports clothes with minority characteristics

4.1. Dig the cultural connotation and highlight national characteristics

Digging deep into the connotation of sports culture with minority characteristics will not only help to protect and inherit these precious cultural heritages, but also help to promote the development of sports and national unity.

First of all, understanding the historical origin, cultural heritage, folk customs and so on of ethnic minorities is the basis for excavating the connotation of sports culture with ethnic characteristics. Through in-depth study, we can know the origin, development, evolution and national characteristics of minority sports culture.

Secondly, the connotation of sports culture with minority characteristics is also very rich, which includes not only the forms and skills of sports, but also the origin, development, inheritance and evolution of sports. These are closely related to the historical, cultural and social background of development. For example, Mongolian wrestling originated from the production and lifestyle of nomadic people, which is highly competitive and entertaining; Zang archery is related to the beliefs of Zang Buddhism, which has a strong religious color and national identity. In addition to the forms and skills of sports events, the sports culture with ethnic characteristics also contains many cultural symbols and symbols with special significance. These symbols and symbols are an important part of the characteristic sports culture of ethnic minorities, and they represent the cultural traditions and spiritual pursuits of all ethnic groups. For example, Mongolian Ma Touqin and Zang colorful prayer flags are representative symbols of sports culture with ethnic characteristics. These symbols not only have a strong visual impact, but also contain profound cultural connotations.

In the process of excavating the connotation of sports culture with minority characteristics, we should pay attention to protecting and inheriting these precious cultural heritages. We should strengthen the publicity and education of sports culture with minority characteristics, and improve people's knowledge and understanding of sports culture with minority characteristics.

4.2. We will strengthen academic research and promotion of traditional sports culture of ethnic minorities

The traditional sports culture of ethnic minorities bears the history, culture and spirit of all ethnic groups, and has high academic research value and promotion value. It is an important part of China's multi-culture. However, there are still some problems in the academic research and promotion of the traditional sports culture of ethnic minorities, which need us to actively deal with and solve.

First of all, we should strengthen the academic research on the traditional sports culture of ethnic minorities. This requires us to build a multi-level and diversified research system on the basis of interdisciplinary and interdisciplinary cooperation. In-depth research is carried out from many dimensions, such as history, culture, society, economy and sports, to show its inherent laws and characteristics clearly. At the same time, we should also pay attention to training and introducing experts and scholars in related fields to improve the level and quality of research.

Secondly, we should strengthen the promotion of the traditional sports culture of ethnic minorities. Make full use of various media platforms, such as television, the internet, books, etc. To carry out extensive and in-depth publicity. At the same time, we should also actively carry out various cultural activities, such as exhibitions, lectures, forums, etc. In order to enhance the public's cognition and recognition of the traditional sports culture of ethnic minorities. In addition, we should also pay attention to cultivating and protecting the inheritors of the traditional sports culture of ethnic minorities, and pass on this culture through their words and deeds.

Relevant government departments should increase the research and promotion of the traditional sports culture of ethnic minorities. On the one hand, relevant policies should be formulated to provide financial support and policy guarantee for the research and inheritance of traditional sports culture of ethnic minorities; On the other hand, we should strengthen the guidance and support for relevant institutions and enterprises, and encourage them to actively participate in the protection and inheritance of traditional sports culture of ethnic minorities.

4.3. Establish a sound protection mechanism and encourage innovative design

Sports culture with ethnic characteristics, as an important part of China's multi-culture, bears rich history and national spirit. However, with the development of society, these precious cultural heritages are also facing challenges such as foreign cultural conflicts and intellectual property rights violations. How to strengthen the protection of minority sports culture and encourage the integration of innovative design and cultural elements has become an urgent problem.

First, legal and policy support is needed. The formulation of relevant laws and policies can clearly protect the sports culture with minority characteristics at the legal level. [3] These laws and policies can include specific provisions on the protection, inheritance and development of minority sports cultural resources. Let intellectual property rights and other cultural crimes take advantage of it. In addition, an intellectual property reporting mechanism can be established to encourage the public to participate in supervision, so as to find and stop infringement in time.

Secondly, the establishment of relevant institutions is the top priority. Strengthen the research and investigation on the sports culture with ethnic characteristics, and deeply understand the traditional sports events and cultural characteristics of ethnic minorities. Through in-depth research, we should take relevant measures to ensure the inheritance of sports culture with ethnic characteristics, such as setting up special institutions to record, protect and inherit related projects and knowledge.

We can also increase social participation and actively guide all sectors of society to participate in the protection and innovative design of sports culture with minority characteristics. Establish cooperative relations with relevant institutions, academic circles and non-governmental organizations to jointly promote protection and inheritance and promote the sustainable development of innovative design. And strengthen international exchanges and cooperation, learn from the experience of other countries and regions in the protection and innovative design of sports culture with minority characteristics. Through cooperation with international organizations and institutions, we can expand our influence and promote the exchange and sharing of cultural diversity. Let the world also feel the colorful Chinese culture.

In a word, the establishment of a perfect protection mechanism for sports culture with minority characteristics needs the joint efforts and attention of the whole society. Through the support of laws and policies, the establishment of relevant institutions, social participation and cooperation,

international exchanges and cooperation, innovative design encouragement and other measures, we will constantly improve the protection mechanism, effectively protect, inherit and innovate the development of minority sports culture.

5. Conclusion

Sportswear with ethnic characteristics plays an important role in spreading the traditional sports culture of ethnic minorities. Sportswear with ethnic characteristics has played a key role in spreading the traditional sports culture of ethnic minorities. They not only show the rich cultural connotations of all ethnic groups, but also promote cultural exchange and inheritance and promote the development of national sports. In the traditional sports activities of ethnic minorities, clothing is not only the equipment of athletes, but also the symbol of national culture. Through the display of these distinctive costumes, more people can be attracted to pay attention to and participate in the traditional sports activities of ethnic minorities, thus promoting the spread and development of ethnic minority culture.

Acknowledgements

Liaoning Institute of Science and Technology 2023 Liaoning Provincial Social Science Planning Fund Pedagogy Youth Project Title: School-based Curriculum Construction of Traditional Minority Sports in Liaoning Province under the Consciousness of the Chinese National Community [Project no. LKJY 202328] Stage research results.

2024 Liaoning University of Science and Technology College Students' Innovation and Entrepreneurship Training Program Project: Youth Red Dream Project "Small Business": Benxi Traditional Minority Sports Culture Creative Studio [Project no.202411430148.]

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