

Strategic Research on International Communication of Chinese Traditional Sports Culture under the Background of “the Belt and Road”

Sijia Jiang

Chongqing University of Posts and Telecommunications, Chongqing 400000, China.

Abstract: With the extensive promotion of the “Belt and Road” initiative, the cooperation between China and countries along the route in the fields of economy, politics, and culture has been deepening. In terms of cultural exchange, traditional ethnic sports culture serves as an important carrier to promote mutual understanding and cultural exchange, and has unique value in enhancing the international influence of Chinese culture and shaping the national image. However, in the actual process of international communication, our traditional ethnic sports culture still faces a series of challenges, including insufficient understanding of it abroad, lack of effective international promotion strategies, incomplete construction of international cooperation platforms, and weak international influence. This study aims to explore the dissemination strategies of traditional ethnic sports culture in China in the context of the “Belt and Road” initiative, in order to provide reference for its international communication and promotion. Through research methods such as literature review and expert interviews, this study analyzes the challenges and opportunities faced by the international communication of traditional ethnic sports culture in China, and based on this, proposes specific strategies.

Keywords: One Belt One Road; Traditional ethnic sports culture; International exchanges; Promotion strategies; Cultural identity

The “Belt and Road” Initiative is an important strategic concept proposed by the Chinese government based on the idea of a community with a shared future for humanity, aiming to promote international economic development and cooperation. The initiative received global support from world leaders in April 2019 and emphasizes that the opportunities and outcomes of co-building belong to the world. The key areas of the “Belt and Road” construction are policy coordination, connectivity of facilities, unimpeded trade, financial integration, and people-to-people bonds. The proposal of these five aspects demonstrates that this strategic concept aims not only to achieve political and economic connectivity but also to promote cultural exchange to facilitate mutual understanding and resolve cultural differences and conflicts (Xi Jinping, 2017). In this context, traditional ethnic sports and culture, as an important part of Chinese traditional culture, play a unique role in spreading positive energy and promoting the dreams of building a strong sports nation and national rejuvenation. Therefore, how to promote traditional ethnic sports and culture and utilize its unique role to achieve the goals of a strong sports nation and national rejuvenation becomes a problem that needs to be studied and addressed. Different scholars have different interpretations of traditional ethnic sports and culture. Zhu Jiangyong believes that traditional ethnic sports and culture refer to the overall development level, extent, and quality of all forms of sports activities, sports spirit, and sports systems created and preserved by a nation in its social sports practices (Zhu Jiangyong, 2005). Scholars such as Duan Aiming and Bai Jinxiang argue that traditional ethnic sports and culture of the Chinese nation refer to the overall sum of the categories, rules, systems, and facilities that have been created and passed down through the generations of various ethnic groups in China and are used to enhance the biological and spiritual potential of human beings (Duan Aiming, Bai Jinxiang, 2005). Scholars Xue Hongbo and Cheng Wenguang provide their understanding, stating that the international exchange of traditional ethnic sports and culture in our country needs to simultaneously focus on material culture, institutional culture, and spiritual culture. Material culture refers to the projects and facilities that serve as carriers of culture, while institutional culture refers to the rules and norms in the implementation of cultural practices. Spiritual culture, on the other hand, is an important component in establishing an international discourse system for culture. These three aspects together constitute the internal logic of international exchanges in traditional ethnic sports culture in China (Xue Hongbo, Cheng Wenguang, 2019).

1. The Relationship between the “Belt and Road” Initiative and the Traditional Ethnic Sports Culture in China

The introduction of the “Belt and Road” initiative and the positive response from neighboring countries have provided a good communication platform for the integration and development of cultural diversity along the route. As a newly emerged phenomenon, ethnic traditional sports are an important part of national development, and in the current era of globalization, they face a daunting task (Li Yingying, Liu Ni, 2017). The implementation of the “Belt and Road” initiative has created a favorable platform for international exchange and cooperation in ethnic traditional sports culture, enabling the interaction and integration of various cultures through the carrier of ethnic traditional sports. At the same time, the development of cultural diversity along the “Belt and Road” has created a favorable atmosphere for international exchange in ethnic traditional sports culture, while the increasingly close economic, trade, and tourism exchanges have laid a solid foundation for the development of ethnic traditional sports culture. It provides valuable experience for the practice of excellent ethnic traditional sports culture .

2. Problems in the exchange of traditional ethnic sports and cultural under the background of “Belt and Road Initiative”

The digital divide is highlighted, and there is a shortage of international communication platforms. With the advent of the information age, although China’s traditional sports culture will be transmitted to the world through digital means, compared to Western countries, there are issues of “information disparity” or “information poverty gap” in China’s information technology field. The emergence of digital media has rendered the traditional oral and practical exchange of Chinese traditional sports culture unable to meet the current cultural demands. The low level of digital technology, low utilization rate, and shortage of digital communication platforms have influenced the international development of Chinese traditional sports culture. At the same time, the rapid promotion of Western sports culture will further increase the digital divide in the exchange of Chinese traditional sports culture.

Misunderstandings about China’s traditional ethnic sports culture arise from individuals or groups with different international geographical locations, cultural backgrounds, and educational environments, all of which result in varying interpretations of culture. The regional differences and cultural diversity brought by the geographical and religious beliefs along the countries of the Belt and Road Initiative also contribute to the cultural discount and misinterpretation in the cultural transmission of China’s traditional ethnic sports. For example, there are problems of understanding bias and ineffective communication in the exchange of martial arts and Tai Chi culture with specific ethnic and regional characteristics among countries along the route (Pang Peipei, Tian Lin, 2018).

3. Thinking on the Countermeasures for International Exchange of Traditional Sports Culture in China

The scholar Yan Dongxue believes that the strategy of international communication should first improve the institutional system of minority traditional sports projects, expand the material aspect of cultural exchanges through various forms of China’s ethnic traditional sports culture, and tap into the resources and unique advantages of various ethnic sports projects in order to be fully prepared for the international stage of communication. Secondly, enhance cultural confidence and vigorously promote excellent ethnic traditional sports culture. With the help of the “Belt and Road” policy, showcase China’s good sports culture and allow Chinese sports culture to go further in international exchanges. Finally, establish a diversified platform for sports and cultural exchanges, using the platform of mass media to open channels for sports and cultural exchanges, and promote and popularize China’s ethnic traditional sports culture (Yan Dongxue, 2021).

Scholars Cheng Ming and Yang Ling believe that it is necessary to strengthen the communication between different cultures, hold sports and cultural events with the characteristics of the “Belt and Road” initiative, promote Chinese ethnic traditional sports projects, explore new paths for hosting sports events, and create sustainable sports event brands. They also emphasize the need to enhance cultural confidence and vigorously promote excellent ethnic traditional sports culture. With the help of the “Belt and Road” policy, showcase China’s excellent sports culture and allow Chinese ethnic traditional sports culture to go further in international exchanges (Cheng Ming, Yang Ling, 2021).

Scholar Xue Hongbo is constructing a project system for traditional ethnic sports in order to improve the quality of the output of material and cultural resources of traditional ethnic sports. The current insufficient output of material and cultural resources in international

exchanges of traditional ethnic sports is actually an international manifestation of the weak development of traditional ethnic sports in China. In the process of international exchanges of material and cultural resources of traditional ethnic sports, it is first necessary to construct a complete project system for traditional ethnic sports. In the process of exploration, protection, rescue, and organization, a certain growth environment should be provided for traditional ethnic sports projects, and then they should be cultivated and matured before entering the international market. Secondly, efforts should be made to develop supporting facilities for various traditional ethnic sports projects. Strengthen the construction of regulations for traditional ethnic sports and enhance the internal and external strength of the cultural system of traditional ethnic sports. International exchanges of the cultural system of traditional ethnic sports should start from the infiltration of rules to trigger “emotional identification,” improve the level of understanding through the standardization of terminology and translation, broaden the cognitive channels through the dissemination of literary and artistic works, and fundamentally enhance the internal and external strength of international exchanges of the cultural system of traditional ethnic sports. Have confidence in the cultural traditions of traditional ethnic sports and showcase the competitive advantages of the spiritual and cultural aspects of traditional ethnic sports. The proposal of General Secretary Xi Jinping’s cultural self-confidence has provided guiding ideology for the development of the cultural traditions of traditional ethnic sports. The development of the cultural traditions of traditional ethnic sports should not be achieved by flattery and pleasing others but through introspection and self-awareness. In the construction of the “Belt and Road” initiative, the cultural traditions of traditional ethnic sports can seize this rare opportunity for development and showcase the unique sports spirit and cultural strength of our country in international exchanges, emitting a powerful voice (Xue Hongbo, 2019).

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