

## Study on the Dissemination of Folk Sports Culture from the Perspective of New Media

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*Abstract: The new media has a great influence on the inherit and dissemination of the folk sports culture, which is characterized by the diversification of the main body of dissemination, the interaction of the dissemination path and the individuality of the dissemination object. The folk sports culture is getting trapped in the predicament of the abnormal consumption, the limited dissemination and the duplication of the cultural symbols. For solving these predicaments, it is necessary to adhere to the construction of folk sports common culture in the dissemination, carry out hierarchical dissemination of folk sports culture in the characteristics of consumer groups, actively develop the dissemination of folk sports culture industry chain, and make use of big data for the dissemination of the culture. Folk sports culture is a reflection of a nation's culture, and it is also one of the contents of spiritual civilization construction. The development of new media has brought convenience for the dissemination of folk sports culture. This paper introduced the importance of dissemination of folk sports culture, explored the dilemma of the dissemination of folk sports culture, and put forward suggestions for solving the problems.*

*Keywords: Folk sports culture, dissemination, new media*

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### 1. INTRODUCTION

The folk sports culture is the cultural tradition and the psychological accumulation formed in the long history of a nation, which shows the folk sports characteristics and spirit pursuit. From the historical point of view, the development of any folk sports culture needs to be carried out by the vertical and horizontal dissemination. Since 1990s, the new media with digital technology, Internet technology and mobile dissemination technology as the main supports, has become the main medium of cultural exchange and dissemination [1]. Its efficient, real-time, interactive and pluralistic characteristics break the boundaries of time and space of cultural exchange, broaden the cultural dissemination channels, and promote the development

and innovation of sports culture. At the same time, the new media has brought unprecedented challenges to the dissemination of folk sports culture. How to do a good job of folk sports culture in the new media era has become an urgent problem needed to be solved [2]. First of all, the importance of the dissemination of folk sports culture is introduced. Then, the new opportunities brought about by new media to the folk sports culture are displayed. In addition, the dilemmas of the dissemination of folk sports culture are discussed, and at last, the suggestions for solving these problems are put forward.

## **2. NECESSITY OF FOLK SPORTS CULTURE DISSEMINATION**

Although after the reform and opening up, China's economy and education have made great progress, the sports thoughts also develop towards the direction of diversification trend, due to the limitation of traditional concept and system, the current physical education is still the single mode. Many students' awareness of physical education is having PE class, participating in sports activities, passing through physical examination and so on. The form of teachers actively teaching and students passively accepting cannot reflect the "people-oriented" concept. The sports teaching also pays more attention to students' skill training, lacking spiritual guidance, which to some extent hindered the students' physical and mental health and development. As a result, it is necessary to conduct the dissemination of folk sports culture to solve this problem.

### **2.1 Cultivate healthy views and values**

Sports culture is the traditional virtue of the Chinese nation, and noble moral sentiment is the basic requirements for human evaluation. A healthy person is not only a healthy body, but more important is the health of the mind and spirit. With the rapid development of market economy in today's society, people's thinking is also changing [3]. Having a correct outlook on life, values, and world outlook is very necessary for how to resist the temptation of outside materials. The dissemination of folk sports culture is helpful to the cultivation of the sound personality and the establishment of correct values and ideas of life. In the face of difficulties and setbacks, people are able to work hard, and ultimately overcome the difficulties, and enhance self-confidence and self-esteem training. As an important part of the construction of spiritual civilization, the construction of folk sports culture cannot be abolished one day, but to follow the pace of the times, and carry out reform and development for the needs of times.

### **2.2 Improve the patriotism**

The Chinese nation has 5000 years of history of civilization, and in the long history, there are prosperity, decline, and also humiliation. In consequence, cultivating patriotism is the basic literacy that everyone should have. China seems to have entered the ranks of sports powerful country from the big sports country, and China's outstanding achievements in the Olympic

Games, Asian Games and other inter-folk sports events reflect the improvement of the quality of Chinese people and the overall level [4]. Patriotism is the core of sports culture. The dissemination of folk sports culture can make people show the folk sports strength and strong patriotic feelings for the glory for the country. To shoulder the great historical task of folk sports revival, it is necessary to enhance patriotism through the cultivation of sports culture.

### **3. NEW OPPORTUNITIES FOR FOLK SPORTS CULTURE**

The new media is a new media that relies on digital technology, Internet technology and mobile dissemination technology to provide information services to the audience. In the first 10 years of twenty-first Century, the popularity of the Internet in the world has brought unprecedented impact on the traditional media. As a result, the traditional media, such as newspapers and magazines, the issue has a sharp decline [5]. Entering the second 10 years, from the network new media to mobile new media, new technologies continue to promote the transformation and innovation of new media. China is a unified multi-ethnic country, and each nation, in the long process of historical development, has formed its own long history and unique culture. The distinctive characteristics of folk sports culture constitute the colorful culture of the Chinese nation. The protection and dissemination of folk culture is not only an important way to improve the cultural quality of the people, and promote the prosperity of the cultural industry, but also a powerful means to maintain folk sports unity and enhance folk sports cohesion.

On the one hand, due to interest driven, lack of knowledge and so on factors, a large number of cultural heritages with historic value have been destroyed in different degrees in the process of market orientation and urbanization. While for the traditional medium, the processing ability is poor so that it could not be saved well, so the inheritance and development of folk sports culture is challenged. Especially for the nations have only dictation without written records, the death of inheritor resulted in that many ancient ethnic festivals and customs, folk dance and songs gradually disappeared from our folk sports culture even went to the extinction [6]. Therefore, we must organically combine the protection and inheritance of the folk sports culture and modern science and technology, make full use of new media technology, adopt the form of graphic, sound and movement to truly record the original folk sports culture, and protect the cultural heritage. At the same time, we are supposed to provide possibility for the realization of resources sharing and wide dissemination of folk sports culture in the world.

On the other hand, with the development of market economy and globalization, the dissemination of folk sports culture has gradually shifted from the previous closed state to the "going out" trend. While the new media broke the boundaries of time and space, which provides a new means for the dissemination of excellent folk sports culture works, especially the dissemination in remote areas. In addition, it provides the stage for the displaying and carrying forward of the outstanding folk sports culture works [7]. The development of folk sports culture must conform to the requirements of the times, and use the advanced technology and methods of the new media, so as to show the unique charm of Chinese culture to the world

in the new era.

#### **4. DILEMMA OF FOLK SPORTS CULTURE DISSEMINATION FROM THE PERSPECTIVE OF NEW MEDIA**

For the folk sports culture, the new media is a "double-edged sword". It not only brings a rare opportunity for the dissemination of folk sports culture, but also brings severe challenges. The dilemma of folk sports culture from the perspective of new media, on the one hand comes from the shock brought about by the new media technology itself to the dissemination of folk sports culture; on the other hand, it comes from the western culture through new media.

##### **4.1 Consumption deformity of folk sports culture**

Since the reform and opening up, with the deepening of market-oriented reforms, it greatly aroused people's enthusiasm and creativity. The development of China's economy and people's living standards are continuously improved, but the money worship and hedonism is spreading. Some people become profit hungry, and use unscrupulous divisive tactics for the pursuit of sensory stimulation. Personal participation in the new media not only meets the needs of the senses and language, but also highlights the sense of personal presence. In the past, through the dissemination of information, it is generally to obtain a way of thinking and get more learning resources, which is a kind of "cogito" dissemination. However, today, the diversity of dissemination subject and channels result in that individuals seem to be a drop in the bucket in the data network era, easily to be overlooked.

But the subject consciousness enhancement, people share and participate in the dissemination of information, to highlight its existence value, which is a kind of "I share therefore I am" dissemination. The liberation of the subject and anxiety for neglected identity are the reasons for various problems in today's social and cultural dissemination process. In order to highlight the subjectivity, there is nothing wrong for making the news. Whereas, in current society, an "ugly" psychology emerged when people are having cultural consumption through new media. The public paid more attention to negative events and people on new media dissemination than positive events and people, and even some positive media reports were adapted and bantered by denizens. More worthy of our attention is that part of the Internet users not only did not realize this wrong orientation, but keen to enjoy the process of causing the "collective Carnival". Under the new media dissemination, the folk sports culture, if is only taken as a consumer goods, it will result in that people only pay attention to its form and appearance, but ignore the cultural connotation of the cultural products. The cultural consumption deformity brought about by new media is undoubtedly one of the difficulties for the dissemination of folk sports culture, but also the focus for us in the process of development of new media.

## **4.2 External dissemination restrictions of folk sports culture**

Affected by the times and limited by technology levels, dissemination of folk sports culture under the traditional media is mainly through the traditional ways, such as folk sports literature, folk sports books and newspapers, radio and television and so on. It is more properly called propaganda, and the interaction between disseminator and recipient of cultural information is poor. This single transmission has very prominent limitations that the closed environment restricts the folk sports members' activities. In order to maintain the so-called "racial purity", it is trying to prevent "invasive" of alien cultural.

In order to realize the continuous innovation and development of any folk sports culture, it is necessary to carry out the dissemination with other nations. In today's world, acceleration of globalization and interactive new media channels break the constraints of time and space to spread the folk sports culture. As a result, an open cultural dissemination environment is formed, so the cultural exchanges are increasingly frequent, which accelerates the renewal of folk sports culture. At the same time, the challenges brought about by new media to the folk sports cultural dissemination cannot be ignored. In the complicated international folk sports environment, internal multi-folk sports relationships are often affected by "external activities". The factors influence the status of a state mainly include cross-border ethnic factors, international religious factors, globalization, hegemony and power politics. The opening of dissemination environment causes the Western hegemonic culture make value penetration of folk sports culture, and form a huge impact. As a result, the folk sports language art, etiquette and customs, values and so on are gradually weakened or even disappeared.

## **5. SOLUTIONS AND COUNTERMEASURES**

### **5.1 Build a national common culture in the field of dissemination**

In the field of global cultural dissemination, due to the suppression of the western hegemonic culture and the misleading of the mainstream media, the Chinese culture has been greatly affected in the external dissemination. As the main body of cultural dissemination, we should strengthen the construction of the concept of cultural dissemination, construct the national common culture, and resist the erosion of Western decadent culture and its distort report of the Chinese culture. China is a unified country composed of 56 nations. No matter how complicated the ethnic culture, but from the perspective of national cohesion, it is the right direction to solve the problems of multinational identity to construct the national common culture and values isolated from cultural identity and include national culture. That is to say, in the field of cultural transmission, it also needs to build a common national culture. Diversification and variety of national culture is an objective fact, but this does not affect the order of cultural dissemination. On the contrary, the diversified national culture takes the order as the premise, and diversification with no order is not conducive to social stability and

harmony. In order to realize the order in the field of cultural dissemination, we are supposed to build the national common culture, strengthen the sense of national identity, and enhance the national cohesion under the premise of tolerance and respect for the national culture.

## **5.2 Carry out the hierarchical dissemination of national culture**

The national culture dissemination in the new media is also facing consumer population stratification case, traditional media (such as television, newspapers and so on) has gradually become the old people's "patent", and online video and other new media is popular by young users. How to effectively carry out the dissemination of national culture level and purify the environment of information dissemination, is one of the contents of the new media dissemination in the future.

The young audience: on July 17, 2013, Chinese Internet Network Information Center (CNNIC) released the thirty-second "Chinese Internet Network Development Statistics Report" in Beijing. The data showed that as the end of June 2013, China's denizens reached 591 million, having an increase of more than 0.2656 billion people by the end of 2012. Internet penetration rate is 44.1%, having and improvement of 2% compared with the end of 2012. In the first half of 2013, in the development of the Internet, the mobile phone has outstanding performance as an Internet terminal, which not only becomes an important source for new Internet users, but also shows good performance in terms of instant messaging, e-commerce and other aspects [8]. In the new Internet users, the proportion of mobile Internet users is up to 70%, higher than the proportion of Internet users using other devices. At the same time, by end of June 2013, China's mobile phone users reached 464 million, having an increase of 0.4379 billion people compared to the end of 2012. While the popularity of 3G and the unlimited development of the network make the number of mobile phone users rising rapidly in China. Mobile phone users will become the main force of the new media in China. In other words, when disseminating the national culture through the mobile phone network, the effective dissemination of cultural ideas for young audiences will play make the role of the mobile phone network better played.

The elderly audience: television has become the most important way to accept the spread of cultural ideas. A survey report pointed out that television is still an important means of dissemination media. TV media, after a long period of prosperity, its advantages in the content construction, such as editing, news reports, and brand influence and so on, are what the new media lacked. Through the technology support of new media, TV traditional media contents are enriched and going on the integration with the Internet. For instance, the integration of CNTV and Internet generates CCTV. It not only plays the role of a bridge between the old people and the new media dissemination, but also can play the advantages of traditional media and new media, sharing resources in the process of integration, to achieve maximum benefits.

### 5.3 Actively develop the national cultural dissemination industry chain

The sustainable development of culture is based on the sustainable development of economy, and it has great development space and prospect in the application of new media technology to the cultural dissemination. The new media also has a great feature, which is a strong shock on the visual and deep impact on the audience, as shown in table 1.

Table 1. The impact of various dissemination tools on the audience

Tools types	Paper medium	Broadcast	Television	Films	Network	Advertise	Notes
Weighted multiply accumulate value	112	109	125	126	125	128	Specific values do not affect the problems analysis, but only represents the degree.

The "seeing is believing" visual dissemination is conducive to show the information itself objectively and eliminate social prejudice. In addition, with the dissemination of the new media on the cultural information intuitive image, it is easy to have a deep impression on the audience, break through the restrictions of language and ethnic, and achieve cultural information sharing. The so-called industrial chain mainly refers to the integration of products from production to sale. Folk sports culture can make use of the characteristics of strong visual impact of new media, to not only implement the Internet marketing of national library, national clothing, toys and other traditional industries, but also to actively develop network game, animation design, micro film and so on closely related to folk culture. In addition, through the new media to attract more audience, it can promote the development of the industry chain to disseminate the folk sports culture.

## 6. CONCLUSION

The purpose of dissemination of folk sports culture is to improve the overall quality of people, and at the same time, to pay more attention to the cultivation of spirit. The new media has brought convenience and feasibility for the dissemination of folk sports culture. And in various professional knowledge training and skills training, it is also supposed to recognize the important role of folk sports culture in promoting the culture exchange and dissemination. And in the dissemination of folk sports culture, it is necessary to be able to keep pace with the times,

and fully apply the new media in the dissemination. The folk sports culture, as an important part of culture, is an important content to strengthen the construction of spiritual civilization. The dissemination and cultivation of folk sports culture have a positive impact in the process of culture exchange. In addition, it also shows a positive significance in development of the country in the future.

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