

A Study of Chinese Traditional Sports in Globalization

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Abstract: *China has had a long association to the martial arts. Today China consists of a variety of competitive sports. Traditional Chinese culture regards physical fitness as an important characteristic. As globalization speeds up, China has constantly conducted experience exchanges with other western countries in economy, politics, culture, sports and other fields so that strengthened China's comprehensive strength. Under the globalization background, it is essential to analyze the characteristics of Chinese traditional sports and establish their Internet information dissemination model formula.*

Keywords: *Sports education; China; Western; Difference*

I. Introduction

It is inevitable that with such a long history China should have developed several unique and traditional sports and pastimes. While some are practiced widely by the Han minority as well as the minority groups who make up these groups and reflect their own cultures. As the country is so large and the various minorities are separated by vast distances it is not surprising that they have their own special ways in which to express their vigor and enthusiasm [1, 2]. Almost all the traditional sports were derived from productive activity. The Mongolians, Tibetans and Kazaks inhabit vast natural grasslands and horsemanship is vital to their existence. Consequently their gift for riding and shooting has given rise to their forms of sport [3]. The people who live in agricultural communities or who rely on hunting for their livelihood are good at climbing, wrestling, jumping, shooting and so on.

At present, the significant characteristic of world economic system is economic globalization. As a result of the western economic impact, its culture has been developed in every corner of the world and has been a serious threat to Asia, especially nonmainstream culture of east. As an integral part of the Chinese traditional culture, Chinese traditional sports under the globalization background is maintaining its rustic characteristics that is Chinese traditional sports and while maintaining its rustic characteristics are widespread concerned by domestic public attention [4]. Under the globalization background, the Chinese traditional sports have no good development promotion and dissemination. However, many western sports showed a significant growth [5]. According to the Chinese Basketball Association, there is a record number of around 300 million active basketball players in China. The largest audience for an event outside of China was drawn at the Ming Yao& Jianlian Yi matchup when 100-200 million Chinese watched live [6, 7].

Chinese traditional sports is the Chinese nation's inherited and physical characteristics and the sports mode of the significant historical background, at the same time has the most active, influential, direct, widespread, and the part of profound historical in the entire Chinese nation culture [8]. Due to rising competition of the pressure in modern society, people have to bear the psychological and physiological pressures that are more and more heavy. Especially in the era of economic globalization, the unique humanistic value of Chinese traditional sports is embodied fully, it can effectively alleviate psychological pressure, mental and physical exhaustion, and other state, such as outdoor climbing, horseback riding, and so on. The Chinese traditional sports make man and nature to combine a whole that is the people's physical health development and the nature harmonious promotion and development In order to make the Chinese traditional sports to meet the needs of the rapid development of globalization, the communication strategy should be analyzed and proposed. Herein, we analysis of the basic communication strategies of the developing Chinese traditional sports and proposed a differential mode for accomplishing this goal.

II. Communication Strategies Of Developing Chinese Traditional Sports

With the vigorous development of globalization electronic media industry, it is advantageous to the Chinese traditional sports dissemination platform's establishment. Through the role of visual communication of the mass media, the Chinese traditional sports is propagated by TV, radio, newspapers, and other media to let people know about the minimal dynamic and development trend of the traditional sports, which can carry on the overall media of Chinese traditional sports information and the all-around development, such as using Internet interaction characteristics, connecting dissemination function that carries on a full range of publicity, building

national brand of Chinese's traditional sports [9]. The public purpose is to build China's traditional sports globalization knowledge dissemination environment.

According to the rapid development of traditional sports, such as badminton, dance, and so on its development needs the government and the national relevant departments to foster and encourage. Learning Japanese judo and Taekwondo, the country set up a special department to research the physical culture and cultural connotation, attacking and defending technique, innovation technology. Therefore, Chinese sport general administration should further strengthen ties with athletes, to enter the deep investigation research on the current situation of Chinese traditional sports, at the same time establish the public construction, recreation demand, and so on. To analyze the system effective administrative law that is beneficial to the development and innovation of traditional Chinese culture, according to the different age, sex, occupation, level, etc.

As a result of ground and foundation design's limitation, the development of many traditional sports is restrained. Therefore, the development of Chinese traditional sports stadiums and infrastructure construction carry out the spread of primary conditions. Under the market economy system, the development of Chinese national traditional sports is according to market economy rule that vigorously develop the self- development ability. However, under the globalization back- ground, the traditional sports enter the transnational dissemination through publicity building measures.

In the background of globalization, the traditional sports into the transnational dissemination through publicity and construction measures, the domestic and international people into traditional sports is in order to set up related traditional sports club, development of global economic market mode, promote the sustainable development of traditional Chinese sports. The people at home and abroad entered the traditional sports movement that can establish the traditional sports clubs, the development of a global economic market model and to promote the sustainable development of Chinese traditional sport.

Typically, the Chinese traditional sport is usually easy to learn, participation relatively high, and restriction relatively few. Among them, the development and dissemination of Chinese martial cultural is through one-on-one face mode and hall type teaching mode. Due to the differences of geographical and cultural, Chinese martial arts have different characteristic. Therefore, the communication development of Chinese traditional sports needs a national culture center to spread. At the same time, the development of the globalization information age, information communication technology, the mass media technology laid the foundation as the Chinese traditional sports' globalization development. At present, the information electronic science technology has been the fastest propagation velocity, the size of public communication range size, newspapers, magazines, advertising, internet, television, and other means, those carries on information dissemination for the masses.

III. Conclusion

With the development of the economic globalization, the development of Chinese traditional sports will be challenging and threatening. Under the globalization background, the Chinese traditional sports development opportunity is very important and should be hold, and restricted by other countries. In the entertainment, health and other aspects, the value of Chinese national traditional sports need to be excavated, and show Chinese sport culture. In particular, the cultural development of Chinese traditional sports is stressed and increased globalized development, such as dragon dance, lion dance, and so on. Through the cultural exchanges of system, learning from the transmission mode of western sports development strengthen the development of Chinese traditional sports culture and open up new space development

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