



Revival and Transcendence of Chinese Sports Cultural Value in the Era of Globalization

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Abstract: By using the research methods of literature and logical thinking, this paper analyzes the value of Chinese traditional sports culture from three aspects of politics, economy and humanity. The study believes that even in today's highly globalized and modernized development, the national traditional sports culture also shows its unique significance and value. Through the analysis of the current situation of the inheritance and development of Chinese traditional sports culture, this paper puts forward corresponding countermeasures for the inheritance and development, actively implements the "going out" strategy and publicizes Chinese sports culture, changes the closed state of Chinese sports culture tradition, coordinates the relationship between the revival and transcendence of Chinese sports culture value and the era of globalization, solves the challenges and problems faced by Chinese sports culture, and constructs measures to revive and transcend the goal.

Keywords: *Revival and Transcendence, Chinese Sports, Cultural Value, Globalization*

I. INTRODUCTION

Compared with western sports culture, Chinese traditional sports culture is not only more diverse, but also more historical and cultural. How to excavate it in depth and how to effectively reflect its cultural value has become a topic that needs to be focused on at present. Sports as a culture. In all historical stages, China can find some form of sports activities. For those nations with relatively developed overall culture, sports are blooming with different colors.

Sports culture refers to the material civilization and spiritual civilization contained in sports itself. There are five theories about the origin of sports culture: the theory of education origin, the theory of labor origin, the theory of military origin, the theory of religious origin, and the theory of game origin. The premise of the country's promotion of cultural soft power is to have a relatively strong economic and military strength and other comprehensive national strength support. Looking back on the reform and opening up, the economic development rate has maintained sustained growth

In the first ten years of the 21st century, China has continuously created new records in its historical process. In 2010, China officially became the world's second largest economy and the new economic and financial center in Asia. The Confucian thought of benevolence as the core provides the guiding ideology for the spread of sports etiquette culture. Confucius regarded sports as a kind of etiquette activity, and regarded this kind of etiquette as the moral boundary and standard of action in human sports activities. The principle of humanity in the form of "benevolence" first requires respect and concern for people. It is described in the Analects of Confucius - Xiangdang that when the stables were on fire, Confucius asked: "Do you hurt people?" without asking whether the horses were hurt, which is a manifestation of the concept of humanity.

Mencius extended "benevolent government" from benevolence theory, demanded the benevolence of etiquette, and opposed the use of violence to subdue people. The inheritance and development of these traditional items are undoubtedly closely related to the living habits, religious beliefs, values and ideology of the nation, that is, the traditional national sports originated from the nation and co-exist with the nation.

Even in today's highly globalized and modernized development, the national traditional sports culture also shows its unique significance and value. By comparison, the scientificity and rationality of western sports culture is far higher than that of traditional Chinese sports culture. Therefore, the acceptance of western sports culture by most citizens is significantly higher than that of our previous exercise rhythm and fitness methods. The direct evidence is that western sports such as basketball and skiing are more popular. This has directly led to the fact that Chinese traditional sports culture cannot be effectively inherited and developed, and has also led to the current situation that its popularity and popularity are significantly lower than foreign culture. Western sports culture plays a leading role in international sports culture.

II. THE PROPOSED METHODOLOGY

For a long time, the dominant position of western sports culture is difficult to shake. From a global perspective, China's sports culture has not been fully recognized by people in other countries. Lack of communication and understanding is one of the main reasons why China's sports culture is difficult to stand firm in the era of globalization. The closed state of traditional sports culture has also been gradually broken, and we really realize that China's rise cannot only rely on economic development, and the determination of the status of economic center and financial center cannot fully explain that the comprehensive national strength is at the forefront of the world. The cultural soft power is also an important part of the comprehensive national strength, and the concept of economic construction as the center changes to the dissemination and output of cultural values, To urge the country to attach importance to the revival and transcendence of sports cultural values.

When the sports etiquette culture with Chinese characteristics spreads to other nationalities, it is bound to produce cultural collision. This collision is not a life-and-death battle, because we are not engaged in cultural expansion and aggression. What we seek is to communicate in a harmonious environment and allow multiple cultures to coexist. Confucian culture has always regarded "harmony" as the basic spirit of its own theory, and the pursuit of "harmony" is a main line running through Confucian thought. This spirit was established in the pre-Qin period, which originated from the Confucian thinking mode of "harmony between man and nature". China's national sports has experienced a huge test from its inception to its development. China has developed from a weak sports country



to a big sports country, and then to a strong sports country. The national traditional sports have contributed a lot.

It shows the rich national culture and strong national spirit, strengthens the national consciousness and patriotic responsibility of sports participants, and maintains national self-esteem. Compared with the promotion of traditional Chinese sports culture, it is more important to maintain the spread and inheritance of this culture and spirit. Chinese traditional sports culture is a clear reflection of the historical heritage and national spirit, and a symbol of various cultural strengths. At present, the scope of protection and publicity of this kind of historical heritage are too small, and some traditional sports and exercises have gradually disappeared in the trend of history.

Chinese sports culture pays attention to practicality, and its social practical value is strong. At the same time, Chinese sports culture also pays attention to humanistic education and promotes the sublimation of humanistic spirit through paragraph body. China's sports focus on the concept of harmonious sports. As we all know, China's sports culture has a long history of development and profound cultural heritage. In the course of thousands of years of development, sports is closely linked with medicine and religion, so it has many advantages. The era of globalization is a process of human evolution. The open social environment absorbs foreign excellent culture and discards traditional backward ideas, which will help the development and innovation of national sports culture. In the face of the world pattern of sports culture globalization, only by choosing an innovative path in line with the development trend of the times can we promote the effective promotion of national comprehensive strength and recognition of international status. When the sports etiquette culture with Chinese characteristics encounters a strong culture in the process of transmission, our attitude should be: select its essence and discard its dross; It is undergoing internal transformation for my own use.

Constantly improving oneself and developing into an excellent culture is the premise for the outward spread of the sports etiquette culture with Chinese characteristics, because "it is for the benefit of the people". Confucianists emphasize "cultivating oneself to secure others", (The Analects of Confucius · Constitutional Questions) "the gentleman seeks all oneself; the villain seeks all others". National traditional sports is a typical representative of national traditional culture, and the protection of national traditional sports culture is the requirement of society and the times. However, with the development of industrialization and the deepening of the pursuit of utilitarian interests, sports culture has also brought negative effects. The gradual disappearance of Chinese traditional sports culture has sounded an alarm to the people, and it is urgent to find an effective way to develop it.

In the information age, the strength of the media can even determine a country's cultural output capacity to a certain extent. The reason why American culture can be spread globally has nothing to do with its own strong media strength. In comparison, the weakness of Chinese media has created the weakness of cultural communication. For the survival and development of traditional culture, it has formed a huge challenge, and the gap between the strength of the media in developed countries, It has affected the external dissemination of traditional culture, and is even more detrimental to the international dissemination of martial arts. To promote effective reform of the sports culture system is to better protect and innovate Chinese sports culture.

In order to do this, we need to do the following work: First, strengthen the construction of traditional sports culture infrastructure, thus improving the public cultural service structure system, building a rich and diverse sports event venues, and promoting the development of sports culture in China.

The establishment of national global consciousness is the most direct manifestation of sports globalization. The direct comparison between Chinese sports culture and western sports culture can stimulate and improve the national cultural consciousness. In the past development of sports culture, China's voice in the world is relatively weak, so it is necessary to learn from the excellent cultural achievements and advanced experience of other countries on the premise of ensuring its own cultural characteristics, give full play to the dissemination function of Chinese sports culture, effectively highlight the values of sports culture with Chinese characteristics, and enhance the influence of Chinese sports culture in the world, Maximize the pride and identity of our nation. In order to protect the original natural environment and endangered animals, the state has established a nature reserve.

It is not the reasonable means of communication, but the promotion of martial arts technology itself has strong penetration and can be expressed through the physical media. It must be made clear that the international dissemination of martial arts is not only the dissemination of martial arts technology and culture, but also a deeper culture. In the process of dissemination, more traditional cultural values will be displayed to the world, so that the international dissemination of martial arts can have cultural significance. The protection of national traditional sports culture can also draw on its valuable experience and establish a series of traditional sports culture protection bases. Select and allocate excellent inheritors, set up folk education classes, cultivate the inheritors of national traditional sports culture, change the embarrassing situation of no successor for national traditional sports projects, add departments for the development and arrangement of national traditional sports resources, carry forward the excellent traditional sports culture, promote it to the whole country and even the world, and develop the precious culture.

Therefore, the establishment of national sports base is very necessary and urgent. Learning and learning from the development model of other countries' excellent sports culture is the driving force to ensure the continuous development of China's national traditional sports cause. Countries need to actively communicate and cooperate with each other. Learning from each other is an important condition for their own development. To learn and solve the sports culture of other countries, we need to do the following: First, on the premise of inheriting China's traditional sports, we should reasonably absorb the purification of other countries' sports culture, scientifically transform the cultural model, and remove those that do not conform to China's national conditions in a timely manner. The goal of rejuvenation and transcendence of China's sports culture value in the era of globalization is essentially to adhere to the principle of seeking truth from facts We should change our thinking and new ideas for cultural development that keep pace with the times, and find a general idea suitable for our country's development in the face of changing times.

Specifically, the development of Chinese sports culture should focus on three requirements. The first is practice. Practice is the only process to obtain truth. The excellent sports



culture in western countries does not necessarily conform to the actual situation of the country. For example, foreign education attaches importance to the development of students' advantage projects. An unprecedented fitness upsurge has been formed nationwide, which combines the interest, performance Projects with strong fitness and easy to carry out should be innovated and combined with national fitness, which can not only solve the problems of national fitness venues, equipment supply and no content to practice, but also promote the development of national traditional sports.

It can comply with the market rules, establish and improve the sports media group, form a transnational media industry, and change the phenomenon of "lack of skills" in the current international dissemination of martial arts. For example, we can integrate the sports sector (Tencent Sports, Sina Sports, Netease Sports, Sohu Sports) of several current domestic portal websites to achieve complementary advantages and enhance the specialization of sports media through strong alliance.

With the globalization of sports culture, the sports culture of various countries has been deeply exchanged and developed, so that Chinese sports culture is also actively spreading and promoting its own sports ideas while absorbing the essence of western countries. The sports culture between neighboring regions will form a sense of identity across countries and regions. This sense of identity includes sports values, spiritual beliefs, lifestyle, etc., and will become more closely linked with the development of globalization. The process of globalization has promoted the integration of sports culture in various countries, so it is necessary to actively maintain its own characteristics of sports culture.

CONCLUSION

In a word, the internationalization of Wushu should not only emphasize the internationalization of form and quantity, but also promote the organic combination of the values of sports culture between the East and the West; While maintaining the independence, freshness and nationality of the core value of martial arts culture, it is also necessary to actively absorb the western sports culture, always keep absorbing and learning the advanced and excellent cultural connotation of the western sports culture, abandon the backward concepts and cultural content in the traditional sports culture that do not meet the requirements of the times and hinder the effective dissemination of Chinese culture around the world, and realize the innovative development of sports culture according to the requirements of the times, Strive to realize the revival and transcendence of sports cultural values at an early date.

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