

# The Communication of Ethnic Traditional Sports Culture in the New Media Environment Value Implications, Practical Limitations, and Strategies for Solution

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**Abstract:** In the new media era, the dissemination of national traditional sports culture with the help of new media technology is of great significance to the prosperity of national traditional culture and the enhancement of cultural soft power. It uses the literature method and logic combing method to study the communication of national traditional sports culture in the new media environment. It is believed that it has the value of enriching the popular culture and enhancing cultural identity, cultivating cultural confidence and improving cultural soft power, promoting the national spirit, and resisting cultural invasion. Under the new media environment, traditional national sports culture communication mainly faces the dilemmas of deviation in the positioning of communication content, loss of talents in the main body of communication, inherent insufficiency of the communication field, and internal and external extrusion in the communication environment. It is proposed that we should keep the core of the culture and maintain the true source of the culture, improve the training of talents and the inheritance method, improve the guarantee mechanism and build the cultural brand, and enhance the international discourse right by firming up the cultural self-confidence.

**Keywords:** Ethnic Traditional Sports; New Media; Cultural Communication; Value Dilemma; Development Strategy.

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## 1. Introduction

"China Sports 14th Five-Year Development Plan" proposes that during the period of the 14th Five-Year Plan, in the face of the overall situation of the strategy for the great rejuvenation of the Chinese nation and the significant changes that the world has not seen in a hundred years, sports need to be based on a new stage of development, carry out the new concept of development, build a unique pattern of development, integrate development and security, enhance the sense of opportunity and risk, cultivate the first opportunity amid the crisis, and open a new situation amidst the changes, to march forward in the new journey towards building a solid socialist modernized country. The unique situation in the crisis, in the changing situation to open an individual situation, in the new journey to make a substantial socialist modernization in all aspects of the courage to move forward [1]. "Ethnic traditional sports are an important part of modernized sports, an important content of Chinese traditional culture contains the rich ethnic traditional cultural heritage and is one of the symbols of Chinese culture. It is one of the symbols of Chinese culture. Strengthening the cross-cultural communication and dissemination of traditional national sports culture is of great significance to the quality development of sports, as well as to the prosperity of the national traditional culture and the enhancement of cultural soft power. Cultural communication is closely related to the media, which is both a concrete expression of culture and a reaction to the development of cultural communication. The emergence of new media is accompanied by the rapid development of digital communication technology, computer network technology, and mobile communication technology,

its development to a large extent, the media form the means of communication, communication methods, and so on can be changed, at the same time it is unique interactivity also make up for the shortcomings of the traditional media communication methods so that the sports culture communication more deeply rooted in people's hearts [2]. At the new stage of sports development, how the national traditional sports culture can be survived, inherited, and disseminated more effectively with the help of new media technology, and how it can help the realization of the goal of "sports power" and the enhancement of the national cultural self-confidence, is a realistic issue worth pondering and exploring.

## 2. The Value Implications of Ethnic Traditional Sports Culture Communication in the New Media Landscape

As a new carrier for the preservation of information and cultural dissemination of traditional national sports culture, new media has enriched the connotation and extension of the dissemination of traditional national sports culture with its features of technical digitization, convenience, and visualization, and given new values to the dissemination of traditional national sports culture: enriching popular culture, spreading traditional culture and enhancing cultural identity; cultivating national self-confidence, enhancing cultural strength and strengthening the comprehensive national power; promoting national spirit, resisting cultural impact and combating cultural hegemony, resisting cultural implications, and fighting cultural domination. Therefore, whether it is the development of popular culture, the need for national

construction, or the dissemination of national spirit, new media technology has given contemporary value to the dissemination of traditional national sports culture.

### **2.1. Enriching Popular Culture, Spreading Traditional Culture, and Enhancing Cultural Identity**

The ethnic traditional sports culture is developed as the art form of human spiritual culture in human history, not only can be fit and robust to maintain the strength and survival of the nation, but more importantly, can carry forward the spirit of the nation's interest in this unique cultural form of sports, enriching the public life of the artistic value of the far more than the value of physical training. [3] The traditional sports culture of the Chinese nation is formed and developed by all the Chinese nationalities in the thousand years of historical changes, so the traditional sports culture of the nationalities has both the individuality of the nationalities' pursuit and the common core of the Chinese nation. The dissemination of traditional ethnic sports culture in the context of new media has broken the space barriers and time barriers of communication between different regions and ethnic groups, enabling the exchange and development of sports culture among ethnic groups, promoting cultural cognition among ethnic groups, and weakening the misunderstanding of their respective cultural differences. Different national sports cultures have blossomed new flowers of life outside the local area, greatly enriching the cultural life of the public. Secondly, the use of new media technology in the dissemination of traditional ethnic sports and culture has dramatically changed the inherited mode and way of dissemination of traditional ethnic sports so that traditional ethnic sports and culture are no longer confined to one side of the culture, but other cultures and concepts of the nation, with the help of ethnic sports and new media to a broader region to be inherited and developed. In the dissemination and exchange of different ethnic cultures in China, the essence of traditional ethnic cultures has also been highlighted and concretized, which further strengthens the commonality of ethnic cultures and strengthens the general public's sense of identity with traditional ethnic cultures.

### **2.2. Cultivate Cultural Self-Confidence, Enhance Cultural Strength, and Strengthen Comprehensive National Power**

In the new stage of development, culture is gradually evolving into a symbol of national cohesion and a source of national creativity. At the same time, it has become an indispensable and essential part of the competition for comprehensive national power. American international political scientist Joseph Nye divided complete national power into two aspects: hard power and soft power, of which soft power includes elements such as culture, system, and media. He pointed out that "hard power and soft power are equally important; however, in the Internet and information age, the role of soft power is increasingly prominent. [4] "Culture, in the field of soft power, not only represents more prominently the core of national cohesion and national creativity but also has been elevated to a strategic position. To win this cultural competition without smoke, it is necessary to enhance the cultural soft power of the country. National traditional sports culture is both an essential part of Chinese

sports and an outstanding embodiment of Chinese traditional culture, possessing dual attributes, both sports and cultural. First, traditional national sports are activities and sports programs with distinctive national and regional characteristics formed over thousands of years of history and evolution of the Chinese nation. This cultural formation process is closely intertwined with people's production, labor, and traditional festivals and customs and has rich educational value and unique national emotions [5]. National traditional sports culture plays an invisible educational role by disseminating new media. These classic sports and cultural activities have penetrated people's spiritual support, not only enhancing people's spiritual strength but also producing a far-reaching impact on people of different ages and eras, constantly inspiring people to move forward positively, reinforcing the connotation of the national culture and cultural identity, fostering cultural self-confidence, and further enhancing China's soft cultural strength and comprehensive national power. Strengthening national cultural content and identity, boosting cultural self-confidence, and further improving China's cultural soft power and total national strength.

### **2.3. Promoting the National Spirit, Resisting Cultural Shocks, and Combating Cultural Power**

National culture carries national identity, symbols of identity, and the spiritual belonging of the people and is the cornerstone of a nation's survival and prosperity. In the report of the 20th National Congress of the Communist Party of China (CPC), culture is clearly stated as the soul of a country and a nation. The prosperity of culture is directly related to the country's wealth, and the strength of culture is also associated with the nation's strength. As emphasized in the report, "Without the flourishing of culture, it is impossible to realize the great rejuvenation of the Chinese nation." Traditional Chinese sports culture is an outstanding representative of traditional Chinese culture, which contains rich cultural connotations. Wushu, taijiquan, dragon boat, and other symbols of traditional national sports culture give Chinese people a sense of cultural belonging and attraction and exude a strong sense of inclusiveness and infectious force. The "Confucianism," "the middle way," and "totem symbols" embedded in this culture are the symbols of the essence of Chinese culture, which are the distinctive differences between Chinese culture and Western culture. It is also the promotion and embodiment of Chinese national sports culture. However, with the development of global economic integration, social informatization, and cultural diversification, western competitive sports have gained wide attention while meeting the needs of the senses. Information about international events, such as the World Cup, the Olympic Games, the NBA, Formula 1, etc., has filled people's vision in the new media. The competitive concept of "higher, faster, stronger" has become a hot topic in China. "higher, faster, stronger" has become a hot topic in China. These large-scale sports events have gradually become a means for local governments to promote economic growth. In contrast, the national traditional sports culture, which supports the core concepts of "natural harmony," "internal and external cultivation," and "unity of body and mind," has gradually faded out of the public's view, and some of them have even progressively disappeared. Some of them have even slowly disappeared. The impact of foreign culture has affected the inheritance of traditional national

sports culture to a certain extent. At the same time, China's economic rise and national strength have also aroused the concern and worry of some countries, and negative views such as "China threat theory" and "China hegemony" have appeared, which reflect the lack of understanding and malicious interpretation of Chinese national culture. However, through new media communication, the traditional national sports culture has successfully spread China's outstanding millennium culture to the international stage so that the world can better understand and recognize the sports culture of the Chinese nation and Chinese culture, effectively resisting the malicious impact of the Western culture and cultural hegemony, and also better promoting the national culture, so that the traditional Chinese culture can shine in the world.

### **3. Realistic Difficulties in the Dissemination of Traditional National Sports Culture in the New Media Environment**

Driven by the epochal theme of promoting the national spirit and building a solid cultural country, the development of ethnic traditional sports culture has made some progress and achievements with the support of new media technology. However, with the accelerated pace of socialist construction, the gradual realization of the goal of a moderately prosperous society in all aspects, and the proposal of Vision 2035, the birth, the place of inheritance, and the way of life of the national traditional sports culture have all changed. In the context of new media, there are some conflicts between the traditional sports culture of this ethnic group and the cultures of various ethnic groups in the world, as well as contradictions with the needs of the people of this ethnic group for a better life and unbalanced and insufficient development. Together, these problems have constrained the further development of ethnic traditional sports culture. Specifically, the constraints and dilemmas in disseminating traditional ethnic sports culture come from the following four dimensions.

#### **3.1. Communication Content: Positioning Deviation, Uneven Quality of Communication Content, and Lack of Connotation**

In its long history, China's national traditional sports culture has formed a set of unique styles, connotations, and broad cultural systems with distinctive national characteristics. In the new media technology, the communication content of traditional national sports culture presents more diversified and exciting characteristics. Still, the accompanying problems of deviation in the positioning of the communication content and uneven quality of the content also arise. The contents of traditional national sports culture should be carefully selected, and there may be some problems in the current traditional sports culture, such as ethnic discrimination, gender discrimination, regional discrimination, and exaggeration of the harmful elements of extreme religion. Therefore, we need to make more active efforts to improve the orientation and quality of the contents of the transmission of ethnic traditional sports culture. Based on retaining the essence, we should actively adapt to the development of society and innovate at the right time to promote the communication and dissemination of traditional

ethnic sports culture. Secondly, the combination of traditional national sports culture and new media makes some national sports and cultural projects facing communication difficulties see a chance of life. However, in the process of further media communication, traditional sports projects have been over-alienated and unthinkingly transformed into popular culture catering to modern people's "tastes," which lose their national cultural characteristics and the culture's internal characteristics. It has lost its national cultural characteristics and the connotation of the culture itself. In addition, the media communication of traditional ethnic sports culture under new media mainly focuses on national sports such as wushu, dragon and lion dance, taijiquan, etc. It pays less attention to the communication of traditional sports culture of ethnic minorities such as crossbow shooting of Yao nationality, board shoe racing of Zhuang nationality, peacock boxing of Dai nationality, etc. The content structure of media communication is too singular. The content structure of media communication is too single, failing to show the diversity of sports culture. Despite the diversity of sports culture, the current media communication pursues a one-sided effect and pays insufficient attention to the wholeness of culture. This overly utilitarian and wrong approach to media communication has hindered the spread of traditional national sports culture.

#### **3.2. The Main Body of Dissemination: Lack of Talents, Lack of Dissemination of Main Body, and Severe Loss of Successors**

Another reason for the slow dissemination of traditional national sports culture in the context of new media is the lack of transmission talents and ability. In ancient times, the inheritance of traditional national sports culture usually relied on family relationships and the traditional teacher-disciple inheritance system, which imposed severe restrictions on traditional national sports culture and limited its mobility and popularity. Cultural differences and a lack of communication between traditional national sports and cultural activities result in a relatively homogeneous nature of traditional national sports and cultural activities from birth. With the economic development and scientific and technological progress, nowadays and in the future, artistic innovation and growth are behind talent innovation and technological innovation; under the new media era, China's national traditional sports culture communication technology is not enough, and innovative talents are scarce, the construction of grassroots service talents of national traditional sports culture is relatively lagging, the primary treatment of the national traditional sports culture inheritors can not be guaranteed, and the development of the traditional sports culture industry is in urgent need of the introduction of the traditional sports culture activities. The development of the cultural sector is urgently in need of the introduction of high-quality talent. [5] Secondly, with the development of the times and the acceleration of the urban-rural integration process, the aging of China's population continues to intensify, and as the new generation of communicators, due to livelihood and life needs, leave the original environment, far away, resulting in a lack of traditional ethnic sports culture inheritors. In contrast, the older generation of inheritors, due to the lack of new media technology and traditional ideas, also make the dissemination of traditional ethnic sports culture in the context of the new media and heritage The older generation of inheritors, due to the lack of new media technology and traditional stereotypes,

also make the dissemination and inheritance of traditional national sports culture in the context of new media fault and obstacles. In addition to the current "impetuous" wind, the effect and influence of the dissemination of traditional national sports culture is a slow and long-term process, so by the influence of "fast food culture," some regions, governments, and individuals do not care about traditional national sports culture, which makes the dissemination of traditional national sports culture in the context of the new media a challenging task. Therefore, under the influence of "fast food culture," some regions, governments, and individuals do not care about traditional national sports culture, which makes the dissemination of traditional national sports culture under the background of new media have the situation of insufficient inheritors. In addition, urban-rural integration has destroyed some traditional ethnic sports activities that relied on original and traditional dissemination methods, ultimately leading to the demise and loss of traditional ethnic sports and culture.

### **3.3. Field: Innate Insufficiency, the Dissemination Field is Limited by Regionality and Closedness**

The innate limitations of the dissemination field have directly affected the breadth of the dissemination of China's national traditional sports culture. Chinese traditional sports culture is rooted in China's traditional cultural concepts of Confucianism, Buddhism, and Taoism, such as the unity of man and nature and natural harmony. Traditional national sports culture has the qualities of health and non-competition, which is very different from the qualities of modern "higher, faster and stronger" sports culture. Its dissemination is more conservative and introverted and lacks dissemination tension. This is also true in the process of new media communication. China's national traditional sports culture is mainly formed and developed based on the classic Chinese small peasant economy, so it has relative closeness and regionality. Such as wushu proverb "south fist, north leg, east gun, west stick" is the embodiment of its regionality, the wushu "pass male not female, pass inside not outside," "the difference between the sects" and other traditional ideas, resulting in the dissemination of national traditional sports culture, and also in the new media communication process. The traditional ideas of "male not female, internal not external" and "differentiation of schools" have caused obstacles to disseminating traditional national sports culture and even created inherent shortcomings in giving traditional national sports culture. In addition, China's various ethnic groups live in "large mixed settlements and small settlements," and the sports culture of each ethnic group is characterized by the same connotation but different appearances. Therefore, disseminating traditional national sports culture through new media will enable the exchange of sports culture of the same or similar forms and contents in other regions. Still, it will also lead to the so-called "source and flow dispute," which will cause internal self-murder and depletion of traditional national sports culture, making it difficult for the benign circulation and dissemination of traditional national sports culture. In addition, China's ethnic minorities live in mountainous areas. Their sports culture has ethnicity and originality, but now, with television, the Internet, cell phones, and other media, people are concerned about the outside world of news and gossip. The traditional ethnic sports culture faces the embarrassment of no one asking for it. [6]

### **3.4. Environment: Internal and External Problems, the Communication Environment is Squeezed by International and Domestic Pressures**

In recent years, the realization of the two "centennial goals" so that China's strength in all aspects of the strength of a new level of cultural development is needless to say. National traditional sports culture has also taken the express train and has been a faster development but still faces external and internal problems, such as underdevelopment. First, China entered the industrial society late, in the early stage of reform and opening up, catching up with the West, and economic construction was the primary goal. New media technology is a product of modern civilization, and to a certain extent, it is easier for Western commercial and industrial civilization to spread through it. At the same time, the orientation centered on economic construction makes the dissemination of traditional national sports culture under the background of new media pay more attention to the commercial and financial nature while ignoring the dissemination of cultural connotation and national spirit inheritance behind itself, and there is a hidden danger of misleading objectives and dissemination choices in the process of domestic dissemination. At the same time, traditional national sports culture in the new media communication belongs to a new field. Its corresponding regulations and norms are still being explored, which makes the national sports culture in the process of communication self-talking, and there is a lack of trust. Secondly, with the development of the world economy and the spread of new media technology, the exchange of national cultures worldwide has become more frequent. Due to the humiliation and bitterness of modern China's history, at the beginning of China's national traditional sports culture going to the world with the help of new media, there will be a certain degree of national cultural discrimination and contempt in the Western nation, which makes the dissemination of the national traditional sports culture hindered. In addition, behind the cultural export is the national power competition, cultural barriers between countries exist from time to time, and what's more, the phenomenon of "stealing" and "pirating" the national traditional sports culture happens from time to time, and eventually reverse the export of our national traditional sports culture. Therefore, the confusion of the world cultural communication environment is also an obstacle to disseminating traditional national sports culture in the context of new media.

### **4. The Strategy for the Dissemination of Traditional National Sports Culture in the New Media Environment**

It is essential to correctly look at the dissemination of China's traditional national sports culture with dialectical thinking. Although the dissemination of traditional national sports culture in China has developed for a long time, its cultural influence still needs further improvement. In addition to the lack of dissemination efforts, it is also related to the characteristics of traditional national sports culture. Some of our national traditional sports culture originates from folk activities such as rituals and praying for blessings, which may be mixed with superstitions and other emotional colors;

cultural diversity determines that in the process of media communication and promotion, we should remove the dregs and take the essence of the media communication, and selectively and rationally treat the national traditional sports culture. Given the problems and difficulties in the new media process of traditional national sports culture in China, the following four development strategies are proposed.

#### **4.1. Closely Follow the Cultural Core, Maintain the Trustworthy Source of Culture, and Make the Traditional National Sports Culture Bloom "New Flowers."**

The connotation and core of traditional national sports culture is not only the origin and evolution of traditional federal sports programs but also rooted in the survival and development of the Chinese nation. Emerging media tools such as short videos, microblogs, and WeChat have injected new life and vitality into disseminating traditional national sports culture. In the communication process, we need to establish a comprehensive development of the communication concept, not only to have personalized communication methods to meet the needs of different audiences for the dissemination of traditional national sports culture but also to focus on the core of the traditional national sports culture, to maintain the trustworthy source of the connotation of the traditional national sports culture. In the process of new media communication, we should pay attention to the integrity of traditional national sports culture, not only focusing on the content of competitive sports but also digging deeper to disseminate the overall connotation of traditional national sports culture through the inner solid charm of traditional national sports culture, so that the media audience can understand the inner essence based on the appearance of culture. The development of traditional national sports culture in the new media era requires correct positioning of the core of traditional national sports culture. The return of traditional national sports culture as the focus of development, not only to adapt to the needs of the times but also to maintain the original, actual cultural appearance, is also the most important and must not be lost because of the need to disseminate the essence of the connotation. With the help of new media technology and methods, traditional national sports culture will blossom into a "cultural flower" of the new era.

#### **4.2. Expanding Talent Training, Optimizing Inheritance Methods, and Retaining the Inheritors of Traditional National Sports Culture**

The ethnic traditional sports culture is the product of human activities and production life; its inheritance and development cannot be separated from human activities, while any technology generation and development are also to provide better help and convenience for the operation of human life. Therefore, the training and cultivating communication talents of traditional national sports culture in the context of new media is also crucial. China put forward the strategy of developing the country through science and education and strengthening the country through talents as early as the beginning of the new century to meet the development needs of the times. The 19th CPC National Congress report emphasizes that the construction of socialist

culture with Chinese characteristics should insist on continuous creative transformation and innovative development to shape a new splendor of Chinese culture. Education is regarded as the primary way to cultivate innovative talents, which can maximize their potential for innovation and creativity. [5] First of all, colleges and universities should improve and update the cultivation of innovative talents specialized in ethnic traditional sports technology and scientific research, not only cultivating their learning of ethnic traditional sports culture but also strengthening the learning of new media technology, concepts, communication, and other related knowledge in the context of new media, and enhance the integration of production, education, and research in ethnic traditional sports. Primary and secondary schools should support the construction and development of national traditional sports characteristics and utilize new media teaching technology to expand the dissemination channels of traditional sports culture in primary and secondary schools, cultivating a sense of identity and interest in national traditional culture from childhood. Secondly, the government should strengthen the financial protection and political honor incentives for the main body of the traditional national sports culture inheritors to attract the return of excellent new media technology talents and classic national culture enthusiasts and continue to heal the fault of inheritance and development talents. Adhere to the concept of people-oriented sustainable development, strengthen the reform of the original sports and cultural organization system, and reasonably plan its development.

#### **4.3. Build a Comprehensive Guarantee Mechanism, Cultivate Cultural Brands, and Create a Traditional National Sports Culture Ecosystem.**

The different living styles and customs among Chinese nationalities have built up a wide variety of traditional national sports programs, and nearly 1,000 traditional Chinese federal sports programs are the dazzling stars of Chinese traditional culture [8]. New media has injected new vitality and vigor into the dissemination of traditional national sports culture, paying more attention to mining the connotation of traditional national sports culture and building the ecosphere of traditional national sports culture with the advantages of new media. First, the disseminators of traditional national sports culture should dialectically deal with the relationship between "innovation" and "correctness," use the past for the present, adapt to the coordinated development of the society, and inherit critically and disseminate innovatively. Secondly, the government and relevant national traditional sports organizations make good use of the new media to promote the diversified publicity of national traditional sports and cultural activities and shoot documentaries about the dying national traditional sports and cultural projects to awaken people's awareness of protection. [6] Guide and support the development of the "new media + traditional ethnic sports culture and tourism" industry, the implementation of the "two-legged" approach, the use of new media online dissemination, offline use of traditional ethnic sports entertainment, physical fitness, and other functions, to guide more people to feel and experience traditional ethnic sports culture. It utilizes new media to disseminate online and offline functions such as entertainment and physical fitness to drive more people to feel and experience the charm of traditional national sports culture, thus forming a virtuous

cycle of "dissemination-experience-inheritance-development." At the same time, the exciting and highly interactive traditional national sports and cultural programs are integrated with the characteristics of the present age. They are incorporated into sports events, and the dissemination of sports events with national characteristics is increased to expand the dissemination channels of traditional national sports and culture. To create a "new business card" of national sports patterns like "Village Super" and "Village BA." Finally, to promote the construction of a new media culture brand of national traditional sports with Chinese characteristics and the development of a new media national traditional sports culture industry. [7]

#### **4.4. Firm Cultural Self-Confidence, Enhance the Right of International Discourse, and Promote the National Traditional Sports Culture to go Global**

The long history and long history of national traditional sports culture want to better inheritance and dissemination to the forest of the world culture; we need to firmly cultural self-confidence, actively participate in the world cultural exchanges, promote the formation of a good order of the world culture, and better promote the dissemination of national traditional sports culture. On the one hand, optimize the domestic communication environment. We need to firm up the policy and strategy of cultural self-confidence and, at the same time, use the new media to expand the concept of cultural self-confidence so that the country's people will realize the rich connotation and essential value of the national traditional sports culture. Dig deeper into the value of national traditional sports culture and make full use of new media technology to promote its innovation and development, to promote the further development and growth of national traditional sports culture in China. At the same time, it actively integrates into global cultural exchanges and promotes the national traditional sports culture to make a name for itself in the international arena. Through the combination of online and offline ways to promote national sports and cultural exchanges between countries, strengthen the cultural interaction with the people of other countries, and use culture as a link to further build a system of cultural mutual trust. For example, a new media network can be established by producing kung fu movies, promoting traditional national sports programs to be included in the world's non-legacy list, and creating a WeChat-like public number for "Chinese Wushu." We should adhere to the excellent power concept of peace and love, mutual tolerance and understanding, and innovation in heritage and development in innovation. Finally, we should pay attention to protecting cultural property rights and forming new media communication management mechanisms. It is necessary to cultivate a strong sense of artistic mission among managers, broaden their international vision to adapt to the diversified development of world culture, guide new media communicators to form a strong sense of national cultural property rights, correctly interpret and accurately grasp the cultural communication, exchange, and development policies formulated by the Party and the State, set up the correct concepts of national physical education and respect the cultural differences, customs, and religious beliefs among various nationalities in different countries, and further promote the development of national sports culture and culture with other countries. Further, promote the leapfrog

development of sports and cultural exchanges between China and other countries and lay the foundation for enhancing the international discourse power of China's national traditional sports culture. [5]

## **5. Conclusion**

After a long period of unremitting efforts, socialism with Chinese characteristics has stepped into a new era, which marks the development of China towards a new historical direction. Establishing cultural self-confidence is crucial, and the great rejuvenation of the Chinese nation cannot be realized without the flourishing of culture. China's national traditional sports culture is rich in entertainment, cultural, and national identity values. How to promote the living inheritance and good dissemination of national traditional sports culture in the context of new media is a fundamental proposition of the times, which also affects the development of national traditional sports and the successful process of the goal of a strong sports nation. Keeping the core of culture, maintaining the true source of culture, making the traditional national sports culture blossom; perfecting the training of talents, innovating the inheritance technology, retaining the traditional national sports culture inheritors; perfecting the guarantee mechanism, building the cultural brand, creating the traditional national sports culture ecosystem; firming the cultural self-confidence, enhancing the right of international discourse, promoting the traditional national sports culture to go out to the world. Traditional sports culture to go out national traditional sports culture breakthrough path is the necessary way to inherit and carry forward the national traditional sports culture.

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