

The strategic thought of the inheritance and development of national traditional sport in the view of globalization

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ABSTRACT: With the growing trend of globalization, the contact between countries is also strengthening. Under the background of cultural prosperity and communication, our national traditional sports are still in a marginalized position, in which the patriotism and cultural value are also ignored. Furthermore, national traditional sports and traditional culture are in the danger of dying off. Therefore, this article has strategic thought on the inheritance and development of national traditional sport in the view of globalization, and finds a reasonable measure to resolve the existing problems. Dig deep into the national traditional resource, build a good cultural image of China, and promote the cultural competitiveness of sports to extend influence.

Keywords: globalization; traditional sports; inheritance and development; national identity

Globalization has become inevitable for every country, which means only analyze such a new world system deeply, could we understand the current social cultural situation. Under the background of globalization, the contact between countries is getting closer. With the quick speed of global economic and cultural development, every country influences each other and promotes altogether, which is becoming a common economic and cultural mode around the world. When human society develops continuously, globalization must be a trend, which is related to not only economy, but also politic, culture and other fields. Based on this background, how to keep cultural independence, and inherit and develop national traditional sports culture are vital questions. It is essential to strengthen research to inherit and develop the national traditional sports in the view of globalization, which will be valuable for the further theory research and practice.

1 DEVELOPMENT SITUATION OF NATIONAL TRADITION SPORT

According to the developing process of our national traditional sports, cultural resource carries valuable historical and cultural information, including folk customs in generations. In the development of human

society, the national traditional sport is a special kind of cultural activity. Because of the diverse climate and regions, there are vivid differences in living style and cultural accumulation. Therefore, it shaped a colorful national traditional sports system and a steady spiritual culture displayed in various forms in the history by combining multi-culture and multi-spirit. It filtered in each national festival and cultural activity, and influenced daily lives of people. Because of such inheritance and development of national traditional sports, there are strong national characteristics and consciousness.

National traditional sport, as the body culture, can convey each nation's competitive thought and culture, and make up a great national traditional culture family altogether. However, under the background of globalization, our national traditional sports were shocked, and some valuable culture of them disappeared. There were 977 national traditional sports items, and attacked by the globalization, only about 30 items spread widely. According to such a surprising discovery, we could find that the situation of developing national traditional sport is worrying, and the caused reason is various. Because of globalization, a large of foreign cultures packed into China, which caused the public to admire foreign sports culture in a certain extent, and therefore teenagers began to learn foreign sport items rather than our national traditional ones. The modernization changed the mode of production

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and living of mankind, which compresses the living space of our national traditional sports. Meanwhile, in the process of development of sports, we paid too much attention to the Olympic strategy which led us forget the national traditional sports items, and some of them even disappeared.

According to the present situation, the lack of traditional culture in our national education is especially serious, which makes a vivid deviation in the public's consciousness. The reason is that the cognitive education of national traditional culture, especially the multi-cultural value, has been ignored in the process of historical development. Because of social upheaval and revolution, the importance of original Chinese traditional culture became smaller, the core value has also been changed, and some of them even disappeared. Under the background of globalization, if we inherit and develop our national culture only when it disappeared totally, there will be no value any more. Therefore, the main task at present is to inherit and develop national traditional culture. However, it is a really tough task. National traditional culture could present the cultural spirits of thousands of years of Chinese nation, which has a wide influence and important guide function for a steady social development.

As for the inheritance and development of national traditional culture, our country came up with the idea to open a national spirit learning program in the 2004, which is applied to teaching work. National traditional sport is the important part of our traditional culture and educational career, which is the social and cultural phenomenon of Chinese nations in thousands years, over the range of exercise and spiritual entertainment. It has the responsibility to spread historic culture. The core values and spirits within it will be accepted widely and form cultural characteristics, being the spiritual support of our national solidarity. Thus, under the background of globalization, we should attach the importance to inheritance and development of traditional culture, deeply digging the inner power and resource of national traditional sports culture. We should also do our best to save the national traditional sport items to avoid more loss. It is the oriental wisdom to show the world Chinese cultural characteristics by integrating, communicating and promoting. At the same time, deeply dig the cultural values of national traditional sports to build a sport's cultural system with Chinese characteristic, which can be spread around the world by the plan. So to speak, these works are related to the inheritance and development of our national traditional sports, as well as the display of national spirits in the whole world. How to integrate the national traditional sports into world cultural system and then play its role in it is a main task, which is the main issue to achieve the goal of being the sports power.

2 THE CHALLENGE AND CHANCE OUR NATIONAL TRADITIONAL SPORTS FACE IN THE VIEW OF GLOBALIZATION

In the view of globalization, competition between multiple cultures could be taken as a conflict of cultural orientation, which can also help us to understand the deeper culture. Under the background of globalization, people in different nations and hierarchies should be linked closely to promote cultural competition among countries and develop in return. Therefore, in the process of promoting globalization, the communication and integration of multi-cultures are a two-way interactive relationship, which influence each other and promote as well. However, there are still defects and deficiencies in the world sports culture structure, which are challenges and chances for our national traditional sports. According to such situation, there are some defects and deficiencies in the present sport career, so we should come up with the idea of inheriting and spreading national traditional sports.

Given the challenges our national traditional sports faced at present, the whole situation is not optimistic. Because other countries have cognitions of their national traditional sport culture, which increases the burden on our cultural mission. (1) Taiwan, China. Taiwan started the national sports program for a long time, which was integrated into the education system. They spread national sport culture in the primary and secondary school to strengthen their cognition of national sports and the senses of mission of inheriting and spreading national traditional culture. (2) Japan. As a nation with strong sense of nationality, Japan pays more attention to its national traditional sports, and puts some of them in the list of Olympic events, so as to spread them around the world. What's more, they integrated these national traditional sports culture into education, which became the important part of Japanese basic education. (3) Singapore. Singapore spread Wushu in schools throughout the country, which is welcomed by the nationals, and it also held a national Wushu contest every year to raise the motivation of learning Wushu among students.

Our country is packed with so many foreign sport items, such as taekwondo, judo, yoga and so on. These sport items threaten the survival and development of our national traditional ones, which derived the resource and challenged the survival of national cultures, forcing them to promote a further development under the background of globalization. Different cultures of different nations and countries influence each other which become integrated, but some of them stand against cultural identification, which shocked the national traditional culture. Thus, under the background of globalization, the identification of national culture faces serious challenge and deepens it in return. At the same time, such conflicts between national traditional cultures are conflicts between national spirits and

social core values instead of material. Therefore, from the view of national cultural strategy, our sports cultural cognition could integrate the other national cultures, and then expand the impact of our national traditional sports culture.

"We should promote a further multiple cultural communications, and take part in the communication of world civilization positively, to strengthen the influences of our national traditional culture in the worldwide, and to inherit and develop it." This was proposed in the sixth Plenary Session of the 17th CPC Central Committee. Under the background of globalization, sports have become the main content of cultural communications among countries. The Olympic Games, the Asian Games and other sport contests are the main methods to promote international sports communication. Hosting the Olympic Games not only presents a wonderful sport contest for the world, but also displays the national cultural characteristics. People in other countries will have better awareness of Chinese culture and national traditional sports culture, which can expand their impact around the world. For example, the Beijing Olympic Games held in 2008 gave China a great opportunity to present the national traditional culture. In the past time, the impacts and identification of Chinese history and culture are ignored by the world, but the media all around the world begun to relay sport contests in the Beijing Olympic Games, which showed the world our sport soft power and spirits. It can be said that the Beijing Olympic Games was a wonderful sport event with high praise. For example, *Los Angeles Times* in America once reported the Beijing Olympic Games as a perfect integration of traditional culture and modern technology; *The Independent* in Britain published an article named *China Opens its Door to the World* in its website, which mainly reported an earsplitting show performed by 2008 drummers in the opening ceremony, and the article said it showed the world Chinese ancient civilization by such anti-clockwise way.

From that point of view, the opening ceremony of Beijing Olympic Games presented Chinese traditional culture to the world, which could deepen their understanding and cognition of our sports culture. Through such sports exchanges, all countries admire and promote each other, so as to break the limitation in the national traditional sports culture.

3 THE REASONABLE THOUGHT OF INHERITING AND DEVELOPING NATIONAL TRADITIONAL SPORTS AND CULTURAL NATIONALISM

As a core value of a nation, culture includes its thinking consciousness, cultural characteristic and the main reason causing the national conflicts. The nature of cultural nationalism is to protect our national vital interests and insist national cultural conceptions and

spirits, which will reject other cultural characteristics strongly. This article is going to deeply dig the national traditional sports culture, to deepen the understanding of foreigners and our own people. In order to form a conscious cultural characteristic, the national traditional sports culture should be inherited and developed with positive responsibility. When promoting its cognition, we should consider the conflicts between cultures and combine the reality to solve the problems, and promote common development. When highlighting the cognition of national culture, we should encourage the cultural diversity of different nations, and analyze the trend of globalization, especially that narrow nationalism culture, and then make a further critical discussion.

Our national traditional culture was shaped in agricultural civilization with more than five thousand years' self-development, but there are still defects while inheriting, which require us to have a more reasonable view to see the inheriting and developing problems of national traditional sports under the view of globalization. When integrating the resources of national traditional sports, we should pay attention to the whole structure and remain an open-minded about the accrete development of national culture, which is a serious issue for our national traditional sports culture.

4 SUMMARY

In a word, in the view of globalization, in order to spread our national traditional sport culture around the world, strengthening the national cognition is essential and is related to our vital interest. We should have a clear understanding that different cultures should respect each other and communicate and integrate in a further step, which could be realized by protecting its own cultural uniqueness. The interaction is about multiple cultures, which could help to display our national traditional sport culture and deepen the understanding and cognition for the world.

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