

On the Origin and Inheritance of Yi Traditional Sports Culture From the Perspective of Cultural Soft Power

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Abstract: National traditional sports culture is an important part of Chinese traditional culture and a crystallization of Chinese excellent traditional culture. In today's economic globalization, many intangible cultural heritages are facing the crisis of disappearing or losing their original ecological value. Inheritance and protection have become an urgent concern for contemporary people. The traditional sports culture of the Yi nationality has the characteristics of competition and entertainment, and has high fitness and ideological education values. It embodies the integration of early human civilization and modern sports thoughts and has strong aesthetic values. The Yi people create the traditional sports culture with their own national characteristics in the hard environment surrounded by mountains and inconvenient transportation. If a nation does not have its own cultural soft power, it will lose its foundation of survival and development. Based on the perspective of cultural soft power, this paper puts forward the origin and inheritance method of traditional sports culture of Yi nationality, which is based on the protection of cultural connotation to develop, strengthen the function of the government and integrate with school education.

1. Introduction

In today's economic globalization, many intangible cultural heritages are facing the crisis of disappearing or losing their original ecological value. Inheritance and protection have become an urgent concern for contemporary people [1]. In the construction of national cultural soft power, national traditional sports culture is an important aspect of national cultural soft power. Because communication is the main symbol and motive force of human historical evolution. Cultural soft power is an important component of soft power. It is the cohesion, attraction and influence of a country's culture. Yi nationality's national culture bears the excellent essence of Chinese culture and is an important part of the treasure house of Chinese culture [2]. The soft power of national culture is the source of national cohesion and creativity, and is the core factor of national comprehensive strength. The Yi people create traditional sports culture with their own national characteristics in the difficult environment surrounded by mountains and inconvenient transportation. These traditional sports events are of great significance in promoting national unity, strengthening national cohesion, inheriting national culture and promoting national development [3]. In the long social life and production practice, the Yi people not only developed rapidly in science and technology and culture, but also created a rich and colorful national traditional sports with rich mountain culture.

As an important part of Chinese education research, ethnic education has long been an important topic worthy of discussion [4]. At the same time, with the advancement of human civilization, the traditional sports culture of ethnic minorities has become an important part of human cultural activities. In the long social life and production practice, the Yi people not only developed rapidly in science and technology and cultural undertakings, but also created a rich and colorful traditional national sports with rich mountain culture atmosphere [5]. In the dissemination of foreign culture, we must find a kind of essence and even attractive culture and spread it in a wide range, so as to achieve the purpose of communication. Chinese traditional sports culture is an important part of Chinese traditional culture, the accumulation of many working people's experience in long-term social life, and the important content of fitness, leisure and entertainment for ordinary people [6]. If

a nation does not have its own cultural soft power, especially if it loses its own culture, it will also lose its foundation for survival and development [7]. With the continuous introduction of western sports culture, the traditional sports culture of the Yi people has been greatly impacted, facing the danger of extinction and disappearance. The protection of the traditional sports culture of the Yi people is extremely urgent [8]. Based on the perspective of cultural soft power, this paper puts forward the origin and inheritance methods of Yi nationality's traditional sports culture, which are developed on the basis of protecting cultural connotation, strengthening the function of government, and organically combining with school education.

2. The Historical Trend of Dissemination of National Traditional Sports Culture

National traditional sports culture is a manifestation of Chinese traditional culture, which is deeply influenced by Chinese social and political factors. There are many interesting sports activities with game, art, entertainment characteristics and amusement spirit in the original ecological traditional sports of Yi nationality, which is a kind of "original ecological" sports cultural resources showing the diversity of postmodern culture. As a purposeful and conscious social activity, sports is mainly produced in human production and labor practice, in order to meet the needs of social development and human own needs. Due to the influence of globalization and the impact of western sports on the sports culture of the Yi nationality, the original traditional sports culture of the Yi nationality has been on the verge of disappearing. Due to the need for recreational activities, people adjust measures to local conditions and make use of the existing materials around them to make some sports that are not high in site requirements, entertaining, convenient to operate, and can be carried out during labor and rest in the fields. The traditional sports of the Yi people are extensive and profound, with a long history, and are the main resources and carriers of the Yi culture.

With the development of society and the improvement of living standards, people's material and cultural life is becoming more and more colorful, and the number of cultural activities available for people to choose from is increasing, which indirectly affects the time and overall number of Yi people participating in ethnic sports activities. Although folk custom is a historical and cultural tradition, it is also an important part of people's real life. When analyzing the traditional sports of ethnic minorities, the dynamic body can be taken as a basic starting point, which is different from the working body and the natural body. Figure 1 shows the cultural structure of national traditional sports.

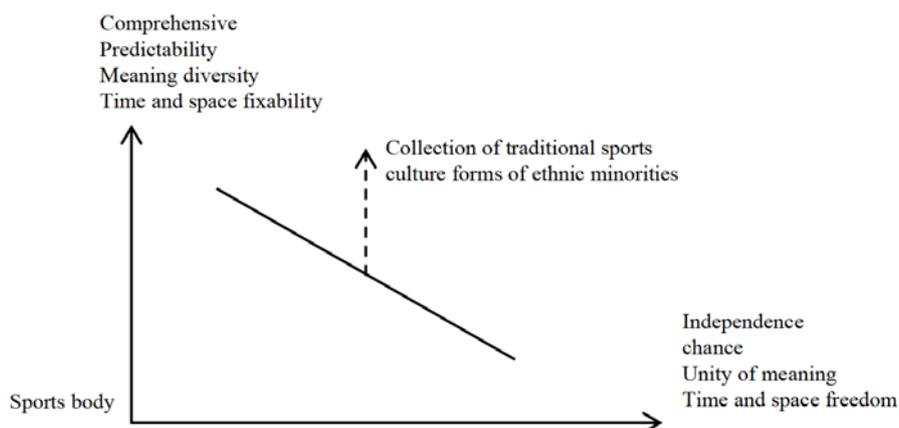


Figure 1 Structure of national traditional sports culture

Tourists coming to ethnic areas come from all directions, so the ideological, cultural and ideological aspects are different. Therefore, tourists bring not only huge commercial benefits, but also more advanced cultural ideas to the relatively closed minority areas. After the founding of new China, the party and state leaders have attached great importance to the development of traditional ethnic sports, especially the holding of the national ethnic games, which not only increased the deep

friendship of the people of all ethnic groups, but also deepened their understanding of traditional ethnic sports. Fitness and recreational sports in the traditional Yi sports culture are deeply influenced and nurtured by the traditional Chinese culture, and have strong practical value and function for the leisure lifestyle of modern people who pursue fitness, heart repair, nourishment and entertainment [9]. Most of the Yi people live in mountainous and semi mountainous areas. Their homes are far away from the fields, so they often need to leave early and return late. Therefore, they will stay in the fields for a long time and have plenty of free time. If the Chinese nation wants to speed up its pace on the road of rejuvenation, it needs the return of traditional culture, and the national traditional sports is an important crystallization of Chinese traditional culture. Therefore, in this period, the development trend of national traditional sports needs to develop from the skills passing on at that time to today's cultural heritage.

3. The Soft Power of Yi Ethnic Culture and the Inheritance and Development of Yi Traditional Sports

3.1. The Essence and Cultural Characteristics of Yi People's Cultural Soft Power

National culture is the objective reflection of the national social spirit and material. It blends and permeates with politics, economy, society and ecology, and has very important guiding function and value. In physical education teaching in schools, traditional national sports are displayed in front of students in the most intuitive way. In the traditional life customs of the Yi people, during festivals when ethnic groups gather, in order to offer sacrifices and enrich the content of the gathering, the Yi ancestors created sports games and dances with great difficulty in movements and high ornamental value. In the process of cultural education, there should be interdependence and personality development. However, in China's current education, personality development is not strong, and most of them are integrated education with Chinese characteristics [10]. The promotion of national cultural soft power makes the traditional national sports teaching develop towards the direction of cultural inheritance, thus deepening the depth of the spread range of traditional national sports culture. In the early days of the formation of the traditional sports of the Yi nationality, it was superstitious under the influence of religion. However, from a historical perspective, it played a certain role in promoting the origin of the traditional sports of the ethnic group. The traditional sports activities of the Yi people reflect their external influence, national cohesion and charisma on their national cultural values, and the extent to which the Yi people believe in the national culture.

3.2. The Inheritance Path of Yi Nationality's Traditional Sports Culture

Although China's traditional ethnic sports have a history of 1,000 years, there are still many immature places relative to other sports. In order to make the excellent culture of national traditional sports widely spread, it is necessary to link national traditional sports with commercial tourism. The traditional sports culture of the Yi nationality is closely combined with the productive labor, traditional festivals, religious beliefs, sacrifices and folk customs of the Yi nationality. The traditional sports activities of the Yi people are very important spiritual and physical sports culture for a specific ethnic group of the Yi people. It includes the productive labor culture, traditional folk festival culture, life entertainment culture and traditional sports culture of Yi society. As the spiritual power, core pillar and concept of the social development of the Yi people, the cultural soft power of the Yi people has increasingly become an important source of national cohesion and creativity and a strength factor for the comprehensive competition of the Yi people [11]. Promoting the soft power of the Yi nationality's national culture is the core of inheriting and developing the traditional sports culture of the Yi nationality, while inheriting and developing the traditional sports culture of the Yi nationality is the foundation of promoting the soft power of the Yi nationality's national culture, and realizing the prosperity of the Yi nationality's culture is the fundamental way to promote the cultural level of the traditional sports of the Yi nationality.

4. Conclusion

The traditional sports culture of the Yi nationality is the crystallization of the history, culture and wisdom of the Yi people. These cultural heritages have made outstanding contributions to the progress of our human civilization. Dissemination of national traditional sports culture is an important strategic system for the overall development of national traditional sports. Especially in the context of the country's overall promotion of cultural soft power, it provides a rare historical opportunity for the spread of traditional national sports culture. Cultural soft power is expressed in the cohesion, attraction and influence of a certain culture in the process of cultural communication. Protecting and inheriting the traditional sports culture of the Yi nationality is of great significance for inheriting the traditional national culture, promoting national unity, maintaining national unity and promoting harmonious social development. As an important component of China's excellent traditional culture, the wide spread of national traditional sports culture can consolidate the foundation of national cultural soft power and promote the all-round development of national traditional sports. With the changes in the economic and cultural structure of the Yi people, and with the improvement of living standards and scientific and technological level, the traditional sports of the Yi people will certainly open up more brilliant flowers in our national sports arena.

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