

Research on Cultural Soft Power and the Inheritance and Development of Traditional Yi Sports

Jifeng Liu, Wenpeng Cui*

College of Physical Education, Xichang University, Xichang, Sichuan, 615000, China

*corresponding author

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Abstract: Yi Nationality sports culture is an important part of Chinese cultural treasure house. Its origin and development are closely related to Yi Nationality's social and economic development. It reflects the historical and cultural views, aesthetic views and values of the Yi Nationality people and is a culture with unique regional characteristics. It originates from labor production and religious sacrifice, has its specific inheritance and evolution rules, is the personalized expression of national consciousness, and constitutes the deep content and core part of national culture. By using the methods of literature and logical analysis, this paper analyzes the essence and characteristics of the soft power of Yi Nationality culture, discusses the relationship between the soft power of national culture and the inheritance and development of Yi Nationality traditional sports culture, and puts forward the countermeasures and approaches to the inheritance and development of Yi Nationality traditional sports culture under the goal of improving the soft power of national culture.

1. Introduction

In thousands of years of long life and productive labor, the Yi Nationality people have created a national culture, thus building a brilliant national history. Yi Nationality's national culture is an objective reflection of its national thought, spirit, concept and behavior, is the historical accumulation of its long-term social culture, and is the survival culture of Yi Nationality society [1]. Under the new situation of rapid changes in production and life style, the development and inheritance of traditional sports of ethnic minorities are facing severe practical problems, such as the extinction or extinction of traditional sports of ethnic minorities and the loss of spiritual significance of traditional sports culture of ethnic minorities. According to statistics, there are as many as 40 kinds of competitive dances spread among the Yi people, which shows that traditional sports activities have a long history and have effectively infiltrated into the production and life of the Yi people [2]. In the long social practice, the Yi Nationality people have created and developed colorful. The traditional national sports culture with unique national culture flavor and strong regional characteristics embodies the intelligence and wisdom of the Yi Nationality people and the national spirit of continuous self-improvement, and occupies an important position in our national sports arena with its unique way and style.

In the face of the influence of the globalization economic wave in modern society and the impact of western sports on Yi Nationality sports culture, under the background of the gradual lack of the original Yi Nationality animal husbandry and hunting culture and the foundation of farming culture, the traditional Yi Nationality sports culture has been gradually lost and marginalized, and its living space and value have been gradually compressed, showing the trend of extinction and extinction [3]. Therefore, it is the duty of every citizen to dig deeply into the excellent traditional culture of the Chinese nation and further protect, inherit and carry forward it.

2. The Soft Power of Yi Nationality Culture and the Inheritance and Development of Yi Nationality Traditional Sports

2.1. The Essence and Cultural Characteristics of Yi Nationality'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. The national culture is the soul of the nation and the ideology and concept of the nation. Cultural soft power is the core factor of a nation's strength. The nation's comprehensive strength consists of "hard power" such as economic, technological and military strength and "soft power" such as culture and ideological attraction [4]. Different modes of production determine many different ways of life. Nature and social forms have chosen and cultivated different nationalities and formed different production and living skills. This frequent migration of life is consistent with the earliest nomadic life of the Yi Nationality people. Many traditional Yi Nationality sports, such as horse racing, wrestling, archery and sheep pulling rope, were developed in the nomadic process. This life reflects the real life of nomadic people. The strength of national cultural soft power fundamentally determines the size of its ability to inherit and innovate national culture. As the spiritual power, core pillar and concept of Yi Nationality's social development, Yi Nationality's cultural soft power has increasingly become an important source of national cohesion and creativity and a strength factor of Yi Nationality's comprehensive competition.

Yi Nationality has rich cultural resources. It once occupied an important position in history and had a profound impact on the Chinese nation. Yi Nationality traditional sports culture is the main carrier and important component of Yi Nationality national culture. Yi Nationality traditional sports has strong ecological and cultural factors [5]. Climbing, running, jumping, throwing, shooting and so on in primitive social and economic activities are human activities in the struggle with nature and are basic skills of productive labor. At present, people mainly take part in wrestling, swing, dancing and martial arts in Yi Nationality residential area in southwest China. The preferred activity for adults and children is wrestling, which is usually held in the off-farm time shortly after the Spring Festival. The nation's natural worship of animals reflects its understanding of the original animal husbandry and hunting culture and naturally forms traditional national sports such as "wrestling", "chasing sheep", "shooting crossbow" and "yi dao". Economic development can reverse the development of national traditional festivals and traditional sports, forming a virtuous circle. In these religious activities, there are fixed dates, times and forms according to the festivals, and competitive and dance activities are carried out during the sacrificial ceremony. For example, the tiger dance, which is designed based on the movements of totem worship objects and imitates the movements of the tiger such as flapping, standing, rolling, jumping and falling, has strong fitness value. In recent years, the participation level and enthusiasm of Yi Nationality mass sports activities have gradually decreased, and now there has been an obvious shrinking trend. More Yi Nationality masses have begun to take part in modern Olympic sports.

2.2. The Basic Categories of Traditional Sports Culture

2.2.1. Yi Nationality Traditional Sports Culture

The competitive sports of the traditional sports of Yi Nationality come from the animal husbandry and hunting culture and farming culture of Yi Nationality, such as "wrestling", "shooting crossbow", "flying stone rope", "horse racing" and "twisting shoulder pole", etc. they have intense competitive colors and pursue strength, speed and sports skills. the purpose of the sports is to "compete for victory" and win the competition. they are very competitive and ornamental [6]. Yi Nationality's equestrian, wrestling, archery, martial arts and so on were originally used to train samurai, with obvious military nature. With the development of history, they gradually turned into Yi Nationality's traditional sports activities that are popular with the masses today. The origin of Yi Nationality sports culture is closely related to people's lifestyle, religious beliefs and living customs.

2.2.2. The Performing Sports Culture of Yi Nationality Traditional Sports

The performing sports of the Yi Nationality traditional sports originated from the sacrificial activities of the Yi Nationality folk traditional programs. The totem worship formed by the early Yi Nationality ancestors who believed in gods and worshiped mountains and animals formed the embryonic form of the performing Yi Nationality traditional sports culture, and later promoted the

inheritance and development of the performing Yi Nationality traditional sports culture in the development of the Yi Nationality Bimo culture. During the festival, people will participate in the assembly to offer sacrifices and make some difficult and ornamental movements, such as swinging and grinding autumn, climbing oil poles, lion dance and tiger lion dance. These sports are the products of the development of religious beliefs. Sports, by virtue of its rich competitive, playful and artistic qualities, can enrich people's spirit, physical strength and mood, fully display their beauty of body shape and physical fitness, satisfy their psychological desires and enrich people's social and cultural life through sports activities after work.

2.2.3. Yi National Traditional Sports Culture of Fitness and Entertainment

Yi Nationality original ecology traditional sports has many interesting sports activities with games, arts, entertainment features and amusement spirit, which is a kind of "original ecology" sports cultural resource showing postmodern cultural diversity. The traditional sports activities of Yi Nationality have gradually become the main leisure and entertainment mode in the locked natural and living environment. To adjust people's psychological feelings and make the body adapt to various changes in nature. In order to drive out diseases and pray for blessings, every June, when crops are about to be harvested, people hold high torches and walk to houses, roadsides, fields and other places to drive out ghosts. The Yi Nationality people take tiger, lion and cow as their totems, and hold a ceremony of offering sacrifices to the tiger every year. In the ceremony, people imitate the tiger to make flapping, jumping and standing movements, which represents the worship of the Yi Nationality people for strength. Such as "bamboo pole dance", "torch dance", "bell dance" and "bench dance" and other fitness and entertainment sports in traditional sports activities of Yi Nationality have strong fitness function and value in promoting the all-round development of ethnic people's physical, psychological and social adaptability and improving their physical and mental health. In the early days of the formation of Yi Nationality traditional sports, it was superstitious under the influence of religion, but from the perspective of history, it played a certain role in promoting the origin of national traditional sports [7].

2.3. Develop, Utilize and Protect the Traditional Sports Culture of Yi Nationality

Due to historical reasons and the constraints of natural geographical conditions, the economic, political, social and educational development in Yi Nationality region lags behind the national average. Due to the influence of the globalization economic wave and the impact of western sports on Yi Nationality sports culture, Yi Nationality's original traditional sports culture has been gradually lost and is on the verge of extinction. Yi Nationality people live in mountainous areas and have little contact with the outside world. They have been in a slow-growing natural ecological environment for a long time. Cultural and recreational activities have become a necessity of life, which has developed Yi Nationality's music dance movement. Inheritance is continuation. The traditional sports culture of Yi Nationality has developed from scattered individual imitation activities to collective activities of ethnic gathering. It has developed from simple strength to traditional sports with certain rules and functions. Give full play to the functions and functions of the traditional sports of Yi Nationality, so that the traditional sports culture of Yi Nationality and the politics, economy, society and education in Yi Nationality will develop in a coordinated way, and the traditional sports culture of Yi Nationality will be better inherited and developed. According to incomplete statistics, there are more than 50 kinds of traditional sports activities circulating in the folk of Yi Nationality, including dances with the nature of physical fitness. These traditional sports and cultural activities have a long history and have a long history. Its origin and development are closely related to the living environment of the Yi Nationality people, the production mode, living customs and religious beliefs of the Yi Nationality people [8].

3. The Ways and Countermeasures for the Inheritance and Development of Yi Nationality Traditional Sports Culture

3.1. State Policy Support

The basic condition for the inheritance and development of the Yi Nationality traditional sports culture lies in the policy support and capital investment of the government and the national sports functional departments. In the aspect of inheritance and development of the Yi Nationality traditional sports culture, the government and the national sports functional departments should increase their responsibilities and provide favorable policy support to enhance the soft power of the Yi Nationality culture. Under the superior socialist system, Yi Nationality sports has developed rapidly. It has its own characteristics in terms of its content, form, depth and breadth, as well as its role in the construction of material civilization and spiritual civilization. The government should strengthen the establishment of ethnic sports associations, coordinate the work of various internal departments, and excavate, organize and promote Yi Nationality sports activities. It is also managed by a special national sports management department to strengthen the publicity of Yi Nationality sports culture, to help management personnel in their work and life, and to enhance their enthusiasm for work. Invest in the special fund for the development of Yi Nationality traditional sports culture, formulate scientific and systematic plans, organize research experts and scholars in the field of national traditional sports culture to carry out systematic excavation, rescue and protection of Yi Nationality traditional sports culture resources, and integrate excellent factors of modern culture on the basis of maintaining original ecological culture, so as to enhance the value of Yi Nationality traditional sports culture. It is necessary to maintain the foundation of the original ecological culture and to incorporate modern excellent sports factors, so as to realize the inheritance and promotion of the value of Yi Nationality's recreational sports culture and perfect its sports cultural structure system.

3.2. Increase Capital Investment

Financial guarantee is an important factor in the development of national sports culture. The government needs to strengthen financial support, increase funds for the development of Yi Nationality sports culture through multiple channels, improve the current facilities of Yi Nationality sports culture, and create good development activities. Yi Nationality traditional sports have accepted the sports culture of Han nationality from different angles. The infiltration and influence of sports culture are mutual. Yi Nationality traditional sports retains many ancient customs, which are traces left by Yi Nationality history and rare cultural treasures. It is the core task of inheriting and developing the traditional sports culture of Yi Nationality to train professional talents of the traditional sports of Yi Nationality through educational methods, to build a database of the traditional sports data of Yi Nationality, to build a museum of Yi Nationality culture and Yi Nationality traditional sports culture, and to enhance and enhance the soft power of Yi Nationality culture. Leading the body and mind of tourists to the activities and feeling the vitality, vitality and pleasure brought by the activities are conducive to the sustainable development of Yi Nationality's traditional competitive tourism and entertainment culture. In a word, the government should provide financial guarantee for the development of Yi Nationality sports culture, so as to realize its inheritance, otherwise the traditional sports culture will disappear.

3.3. Training Professional Talents

When developing sports culture, Yi Nationality needs professional talents to support its development. To cultivate a reserve army with management, economic awareness and practical ability; Select all-round outstanding sports talents with physiology, biochemistry and psychology. Talents with sports theory and knowledge of Yi Nationality's traditional sports rules and judging ability; With the development of the society, the communication between various nationalities is increasing day by day, and the sports culture among nationalities permeates, influences and interacts with each other. Through the holding of the Yi Nationality Traditional Sports Meeting, the development of regional economy, tourism industry economy and commercial trade in ethnic areas will be promoted, social harmony in ethnic areas will be promoted, and exchanges and unity among ethnic groups will be enhanced. Experts in sports culture and education are invited to train Yi Nationality sports managers, train outstanding cadres in a planned way, and promote the development of Yi Nationality sports talents. Under the current favorable opportunity of new rural

construction, the ethnic minorities in Lancang River Basin must combine the local favorable resources and use scientific and reasonable methods to inherit and protect the traditional sports of ethnic minorities [6].

3.4. Carry Out Nationwide Popularization

Yi Nationality sports culture is closely related to people's life in the early development process, has the characteristics of the whole nation, and is an essential leisure item for people besides leisure. Yi Nationality traditional sports also have the characteristics of skill, interest and intelligence. It is also relatively easy to carry out nationwide fitness activities. It has a good mass foundation, is not limited by venues and equipment, and is convenient to carry out. There is some backward and ignorant culture in the traditional sports of Yi Nationality. We should dig, sort out and study the traditional sports deeply. To establish a new development theory, form new values and discard backward and foolish ideas, thus promoting the reform and innovation of Yi Nationality traditional sports. Yi Nationality traditional sports have re-entered the public's field of vision with a new look and form to meet people's new needs of entertainment, leisure and viewing. When carrying out the popularization of Yi Nationality sports, we should adhere to the principle of "putting people first", make careful plans and perfect sports organizations so as to arouse the enthusiasm of all the people in sports. For some backward, unscientific and superstitious projects, we should abandon them. For those scientific, random and unsystematic projects, we should overcome the limitations of the regional and national characteristics of the plateau region, apply the ideological values of modern sports, reform them, and expand their survival and development space.

3.5. Development in Combination With Sports Tourism

At present, the tourism industry has shown a trend of "returning to nature, with emphasis on participation", while Yi Nationality lives in the mountains with relatively strong natural environment, providing advantages for the combination of sports and tourism. Through the development and utilization of its amorous tourism and outdoor sports resources, the interactive development between tourism economic development and Yi Nationality traditional sports culture is the best way to inherit and develop Yi Nationality traditional sports culture, so that the inheritance and development of Yi Nationality traditional sports culture can be integrated into the local tourism economic development and implementation process. Especially in the Yi Nationality area, the traditional sports activities of Yi Nationality have a strong sense of national identity and a rich mass base, and are entertaining, interesting and fitness-oriented, with a variety of items, which can not only meet the needs of mass sports exercises, but also pass on and promote the excellent traditional sports culture of Yi Nationality through the display of the masses. With the help of beautiful natural environment, it is a win-win measure to promote the development of Chuxiong's economy and the traditional sports of ethnic minorities to perform or compete ethnic minority sports with strong entertainment, fitness and appreciation in various tourist attractions or scenic spots and to carry out characteristic sports tourism.

4. Conclusion

Yi Nationality has a long history of traditional tourism and entertainment competitive culture and rich and colorful activities. It has effectively constructed and perfected the traditional sports culture system of the Chinese nation and belongs to the category of intangible cultural heritage. In the process of its historical evolution, it is closely related to the military war activities for the survival of the nation, the primitive religious beliefs of the nation, and the living customs of the nation. Restricted by the living environment, its traditional sports culture has unique mountain cultural nature and ethnic heterogeneity. Its extensive and profound culture is the historical accumulation of thousands of years of social existence of the Yi Nationality people, which makes the traditional sports culture of Yi Nationality have strong vitality and creativity. We should vigorously explore the outstanding factors in the traditional sports culture of Yi Nationality and make use of its resource advantages to develop interactively with politics, economy, society and education in Yi

Nationality region. Therefore, it is necessary to develop the value of Yi Nationality sports culture and promote the combination with politics, economy and culture, so as to promote the healthy development of Yi Nationality sports culture.

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