

Difficulties and Breakthroughs of Digital Communication of Lingnan National Traditional Sports Culture in the Media Age under Visual Reconstruction

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Abstract: The inheritance of folk customs is not copied from generation to generation, but changed more or less from content to form, sometimes drastically, with the change of time and space. Strengthening the research on digital communication of traditional national sports culture in Lingnan has a very positive significance for the development of sports in China and the promotion of traditional national sports culture. Under the visual reconstruction, the specific path of digital communication of Lingnan national traditional sports culture in the media era mainly includes integrating national traditional sports culture resources with digital technology, implementing digital protection and development, and on this basis, deeply digging the visual elements of national traditional sports culture to highlight the regional characteristics of national traditional sports culture. Aiming at the digital communication of Lingnan traditional sports culture in the media age under visual reconstruction, this paper puts forward the digital inheritance strategy of Lingnan traditional sports culture, which will protect the digital communication of Lingnan traditional sports culture under visual reconstruction theory.

1. Introduction

Traditional national sports is an integral part of China's long history and cultural heritage. It is the product of multi-ethnic blending and renewal in the long-term historical development, and it is the deep cultural accumulation of the unity of the Chinese nation. Lingnan originally refers to the area south of Wuling in the south of China, which is equivalent to the whole of Guangdong, Guangxi and Hainan, as well as parts of Hunan and Jiangxi provinces. With the development of the times, the traditional traditional sports of Lingnan nationality not only keeps its original charm and characteristics, but also shows a new spirit of the times [1].

Strengthening the research on digital communication of traditional national sports culture in Lingnan has a very positive significance for the development of sports in China and the promotion of traditional national sports culture. Taking Lingnan area as an example, this paper tries to discuss the existing problems and solutions in the digital dissemination of traditional sports culture of Lingnan ethnic groups in China.

2. The significance of digital dissemination of traditional sports culture in Lingnan

Folk artists in Lingnan traditional sports culture can be divided into three categories: teachers in ceremonial activities, folk dancers and "king" artists in competitive events [2-3]. After the founding of China, Lingnan began to be managed by a group of educated young Yao cadres trained by the state.

The inheritance of folk customs is not copied from generation to generation, but changed more or less from content to form, sometimes drastically, with the change of time and space. For example,

the most important Spring Festival, Lantern Festival and other festivals in China every year, Wing Chun and dragon and lion performances can be seen everywhere in Lingnan. This national traditional sports greatly increases the lively and festive atmosphere of the festival. If there are no martial arts, dragon and lion, dragon boat racing and other performances in Lingnan, the festival is not strong enough and festive.

Actively realizing the digital communication development of traditional sports is conducive to the transformation of a small-scale communication mode of oral instruction and mentoring into mass culture communication of mass media. Telling the story of China well in the spread of national traditional sports culture is a realistic need to enhance China's cultural soft power.

3. The dilemma of digital communication of Lingnan traditional sports culture

3.1. A single visual element spread

The singleness of communication is mainly reflected in the singleness of communication concept, content and mode. The oneness of national traditional sports culture communication is mainly influenced by the traditional national traditional sports culture communication concept [4]. It is difficult to make the national traditional sports culture communication meet the audience's emotional experience, participation and interaction needs, and it is even more difficult for the audience to really "get into their minds", so as to achieve all-round and multi-level communication effect improvement.

3.2. Lack of policy support and capital investment

Any work can't be carried out without the functions of the government. At present, governments at all levels in Lingnan do not focus on traditional national sports, but most of their policies and funds are invested in modern competitive sports, especially football and basketball. The lack of policy support makes the development of national traditional sports difficult at present.

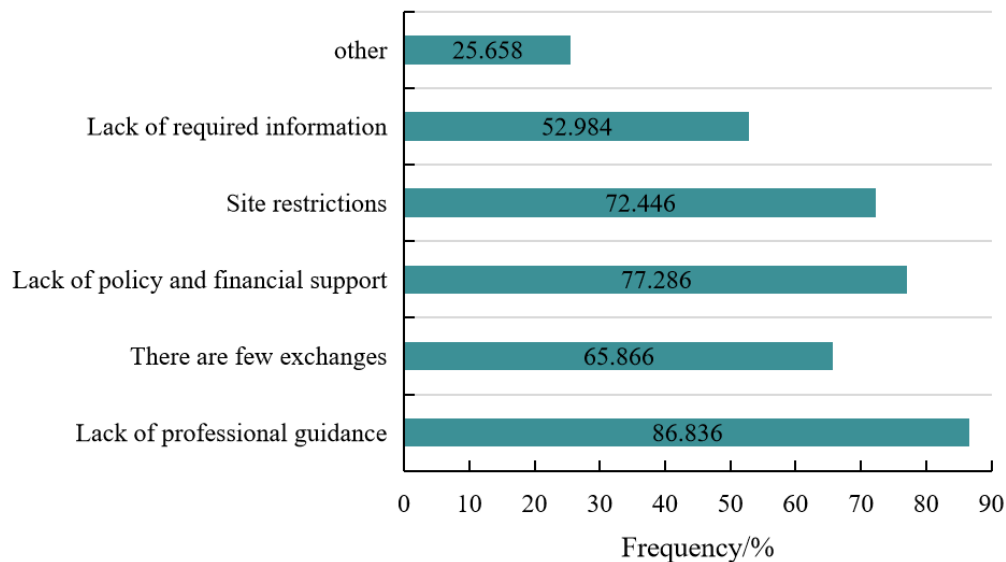


Figure 1 Survey result

According to the survey data of this study, the government and relevant departments' lack of policies, financial support, restrictions on venues and facilities, and lack of required information also accounted for 77.286%, 72.446%, and 52.984% of the total surveyed people, respectively (Figure 1). The support of the government affects the enthusiasm of the masses to participate in traditional national sports activities. The influence of venues, equipment and learning materials on the masses is small, but it can't be ignored.

3.3. Lack of innovation

Rigid methods and bad skills not only do not help to achieve the goal of communication, but also

hinder or even adversely affect cultural communication. Lingnan traditional sports culture resources are extremely rich, but due to the lack of innovative communication methods and skills, there are not many projects that have been really passed down and developed and have strong vitality [5-6].

At present, there is no special law for the protection of traditional sports, which can be used to protect the traditional sports archives of Lingnan ethnic groups. Therefore, the protection of the traditional sports archives of Lingnan ethnic groups also falls into the embarrassing situation of attaching importance to protection and neglecting inheritance, mostly staying in the static protection stage, and the protection of intellectual property rights and patents lags behind.

4. The breakthrough of digital communication of Lingnan national traditional sports culture in the media age under visual reconstruction

4.1. Strengthen the application of digital technology

The digitalization of traditional national sports is to make use of the existing digital information technology. (Digital shooting, 2D, 3D scanning, digital recording, video recording, network database, search engine, etc.), classify, make and store the acquired data of national traditional sports, establish databases of words, images, audio, video, etc., and cooperate with search engine to realize digital reproduction of national traditional sports [7].

Building a new media matrix model of national traditional sports culture can't be separated from the horizontal matrix construction of all-media platform and the vertical matrix construction of single media ecological layout [8-9]. Spread the red civilization with diverse and interactive digital symbols, avoid the homogeneous interpretation of national traditional sports culture, and enhance the recognition of national traditional sports culture by audiences in different regions.

After the establishment of the platform of traditional sports information database, users can browse information, watch pictures, watch audio and video, communicate online, etc. through their networked computers at any time and place, thus realizing real resource sharing. Search engine includes all the key words of data, which can provide accurate and fuzzy retrieval. See Figure 2 for the structure of each module.

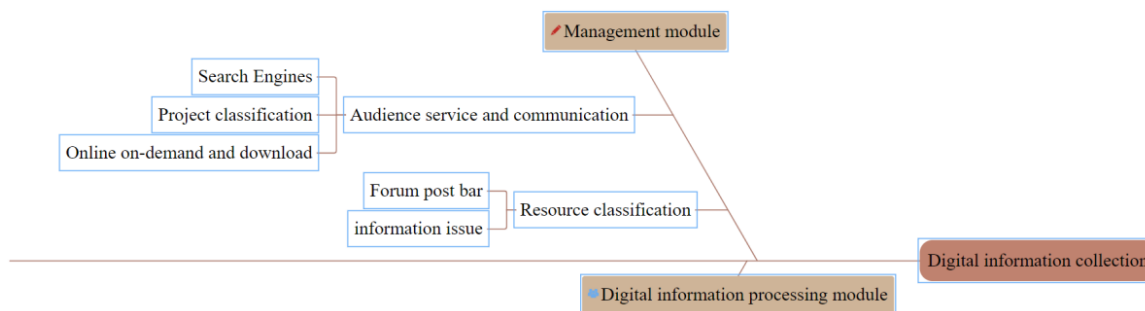


Figure 2 Check the classification module structure

For example, the dragon boat race shows different national characteristics due to different regions, cultures, nationalities and customs, which is closely related to the regional, national and folk beliefs of the ancient dragon boat race, while the contemporary dragon boat race is entertaining and more competitive. The retrieval module is the display window of the digital information base of national traditional sports, which directly provides classified information to visitors through web pages and browsers.

4.2. Establish a digital classification system

The sustainable development of traditional national sports in Lingnan is to properly handle the coordination between inheritance and protection, resource protection and development and utilization, follow its own development law, seek common ground while reserving differences, and have differences, and choose development modes such as competition, marketization, industrialization, tourism performance, leisure, fitness, popularization and ecological life. Combine traditional national sports with other sports that are popular with the masses, increase the interest

and attraction of traditional national sports, and let people fully experience their happiness and value. For example, combining traditional national sports with some modern dance, aerobics, magic, acrobatics, humorous and funny performances, etc., will produce extraordinary artistic effects.

4.3. Optimize the communication environment

It is necessary to strengthen the initiative consciousness, give an active response and explanation to all questions in time, and promote the main information about Lingnan traditional sports culture to be transformed into active information, so as to prevent the fermentation of negative information. Through some intimate, concrete and typical stories of China, the spiritual essence and modern development of Lingnan traditional sports culture are reflected. Specialized training will be given to its leaders and key members, so that they can make up stories and tell stories in sports cultural exchanges and cooperation, and constantly push the center of gravity of national traditional sports culture dissemination down, so as to improve the radiation ability of China stories to ordinary people abroad.

Wushu, lion dance, dragon dance, dragon boat race, performance and training are mature paths for the development of national industries [10]. It constitutes the basic path for the development of Lingnan traditional sports culture industry. So as to promote the continuous development and innovation of Lingnan national traditional sports and go global. Strengthen the market development and marketing, improve the packaging level, and use modern media for extensive publicity, so that more people can understand the market and brand value of Lingnan traditional sports culture.

4.4. Strengthen the cultivation of professional talents

In the process of building national traditional sports schools, physical education teachers can select some high-level students to form training teams, organize training in their spare time, further cultivate students' interests and hobbies, make them more professional, and provide a path for students with sports specialties to become talents. It can also promote more students to participate in national traditional sports, and even directly bring publicity opportunities to the school when they get high honors, improve the school's popularity and further build the school's characteristic sports brand.

Faced with the problem of lack of talents, we should increase the investigation of traditional ethnic sports in Lingnan, grasp the inheritance context of traditional ethnic sports in Lingnan, sort out the inheritors of traditional folk sports, and actively take various measures to protect traditional folk sports with characteristics. Therefore, strengthening the awareness of protection, perfecting laws and regulations, and cultivating professionals are not only conducive to the protection of Lingnan traditional sports archives, but also conducive to the development of Lingnan traditional sports undertakings and the inheritance of cultural undertakings.

5. Conclusions

The traditional sports culture of Lingnan nationality is still a fertile Yuan Ye to be cultivated. With the development of the times, the traditional sports of Lingnan nationality not only keep its original charm and characteristics, but also show a new spirit of the times. The digitalization of national traditional sports can greatly improve the systematization, authenticity and integrity of the preservation of national traditional sports content. Actively realizing the digital communication development of traditional sports is conducive to the transformation of a small-scale communication mode of oral instruction and mentoring into mass culture communication of mass media. The digital protection and development of national traditional sports culture resources is a necessary prerequisite for the visual reconstruction and dissemination of national traditional sports culture. Spread the red civilization with diverse and interactive digital symbols, avoid the homogeneous interpretation of national traditional sports culture, and enhance the recognition of national traditional sports culture by audiences in different regions.

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