

# Difficulties and Strategies of the Development of Traditional Ethnic Sports Culture in Colleges and Universities Under the Background of the New Era

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**Abstract:** Culture is the soul of a country and a nation, and cultural confidence is the spiritual backbone of a nation to prosperity and future-oriented. Traditional national sports has a long history in China and is the birthplace of sports culture. Digging and sorting out our excellent sports culture resources and integrating them into college sports teaching can not only improve college students' recognition of traditional sports culture, but also promote the inheritance and development of traditional national sports. This paper analyzes the characteristics and difficulties of the development of national traditional sports culture in colleges and universities under the background of the new era, and puts forward the corresponding development strategies.

**Keywords:** New era; Traditional national sports in colleges and universities; The mire; strategy

## Preface

Traditional national sports refers to the physical sports culture with national characteristics formed historically in a certain region. It has a variety of characteristics: one is outstanding regional. It mainly refers to the living range of a certain ethnic group. The second is subjectivity. It mainly talks about the pluralistic unity of the Han nationality as the main body, and less about the nationalities other than the Chinese nation. Third, inheritance. The reason why traditional national sports can be spread for a long time is because of its vigorous sports culture heredity. Fourth, functionality. Traditional national sports can not only be used for fitness and entertainment, but also for watching and appreciating. More importantly, it has the function of national identity. Fifth, it is rich and colorful. Different ethnic groups have produced various traditional sports with their own characteristics because of their different regions, production and life styles. However, under the background of modernization and globalization, the traditional national sports culture is in the crisis of assimilation, alienation and even elimination by the powerful modern sports. In view of this, this paper, guided by the development concept of "healthy China": "innovation, coordination, green, open and sharing", takes the development of traditional ethnic sports as the core, finds the dilemma of the development of traditional ethnic sports culture in colleges and universities, and puts forward corresponding innovative development countermeasures. It provides theoretical reference for the construction of traditional ethnic sports culture in colleges and universities, promotes the development and inheritance of traditional ethnic sports culture by physical education teaching in colleges and universities, and provides practice examples for the development of traditional ethnic sports culture in colleges and universities.

## 1. Problems exist in the development of traditional ethnic sports culture in colleges and universities

Based on traditional sports in college students' mental health, physical construction and the importance and role of traditional culture heritage, many colleges and universities will also pay attention to the development of traditional ethnic sports, but in the concrete of the education teaching still exist some problems, which restrict the value of traditional sports teaching work.<sup>[1]</sup>

### 1.1 The teaching mode of traditional ethnic physical education in colleges and universities is single and lacks guidance

The development of traditional national sports in colleges and universities has certain blindness and randomness. When college students choose the content and form of traditional national sports activities, they lack their own independence, so they follow the trend. Many students do not choose blindly according to the plan, so there are certain deficiencies in their understanding of traditional national sports. The negative attitude of college students to traditional national sports is easy to lead to their overall traditional national sports activities in the development of a relatively strong blindness and randomness, and finally the quality of traditional national sports forced to decline. In the development of traditional ethnic sports in colleges and universities, the teaching mode is single, the teaching content is monotonous, coupled with the lack of students' cognition of traditional ethnic sports culture, leading to the university students' enthusiasm in learning traditional ethnic sports is not high.

## 1.2 The impact of western sports culture thought

The 20th century, the developed countries in sports, entertainment, culture, philosophy, and many other aspects of the progressive and scientific nature of our country sports, entertainment, culture, philosophy and so has a huge impact, so the development of all aspects of the modern sports in our country began to sports development model, imitate and the introduction of developed countries for reference. The introduction of this model leads to people's lack of cognition and unconscious neglect in China's traditional national sports, resulting in the further decline of the experience and cognition of China's traditional national sports, and the promotion of inheritance. With the passage of time, China's national traditional sports culture gradually declined or lost.

## 1.3 The inadequacy of cultural communication

In today's society, mass media dominate the public vision. Because western sports are commercial and competitive, they can bring more benefits to mass media. Therefore, in the propaganda reports, most of them are Western professional sports events, and the dissemination of Traditional Chinese sports culture is very little. In addition, traditional ethnic sports emphasize introversion and moderation, which makes the media more interested in "intense and wonderful" foreign sports events. Because of the biased nature of media communication, it is difficult to spread and promote traditional national sports culture.<sup>[2]</sup>

## 2. Strategies for the development of traditional Ethnic sports in colleges and universities

### 2.1 Improve college students' sense of identity to national traditional sports culture

First of all, we should have a strong sense of cultural identity of traditional Chinese national sports culture and establish a firm China. The cultural self-confidence of the traditional national sports culture, and the conscious protection of the ecological culture of the traditional Chinese national sports culture, is what Mr. Fei Xiaotong said to have cultural consciousness. We should make college students understand the origin of their traditional sports culture, the formation process of their traditional sports culture, the characteristics of their traditional sports culture and the direction of their traditional sports culture development. Only by having a profound understanding of the context and rules of the historical and cultural development of our traditional sports culture, can we have the independent ability in the transformation of sports culture, and then obtain the independent status to decide whether to adapt to the new environment and the choice of sports culture in the new era.

### 2.2 We will create sports associations and strengthen the inheritance of traditional culture

Colleges and universities should encourage students to set up traditional sports societies. The students in colleges and universities come from all over the world and have different ethnic cultures, so they have the conditions to establish traditional sports associations. The college youth League committee, the student administration department and the physical education department should set up traditional sports clubs purposefully and in a planned way, so that students with common interests can gather together, exchange and learn from each other, and then promote traditional sports and drive more students to participate in it. After the establishment of traditional ethnic sports associations, the relevant departments of colleges and universities should guide the associations to carry out reasonable and orderly training, competition and other activities, consolidate students' sports skills, publicize national sports spirit, and let students inherit traditional Chinese sports culture in pleasant activities.

### 2.3 Attach importance to the national traditional physical education and the creation and compilation of teaching materials

In colleges and universities, all administrators and educators should realize that national traditional sports play an important role in college physical education work, and should formulate and arrange related teaching around it. The effective development of traditional ethnic physical education in colleges and universities also needs to integrate the local ethnic sports culture into the teaching materials of physical education in colleges and universities according to the characteristics of the region where the university is located, so as to create textbooks that are conducive to giving full play to the regional, educational and talent advantages of colleges and universities.

## 3. Conclusion

National traditional sports culture is an important part of traditional culture, which has rich connotation, but is facing the dilemma of gradual extinction. Carrying out national sports activities in colleges and universities, revitalizing traditional national sports culture, can enhance students' national consciousness and patriotic feeling, is also an important means of inheriting national culture. Fully releasing the spirit of national traditional sports culture is beneficial to students' physical fitness, promoting the national fitness movement, and strengthening students' cultural Confidence.

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Fund project: Higher Education Research Projects in Jilin Province 《The deficiency and construction of national traditional sports culture in colleges and universities based on "club" mode》 Stage Research Results