

Construction of sports culture discourse power in the new media era

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Abstract: *In the era of new media, the development of media provides us with a more open international stage. In the field of world sports culture, in order to show the strength of our country, establish a national image and promote Chinese culture, it is inseparable from the construction of the discourse power of sports culture. In the era of new media, we can build the voice of our sports culture through the power of science and technology and media. By analyzing the new connotation and new characteristics of sports culture in the new media era, and the current situation of the construction of sports culture in China, this paper discusses the construction ways and significance of sports culture in the new media era.*

Keywords: *new media; new media era; sports culture; discourse power; sports*

1. Introduction

In the new media era, with the continuous development of sports culture, the discourse power of sports culture has become an important tool to promote the value of Chinese traditional culture, show the national strength and establish the national image. In the era of new media, the deep integration of Internet resources and the sports field provides important support for promoting the diversification, diversification and international development of China's sports culture. Studying the discourse power of sports culture will not only help the Chinese people enhance their cultural confidence, but also provide strong support for the realization of China's dream of becoming a strong sports country.

2. The new connotation and new characteristics of sports culture discourse power in the new media era

2.1 The new connotation of the voice of sports culture in the new media era

In the new media era, the rapid development of Internet resources has brought new vitality to the transmission of sports culture. The accommodation and openness of Internet resources greatly improve the rate and time of the transmission of sports culture among countries, and provide a global perspective and vision for the transmission of world sports culture. The sharing and exchange of rich network information promote the mutual learning and reference of the world sports culture. Only with an open and inclusive attitude can we succeed in the competition. The development of cultural media provides us with a new platform for sharing resources, and it provides us with a more open international stage. Through the network platform, we can use facts to tell China's story, witness China's development process with our own eyes, and shift the focus to the integrity and innovation of the new connotation of Chinese culture^[1]To Activate the unique internal communication power of Chinese culture.

In the era of new media, the connotation of Chinese traditional sports culture has been sublimated, and the modern Chinese sports spirit has also been deeper and condensed. In particular, the dedication spirit and the Olympic spirit of the Chinese women's volleyball team have formed an outstanding representative of China's sports culture in the new era. We are constantly exploring the development path of sports culture, and constantly promoting the construction of China's sports culture ideology. In the era of new media, we can demonstrate China's wisdom and solutions through science and technology, share the essence of the traditional Chinese sports culture to the world, so that more people can know about our traditional culture and sports, and make contributions to the construction of socialist sports culture industry and projects with Chinese characteristics.

2.2 New characteristics of the discourse power of sports culture in the new media era

The discourse power of sports culture in the new media era is contemporary. The application of modern science and technology makes the communication more effective and in-depth, abandoning the traditional subjective illusion and false interpretation, truly showing the fact itself, highlighting the important role of modern science and technology in sports culture and thought^[2]. The right to speak of sports culture in a certain country depends directly on the local sports ability in the international arena. In the new media era, how to master the right to speak of sports culture has a more and more important significance of The Times.

The discourse power of sports culture in the new media era is scientific. To accelerate the realization of China's dream of becoming a strong sports country, we need to move from a strong sports power, which is the only way for China to gain greater influence in the field of sports culture, and also a key step for China to build the discourse power of its own sports culture in the era of new media.

In the new media era, the discourse power of sports culture has the people. The construction of the discourse power of sports culture in the new media era needs to emphasize the interests of the people, comprehensively promote the construction of a strong sports country, develop the socialist undertakings and industries of sports culture with Chinese characteristics, and realize the free and comprehensive development of the people. China's sports culture should focus on the voice of the people and encourage the people to actively participate in the sports cultural activities in the era of new media, so as to enhance the international influence of China's sports culture. Only by breaking through the traditional western culture, strengthening the communication and cooperation between all parties, and promoting the diversified development of global sports culture, can we inject new vitality into the world sports culture.

3. The current situation of sports culture discourse power construction in the new media era

3.1 The discourse power of sports culture in the era of new media is facing great challenges

In the era of new media, information exchange has become more rapid and frequent, and various kinds of network cultures have emerged, dazzling. On the Internet platform, economic nihilism and money worship run rampant, and all kinds of material desires collide with the human values and world outlook; the political separation forces, Taiwan independence, Hong Kong independence and national separatism also begin to rise, and the hypocrisy and judgment of the people. Online community communication has gradually become a trend of irrationalism. Various problems caused by social transformation spread extreme emotions and pessimistic emotions, making human beings feel helpless and confused. With the development of science and technology, entertainment and consumption have become the mainstream of human life; the rise of technology in network communication, which loses sociality and subjectivity, addiction to the virtual world, the popularity of "Buddhist" and "home" lifestyle have become the mainstream values of young people^[3]. With the continuous change of social trend of thought, the cognition and understanding of traditional culture have been greatly impacted, and the dominant position of discourse power has also been challenged, and the field of sports culture is no exception.

3.2 The discourse dilemma in the field of sports culture itself

The field of sports culture lacks the subject of discourse power. Compared with the sociality and scale of sports culture industry in western developed countries, due to the lack of China's official portal website and main spokesmen with profound economic and social influence, China's sports projects lack effective driving force, thus hindering the development of sports market and sports enterprises. The cultivation of China's sports culture leader and brand spokesmen is still not enough, and the social influence of sports stars and sports industry operators is far from enough. The role of national macro-control is not obvious enough, the promotion of the sports industry structure and the core competitiveness of enterprises is not enough, and there is a lack of good sports enterprise culture and environment.

The field of sports culture lacks the value expression of cultural discourse content. As socialism with Chinese characteristics enters the new century, China has made great achievements in the field of economic and social application and attracted the attention of the world. However, with the participation and holding of important international sports events, people pay more attention to the

excellent performance of competitive sports, but ignore the cultural value contained behind them. Chinese traditional sports culture still needs to be explored in the new media era, and its rich connotation and social role have not been fully valued and displayed^[4]. Therefore, how to better inherit and carry forward this tradition in the new media era is still an important topic to be explored.

The field of sports culture lacks the spiritual promotion of cultural appeal. In order to achieve the goal of becoming a strong sports country, we should not only make sports widely popularized, but more importantly, improve the sports cultural literacy of the whole people. However, the penetration rate of sports culture and sports science in China is still low, and the traditional concept hinders the training and development of excellent sports talents. Although the whole society has a certain bias on the training of sports talents, more attention should be paid to the training of sports culture talents in primary and secondary schools, so as to better convey the sports culture with Chinese characteristics, stimulate students' enthusiasm and willpower, and cultivate their healthy psychology and good quality.

4. The construction way of sports culture discourse power in the new media era

4.1 To correctly develop the sports culture with Chinese characteristics

Correctly leading the development of Chinese sports culture with national characteristics is the fundamental principle for us to build the discourse power of sports culture in the new media era. We should adhere to the right direction, have the courage to innovate, build cultural confidence, and resist the erosion of foreign ideas. Traditional culture has laid a solid foundation for the development of our characteristic sports culture, whether national sports or traditional sports, they are derived from the wisdom and labor practice of the Chinese people. Taking the "spirit of women's volleyball" and "Olympic spirit" as examples, we should take cultural education and sports first as the purpose^[5] To organically combine civilization with innovative science and technology, spread and display the values and significance of culture in the form of physical and mental sports, vigorously promote the development of socialist sports culture with Chinese characteristics, and carry forward the spirit of sports culture in the new era.

4.2 Strengthen the construction of new media communication subjects, and improve the ability of active communication

With the advent of the new media era, the main body of sports culture communication has changed and the diversified subjects have emerged. With the development of The Times, strengthening the construction of the communication subject has become an unavoidable and necessary step, because it determines the content, mode and the ultimate effect of sports culture transmission. Therefore, first of all, we should improve the sports cultural literacy of the subject of communication. Only with good cultural accomplishment can we better transfer the excellent sports culture. To improve the ability to deliver a sports culture, we need to develop a long-term plan to undertake it as a long-term undertaking and elevate it to a strategic level. However, in the current media environment, it is difficult to find similar strategic thinking, which makes the dissemination of sports culture lack of persistence. Therefore, the communication subject should strengthen their own construction, enhance the awareness and ability of active communication, so as to achieve more effective sports news communication.

4.3 Cultivate an atmosphere for the whole people to participate in the construction of sports culture

In the era of new media, in order to improve the overall quality of the whole people and create excellent creators and successors of socialism with complete development of morality, intelligence, physical education, beauty and labor, China should reverse the traditional view on physical education, that is, pay attention to youth sports work, and strengthen the connotative development of education. In this way, people can have a good body and a healthy body and mind. In the work of news media communication, the media is usually the center^[6], And adapt to different media ways and approaches. Due to the changing competitive environment of the market, media workers face more severe challenges. They must deliver news information in a more flexible way and consider the actual needs of the audience in order to better meet their needs. The support of the government and the improvement of the environment are the foundation of cultural construction, while the enthusiasm and investment of the public are the driving force of cultural construction. Cultural consciousness is transformed into cultural confidence, and the discourse power of ideology will be controlled.

4.4 Formulate scientific strategies to enhance enterprise competitiveness

In order to better develop China's sports industry, we need to formulate policies and systems that suit China's characteristics and regulate their development path. We should advocate all regions to carry forward the traditional national sports culture according to their local characteristics, and refer to foreign advanced management experience and practices, conduct bilateral exchanges, and use the integration means of "going out" and "inviting in", which will help to enhance the comprehensive competitiveness of China's sports culture industry. With the advent of the new media era, the communication modes of sports news have become more and more diverse, no longer limited by professional journalists and editors. It can make personalized news reports according to the needs of different groups of people. At the same time, it can better meet the interest of the audience, while ignoring the content they are not interested in. The government should guide enterprises to actively develop national brands, expand cross-cultural communication, and enhance their influence. Readjust the structure of the sports industry, with the supply side as the focus, and stimulate the vitality and creativity of the sports industry.

4.5 Build a platform for new media convergence and discourse power

With the continuous development of science and technology in the ideological field, its role has become more and more powerful. In the new media era, in order to better publicize China's sports culture, we should make reasonable use of network resources, establish an effective communication platform, cultivate a group of sports culture leaders, speakers and representatives with Chinese characteristics, accurately convey the essence of China's sports culture, and enhance the global far-reaching influence. In order to ensure the safe and effective operation of the network platform, we should establish a sound early warning, feedback, guidance, supervision and feedback mechanism^[7]. This is not only to fight for the right to speak, but also to achieve the balance between the right to speak, to convey the Chinese voice truly and objectively, to tell Chinese stories, to share the excellent traditional Chinese culture, and to achieve a win-win situation for all parties.

5. The important significance of sports culture discourse power in the new media era

(1) Through in-depth study of the characteristics of Chinese sports culture in the new media era, to formulate an implementation plan with more Chinese characteristics. Due to the wide application of online education resources and the deep integration of world culture, the development of China's information technology has completely changed the passive state in the field of sports culture communication in the past. How to show Chinese wisdom and how to formulate an implementation plan with more Chinese characteristics has become more and more important in the international sports society. In the era of new media, the development and promotion of Chinese sports culture is greatly challenged by the technology of the new media era. Timely and accurate information can help us better understand and grasp the rich connotation of Chinese sports culture, so as to improve the speed and breadth of information technology transmission.

(2) In the new media era, socialism with Chinese characteristics has entered a new stage of development, and the development of sports culture is no exception. In order to enhance the international discourse power, we must grasp the opportunity scientifically, strengthen the application of new media technology, so as to achieve the national strategic goal of "enhancing the international discourse power", including enhancing the discourse power of sports culture. China's cultural exchanges and integration have had a profound impact on international cooperation. Sports culture with Chinese characteristics has broken through the language barrier, promoted interpersonal communication through sports and the natural characteristics of the body, and spread cultural values more smoothly^[8]. The new situation has brought opportunities and challenges. We should make reasonable use of these opportunities, innovate challenges and promote the development of socialist sports culture with Chinese characteristics.

(3) In the era of new media, the establishment of sports culture right to speak is of great significance for promoting the development of China's characteristics. The construction of sports culture in China has become an integral part of the development project, which has special economic and social functions and cultural significance, and it is more important to give full play in the new media era. Sports culture voice is a symbol of the soft power of Chinese sports, and influence in the world, we should not only to make full use of sports sports resources advantage and achievements, more should

actively explore transmission channels, let the world better understand our country, to better promote the development of the construction of socialism with Chinese characteristics, improve the culture of the people. Understanding the history and culture of sports in various countries is an important means to promote international exchanges and cooperation. It can help us to speak our voice on the international stage and strive for the great rejuvenation of the Chinese nation.

6. Conclusions

Generally speaking, in the era of new media, it is a systematic and all-round task to establish the voice of sports culture. In order to cope with the challenges of the new media era, we must enhance our self-confidence, enhance the cultural confidence including sports culture, resist the erosion of western culture, and strive to build a modern sports power, and build the voice of sports culture in the new media era.

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