

Analysis of Surrounding Communication Theory for Sustainable Development of Miao Traditional Sports

Chen Jiatao, Wang Yin, Zhang Xin

Physical Education College, Southwest University, Chongqing, China

Abstract: *This article conducts research on the sustainable development of Miao traditional sports culture through on-site investigation and the application of The Surrounding Communication Theory. Taking the miao traditional sports culture as the research object, it is found that the miao traditional sports culture has the problems of narrow space transmission, lagging time transmission and single relationship transmission, which restricts its development to a certain extent. Based on the perspective of Surrounding Communication Theory, the paper proposes the network media: broadening the linear communication power around the space; focusing on various forms: improving the timeliness of communication in time and surrounding communication; strengthening the value guidance: guiding the sustainable development path of national traditional sports culture with the participation of multiple communication subjects to provide a theoretical reference for the future research.*

Keywords: *Surrounding Communication Theory; traditional sports; Miao ethnic group; ethnic culture; village*

1. Introduction

Traditional national sports, as an important communication carrier of Chinese excellent traditional culture, carries the five thousand years of Chinese civilization, and is the crystallization of the traditional culture and collective wisdom of all ethnic groups [1]. As a member of the gene pool of Chinese traditional culture, the miao traditional sports culture is not only the collective memory of the Miao nation, but also an important symbol of the cultural identity of the Chinese nation. However, on the one hand, with the development of globalization, western foreign culture constantly impacts the traditional national culture; on the other hand, in the process of Chinese modernization and urbanization, the national traditional sports culture is increasingly marginalized, so the protection and development of Chinese traditional national sports culture is urgent. There are as many as 18 ethnic minorities in Guizhou, and the Miao minority group has the largest population in Guizhou. There are hundreds of Miao villages in Guizhou province, which is the most existing Miao gathering place in the world. The traditional Miao culture is rich and colorful, which promotes the cultural diversity of the Chinese nation and accumulates rich traditional Miao cultural values for future generations.

At present, the research of Chinese scholars on traditional ethnic sports focuses on the protection, inheritance and development, focusing on the development methods, means and optimization strategies of it. Few scholars use The Surrounding Communication Theory to intervene in the research of the development of traditional ethnic sports culture. This paper takes the traditional sports culture of Miao villages in Guizhou province, deeply analyzes the current situation of spatial surrounding communication, time surrounding communication and relationship surrounding communication, finds out the existing problems and puts forward a new sustainable development path.

2. General situation and current situation of the traditional Miao ethnic group sports

Guizhou has the world's largest existing concentration of Miao people, with Miao villages, and Miao people take villages as compact units. The traditional sports of the Miao ethnic group mainly include Lusheng dance, Chicken Feather Shuttlecock, Miao Shuttlecock, Bullfighting, etc. Among them, Lusheng dance is the most well-known both domestically and internationally; Bullfighting has a vast mass base, and every time the competition is held, there are crowds of people; Other projects are the main forms of exercise and entertainment for the Miao people after tea and dinner. Traditional festivals are the main carrier of miao villages to carry out traditional ethnic sports and cultural activities, is an important form of expression of Miao culture, and contains profound ethnic cultural connotation.

With the deepening of The Economic Reform and Open up, the simple cultural customs and long history and culture in the traditional Miao culture have increasingly become the carrier and platform of cultural identity, ethnic exchange, sports and tourism integration, and investment attraction with their unique charm. At the same time, the miao traditional sports is a complex of material culture and spiritual culture, which has a new connotation to promote the development of culture and economy.

Through the arrangement of the characteristic Miao villages, it can be found that there are 19 relatively famous characteristic miao villages in China, including 16 in Guizhou. Under the effect of characteristic Miao village, the traditional sports of the Miao ethnic group has achieved unprecedented development, the scale and quality of the traditional Miao sports activities have been continuously improved, and the ability to serve the economy and society has been constantly highlighted. Such as in May 2023 leishan county xijiang swallowed miao "51" national culture series of activities booster sports culture tourism integration, the fifth China•DouYun lusheng music dance competition and April 2023 "eight" ethnic customs held in DouYun city dam solid village, in November 2023, the second "phoenix cup" lusheng competition attracted from Vietnam, Laos, Guangxi, Sichuan and other more than 80 teams thousands of players of national culture feast, promote the social influence of traditional sports culture, ushered in the Guizhou miao new historical stage of development.

3. Analysis of The Surrounding Communication Theory of Miao traditional sports

The research on the sustainable development of traditional sports culture in Miao villages in Guizhou focuses on communication, involving the space-time transmission of national culture and the transmission of multiple relationship subjects. Therefore, the proposal of Surrounding Communication Theory provides a good theoretical basis for the sustainable development of traditional sports culture in Miao villages in Guizhou.

The theory of surrounding communication was put forward by Chinese scholars Ludi in 2015, which is a communication theory with an original color in China. The Surrounding Communication Theory refers to the substantive process of information transmission activity^[2], It specifically includes spatial peripheral transmission, temporal peripheral transmission and relationship peripheral transmission^[3], between any individual or a group composed of individuals and other surrounding individuals or groups, the essence of its dissemination process is: "diffusion at the occurrence point of information." The sending of information includes individuals, groups, organizations and state institutions, and the occurrence point is the specific activity forms, cultural symbols and other carriers, while the diffusion is completed from a certain anchor point in the way of interpersonal communication or mass communication. In the development process of the traditional Miao sports, the "occurrence point" is the surrounding traditional sports cultural activities, specific program forms and the symbols of Miao costumes; the sender includes not only the local villagers, civil organizations and government departments, but also the foreign visitors; and the diffusion is the information of local governments, organizations, villagers and Miao artifacts.

The miao traditional sports culture has a clear communication object, and each object cannot spread information independently. Therefore, the analysis of the different objects is required. First of all, we must study the transmission effect of the space, time and relationship of miao traditional sports culture. The communication effect refers to the beneficial result of the miao traditional sports culture to the development of the national culture.

3.1. Spread around the space of Miao traditional sports

Space surrounding communication refers to the physical space^[2] where information is extended by circulation. The spatial surrounding communication of the traditional ethnic sports culture is mainly through the geographical boundary, mainly through the carriers of information, people, materials, and radiates to the surrounding areas from the gathering place of Miao culture. First of all, the information dissemination of Miao traditional sports culture follows the law of spatial diffusion from center to edge and from near to far. At first, the traditional sports in the Miao villages in Guizhou were only a form of entertainment for the villagers after dinner. With the deepening of cultural globalization and the exchanges and integration of ethnic groups, the traditional Miao sports continued to spread to various ethnic areas and surrounding countries with their unique fitness and entertainment functions. For example, the traditional Miao sports of Miao shuttlecock and crossbow have become the events of Guizhou Province and the National Ethnic Minority Games. Secondly, people are the main force of the spatial dissemination of Miao traditional sports culture. People play a key role in the spread of any

national culture. Traditional sports in the Miao villages in Guizhou province are constantly spreading out through the form of villagers' movements, rules, equipment production and cultural performance and publicity. For example, a Youduo, a Miao girl from Dazhai Village, Huangping County, Guizhou Province, sang the original ecological songs of the Miao ethnic group in the Vienna Music Hall in 2005, promoting the Miao culture to the world. Third, utensils are the symbols of the spatial dissemination of Miao traditional culture. The objects are the symbol signs of a nation, bearing the collective memory of the nation. Based that the Miao people do not have their own characters, they can only spread through carving, weaving and other utensils. For example, the complicated and exquisite Miao costumes and the colorful silver ornaments have now become important symbols of the Miao cultural symbols. In September 2023, Miao costumes appeared on the Inter Milan Fashion Week, showing the charm of traditional Miao culture on the world stage.

3.2. Time spread of traditional Miao sports

Time peripheral transmission refers to the information fluctuation and transmission effect formed around the time before and after the peak of a news event. The shorter the time from the peak, the greater the information and propagation effect will be; conversely, the smaller the effect.^[4] The "periphery" of time is contracted before the occurrence of traditional national sports activities, and is expanded after the occurrence. Therefore, the dissemination of national traditional sports culture has time, and time has boundary. On the one hand, since ancient times, the Miao ethnic villages have been located in remote mountainous areas in Guizhou. Daily communication is mainly conducted in the Miao language, and there is insufficient communication with foreign ethnic groups. In addition, some traditional sports culture is stagnant and lacks innovative ideas, resulting in low efficiency in the dissemination of ethnic culture; On the other hand, after The Economic Reform and Open up, Miao people in villages began to leave their homes and work in foreign affairs. Schools also offered Chinese and English teaching, but after completing their studies, they rarely returned to their hometowns, and there were very few people who made contributions to their own ethnic culture. Since the new era, China's basic service facilities such as culture, health, sports and Internet have been continuously improved, and traditional sports culture activities in Miao villages have been carried out frequently, providing a good environment for the dissemination and promotion of ethnic culture. However, basic is the party and government departments as the leading form of propaganda, will inevitably produce single form, lack of innovation, and because the government work hard, professionals scarce objective factors missed propaganda efficiency and timing, lead to wonderful national sports cultural activities in the effect of the process of communication.

3.3. The relationship of traditional sports around the Miao ethnic group

Relati surrounding communication refers to the various connections formed by the subject as the center and the periphery^[5]. It mainly includes the innate peripheral relationship, often without choice, such as blood periphery; and the acquired peripheral relationship, mainly around the same goal and mission, with choice and change space, such as government departments, Intangible Cultural Heritage Inheritor, network media and other connections around the inheritance and development of the traditional national sports culture. There are no only three forms of surrounding communication: object communication, human body communication and media communication. First of all, the Guizhou Miao village is located in a remote mountainous area with inconvenient transportation. The Miao people are generally dispersed, and the transmission of national traditional culture mainly relies on human and object transmission. This method offers flexibility and practicality in villages with low network coverage, but it also faces challenges such as limited transmission range, outdated transmission modes, and a single transmission subject. For example, villagers spread traditional national sports culture in the form of oral transmission, which greatly limits the spread of traditional national sports culture. Secondly, the dissemination of miao cultural relics and ornaments is basically organized by government departments and planning independently. For example, the wonderful collection video of local ethnic cultural activities, the exhibition and exchange of Miao costumes, and the "China Miao • Art Exhibition" hosted by Guizhou Provincial People's Government make Guizhou Miao ornaments exquisite costumes appear in the exhibition hall of Inter Milan Fashion Week, are all dominated by government departments. Third, the low participation of we-media in publicity. In the era of popular network media, we media emerged at the historic moment. They can spread and communicate national cultural activities through their own platforms in a fast and simple form, and improve the timeliness of information dissemination. However, we media, Internet celebrities and organizations have publicize miao traditional sports and cultural activities, and their participation is low.

4. Analysis results of the traditional Miao sports

The Surrounding Communication Theory is a comprehensive information dissemination process to measure the inheritance and development of a national culture. The existence of any nation can be traced to the source through the surrounding transmission. Through the analysis of the surrounding transmission of traditional sports culture in the Miao villages in Guizhou, it is found that the traditional sports culture has narrow space, lagging time and single surrounding transmission.

4.1. The spread around the miao traditional sports space is narrow

At present, the Guizhou village miao traditional sports culture is active in the miao clusters, although in the local ethnic series of cultural activities, there are some domestic compatriots, foreign friends, but miao traditional culture in the eastern, central, northeast spread of scope is not enough, popularity in the western countries is little-known.

4.2. The transmission of traditional sports among the Miao ethnic group lags behind.

Firstly, some traditional sports in Guizhou Miao villages are conservative, and the villagers' communication consciousness is weak, which is difficult to adapt to the development of The Times; secondly, the Miao people fail to timely connect with the major international communication languages such as English, resulting in communication barriers and limited communication of national culture; thirdly, the low coverage rate of local network information infrastructure, and the villagers have insufficient grasp of the use of network electronic equipment. To sum up, it reduces the timeliness of miao traditional culture transmission.

4.3. The traditional sports relationship is single

People play a main role in the communication benefit of the Miao traditional sports culture relationship. Specifically, this includes government departments, organizations, and the village audience. In the information dissemination of traditional sports culture in the Miao villages in Guizhou, the publicity mainly relies on government departments, while non-governmental organizations, villagers and other groups rarely participate in the publicity and promotion.

5. The sustainable development path of Miao traditional sports

5.1. Use of network media: broaden the linear communication power around the space

The Internet is a double-edged sword. Although the Internet era has caused a certain impact on the national traditional culture, it also provides an opportunity for the dissemination and development of national culture. The network can pass through the boundaries of time and space, and quickly spread the national culture to a wider scope. According to the 52nd Statistical Report on the Development of Internet in China, as of June 2023, the number of Internet users in China has reached 1.079 billion; the users of online video and short video reach 1.044 billion and 1.026 billion respectively, and the utilization rate of users is 96.8% and 95.2%^[6] respectively. Internet access has become the daily behavior of most Chinese people. Therefore, the network media should be widely used as a new carrier for the dissemination of the traditional national sports culture. On one hand, we encourage and guide local celebrities, Internet influencers, civil organizations, and other groups to actively promote ethnic cultural activities on their microblogs, WeChat, TikTok, and other media platforms. This helps to enhance the communication effect and expand the reach of Miao traditional sports culture. On the other hand, there is an active development of online marketing for Miao clothing. We encourage and support villagers and inheritors of "intangible cultural heritage" to promote and sell Miao culture, ornaments, and handicrafts through live broadcasts and short videos. This aims to enhance young people's understanding of Miao culture and skills, attract more attention to traditional ethnic culture, and consciously promote the development of traditional ethnic culture.

5.2. Focus on various forms: improve the timeliness of time

The vitality of national culture lies in innovation. Only by keeping up with the direction of The Times can we remain invincible. At all times, at home and abroad, in addition to the influence of

external factors, the decline and disappearance of any national culture is caused by conformism and perseverance. Therefore, the miao traditional sports culture should assess the situation, strengthen the form and connotation innovation, so as to stand in the complex forest of The Times. First, we encourage the development of cultural and creative industries for the production and dissemination of Miao ornaments, enriching the cultural connotation of the times and national character. By incorporating styles that appeal to young people and modern trend accessories, we aim to enhance product acceptance and subtly expose more people to the edification of Miao traditional culture. Second, we aim to develop the "Intangible Cultural Heritage + sports tourism" project, creating a national cultural landmark to attract more young people to understand and identify with Miao traditional culture. This will expand the spatiotemporal field of Miao traditional sports culture dissemination. Third, in the current era of globalization, language plays a pivotal role in communication. Therefore, Miao traditional culture should adapt its communication logic in response to changes in communication geography to ensure the timeliness of the dissemination of Miao traditional culture content.

5.3. Based on ideological guidance: guide the participation of multiple communication subjects

Inheriting and carrying forward the fine traditional Chinese culture is the common responsibility of all Chinese people [7]. With the advancement of governance modernization, the vitality and role of multiple subjects are further valued and stimulated by [8]. The state has issued relevant documents and policies on the inheritance and development of traditional ethnic culture, aiming to strengthen ideological guidance and ensure the implementation of actions, which is to create a vivid situation in which everyone consciously inherits and develops the fine traditional Chinese culture. For the sustainable inheritance and development of traditional sports culture in Miao villages in Guizhou, one aspect involves adhering to government leadership and engaging main market players in a multi-dimensional collaborative communication pattern with multi-party social participation. This aims to establish a concept of communication guided by responsibility, mission, and values to guide and encourage various groups, including villagers, Internet celebrities, local stars, non-governmental organizations, enterprises, and institutions, to proactively spread traditional ethnic sports culture. The goal is to foster a positive atmosphere for multiple subjects to participate in the dissemination of national traditional culture.

On the other hand, the Miao people should take the initiative to share stories of excellent traditional culture. They should actively promote the creative transformation and innovative development of cultural relics and heritages, such as Miao costumes, silver ornaments, and embroidery techniques. This will infuse cultural heritage with contemporary connotations, enhance the popularity and influence of national traditional culture, and promote Miao traditional culture into the new era.

6. Conclusion

Based on the perspective of The Surrounding Communication Theory, this article proposes a specific path for the sustainable development of traditional Miao sports culture, in order to broaden new ideas for innovative development of traditional ethnic culture, promote traditional culture, maintain national spirit, enhance national cultural soft power, and promote social development and human civilization. The traditional sports culture of the Miao ethnic group is an indispensable part of the excellent culture of the Chinese nation. Its sustainable development is conducive to the continuation and promotion of Chinese civilization, promoting Chinese culture to better reach the world, and allowing the world to share the beauty of the excellent culture of the Chinese nation.

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