

Research on digital communication of Huxiang traditional sports culture

Zhang Qing^{1,a,*}, Hu Ming^{1,b}, Yuan Zhichao^{1,c}

¹Wooseok University, Jeonju, 55338, South Korea

*Corresponding author: 845516989@qq.com

Abstract: By using the methods of literature and logical analysis, this paper explores the value, shackles and transmission path of digital communication of Huxiang traditional sports culture. The paper mainly analyzes the value of digital communication of Huxiang traditional sports culture from three aspects: culture, education and inheritance. The research shows that the digital communication of traditional sports culture in Hunan province is limited by insufficient funds and resources, the age difference of traditional culture, and the information overload of digital communication. The communication path is proposed from the aspects of supporting policy and investment, strengthening education and training, strengthening digital communication and innovative application.

Keywords: Huxiang traditional sports culture; Digital communication; value

1. Introduction

Huxiang traditional sports culture is an important part of Chinese sports culture, with a long history and profound cultural deposits. However, with the development of social economy and the advent of the digital age, the inheritance and development of Huxiang traditional sports culture is facing many challenges, one of the biggest difficulties is the problem of digital communication. The traditional way of inheriting Huxiang traditional sports culture is faced with the problems such as the difference of times and the shortage of inheriting talents, which cannot meet the needs of digital communication in modern society, and the information overload of digital communication and the lack of effective digital platform have also become the difficulties faced by digital communication. Therefore, it is of practical significance to study the digital communication of Huxiang traditional sports culture, explore how to inherit and carry forward Huxiang traditional sports culture in the digital age, and how to innovate and apply digital means. Strengthening the research on the digital communication of Huxiang traditional sports culture is conducive to promoting the inheritance and development of traditional culture, promoting the integration of culture and digital technology, enhancing the self-confidence of national culture, and enriching people's cultural life and physical fitness methods.

2. Digital communication value of Huxiang traditional sports culture

Huxiang traditional sports culture is a shining pearl in the treasure house of Chinese culture, which integrates the rich and colorful traditional sports elements of Hunan and Hubei, including Huxiang Wushu, dragon boat, hanging dragon, fragrant fire dragon and other traditional sports. This traditional sports culture carries profound historical and cultural connotation, and has a high cultural identity for the residents of Hunan and Hubei regions.

2.1 Cultural value

The cultural value of digital communication of Huxiang traditional sports culture lies in that it provides a powerful tool for cultural inheritance, global dissemination of traditional culture, interactive experience, cultural protection and education. Cultural communication in the digital era can not only protect and inherit traditional culture, but also contribute to cultural innovation and development, promote the international influence of culture, and make traditional culture glow with new vitality in modern society [1]. Digital communication has become an effective means to protect and inherit the precious archives of Huxiang traditional sports culture. Through digital recording and storage, cultural heritage is preserved without the limitations of time, physical wear and tear and disasters. This is

essential for the long-term protection and inheritance of traditional culture. Digital communication provides a broad platform for the global dissemination of Huxiang traditional sports culture. Audiences at home and abroad can understand and appreciate Huxiang traditional sports culture through network channels. This helps to promote cultural diversity and mutual understanding and respect among different cultures. Digital museum has become an important carrier of Huxiang traditional sports culture display. Through multimedia displays and virtual Tours, these museums enable visitors to enjoy cultural relics, historical archives, pictures and videos remotely, enriching the forms of cultural exhibitions and enhancing the attractiveness of cultural communication. Digital communication provides a convenient way to learn Huxiang traditional sports culture. Students and culture lovers can learn about the history, techniques and values behind culture through online courses, digital museums and other channels. This contributes to cultural awareness and a sense of identity.

2.2 Educational value

The educational value of the digital communication of Huxiang traditional sports culture lies in that it provides opportunities for the general population to deeply learn and understand traditional culture, enrich their own knowledge reserves, improve cultural identity, cultivate a new generation of inheritors, promote interdisciplinary education, and provide social education and public services. Digital communication pushes the education of traditional culture to a new height and helps achieve broader and deeper goals of cultural inheritance and education [2]. Digital communication provides a wide range of educational opportunities, so that the knowledge and skills of Huxiang's traditional sports culture can be passed on to a wider audience. Online courses, digital museums, virtual experiences and other tools allow people to learn the history, technology and cultural value of traditional sports culture anytime and anywhere. This provides a way for students, educators and culture lovers to deeply understand the traditional sports culture. Through the digital platform, people can participate in learning Huxiang traditional sports culture in an interactive way. Virtual reality, interactive applications and other technologies make learning more exciting and fun. Students can participate in the simulation of traditional sports in person and better understand the values and skills behind the culture through interactive experiences. Digital education and training will help cultivate a new generation of inheritors of Huxiang's traditional sports culture. The younger generation can learn about traditional technologies and cultural values through online courses and virtual experiences. They will become future inheritors, passing on the traditional sports culture to the next generation. Digital communication can enhance people's cultural identity through education and training. Learning and understanding the history and skills of traditional sports culture is helpful to deepen people's sense of identity to their own cultural traditions and promote cultural inheritance.

2.3 Inheritance value

The inheritance value of digital transmission of Huxiang traditional sports culture lies in the strong support it provides for traditional skills, values, history and culture, traditional activities, global inheritance and community inheritance [3]. Digital communication not only helps to protect traditional sports culture, but also helps to revitalize this culture, pass on to a wider audience, realize the harmonious integration of tradition and modernity, and maintain its vitality and vitality in modern society[4]. Digital communication has provided strong support for the inheritance of traditional skills of Huxiang traditional sports culture. Through online courses, virtual experiences, teaching videos and other means, traditional skills can be accurately taught to the younger generation to ensure the continuity and inheritance of skills. Traditional sports culture contains a wealth of values, such as teamwork, respect, tenacity and so on. Digital communication helps to pass these values on to a new generation through lessons, story-sharing and interactive experiences, and to cultivate their moral values. Digital communication allows the history and culture of Huxiang's traditional sports culture to be passed on. Through digital museums, online exhibitions and multimedia materials, people can gain insight into the origin and development of traditional sports culture and preserve historical memories. Through digital communication, the traditional activities of Huxiang traditional sports culture can be inherited and developed. Digital activities such as virtual competitions and online competitions not only retain the essence of traditional competitions, but also inject new vitality into them and attract more young people to participate.

3. Shackles of digital transmission of Huxiang traditional sports culture

3.1 Insufficient funds and resources

Digital communication is one of the important ways to inherit and promote Huxiang traditional sports culture, but in the actual promotion, insufficient funds and resources are an important factor restricting digital communication. Insufficient funding is one of the major problems in digital communication [5]. Digital communication requires certain technology and production costs, including video shooting, editing, production, platform promotion and so on. However, for some traditional sports and cultural projects in Huxiang, due to a long history but slow development, project managers often lack sufficient funds. As a result, it is difficult for Huxiang traditional sports culture projects to carry out digital communication. Even if there is a desire for digital communication, there is a lack of financial support, which restricts the promotion of digital communication. Technology and human resources are also important components of digital communication, but are also limited by insufficient funding. Digital communication requires technical personnel to have a full grasp and use of equipment, software, platforms, etc., while the production team needs to have rich creativity and good professionalism. However, these resources need to invest appropriate funds and time to cultivate, and the traditional sports culture projects in Hunan often lack sufficient human and technical resources, which is difficult to complete the basic work of digital communication. In addition, one of the difficulties of digital communication is platform promotion. In the digital communication of Huxiang traditional sports culture projects, some digital platforms, such as short video platforms and social media platforms, are needed to promote them. However, the promotion of the platform also requires corresponding investment, such as advertising, network promotion, etc. As for the traditional sports culture project of Huxiang, it is difficult to carry out platform promotion due to the lack of sufficient capital investment, which makes it difficult for digital communication to be found and paid attention to by more people.

3.2 Times differences of traditional culture

Traditional culture is the cultural heritage accumulated in the long history of a country or region and the precious wealth created by people in the long-term production and living practice, including language, literature, philosophy, religion, art, customs and other aspects [6]. However, with the changes of The Times, traditional culture is also facing different times differences. The development and transformation of technological means is the most significant difference between traditional culture and modern society. The creation and dissemination of traditional culture is limited by manual labor and traditional tools, and the production process of traditional culture requires a lot of manual labor and patience. However, modern society has adopted more advanced technological means, such as film, television, Internet, etc., so that traditional culture can be more widely spread and inherited. However, the emergence of new technologies also makes traditional culture face the risk of loss, and traditional culture artists and inheritors need to constantly update their skills and knowledge to keep up with the pace of The Times. The change of social values is an important difference between traditional culture and modern society. The values of traditional culture are different from some of the values of modern society, such as views on family, marriage, morality and so on. With the continuous development of society, people's values are also changing, and some values of traditional culture may no longer be applicable to modern society. This requires traditional culture artists and inheritors to make adjustments and transformations in inheritance and innovation, so that traditional culture can better adapt to the needs of modern society. There are also differences between traditional culture and modern life style. Traditional culture emphasizes the harmonious coexistence between man and nature, traditional life style, working habits and so on. However, modern society focuses on a fast, efficient and convenient way of life, often ignoring the respect and protection of traditional culture. This requires artists and inheritors of traditional culture to combine traditional culture with modern life to create more modern works, so that traditional culture can better meet the needs of modern life.

3.3 Information overload in digital communication

Digital communication is an inevitable outcome of the information age, and the speed and scope of information transmission have been unprecedentedly expanded [7]. However, digital dissemination also brings a problem: information overload. Information overload refers to the phenomenon that information is confused, invalid and difficult to obtain when the amount of information exceeds the processing capacity of the receiver. With the development of digital communication, more and more

Huxiang traditional sports culture content began to appear on the Internet, but also faced with the problem of information overload. Huxiang traditional sports culture has a huge amount of information, which contains rich history, culture and skills. Digital communication provides many platforms and tools to display these contents, including short video, audio, pictures, text and other forms, which makes people face a huge amount of information when they obtain information. The problem of information quality may exist in the digital communication of Huxiang traditional sports culture. As the content of Huxiang traditional sports culture is complex, many digital communication platforms cannot accurately present its authenticity and cultural connotation, resulting in uneven information quality. The rapid spread of digital communication will also bring the speed of information update, making it difficult for people to keep up with the pace of information update. For Huxiang traditional sports culture, traditional skills and cultural connotation need time and energy to accumulate, therefore, rapid information update may make people ignore the depth and connotation of Huxiang traditional sports culture.

4. Digital communication path of Huxiang traditional sports culture

4.1 Support policy and funding input

First, the government can introduce relevant policies to promote the digital dissemination of Huxiang's traditional sports culture. Policies can include providing digital communication technology and equipment, organizing related exhibitions and activities, and encouraging the public to participate in the digital communication of Huxiang traditional sports culture. In addition, the government can also encourage relevant institutions and individuals to carry out the digital dissemination of Huxiang's traditional sports culture, and provide relevant incentives and subsidies. Second, the government can invest funds for the construction and promotion of the digital communication of Huxiang traditional sports culture. The investment can be used to buy digital equipment and software, renovate traditional cultural venues, and hold related events. In addition, the government can also support relevant institutions and individuals to apply for special funds to promote the digital dissemination of Hunan's traditional sports culture. Third, the government can establish an innovative mechanism for the digital communication of Huxiang traditional sports culture to encourage innovation and creativity. For example, a special fund for the digital communication of Huxiang traditional sports culture can be set up to support relevant institutions and individuals to carry out innovative work in digital communication. In addition, relevant creative competitions can also be organized to encourage more people to participate in the creation of digital communication of Huxiang traditional sports culture. Fourthly, the government can support relevant institutions and schools to set up training courses related to the digital communication of Hunan traditional sports culture, so as to train more talents for the digital communication of Hunan traditional sports culture. At the same time, the government can set up relevant scholarships and internship programs to attract more talents to participate in the digital communication of Hunan's traditional sports culture.

4.2 Strengthen education and training

Strengthening education and training not only includes the inheritance of traditional culture, but also needs to focus on digital communication training. First, courses on the digital communication of Huxiang traditional sports culture can be set up through colleges and universities or social organizations to train relevant professionals. Secondly, training courses on the digital communication of Huxiang traditional sports culture can be organized through the government, associations and other institutions, so that traditional culture lovers can understand the methods and skills of digital communication. Thirdly, a digital education platform can be built to provide a place and platform for the education and training of the digital transmission of Huxiang traditional sports culture. Fourthly, training on the digital communication of Huxiang traditional sports culture can be carried out with the help of digital media, such as network broadcast and short video, so as to expand the audience and influence. Strengthening education and training can improve the professionalism and level of digital communication of Huxiang traditional sports culture, cultivate more inheritance talents and digital communication talents, and provide strong talent support for the digital communication of Huxiang traditional sports culture.

4.3 Strengthening digital dissemination and innovative applications

The digital communication of Huxiang traditional sports culture needs the help of Internet and new media platform. In recent years, the rapid development of the Internet and new media platforms has provided convenient channels and broad space for the digital dissemination of traditional culture. The digital communication of Huxiang traditional sports culture can be carried out through the establishment of new media platforms such as websites, wechat public accounts and apps. Through these platforms, relevant information, stories, videos and other content of Huxiang traditional sports culture can be published to attract more people to understand and pay attention to Huxiang traditional sports culture. The digital communication of Huxiang traditional sports culture requires innovative application of digital technologies, such as virtual reality technology, artificial intelligence technology, blockchain technology, etc. Through the use of these new technologies, the traditional sports culture of Hunan can be digitally restored, enhanced interaction and interest, and better attract the attention of young people. For example, virtual reality technology can be used to establish virtual venues or virtual games of Huxiang traditional sports culture, so that people can feel the charm of Huxiang traditional sports culture in the games; Artificial intelligence technology can also be used to establish an intelligent learning system of Huxiang traditional sports culture to help learners better grasp traditional cultural knowledge. The digital communication of Huxiang traditional sports culture also needs to pay attention to interaction and participation. Digital communication is characterized by two-way communication, which not only allows the traditional culture to be better disseminated, but also allows the recipient to participate in it, and further promotes the inheritance and development of Huxiang traditional sports culture. By organizing online and offline communication activities and carrying out interactive learning, we can improve the interactivity and participation of digital communication of Huxiang traditional sports culture, so that more people can understand and love Huxiang traditional sports culture.

5. Conclusions

The important path and strategy of digital communication of Huxiang traditional sports culture help to overcome the challenge of inheritance and promote the inheritance and development of Huxiang traditional sports culture in the digital age. Through the efforts of government support, education and training, innovative application and other aspects, the traditional sports culture of Hunan can achieve a wider and deeper dissemination, so that more people can understand and love this rich cultural heritage. This not only contributes to cultural inheritance, but also provides new opportunities for local economic and social development, enriching people's cultural life and ways of physical fitness. At the same time, digital communication can also promote the international communication of Huxiang traditional sports culture, improve the international influence of Chinese traditional culture, and realize the harmonious integration of cultural tradition and modern society. Through various efforts, the digital dissemination of Huxiang traditional sports culture will bring more cultural, educational, economic and social values to the society.

References

- [1] Guo Ping, Zhang Jie. *China's intangible cultural heritage research 2022 annual report* [J]. *Journal of folk cultural BBS*, 2023 (03) : 92-101. The DOI: 10.16814 / j.carol carroll nki. 1008-7214.2023.03.002.
- [2] Chen Zhiran, Pang Yajun, Zhou Xue et al. *Number assigned to the development of cultural industry trend and strategy selection* [J]. *Journal of macroeconomic management*, 2022 (10) : 70-76 + 90. DOI: 10.19709 / j.carol carroll nki. 11-3199 / f2022.10.016.
- [3] Liao Tao. *Value and Strategy of protection and inheritance of sports intangible cultural heritage in China* [J]. *Sports Culture Guide*, 2023(02):56-61.
- [4] Zong Kaina. *Research on design and application of digital display platform for "intangible cultural heritage" of tapestry craft* [D]. *Nanjing university of posts and telecommunications*, 2023. DOI: 10.27251 / , dc nki. GNJDC. 2022.000505.
- [5] Ai Xianbin. *Realistic dilemma and promotion direction of digital communication of sports intangible cultural heritage -- A case study of Dabie Mountain Area* [J]. *Journal of weinan teachers college*, 2023, 38 (08) : 38 and 43. DOI: 10.15924 / j.carol carroll nki. 1009-5128.2023.08.005.
- [6] Wang Yuan. *On the basic characteristics and reality paradox of new media communication ecology* [J]. *Learning and Exploration*, 2020(12):192-197.
- [7] Liu Dixiang. *The age of the Internet society ideological trend generated research* [D]. *Beijing university of science and technology*, 2023. The DOI: 10.26945 / , dc nki. Gbjku. 2022.000337.