

Research on Sports Culture Communication in the New Media Era

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ABSTRACT. *With the continuous growth of the national economy and the continuous improvement of people's living standards, people put forward greater demand for spiritual and cultural life. Sports and people's daily life are inextricably linked. In order to achieve the maximum dissemination of sports culture in society, the relevant departments of China need to give full play to the role of new media technology, innovate and improve the means of sports culture dissemination, improve the social sports development system, and promote the stable and sustainable development of sports culture construction for all. This paper will further analyze and discuss sports culture communication in the new media era, aiming to provide scientific reference for the same industry.*

KEYWORDS: *New media era, Sports culture, Practice communication*

1. Introduction

At present, it is an era of new media technology, and the development of cultural industry is inseparable from the innovative application. As an important basis for the sustainable development of sports culture, new media communication can greatly improve the scope and effectiveness of sports culture dissemination, promote the general public to fully understand the significance and social value of sports development, so as to improve the public's recognition of China's sports culture and participate in the construction of China's sports cause. The application of new media technology in sports culture communication can promote the work to become more interactive, free space and on-site experience. Therefore, sports culture communication management departments should establish advanced communication work concept, flexibly use new media to carry out sports culture promotion and communication work, and firmly perform their own responsibilities.

2. Research on Sports Culture Communication in the New Media Era

2.1 Development and Change of Sports Culture Communication in the New Media Era

Under the background of the vigorous development of new media technology, the contents and methods of sports culture communication have undergone earthshaking changes. People can obtain and browse the latest sports culture information through different channels and platforms, and are no longer limited by the traditional time and space. First of all, the emergence of new media has broken the drawbacks of traditional one-way communication mode and effectively increased the depth of cultural communication. In the new media era, sports culture audience groups are no longer limited to the latest information through radio and television, newspapers, but more willing to receive sports information through Internet mobile terminals. Sports fans can choose to pay attention to certain sports events or sports stars according to their own needs and ideas. In addition, under the application of new media communication mode, the disseminator can realize real-time interactive communication with the receiver, and the receiver can immediately express their own evaluation opinions and feedback problems, which can undoubtedly promote the stable and sustainable development of sports culture promotion and communication construction in China, and effectively improve the depth and breadth of sports culture communication.

2.2 Communication Mode of Sports Culture in the New Media Era

The essence of sports culture refers to the integration of all material civilization and spiritual civilization created in sports, which is the spiritual civilization or conceptual culture related to sports. The modern sports culture work specifically covers a series of operation level activities such as the sports culture information propaganda report, the sports event broadcast, the publication sports examination book and the sports music movie production broadcast and so on. Under the background of the new media era, sports culture communication media has gradually changed from traditional writing mode to diversified new media technology communication mode, mainly including the following communication modes. The first is network communication. Modern people's daily work and life has long been inseparable from the Internet information platform. Various media websites have taken on the social responsibility of promoting and disseminating sports culture. People increasingly rely on mobile terminals to search and browse various sports news information. Based on the application of the network platform, people can use the fragmented time to obtain the sports culture information they need at any time. These information appear in the form of text, pictures, audio and video,^[1] so as to meet the needs of different levels of sports lovers. The second is the integration of new media and traditional media. In the new media era, sports culture communication work begins to combine traditional media and new media organically, so as to develop and design a live network television mode. Traditional

live TV requires the audience to watch the program on time and watch by the TV, which will cause some viewers to miss the exciting events and the latest news. Therefore, modern live TV stations, through the reasonable introduction of advanced Internet new media technology, create a distinctive network live platform, which can not only meet the market users' demand for watching all kinds of information and sports programs anytime and anywhere, but also conduct real-time interactive communication with program production providers and feed back their own evaluation opinions, which can undoubtedly increase users' awareness of the platform. Currently, it can realize the wide spread of sports culture in China.

3. Practical Innovation of Sports Culture Communication in the New Media Era

3.1 To Strengthen the Integration of Traditional Media and New Media

In the new media era, sports culture practice communication can not only rely on traditional media, but also need to integrate it with advanced new media technology, give full play to the advantages of both in the communication work, and broaden the audience influence range of sports culture communication. In addition to using traditional radio and television, newspapers and magazines to spread sports news information, the sports culture communication department can make the offline audience users choose to watch programs or buy sports newspapers and magazines according to their own needs, but also can carry out online broadcast of sports programs and synchronous update of sports information through innovative application of network media technology, so as to provide sports audience users with a wide range of the more three-dimensional and all-round sports information. It can maximize the spread of sports culture, and let more people experience the charm of sports culture, which is conducive to mobilize the enthusiasm and initiative of the public to participate in social sports, and promote the smooth development of the spirit of sports culture in China. The national government should timely formulate and promulgate relevant supporting and incentive measures for sports culture communication, guide social enterprises to innovate and integrate traditional media technology and new media technology, so as to realize the value role of mass traditional sports education and to create more consumption economy.

3.2 To Innovate and Improve the Means of Sports Culture Communication

In order to achieve the sustainable development of sports culture communication in China, we must actively innovate and improve the means of sports culture communication, and meet the needs of the market audience users to receive sports culture information in different ways. In the development of sports culture practice communication, China's sports culture communication departments should actively learn from the cultural communication experience and ideas of western developed countries, and combine with the national conditions and market development trend characteristics, reasonably introduce and utilize advanced cultural communication

management mode, build a perfect sports culture communication system, and promote social sports from different angles such as group communication and interpersonal communication. Culture permeates all aspects of daily learning and life of all citizens. For example, taking the development of physical education in social colleges and universities as an example, the government departments should guide colleges and universities to strengthen the construction of sports culture education communication, enrich sports culture teaching content by using new media technology, and organize students to participate in diversified practical sports activities, so as to improve students' comprehensive physical quality and promote students to establish correct sports values and society concept. In addition, sports culture industry departments can also spread sports culture to different fields such as sports market and cultural products. WeChat, micro-blog, Titter, TikTok and other mainstream media platforms can be used to strengthen publicity and promotion of sports culture products and sports items, thereby realizing the spread and dissemination of excellent sports culture of the Chinese nation.^[2]

3.3 To Explore the Comprehensive Application of New Media

The innovation and development of sports culture communication is inseparable from active exploration and comprehensive application of new media. The management department of sports culture communication should focus on improving the ability of sports culture communication. In the new media era, the sports culture communication department should build up a team of high-quality information technology talents. By organizing the communication personnel to participate in the professional training and education work, they should constantly improve their professional ability and practical innovation ability. Therefore, they can have a good sense of innovation and practice, actively explore the communication function of new media value, and give full play to the role of new media in sports culture communication. In addition to using new media to broadcast domestic and international sports events in real time, local TV stations can also use microblog, forum, short video platform and other new media to spread sports information,^[3] so that social sports audience groups can obtain sports related information from different channels. The new media itself also has good real-time interaction. Sports culture communication departments should make good use of this function, strengthen the interactive communication with market users, timely push users' interested sports topic information, and guide them to actively participate in sports activities, so as to realize the effective dissemination of sports culture.

4. Conclusion

To sum up, today's social new media has become an indispensable part of people's work and life. In order to promote the stable and sustainable development of China's sports culture communication, we must give full play to the functional value of new media. Sports culture communication departments should establish advanced communication concept, urge staff to use new media technology flexibly

to carry out sports culture communication work, and improve the comprehensive ability of sports culture communication.

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