

Exploring the Development Path of Ethnic Traditional Sports Culture in Colleges and Universities under the Perspective of Cultural Confidence

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Abstract: With the acceleration of globalisation, cultural confidence has become an important part of national soft power. As an important position for cultural inheritance and innovation, the development of national traditional sports culture in colleges and universities is particularly important. Cultural self-confidence is not only the recognition and pride of one's own cultural value, but also the power source to promote cultural innovation and development. Under the perspective of cultural self-confidence, exploring the development path of national traditional sports culture in colleges and universities is of far-reaching significance for carrying forward the excellent traditional Chinese culture and enhancing national cohesion and cultural self-confidence. Through in-depth analysis of the current situation of national traditional sports culture in colleges and universities and the challenges faced by them, this paper aims to put forward practical development strategies, in order to provide theoretical support and practical guidance for the prosperous development of national traditional sports culture in colleges and universities.

Keywords: Cultural self-confidence; Colleges and universities; Traditional ethnic sports culture; Development paths

Introduction

In today's context of globalisation, cultural self-confidence has become an important cornerstone of national development. Cultural self-confidence refers to the firm belief and pride of a country or nation in its own cultural value, which is related to the independence and autonomy of the national spirit. In such a perspective, colleges and universities, as an important position for cultural inheritance and innovation, bear an unshirkable responsibility for the protection and development of traditional national sports culture. The purpose of this paper is to discuss how colleges and universities can develop traditional national sports culture under the perspective of cultural self-confidence, as well as the specific implementation strategies of this development path.

1. The background and significance of the era of cultural self-confidence

In today's wave of globalisation, cultural self-confidence has become an important part of a country's soft power, which is not only related to the inheritance and development of the national spirit, but also a key force in promoting social progress and innovation. Culture is the soul of a country and a nation, and in the context of increasingly frequent global cultural integration and collision, it emphasises the deep recognition and pride of one's own culture as a basis for promoting cultural inheritance and innovation. For the national traditional sports culture in colleges and universities, this background has given them new missions and opportunities. As an important position for cultural inheritance and innovation, national traditional sports culture plays an indispensable role in colleges and universities. It not only carries rich historical memories and national emotions, but also is an important way to cultivate students' sense of national identity and enhance cultural self-confidence. According to statistics, in recent years, more and more colleges and universities have begun to pay attention to the inheritance and development of traditional national sports culture, and through the opening of relevant courses and the holding of special activities, students can experience the charm of traditional national sports in practice, so as to deepen their understanding and identification with the excellent traditional Chinese culture. The significance of cultural self-confidence lies in its ability to stimulate national creativity and promote the sustainable prosperity and development of culture. In the inheritance and innovation of national traditional sports culture in colleges and universities, the role of cultural self-confidence is particularly significant. It prompts college teachers and students to dig deep into the cultural connotation and value of traditional national sports, combined with the needs and aesthetics of modern society, to carry out creative transformation and development. For example, combining traditional wushu with modern fitness concepts, developing new-style wushu courses that meet the fitness needs of modern people while retaining the essence of traditional wushu; or using digital technology to record the wonderful moments of

national traditional sports, and widely spreading them through social media and other platforms, so that more people will understand and fall in love with this sport^[1]. These innovative practices have not only enriched the expression and dissemination channels of traditional national sports culture, but also invisibly enhanced its influence and attractiveness. In addition, cultural self-confidence can also promote the exchange and mutual understanding between different cultures. In today's globalization, the development of traditional national sports culture in colleges and universities should not be limited to self-enclosure and protection, but should actively seek dialogue and cooperation with other cultures. By holding international traditional national sports competitions and exchanges, we can not only show the unique charm of Chinese culture, but also enhance the understanding and respect between different cultures, and promote the diversity and inclusive development of world culture.

2. The current situation of national traditional sports in colleges and universities under the perspective of cultural confidence

2.1 The influence of western sports culture on national traditional sports culture in colleges and universities

With the continuous advancement of globalisation, western sports culture, by virtue of its strong influence and wide popularity, has had a far-reaching impact on the national traditional sports culture of our universities. This influence has both positive aspects, such as promoting the exchange and integration of sports culture, so that sports programmes in different cultural backgrounds can learn from each other and make common progress. The popularity of western sports such as football, basketball and tennis in colleges and universities not only enriches students' choice of sports activities, but also improves their physical fitness and teamwork ability. At the same time, the popularity of western sports in colleges and universities also brings challenges, which may squeeze the survival space of national traditional sports, leading to the marginalisation of some national sports with a long history and cultural value, such as wushu, taiji, dragon boat, etc., and even facing the risk of being lost. Therefore, how to protect and pass on our national traditional sports culture while absorbing the essence of western sports culture has become an issue worthy of deep thinking. We need to find a balance between allowing western sports culture to be reasonably promoted and applied in colleges and universities, and ensuring the effective protection and inheritance of national traditional sports culture, so that the two can coexist harmoniously and jointly promote the comprehensive development of sports in China^[2].

2.2 Shortage of Talents for Ethnic Traditional Sports and Cultural Inheritance in Colleges and Universities

In the inheritance process of traditional national sports culture in colleges and universities, a problem that cannot be ignored is the shortage of professional talents. For various reasons, fewer and fewer young people are willing to devote themselves to the teaching and research of traditional ethnic sports, which directly leads to the risk of a break in the transmission of related knowledge and skills. At present, colleges and universities are facing a serious challenge, that is, how to attract and train more young people to inherit and carry forward these valuable cultural heritages. Ethnic traditional sports is not only a way of physical exercise, but it also carries rich historical and cultural values, and is an important embodiment of national cultural diversity. Therefore, solving the problem of the shortage of talents is not only a matter of development in the field of sports, but also a responsibility for the inheritance and preservation of national culture.

2.3 Relatively single channel for the dissemination of traditional national sports culture in colleges and universities

In the current educational environment, the dissemination of traditional national sports culture in colleges and universities mainly relies on classroom teaching and various activities organised on campus, and these channels appear relatively single to a certain extent. To a large extent, this single way of dissemination limits the widespread dissemination of traditional national sports culture and its penetration into people's hearts, making it difficult to reach a wider range of groups, thus affecting the popularity and influence of the culture. In addition, due to the limitations of the communication channels, it is also difficult to attract the participation and attention of a wider range of groups, which further restricts the vitality and development of traditional ethnic sports culture. This limitation not only restricts the dissemination of the culture, but also makes the status and role of ethnic traditional sports culture in modern society questionable, and it is difficult to compete with modern sports programmes^[3]. In order to improve this situation, colleges and universities need to explore more diversified means of dissemination, such as the use of online platforms, social media and cooperation with the community to broaden the dissemination of ethnic traditional sports culture. Through these modern means of communication, the younger generation can be reached more effectively, stimulating their interest and enthusiasm for ethnic traditional sports.

3. Strategies of cultural confidence to promote the innovation of national traditional sports culture in colleges and universities

3.1 Integration into the curriculum and strengthening of cultural education

In the inheritance and development of traditional national sports culture in colleges and universities, integrating it into the curriculum system and strengthening cultural education is a crucial path. Specifically, the incorporation of traditional national sports into the sports cur-

riculum of colleges and universities not only enriches the content of the sports curriculum, but also enables students to gain a deeper understanding of the connotation and value of traditional national sports culture in the process of participating in sports activities. For example, traditional sports such as taijiquan and wushu have been introduced into the physical education curriculum, and through systematic curriculum design and professional teaching guidance, students can deeply appreciate the philosophical thoughts and moral concepts contained therein while mastering sports skills. In addition, strengthening cultural education needs to focus on the combination of theory and practice. In the curriculum, in addition to basic skills training, the theoretical teaching of traditional national sports culture, such as historical origin, cultural characteristics, social functions and so on, should be increased. Through diversified teaching methods such as case analysis and group discussion, students' interest and initiative in learning can be stimulated. For example, in wushu courses, 'wushu culture week' can be introduced, through lectures, exhibitions, performances and other forms, so that students understand the culture of wushu in an all-round and multi-angle way. This activity not only deepens students' understanding of wushu culture, but also inspires them to pass on and carry forward the enthusiasm of traditional national sports culture. In the process of integrating into the curriculum system, it is also necessary to pay attention to the improvement of the curriculum evaluation system. Through the construction of a scientific and reasonable evaluation system, students' learning outcomes are objectively and comprehensively assessed to test the effectiveness of teaching and promote the continuous improvement of teaching quality. For example, the assessment method of 'skill test + cultural exposition' can be adopted to not only examine students' mastery of sports skills, but also test their understanding and application of traditional national sports culture. This evaluation method not only helps to stimulate students' learning motivation, but also promotes their overall development^[4].

3.2 Organise special events to enhance cultural experience

In the context of cultural self-confidence, organising special activities is an important way to enhance the experience of traditional national sports culture in colleges and universities. By organising a series of sports activities with national characteristics, students can not only experience the charm of traditional culture, but also deepen their understanding and recognition of national culture through participation. For example, the 'Ethnic Traditional Sports and Cultural Festival' was held, which included dragon boat races, martial arts performances, wrestling competitions and other events. During the event, students not only watched exciting competitions, but also had the opportunity to experience these traditional sports, thus deeply feeling the unique charm of traditional ethnic sports and culture. The success of this 'Ethnic Traditional Sports and Culture Festival' is due to its unique activity design and rich cultural connotation. Physical education teachers not only pay attention to the professionalism and spectacle of the competition, but also need to incorporate cultural explanations, interactive experiences and other links, so that participants can enjoy the competition and at the same time, also have a deep understanding of the historical origin and cultural background of these traditional sports. Based on the dual drive of 'culture + experience', on the one hand, through in-depth excavation and demonstration of the connotation and value of traditional national sports culture, it provides students with rich cultural nourishment; on the other hand, through the design of diversified interactive experience links, students feel the charm of traditional culture in hands-on practice. This dual-driven model not only enhances the attractiveness and influence of the activity, but also provides new ideas and inspiration for the development of ethnic traditional sports culture in colleges and universities.

3.3 Integration of modern elements, innovative forms of expression

In the development of national traditional sports culture in colleges and universities, it is particularly important to integrate modern elements and innovate the forms of expression. Taking wushu as an example, this traditional sports programme is gradually fused with modern elements in the inheritance and development of colleges and universities, showing new vitality. In recent years, some colleges and universities have tried to combine wushu with modern art forms such as dance and music to create wushu performances with unique charm. These performances not only retain the traditional essence of wushu, but also incorporate modern aesthetic elements, making wushu present a more diversified and fashionable appearance on stage. In addition, digital technology also plays an important role in innovative forms of expression. Some colleges and universities make use of advanced technologies such as virtual reality (VR) and augmented reality (AR) to create an immersive martial arts experience space. Students can immerse themselves in the virtual environment to feel the charm of martial arts, and this novel way of learning has greatly stimulated their interest and participation. In addition, by combining traditional sports programmes with modern popular elements, cross-border fusion programmes such as 'Wushu + Street Dance' and 'Dragon Boat + E-gaming' have been launched. These programmes not only attracted the participation of a large number of students, but also attracted widespread attention from all sectors of the community. The organisation of these activities not only demonstrates the charm of national traditional sports culture in colleges and universities, but also provides useful reference for other colleges and universities^[5].

3.4 Utilise digital technology to broaden communication channels

In the strategy of cultural self-confidence to promote the innovation of national traditional sports culture in colleges and universities,

the use of digital technology to broaden the dissemination channels is particularly important. With the popularity of the Internet and the rapid development of digital technology, the dissemination of traditional national sports culture in colleges and universities is no longer limited to traditional classroom and campus activities, but can be widely disseminated through a variety of channels such as network platforms, social media, virtual reality and so on. For example, colleges and universities use live broadcasting platforms to broadcast ethnic traditional sports online, which attracts a large number of viewers, including many young people who are interested in ethnic culture. This way of dissemination not only improves the popularity and influence of traditional ethnic sports, but also inspires more people to love and inherit the consciousness of traditional ethnic culture. Digital technology provides more possibilities for the dissemination of traditional national sports culture in colleges and universities. Through digital means, the movements, skills and rules of national traditional sports can be recorded and displayed in detail, forming a digital teaching resource base. These resources can not only be shared on campus, but can also be disseminated globally through online platforms, so that more people can understand and learn about ethnic traditional sports culture. In addition, using virtual reality technology, virtual ethnic traditional sports scenes can be created, allowing viewers to immerse themselves in the glamour of ethnic traditional sports. This immersive experience will undoubtedly further promote the dissemination and development of ethnic traditional sports culture in colleges and universities. In the process of using digital technology to broaden communication channels, data analysis also plays a crucial role. Through the analysis of communication data, we can understand the audience's points of interest, viewing habits and other information, so as to adjust the communication strategy and improve the communication effect.

4. Conclusion

To sum up, through in-depth discussion of the development path of national traditional sports culture in colleges and universities under the perspective of cultural self-confidence in this paper, we can clearly see that strengthening cultural self-confidence is not only the key to promote the inheritance and innovation of national traditional sports culture in colleges and universities, but also an important way to enhance the sense of national cultural identity and pride. In the future, colleges and universities should continue to deepen the education of cultural self-confidence, actively explore and practice diversified inheritance and innovation strategies, so as to make the traditional national sports culture shine more brightly in the new era. At the same time, all walks of life should also give more attention and support, and jointly create a good environment conducive to the development of traditional national sports culture. Only in this way can we ensure that this valuable cultural heritage can be passed on from generation to generation.

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