Research on the Dissemination Path of Chinese Minority Folk Customs and Folk Sports from the Perspective of One Belt One Road

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Abstract
Under the vision of the “Belt and Road”, the international branding and dissemination of Chinese minority folk sports are discussed, and suggestions are provided for the development of branding and dissemination of Chinese minority folk sports: National folk sports brand as a strategic requirement for external dissemination; excavate the connotation of Chinese minority folk sports and serve brand building; insist on the entry of competitive sports brands into large-scale sports events; conduct more international exchanges of folk sports; make use of talent flow In particular, it effectively organizes folk practitioners among overseas students to carry out international dissemination of traditional culture, etc., in order to promote the shaping and international dissemination of Chinese ethnic minority folk sports culture brand.

Keywords
One Belt One Road; Ethnic minorities; Folk sports; Brand building; Communication.

1. Introduction
In contemporary society, in the increasingly active world stage of cultural soft power, the strategy of cultural power and sports power is becoming increasingly fierce in international competition. At the moment of China’s economic prosperity and development, it is urgent for Chinese traditional culture to go abroad and contribute to the rise of China power. In September and October 2013, Chinese President Xi Jinping put forward the cooperation initiatives of building the "New Silk Road Economic Belt" and the "21st Century Maritime Silk Road" (referred to as the "Belt and Road"). The "Belt and Road" initiative holds high the banner of peaceful development, actively develops economic partnerships with countries along the route, and jointly builds a community of interests, a community of shared destiny, and a community of responsibilities featuring political mutual trust, economic integration, and cultural tolerance. In recent years, my country's international political status has been continuously improved, with more international discourse power, economic stability and growth, and the country's industrial structure has gradually shifted from importing to an international communication strategy. As China's native culture, many folk folk sports cultures contain rich cultural connotations. They have become a window for the people of the world to understand China and show the soft power of my country's sports culture to various countries and regions. Based on this, the "Belt and Road" initiative It is proposed that it not only builds a new platform for the export of traditional culture, but also makes traditional culture face new challenges in international development.

2. Promote ethnic minority folk sports to enter large-scale competitive events
Promote ethnic minority folk sports to enter large-scale competitive events. Taking traditional martial arts as an example, in terms of the current international and domestic situations,
Chinese martial arts have certain difficulties in bidding for the Olympics. The objective reason is that martial arts are still not promoted internationally and still belong to minority sports. But the fundamental reason lies in the non-standardization of Chinese martial arts. Olympic taekwondo and boxing events have their own complete system and technical standards, while Chinese martial arts have many martial arts and routines. Chinese martial arts routines are considered too subjective in the scoring system and have not been recognized by the international community. Based on the problem of the scoring system, martial arts managers can work on the standardization of Chinese martial arts to a certain extent, or another way of thinking, we can use Chinese martial arts with a larger audience as the Olympic bid projects, such as the famous Tai Chi and Chan Chunquan has made the whole set of martial arts movement standards singular, and the difficulty of applying for the Olympics will surely be greatly reduced. At the same time, there are many types of events in the Olympic Games. Although Chinese martial arts start with witch dance and have the potential of martial arts and gymnastics, the author believes that it is appropriate to apply for martial arts martial arts for the Olympic bid. Our Chinese martial arts is a real martial arts brand.

3. Create a folk sports atmosphere for Chinese ethnic minorities

Under the new vision of the “Belt and Road”, if China’s ethnic minority folk sports want to better spread internationally, everyone needs to participate. In elementary schools, junior high schools, high schools, and universities, elective courses of local traditional sports are offered to create a good atmosphere and form China’s characteristic ethnic minority folk-customs and folk sports cultural atmosphere create a pattern where a hundred schools of thought contend and a hundred flowers bloom, and promote the widespread dissemination of Chinese ethnic folk-customs and folk sports worldwide. Take traditional Chinese martial arts as an example. The so-called "wen has no first and martial has no second". It is necessary to organize international martial arts competitions appropriately. It is necessary to formulate some exclusionary movement standards that are harmful to the human body, rather than rigid normative movement standards. Or organize special and well-known Tai Chi or Wing Chun competitions, adopt normative standards to cater to the different standards of various martial arts schools in China, and welcome all martial arts schools from all over the world to participate and form friendship The atmosphere of exchanges will jointly create a good atmosphere for the development of Chinese ethnic minority folk sports.

4. Open modern martial arts gymnasium and carry out international exchange activities in Chinese ethnic minority folk sports

As a unique Chinese local culture, the folk sports culture of Chinese ethnic minorities contains rich cultural connotations. It is a window for the people of the world to understand China. Based on this, we must learn how to promote the folk sports of ethnic minorities. More people in the world know, understand, and fall in love with tradition, instead of just knowing some celebrities when they mention tradition. Taking martial arts as an example, a modern martial arts hall can be one of the options. In foreign countries, martial arts are established in a genre to attract people who are interested and hobby in the world to join. This kind of crowd gathering does not aim at economic compensation and depends on China. The unique charm of martial arts forms a cohesive force, so that it can be used and very effective to promote the international spread of Chinese minority folk sports. At the same time, taking the "One Belt One Road" development strategy as an opportunity, strengthen international exchanges and cooperation through ethnic minority folk sports and culture. Regularly hold various ethnic minority folklore and folk sports exhibitions and exchanges, and further spread the ethnic minority folklore and folk sports culture through this cultural exchange and interaction.
5. Disseminate Chinese ethnic minority folk sports through the Internet.

One of the most effective means for the international dissemination of ethnic folklore and folk sports culture is to rely on the spread of the Internet in the new era. Taking traditional martial arts as an example, the current international spread of Chinese martial arts still relies on movies. The international broadcasting of "Ip Man", "Bruce Lee", "Shaolin Temple", "Crouching Tiger, Hidden Dragon" and other films has improved to a certain extent the international reputation of Chinese martial arts. Although the martial arts in martial arts movies are based on Chinese martial arts, they are actually a kind of alienation of Chinese martial arts. Martial arts in movies and televisions are different from real martial arts, and they are different from the martial arts encountered by the general public. For fans who love martial arts but actually come into contact with real martial arts, a huge psychological gap will be formed, which will affect their motivation to practice martial arts. The author suggests that on the basis of fully investigating the various genres of Chinese martial arts, take Chinese martial arts as the subject to shoot large-scale Chinese martial arts documentaries similar to "Bite of the Tongue" and show the regional culture and the China derived from this in the form of documentaries. The style and features of martial arts make viewers have a three-dimensional and all-round impression of martial arts, promote the international spread of Chinese martial arts on the basis of seeking truth and being pragmatic, and render the cultural product of Chinese martial arts more humanistic and attractive, and satisfy the public Interests and needs. After understanding the cultural connotation of martial arts, people from all over the world can actively participate in martial arts practice, and gradually increase the influence and appeal of martial arts in the world, so that martial arts, a shining pearl, shines in the international community.

6. Use talent mobility to spread Chinese minority folk sports

The Confucius Institute has always insisted on starting from itself and sharing Chinese ethnic minority folk sports with the world. Under the vision of the “Belt and Road”, the exchanges between countries are increasing, which has accelerated the mutual flow of talents between countries. Students can use the medium of overseas students to spread ethnic folk sports to the world. At present, overseas students from various colleges and universities are carrying out such activities, but a certain system has not yet been formed. They are more of a kind of active technology demonstration and passive dissemination of ethnic minority folk sports. The primary issue of Chinese ethnic folk sports in the international spread is the issue of communication. International students have an advantage at the starting point. At the same time, international students have a basic understanding of the country where they will spend a year or several years. Will deepen the understanding of foreign cultures, and is more suitable for the cross-cultural exchange of Chinese ethnic minority folklore and folk sports. It is necessary to take the lead of organizations such as Confucius Institutes and collectively guide individuals to organize international students to promote ethnic folk sports while studying abroad, and form a certain international talent transfer system so that foreign friends can have a deeper understanding of Chinese ethnic folk sports, And then love ethnic minority folk sports and lay the foundation for its promotion abroad. Promote foreign ethnic minority folk sports fans to actively participate in the training team.

The "Belt and Road" is a road to win-win cooperation that promotes common development and common prosperity, and a road to peace and friendship that enhances understanding and trust and strengthens all-round exchanges. The dissemination and construction of the "Belt and Road" is also the dissemination and construction of Chinese culture. Through the dissemination of Chinese ethnic minority folk sports, it will definitely play a positive role in promoting economic and cultural exchanges and cooperation between China and the world. China’s national image and diplomatic relations not only need to rely on the government’s diplomatic
channels to improve, but also need to moisturize things silently and show the country’s soft power. By sharing my country’s best martial arts culture with the world, the world can accept and fall in love with Chinese culture, So as to establish a long-term, benign and close relationship based on a common culture.

References