

Research on Digital Protection Strategy of Traditional Sports Culture in the View of Computer Network Communication

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Abstract. Facing the new cultural ecology, the traditional sports culture has many problems, such as single communication subject, imperfect communication system and so on, which directly affects the healthy survival of sports culture. Under the new vision of computer network communication, in order to better adapt to the new multi-cultural form, and to solve the survival pressure of traditional sports culture, it is necessary to take computer network communication ecology as the basis, in order to improve the communication efficiency of traditional sports culture, the inner gene of traditional sports culture is excavated, the traditional sports culture is developed in digital form, and the cultural protection mechanism of the integration of digital tradition is constructed. Based on the communication environment of computer network and the current situation of traditional sports culture, the digital protection strategy is put forward.

Keywords: Computer, Network communication, Traditional sports culture, Digitalization, Protection strategy

The heritage of traditional sports culture contains the collective wisdom of all ethnic groups, but with the rapid development of the economy and society and the aging of the Inheritors, many precious traditional sports are under the impact of modern civilization and face the survival dilemma, protection and inheritance has become an important research topic. At present, the protection of the intangible heritage of traditional sports in our country basically stays at the simple working level of interviewing, recording, taking photos, collecting objects, etc., has preserved a large number of precious traditional sports and cultural heritage. However, the impact of long-term preservation and utilization.

1 THE PROTECTION BACKGROUND OF THE DIGITALIZATION OF TRADITIONAL SPORTS CULTURE

Traditional sports culture is the quintessence and classic of excellent culture, and also the core element of revealing cultural charm. In recent years, some scholars have begun to restore the original cultural space by means of reconstructing the original environment of the traditional sports cultural heritage, that is, constructing folk-custom protected areas in the modern social environment, to achieve the harmony between the original form of the traditional sports cultural heritage and the simulation of the original environment, to protect the original form of the traditional sports cultural heritage. Although the method of rebuilding the original environment of the traditional sports cultural heritage has achieved some success, this kind of "Zoo"-like protection method can only protect individual traditional sports, can not carry on the system, the comprehensive protection to the multitudinous tradition sports culture heritage, moreover the fund invests excessively.

The core value of Chinese traditional sports culture is different from that of current competitive sports: the traditional sports culture emphasizes more on keeping good mood, while the competitive sports culture emphasizes more on competition and confrontation; The traditional sports culture pays more attention to observation and thinking, while the

competitive sports culture pays more attention to speed and strength. The traditional sports culture tends to keep in good health and leisure, and emphasizes the feelings at the level of idea, but the athletics sports culture then moves toward the intense, the tense experience, more emphasizes the sense organ stratification plane feeling. From the above comparison, it is not difficult to see that competitive sports place more emphasis on visual effects. Although it has intuitive advantages, its connotation is relatively simple, while traditional sports culture places more emphasis on thinking and feeling and has rich connotation, and this echoes the traditional culture of the Chinese nation.

As the current mode of transmission of traditional sports events is too simple, it is not easy to interact with the information audience and is out of step with the development mode of sports culture industry today, this not only hindered the spread and development of traditional sports culture, but also became an obstacle to cultural heritage. At present, China is still in the process of transition from planned economy to market economy. Although the position of the market economy system has already been determined, but from the perspective of the whole range of social production and life, there are still some industries can not be fully adjusted in place to adapt to the development of the market economy, and traditional sports is one of them.

At present, some traditional sports and cultural items, such as chess and Weiqi, have a long history and a broad mass base, but they have not been transformed into economic advantages. At present, cultural products have become emerging markets in the international market. In the chain of production and sale of cultural products, a market-oriented investment system has been implemented and large-scale production has been vigorously promoted, together with the sale of network culture and the operation of marketization, it has become the universal development model adopted by many countries in the world. With the continuous development of China's traditional sports culture in the reform and opening-up, the commercial operation of sports industry has gradually started to operate according to the market-oriented mode. However, under the operation of sports market, commercial interests have become a priority issue, emphasizing the spiritual connotation and cultural individuality of Chinese traditional sports events, which is difficult to match the current commercial operation, which limits its development.

With the continuous development of technology, the Information Age has come quietly, people in imperceptible, surrounded by a variety of information, a direct impact on the form of cultural communication. The media is everywhere, the Internet is everywhere, mobile devices are everywhere. However, today, when the amount of information increases greatly, people's ability to receive and filter information still remains unchanged. How can they occupy the main channel of information dissemination and attract consumers' attention, become a threshold of the development of sports culture industry. However, the development of China's sports media market is still in its initial stage, and there is no harmonious relationship between traditional sports culture and mass media, the means, skills and scale of sports culture communication lag far behind that of western modern sports, and the communication state of information inequality accelerates the formation of cultural deficit.

2 DIGITAL PROTECTION DIRECTION OF TRADITIONAL SPORTS CULTURE IN THE VIEW OF COMPUTER NETWORK COMMUNICATION

The application of digital technology provides a new way for the protection and dissemination of traditional sports cultural heritage. Compared with traditional protection methods, digital technology has unique advantages in physical space occupation, management cost, transmission, resource sharing, etc., digital protection method has advanced means, wide spread, high value-added, low cost and so on. This method is beneficial to the preservation of traditional sports cultural relics, sports literature, sports system, sports education and sports cultural customs, and to the digital simulation

of traditional sports activities, digital restoration or virtual restoration of traditional sports relics, digital display of traditional sports cultural heritage, but also in the virtual space to reproduce the real historical information.

In the process of digital protection, we should pay attention to keep the true historical style of the traditional sports cultural heritage and prevent the distortion and distortion of the traditional sports cultural heritage. In practice, we must pay attention to digital technology and China's traditional sports cultural heritage characteristics fit, in case of misinterpretation, or even the loss of cultural heritage. The current digital protection is mostly for the purpose of commercial development, and the value protection of cultural diversity is not paid enough attention to, which ultimately hurts the true historical features of cultural heritage.

In the process of its formation, derivation and development, the traditional sports cultural heritage has a deep-rooted, leafy and complex system, however, it is difficult to collect or reproduce the complete picture of traditional sports cultural heritage in the process of digital protection, which easily leads to one-sidedness in the protection of traditional sports cultural heritage. Such as the current digital protection of martial arts routines, database of Shaolin, Tai Chi, Wudang Mountains and many other martial arts genres of boxing and basic movements were collected, but given the huge system of these martial arts genres, it is very difficult to record the whole picture of these martial arts genres. If it is mistaken by later generations that incomplete digital materials represent the essence of various martial arts genres, it will affect the level of people's understanding of the martial arts cultural heritage, the final impact on the integrity of the wushu cultural heritage.

With the digitalization of traditional sports cultural heritage, the traditional sports cultural resources can be transformed into economic resources and come into the vision of investors. Therefore, not only in the virtual world to protect the traditional sports and cultural heritage in the real world, but also to effectively protect. At present, people not only have to make virtual visits to many traditional sports cultural heritages, but also have to make real-life experiences. This requires that in the process of traditional sports and cultural heritage protection, we should pay attention to both digital protection and real protection. China's traditional sports are rich in content, diverse in form and different in style. In order to establish the digital classification system, it is necessary to adopt suitable methods and measures to carry out the digital classification. While classifying, we should pay attention to the systematicness, implicitness and complexity of traditional sports knowledge, and make a detailed analysis from the perspectives of Anthropology, sociology, history, folklore, etc. , it summarizes the evolution process, forming elements, regional characteristics and so on to pave the way for scientific and reasonable classification.

The Digital Information Bank of traditional sports cultural heritage is to collect, organize, standardize, process and compress the multimedia information of traditional sports cultural heritage such as text, image, sound, audio, video, video, software and scientific database by using computer technology, to make it into digital information, and then through computer technology for high-quality preservation and management, and through network communication technology for efficient dissemination to achieve knowledge value-added, enable Internet users to have access to a wide range of services at any time and place.

3 DIGITAL PROTECTION STRATEGY OF TRADITIONAL SPORTS CULTURE IN THE VIEW OF COMPUTER NETWORK COMMUNICATION

Traditional sports culture is the cultural treasure of the Chinese nation and the crystallization of wisdom of countless Chinese people. In today's world, with the political, economic and trade impact between countries, the globalization of sports culture has accelerated. Of course, under the new communication environment, traditional sports culture is faced with such problems as the weakness of minority sports culture, the limitation of individualized recommendation, and

technology immersion over sports, which need to be based on digital protection, to explore scientific and rational conservation strategies.

3.1 Application of digital technology

If digital protection strategy is to be adopted in the protection of traditional sports, it is necessary to pay attention to the application of digital technology. For example, the optical motion capture technology based on the preservation of traditional sports during the work process will have an effective application value. Through this technology, we can systematically capture some facial movements of national sports events, and further use animation software to build a three-dimensional motion model, on the basis of which the animation sequence is effectively generated, so that the national sports can be effectively preserved. In addition, the motion data editing technique can be used to process the motion signals effectively. Based on the national sports events, the movement curve of the athletes can be regarded as the movement signal which changes with the time, and further under the condition of collecting the movement signal, can effectively complete the movement editing.

3.2 Construction of Digital Protection Information Resource Database

There are many traditional sports in China, so it is necessary to construct digital protection information resource database. For example, in the application of computer technology, it is possible to collect the text, image, film and television of traditional sports culture, and further process and compress them into digital information, then the computer technology is used to store and manage the information, and then the information is integrated into the information resource base, and the permissions are set for the resource base, this will be able to improve the integrity of traditional sports protection and security. In addition, it is necessary to classify the traditional sports into the categories of sociology, history and folklore in order to facilitate the information extraction, at the same time, it can also show the normative and scientific nature of its protection.

3.3 Using digital technology to protect the basic characteristics of traditional sports

In the actual protection work, it is very important to protect the authenticity and integrity of traditional sports. Therefore, it is necessary to use digital technology to protect these basic characteristics of traditional sports. On the one hand, to protect the authenticity of traditional sports. In the past, in the process of some traditional protection methods, the facts of traditional sports may be distorted, which makes it difficult to protect the authenticity of traditional sports effectively. Therefore, in the process of protection with digital technology, we should avoid distorting the facts of sports events, and pay attention to the protection of the true history of sports events. For example: for some martial arts and folk dance movements in the process of recording, it is necessary to ensure the authenticity and accuracy of the data-based recording process. On the other hand, to protect the integrity of traditional sports. Under the condition of social development and environmental change, some traditional sports may be lost and decline, which obviously lacks the protection of the integrity of traditional sports. Therefore, it is necessary to use digital technology to ensure the integrity of traditional sports protection from multiple levels, multiple angles to protect, to avoid one-sided protection. It is necessary to use digital technology to protect the authenticity and integrity of traditional sports, and to establish a good opportunity for the improvement and optimization of the protection of traditional sports.

4 CONCLUSION

Under the background of the digital development of the current network, we should protect and pass on the national traditional sports culture by means of digitalization and the combination of culture and economy, at the same time, it urges the government to strengthen financial and policy support, and the relevant inheritors should make continuous innovations in the items of national traditional sports and culture, schools should give full play to the advantages of their educational resources to cultivate students' awareness of the protection and inheritance of national traditional sports culture, national traditional sports culture will be carried forward in the digital era.

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