



Experiences and Insights of Village Sports Events Helping to Revitalise Village Culture - Taking Cun Ba and Cun chao as Examples

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Abstract. This study investigates the role of rural sports events, specifically the Guizhou Cun chao (village football Super League) and Cun Ba (village Basketball Association), in the context of rural revitalization. The analysis reveals that these events not only promote the preservation and innovation of rural sports culture but also enhance social cohesion and cultural identity within rural communities by integrating modern sports practices with traditional cultural elements. Additionally, the innovative use of new media technologies significantly increases the visibility and participation in rural sports activities, providing new pathways for the dissemination of rural sports culture. Overall, the successful implementation of the Cun chao and Cun Ba offers valuable insights and experiences for the rural revitalization strategy.

Keywords: Rural revitalization, Cultural dilemma, Rural sports

1 INTRODUCTION

The study of village sports events, exemplified by Cun Ba and Cun Chao, holds significant value in understanding rural revitalization through sports culture. Existing literature highlights the essential role of cultural activities in enhancing social cohesion and governance within rural communities^[1,2,3]. However, current research often overlooks the unique dynamics and challenges inherent in rural sports culture, such as the marginalization of rural narratives in mainstream media and the erosion of traditional cultural identities due to urbanization^[4].

In recent years, the rapid pace of modernization and urbanization has disrupted traditional rural life, posing severe challenges to the preservation and promotion of rural sports culture. These challenges include the diminishing cultural identity among rural inhabitants, the absence of active cultural subjects, and significant barriers in the dissemination of rural sports culture. As urban-centric discourse dominates media channels, rural culture struggles to achieve visibility and recognition, limiting its development and integration within broader cultural contexts^[5].

This research aims to address these gaps by investigating the practical experiences and insights gained from the successful implementation of village sports events. By analyzing the integration of traditional cultural elements and modern sports practices, this study seeks to illustrate how village sports can serve as a vital tool for cultural preservation and community building. The research further explores the innovative use of new media technologies to enhance the visibility and engagement of rural sports, thereby offering strategies for overcoming the dissemination challenges.

2 RURAL SPORTS

2.1 The Origin and Development of Cun Ba and Cun chao

Rural sports refers to the non-productive physical exercise activities carried out in the rural village environment for the purpose of leisure, entertainment and health, and is an important part of rural sports^[6]. Rural sports are limited by the living space of the countryside, and thus have the characteristics of locality and closedness. Due to the production mode in the countryside, rural sports activities show obvious time and seasonality, and are usually carried out in the agricultural leisure time.

Cun Ba is a village Basketball tournament held in Taipan Village, Taijiang City, Qiandongnan Province, China, with the original purpose of celebrating the rural harvest and relieving the pressure of life for villagers. The full name of the Cun chao is the Village Football Super League of Sanbao Dong Village, Rongjiang City, Guizhou Province, which is led by villagers from team organisation and scheduling to performances and prizes. The Cun Ba and Cun chao has become a model for the dissemination of village sports and culture, and its influence has spread beyond the local community to a wider area, with far-reaching effects^[7,8,9].

3 MAIN MANIFESTATIONS OF THE PLIGHT OF RURAL SPORTS CULTURE

3.1 Lack of Rural Cultural Identity

Cultural identity is the cornerstone of building social wholeness, and the primary task of contemporary rural cultural governance is to recast rural cultural confidence and identity^[10]. After a long time of urban-rural dual structure, the construction of rural sports culture under the leadership of the government is often carried out in the way of culture into the countryside, in the management of rural sports culture, there is often a uniformity of the problem, the countryside itself contains a rich traditional culture blind^[11]. Dominated by the law of the market, rural sports culture is often shaped as an accessory to the urban economy, deliberately creating an image of rural idyll to meet the impression of urban people on the countryside, ignoring the real needs of the local people for sports culture. This one-sided pursuit of economic benefits has weakened the autonomy of rural sports and culture, and rural sports have become too utilitarian, losing attention and respect for local traditional culture.

3.2 Absence of Rural Cultural Subjects

The historical characteristics of China's countryside determine the existence of duality in the main body of China's rural culture^[12]. China's urban-rural relationship has experienced a long and complex historical change. From the prosperity of the ancient agrarian civilisation, to the modern period of dualistic separation of urban and rural areas, to the new stage of contemporary urban-rural integration. In the current stage of urban-rural integration and development, contemporary rural culture is no longer limited by geographic space, but is integrated with urban culture in the context of modern society, possessing a broader and more varied mode of expression.

However, in the construction of sports culture in both urban and rural areas, there exists the problem that residents have long been absent from the main position. In rural areas, villagers have long been involved in decision-making in village affairs, but due to the social development and reform process, the decision-making process of some village committees has gradually become more and more administrative, mostly following the government's administrative order, without respecting or even ignoring villagers' opinions and needs, and this trend of administrativeisation has had a negative impact on the construction of rural sports and culture.

3.3 Obstacles to the Dissemination of Rural Sports Culture

Rural sports culture can be regarded as the overall embodiment of the material and spiritual civilisation related to sports practice created in rural areas, encompassing cultural elements at the material, institutional and spiritual levels. It brings together national traditional sports, folk sports, folk sports and modern sports, forming a regional symbiotic cultural system^[13]. Its dissemination faces a deep-seated dilemma, a problem that is complex and multifaceted. Firstly, the unequal distribution of cultural power between urban and rural areas is one of the key factors leading to the dilemma of rural sports culture dissemination. As cities have a relatively advantageous discourse system, urban-centrist discourse dominates the communication process, thus making the discourse of rural culture marginalised and difficult to be fully displayed and disseminated in online media.

The dissemination of rural sports culture is limited by the narrowness of traditional methods. Although the traditional media systems of oral and oral transmission, written communication and reproduction of objects have a long history of inheritance, these traditional methods are relatively limited in the context of the information age. In contrast, cities have more diversified means of communication, including the extensive use of machine media systems such as video and audio, which makes urban cultural communication more diverse and active^[14]. In contrast, villages are difficult to effectively disseminate sports culture on a wider range of media platforms due to the limitations of the means of communication.

4 THE DEVELOPMENT EXPERIENCE OF THE CUN BA TOURNAMENT HAS INSPIRED THE CONSTRUCTION OF RURAL SPORTS CULTURE.

4.1 Integration of Traditional Festivals and Promotion of Rural Sports Culture Identity

relying on traditional festivals, combined with the characteristics of rural sports and the local geo-cultural environment, excavate and promote the unique culture of rural sports, promote the organic integration of festival culture and rural sports culture, and gradually form a rural sports culture with local characteristics, so as to help the sustainable development of rural sports culture. Rural sports tourism has an important cultural heritage function, it is the traditional sports and regional characteristics of rural sports as the main resources, providing tourists with an in-depth understanding of rural sports culture opportunities. When tourists participate in rural sports projects, they are not only enjoying tourism activities, but also feeling, understanding and inheriting rural sports culture in a subtle way, which provides an effective way for cultural dissemination, inheritance and experience, and enriches the connotation of cultural experience. In this event, sports events and traditional festivals were skilfully combined to create a unique experience feast.

The integration of village sports into traditional festivals must closely focus on the needs of the masses and insist on organising sports activities that are popular with the masses. Take Taipan Village as an example, the villagers choose basketball as their sport during the EatShin Festival and organise basketball tournaments every year, a tradition that has been consistently passed down from one generation to the next. No matter what difficulties they face, the villagers still support the organisation of the tournament and are determined to keep the popular sports event going. Through decades of unremitting efforts, Tepan Village has cultivated a Cun Basketball culture with unique local characteristics, which is deeply rooted in the hearts of the people and has realised the identity of the village sports culture.

4.2 Adhere to the Farmer as the Main Focus and Give Play to the Main Role of Farmers

In the policy resolution for rural sports and cultural services, utilizing the democratic consultation system ensures these services closely align with farmers' cultural needs. In Taipan Village, events and future plans for Cun Ba are decided through collective meetings where farmers lead and participate. The government supports by ensuring the safety and smooth operation of the events. By engaging farmers in the decision-making process and establishing clear feedback channels, rural sports and cultural services better meet their cultural aspirations.

In the organisation and participation of rural sports activities, it insists that local people are the main focus, and emphasises the participation requirements for players with local rural household registration. For example, the Cun Ba competition has made clear household registration requirements for players outside the open group,

and the players must be residents with local rural household registration. This measure realises the localisation of the origin of participants in village sports activities and provides a fair platform for local village sports enthusiasts to compete. In turn, it inspires them to fight for their hometowns, enables rural players to better display their strengths in the game, and establishes the players' sense of identity and pride in their hometowns.

In the process of promoting the development of village sports culture, emphasis should be placed on de-commercialisation. Take the Cun Ba event as an example, which actively advocates independent preparation and abandons the involvement of sponsors. The event venue is open to the public, with no ticket sales; at the same time, the event does not sell the broadcasting rights commercially, but rather delivers the event information through private communication and live broadcasting by the media.

4.3 Application of New Media Technologies in the Dissemination of Sports Culture in Resource-poor Rural Areas

Popularisation of mobile Internet to enhance villagers' digital technology literacy:

Digital technologies include Application Programming Interface (API), Artificial Intelligence, Big Data, Cloud Computing, Internet of Things (IoT), mobile technology, 5th Generation Mobile Communication Technology, Blockchain, etc. These technologies provide technical support for new media, enabling them to operate efficiently in data collection, analysis and dissemination^[15].

The Government should formulate policies to encourage new media technology enterprises to invest in villages, including tax breaks, financial subsidies and low-interest loans, in order to attract enterprises to invest in technology and land projects in rural areas. Provide infrastructure support. The government should increase investment in rural network infrastructure to ensure broad coverage and high-quality connectivity of the Internet and mobile networks to address the digital divide and provide a solid foundation for new media technology applications.

Enterprise participation and co-operation model to build a co-operation platform. Establish a platform for cooperation among the government, enterprises and communities to promote resource sharing and cooperation among all parties and promote the application of new media technologies in villages. For example, a rural new media application demonstration area can be set up to centrally display and promote the application effect of new media technology in villages. Encourage enterprises to cooperate with local governments, schools and community organisations to carry out joint projects on the application of new media technologies. For example, a digital display platform for rural sports and culture can be co-developed to showcase rural sports events and folklore activities through online live streaming and short videos. Attract technical talents. Formulate policies to attract new media technology talents, including the provision of housing subsidies, research funding and career development opportunities, to attract professionals to take root in villages and promote the localised application of new media technology.

Co-operate with universities and research institutes to provide training in new media technology and improve the technological application capabilities of rural cadres

and residents. For example, online training courses and offline workshops are offered to popularise basic knowledge and operational skills of new media technologies.

Promote cultural integration and use new media technology to promote the digital display and dissemination of traditional culture in villages. For example, displaying traditional sports and folklore activities through short-video platforms, and using live broadcasting platforms for real-time broadcasting of rural sports events, so as to enhance the sense of cultural identity and dissemination effect.

5 CONCLUSION

This study delves into the impact and significance of rural sports events, particularly focusing on the Cun chao and Cun Ba. The research findings highlight several key outcomes: From these results, several conclusions can be drawn:

Cultural Preservation and Innovation: Rural sports events like Cun chao and Cun Ba provide effective models for preserving and innovating traditional cultural practices. By integrating them with modern sports, these events ensure that cultural heritage remains relevant and vibrant in contemporary society.

Policy Implications: The positive outcomes of these events offer valuable insights for policymakers. Encouraging similar initiatives in other rural areas can contribute to the broader objectives of rural revitalization. Policies that support the organization of such events can enhance community cohesion, promote cultural tourism, and stimulate local economies.

Future Research Directions: The study underscores the need for further research on the impact of rural sports events on social and economic development. Future studies could explore the long-term effects of these events, identify best practices for their organization, and assess their replicability in different cultural and geographical contexts.

In conclusion, the research on Cun chao and Cun Ba events highlights their significant role in rural cultural construction and development. These events not only preserve and celebrate traditional culture but also promote social cohesion, economic development, and cultural exchange. The findings provide a strong foundation for future research and practice, emphasizing the importance of integrating modern sports with traditional cultural practices to achieve sustainable rural development.

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