

<http://ansinet.com/itj>

ITJ

ISSN 1812-5638

# INFORMATION TECHNOLOGY JOURNAL

**ANSI***net*

Asian Network for Scientific Information  
308 Lasani Town, Sargodha Road, Faisalabad - Pakistan

## Research on Propagation and Innovation of the National Minority Games Basing on Internet Media

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**Abstract:** In recent years, the network media has become an important publicity means in all kinds of large-scale activities as an important medium of information for the public for its propagation speed, less geographical restrictions and wide audience. The study comes to a conclusion that the use of mobile phone media is insufficient by analyzing the use and development of the network media in the National Minority Games, that homogenization of network coverage is serious, that related website construction lacks continuity. Taken these factors into consideration, it sheds light on the path of innovation and development in order to strengthen the interaction between the network media and the National Minority Games, make full use of information technology, protect, inherit and develop the traditional ethnic sports and provide the reference for the future research on the National Minority Games.

**Key words:** Network media, national minority games, propagation, innovation

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### INTRODUCTION

The National Minority Games of the people's Republic of China (hereinafter referred to as the National Minority Games) are developed based on the national minority sports performance and competition in 1953. The event has become one of the more influential large-scale comprehensive sports games because of its nationality, extensive and amateur. The new media led by Internet has produced profound influence to change our media pattern, has presented the characteristics of diversification, grassroots, fashion, innovation. How to strengthen the interaction between the network media and the National Minority Games, change from mass homogenization reports to differentiated reports, pay attention to humanistic Reports, which has an extremely important historical and realistic significance for the inheritance, revival and prosperity of minority traditional sports in China.

Related researches on propagation of the National Minority Games are inadequate both at home and abroad. No one shows any interest in network media coverage of the National Minority Games. The study analyzed the network propagation situation from the perspective of communication science, knew the use and development of network media in the National Minority Games, explored the changes and influence brought about by modern communication mechanism, which are advantageous to expand the research field and provide reference for the future development of network media report in the National Minority Games.

### CONCEPT OF THE NETWORK MEDIA

The network media is called "the fourth media" after the three traditional media including news, radio, broadcast and TV. Combining the above advantages of the three, it is a cross-media digital channel for information dissemination (Li, 2011). The Network media not only has common characteristics as the same as the three traditional media, that is the tool and information carrier on communication, dissemination of information, but also has distinct personality characteristics, that is immediate, massive, global, interactive and multimedia. The network media that this study studied is different from traditional media, is a catch-all name for providing news, information and other Internet service for users in various form (text, video, audio). (Wu, 2011)

### SIGNIFICANCE OF NETWORK MEDIA FOR THE NATIONAL MINORITY GAMES

**In the promotion of the sustainable development of the national minority games:** Taking advantage of the emerging media, such as the network video, news media and public opinion, we are to conduct a comprehensive report and analysis for each session of National Games, to introduce hosting city natural scenery, ethnic customs, rich and colorful ethnic culture, to show the good mental outlook of Chinese nation, such as unity, harmony and progress, to promote the excellent national sports culture spread widely on the Internet to

promote the National Games fast and healthy development and to serve the country's political, economic, cultural affairs.

**In the promotion of the development of national fitness:** Since the promulgation and implementation of national fitness program: whether it is the school sports or exercise activities organized by the masses, national traditional sports projects meet the eye everywhere. Many of the little-known projects widely spread through the network platform, explored, developed and constructed by people, inject vitality for the national fitness development. Therefore, strength minority sports network report is beneficial to popularization of the national fitness program in china.

**In the upgrading of the overall image cognition of the national minority games:** In cross-cultural communication context, sports propagation is one of the methods to quickly upgrade the image. Compared with the Olympic Games and the National Games, the National Minority Games is far less than them. In the government attention, the media force, project popularization rate, mass participation rate and national influence. If want to become the National Minority Games into "Special Olympics", we must inform people of sports spirit on Challenging the limit, surpassing the self, pursuing of perfection (Chen and Guo, 2013), make the National Minority Games can be known by people, not only enhance the audience' sports literacy, cognitive level and national pride in the local, but it is more important to spread to the nation and the world, take the natural environment and ethnic customs of host as the background, then turn to introduce the minority sports, make foreigners and non-residents know the minority sports, feel strong national characteristics and unique exotic.

**In the acceleration of the traditional ethnic sports digital and networking process:** In today's information, market and media era, media influence on society has radiated to the relatively closed minority areas, communication network overlapped by Various media will bring great changes to the traditional ethnic sports dissemination way and properties. Make full use of information technology to establish database resources on national sports culture, protect and inherit the minority traditional sports projects, let the world know the national culture treasure and strive to make the National Minority Games become not only reflect the cultural characteristics and fully reflect the modern advanced national sports culture full of the times characteristics, gradually move toward the world.

## **DIFFUSION OF THE NATIONAL MINORITY GAMES THROUGH NETWORK MEDIA**

**Diffusion forms of the National Minority Games through network media:** In October 29, 1995, "Chinese trade newsstudy" realized the mainland newsstudys online for the first time, development of network news make sports news dissemination get into rapid development period, Internet as a communication platform is especially suitable for sports events (Ning, 2008). In June 16, 1999, The National Minority Games was online community oriented open for the first time before the opening of the sixth session of the National Minority Games.

With the development of network technology, network communication of the National Minority Games has made great achievements because of technical support and the government official website is the main window to show the the Games style. The website of the 6th National Minority Games was excellent both the picture and its accompanying essay, not only detailed the activities, also reviewed the previous five games and competitions. The official website of the 7th National Minority Games have a "news" column below the home page, including sub branch of the Xinhua news agency, people.com.cn, the Central People's broadcasting station and other media in Ningxia and the reports of local newsstudys, radio, television. The 8th National Minority Games cooperated with Ruijie that is the well-known domestic network equipment vendors, build a high-speed, safe, stable network communication platform, increased rolling news photos, video center, project introduction, background music, download center, electronic map in the website, made the coverage into a networked world. The 9th National Minority Games put forward the overall goals which was build a fast and convenient minority games with patent information by virtue of the most advanced technology, the most considerate and most rich business, more innovative technology appeared for the first time, actively promote the information process of the National Minority Games. The 10th National Minority Games will be held in Erdos in August, 2015, has established official website in the preparatory process, including the dynamic news, file notice, walking into the Erdos, organization, the previous review and official microblog, in order to promote the area and image quality improvement through the long time network propaganda, promote the development of exhibition economy.

At present, in addition to the government website and Minority Games official website, sports channel of the major commercial portals and the minority sites also reported the national minority sports, such as Sohu sports, sports online, TOM shark power sport,

xinhuanet.com and other major sites were added to the match report ranks. Some minority project association also set up their own websites. Massive report information enables netizen to keep abreast of the latest information, continuously open a few windows to browse what want to see. Regardless of time, watch online video data or network video broadcast, effectively compensated the space limitations of TV media and time limitation of study media. The network provides a broader space for the spread of the National Minority Games, is conducive to the minority traditional sports culture cognized by people in a short time and in the field.

#### **Network coverage of the national minority games:**

Throughout the network coverage on the National Minority Games, focused mostly on the opening and closing ceremonies, public participation and support, minority sports project introduction, the national leaders speeches, the National Minority Games course and the previous Games review, also involves a series of cultural activities, such as the collection of the emblem, mascot, posters and theme song, the introduction to host city and the stadium, the torch relay ceremony, the national friendship, volunteer work and so on.

Relatively speaking, the network media report on the National Minority Games from the single to the depth, become more and more professional. Especially after the 1990s, the report not only pay attention to the athletes, also pay attention to coaches, volunteers and other staff. Not only concerned about the player play, also focusing attention on the spiritual world and emotion. Not only pay attention to the evaluation on the host competition ability, but also pay attention to set off and feedback information. Not only report brilliant achievements of the winner, also reported lost fighting spirit. Not only report much attention of the medalists, also reported their hard training.

#### **DEVELOPMENT AND INNOVATION OF THE NATIONAL MINORITY GAMES IN THE NETWORK MEDIA**

**All-round application of emerging media, including Internet, mobile Phone, network television:** The new media has the rich form, strong interactivity, wide channels, high covering rate, precise reach, high cost performance, easy to popularize, a large audience space. Due to the rapid development of its industrial scale, new media coverage of the blind area of traditional media. New media and traditional media play their respective advantages and promote each other in order to realize high quality communication of text, video, audio, pictures and other means. The traditional media expand their own

space and increase interaction using its broad channels with the help of the new media technology support. The new media should also overcome the weakness in its content limitation by resources sharing with other registered media.

The previous National Games of minorities took the official website as a platform, combined with other comprehensive commercial website, all-round report related information. But it is not important that the mobile phone terminal report the National Minority Games, can use different morphology including mobile phone news study, mobile phone broadcast, mobile phone television, mobile phone website and mobile phone podcast to realize spread intention. Mobile phone media has become a new scenery line in the modern life, can realize the resources sharing and information receiving with micro Bo and Micro message platform. So, the National Minority Games can learn the successful experience from the Olympic Games. In the Athens Olympic Games big door website strengthen the interaction with the users by customizing the Olympics Short message. TOM SMS is the main way to carry out the wireless Internet service, realize the netizen interactive chat and games (Ru, 2008). In the 2012 London Olympic Games Tencent cited the Olympic three-dimensional coverage in the mobile phone terminal, in addition to traditional mobile phone watching the Olympic site, launched the "finger Olympic" package, including micromessage, press APP, blog, video, Tencent watching APP.

**Diversified forms and greater expansion in the diffusion of the national minority games:** With the coming of visual culture, media workers use a large number of images to open up a fresh outlook feast to the readers. A lot of image using the community, bring readers a visual impact and let readers have a better understanding of the traditional sports items, it is more vivid than the blunt words report. Report should be from a single form to diversified forms, from the first brief news and reports to the close-up, review, interview, tidbits and so on. Network media still focus on our national policy choices as report angle and cut in point of the National Minority Games, pay much attention to the minority race and the performance of athletes. In order to better promote traditional national sports in China, the contents of the report should be extended deeper, report should be from the initial match coverage to movement tremendous influence. Pay more attention on how to influence school sports and mass sports, propaganda the physical beauty, sport beauty and the beauty of humanity presenting in movement, make the National Minority Games get better inheritance and development in China.

**More attention to guiding and continuity in the network media coverage of the National Minority Games:**

According to the current analysis on network media report to the National Minority Games, we find many reports pay too much attention to competitive national sports while ignoring its own characteristics—the connotation of national culture. At first, the outstanding characteristic is of Minority participants in the National Minority Games, performance projects are the minority traditional projects, while competition projects are secondary on project settings. Athletes when contesting or performing dress in national costumes. At present, the competition projects increase and show more competitive, media report the same fact, Let users can feel the milk-and-water study and not feel the true meaning of traditional ethnic sports.

The organizational structure, rules and content are relatively fixed in the National Minority Games, time and process relatively close, presents obvious periodicity, Namely: bid stage, pre competition stage, competition stage, after the competition stage, which form a transmission cycle of the National Minority Games. But official website of the four national games of minorities have been closed since network report, don't even say to update the content and website construction. There is no way to find the previous National Games of minorities Internet related information, Can't track the follow-up reports and social effect after the National Minority

Games. Each session of the National Minority Games should not attract the media attention only held before and after to pursuit of short-term effect, then has been in a neglected period. Only in the planning and continuous coverage, in view of the bright national characteristic of ethnic minorities, scientific inherit and develop the traditional sports of ethnic minorities, can constantly enhance the minority traditional sports activity.

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