

Inheriting and Developing the Yanan Sports Practice Spirit Based on Internet Perspective

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Keywords: Yanan Sports Practice spirit; Internet; Information Propaganda; Web site; Blog

Abstract. Yanan sports practice spirit is an integral part of the Chinese national spirit wealth treasure, so inheriting and developing the spirit still has very strong realistic meaning nowadays. This paper analyzed the specific ways of inheriting and developing the spirit from the Internet perspective. Through an in-depth analysis, it was believed that the Internet was a very necessary way to put forward the spirit. As a platform for information dissemination, internet has been widely used in various fields, it has incomparable advantages that the traditional platform do not have. Today, inheriting and carrying forward the spirit, developing sports industry in new era should not only use the traditional media, but also exploit main kinds of Internets including theme web site, blog and BBS forum and son on regarded as the new Medias. It is not difficult to believe that, with the combination of Internet and traditional media, the propaganda, the inheritance and the development of Yanan sports spirit in now and future will be full of sound and color.

Introduction

Yanan period refers to the period from October 19, 1935 to March 23, 1948, a total of thirteen years. During this period, sports industry has developed rapidly in Yanan revolution border, and gave birth to the Yanan sports practice spirit. Yanan sports spirit is not only the profound interpretation of the Yanan spirit, but also is the development of the Yanan spirit. Yanan sports spirit refers to a sum of all the positive theory and practice experience formed by the Communist Party of China (CPC, the below is same) in the process of developing sports industry Yanan period, and can be referred to as the Yanan sports spirit (the below is same).It can provide experience for us to develop the sports policy in the new period of our country, to promote and to purify the contemporary Chinese sports spirit, and also can provide the paradigm for the harmonious society to carry out the national fitness. Therefore, inheriting and developing Yanan sports spirit is very meaningful in new era. However, how to inherit and develop? The paper pointed out that Internet would be effective way.

The necessity of taking advantages of Internet to inherit and develop Yanan sport spirit

First of all, twenty-first Centuries is still the century of Internet, is one of the important Medias of information exchange. Based on its advantages, internet transmission has pushed a serious impact on the traditional media [1].

Frankly speaking, as a medium of human communication, the Internet changed the world information style greatly, and thus became an important carrier of information transmission, the

dissemination of knowledge, interaction in today's society, and had profound impact on the inheritance and development of all kinds of culture [2].

Second, Internet has three characteristics information dissemination with openness, timeliness, rich and operational characteristics [3]. It is open to all nations, ethnics and racial, and to all the audience. Timeliness is to keep the society of information through the Internet broadcast all over the world, let the world know all kinds of events can happen whenever and wherever possible. It's rich in information content which includes voice, text and images, present us a multi-angle and a full range of information world. the operability is not only information release, blocking and recovery of convenience, is also reflected in the majority of the audience for the convenience of operation information, such as download, copy, paste and collection. These characteristics make the network has an irreplaceable advantage in transmission information.

Third, in fact, it has been not done fully to propaganda Yanan sports spirit with Internet by now. However, there are something more that we can do. For example, only the electronic version of the paper document was put on the web site, such as electric WORD document, PDF document and so on.

So, we have enough reasons to believe that Internet is a good way to carry forward the spirit.

Specific carriers of Internet

Internet has various popular forms, is rich in contents, and so has laid the technical foundation for inheriting and carrying forward the Yanan sports spirit in new era.

First is Theme web site. Building up theme web site is the most popular action for propaganda. Especially, influential Cultures and events all make use of theme web site to publicize and display image and strength. The Xi'an intangible cultural heritage resources of network protection gave us an example. In order to protect these precious heritages, they built a digital platform to showcase the historical and cultural heritage propaganda of Xi'an, and increased the intensity of Internet communication, finally, both reached the purpose of protection, but also promoted local economic development [4]. Another example is that, during the Beijing Olympic Games, China's CCTV network established Olympic communication platform, it covers more than 95% of China new media users, and the Olympic network dissemination has achieved unprecedented success [5].

So Yanan sports spirit should also have it own web site. The related departments include government's propaganda department, the sports administrative department and other departments should co-ordinate the planning, work together to create simple but powerful red spirit of publicity web site. Some scholars put forward the construction of red culture web site. From the user perspective, analyze users' needs, based on the analysis of functions and the design module in the Windows platform, use PHP technology and MySQL technology to design and implement the red cultural sites, and use Apache to test and release information, finally achieve the objective of carrying forward the red culture [6]. In my opinion, the theme web site of Yanan sports spirit should pay attention to the follow aspects. First, the content of the web site design should be based on the formation of Yanan period, and show the inheritance and development as the main line, regard the spirit's connotation, donation and contemporary value as the main display content, and make how to inheritance and development the spirit under the new situation as the topic. In a word, the theme web site must reflect the age differences of the spirit. Second, the web site's design style and vision should be creative, reflecting the positive, hard work, harmonious effects. Third, the web site' main manifestation style should be a combination of video, images, text and sound. Finally, the web site

should have related content's navigation links, and also have the functions of interaction and sharing, such as consultation, online messages, access statistics, contact methods.

Second are BBS forum and Post Bar. BBS forum is also called network forum or forums, refers to discussion system and multiple speech space based on BBS function in the era of information network. The BBS forum has become the public comments, the idea of communication tools, so it is called the "online community spirit" [7]. Nowadays, network forum has become the majority of young people network habitat, become one of the most active ways to disseminate information.

Post Bar is a theme discussion community based on search keywords, it is different from the traditional "five W" mode created by Lasswell in 1948. The "five W" refers to who said, said what, through what channels, and said to whom, what effect. Its transmission mode lays in that the information disseminators and the audience is a two-way role, build up any expression of the theme and interpersonal communication freely [8]. So, Post Bar is destined to be an effective way to transfer information.

At present, Baidu Post Bar covering culture, education, entertainment and so on 14 big plates, with about 8000000 topics, which is a huge set of people and information flow carrier, thus creating Baidu Yanan sports spirit Post Bar is an effective measure to promote the spirit. First of all, reasonable rules and regulations of the bar should be established, which are the Prerequisite of maintaining and developing the bar, which have a positive significance for shaping and forming the harmonious and positive discussion atmosphere. Secondly, select several responsible and cultured administrators, which are the pillars of promoting the bar's publicity. Third, often launches "topic discussion" and "quiz" activities initiatively to attract various audiences. Therefore, the use of BBS and Post Bar forum will be a bridge that links Yanan sports spirit with local economic, cultural and trade. In a word, BBS forum and Post Bar are effective complement to the theme of interactive web site module, and we should take fully advantages of them to propaganda the spirit.

Third are Blog and micro blog. Blog is also known as web logs, which is a typically web site that is managed and post new articles regularly by personal or a team. As a network culture propagation way, blog provide a full free speech space for ordinary people on the web, and release the people's right to speak gradually [9].

Compared to the web site and BBS and so on, blog has its own characteristics, it is the record of blogger's certain thoughts, thinking or feeling of certain topics, it is not subject to the constraints of writing format, and also do not need very high literary talent, almost do not need technical skills, so it has the characteristics of randomness, popularization and low writing skills. Blog was born to create a new way to think and live. Blog Not only has the characteristics of network technology but also is a kind of special cultural communication style. Obviously, the cultural features of blog are of great significance for the cultivation of scientific and rational mode of thinking and the construction of socialist harmonious culture.

Therefore, by establishing a blog, often invite some famous experts, professors and scholars to publish lots of blog posts. Its contents can be the natural feeling about Yanan sports spirit, also be professional academic research results. Finally, organized the contents into series and present to readers, make use of the messages and replies between bloggers and audiences, achieve the purpose of the inheritance and development of Yanan sports spirit. Of course, the influence of blog depends on the publicity of blog and the quality of blog posts. It is thus clear that expanding the publicity of blog is the premise to inherit and develop the spirit. In my opinion, it can be done by sending request concerns, do publicity advertising actively in the major mainstream media network, or even use the

administrative power to launch a blog.

Micro-blog is a variant of the blog. It is a platform of information sharing, dissemination and access based on user relationship. Users can build their own community through the WEB, WAP and other clients, update information in about 140 words, and realize the instant sharing [10].

Since 2010, Micro-blog has become a personal radio stations, enterprises “marketing weapon”, a platform news units to obtain news and release news. The spread of micro-blog changed the media ecology, greatly reducing the time and space boundaries of information communication, make the propaganda maximization, deepen the connotation of interpersonal communication, group communication, all of these make its independent spread personality become increasingly evident [11]. So, based on its ease of use, dissemination, micro-blog has become an important medium for propagating Yanan sports spirit in the near future.

Conclusions

Yanan sports spirit is the precious spiritual wealth of the Chinese nation, so inheriting and developing the spirit is particularly important. Through the in-depth analysis, it is believed that the Internet as a platform for information dissemination has been widely used in various fields, it has incomparable advantage that the traditional media do not have. Today, inheriting and carrying forward Yanan sports spirit, developing sports industry in new era should not only use the traditional media, but also exploit main kinds of Internets including theme web site, blog and BBS forum and son on regarded as the new Medias. It is not difficult to believe that, with the combination of Internet and traditional media, the propaganda, the inheritance and the development of Yanan sports spirit in now and future will be full of sound and color.

Acknowledgements

The research was supported by Department of Education Special Fundation of ShanXi Province.
Fundation code:14JK1819

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