

Analysis and Research on the Cultural Communication of Ice and Snow Sports Based on the Fifth Media

-- Based on the Social Memory Theory

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Abstract

This article USES the literature material method, logic analysis and content analysis and other research methods, using Paul halbwachs, connor, and Maurice's theory of social (collective) memory, for the fifth media as a platform of ice and snow sports culture communication present situation, problems and prospect for the future analysis, to promote the development of the health communication of ice and snow sports culture provides a new Angle of view. Through research and analysis concluded that snow and ice yun gong ceremony on the basis of the fifth media usage huge spread quickly and focuses its attention to quickly; But the use of third-party software to download the body practices far from keeping pace with the spread of ice and snow ceremonies; In order to achieve the strategic goal of snow and ice sports, the social memory of snow and ice sports culture needs to continuously strengthen the external awakening on the platform of the fifth media and carry out screening and transmission of various influencing factors.

Keywords

Fifth media; Ice sports; Culture; Social memory; Status quo. Problem; Looking forward.

1. INTRODUCTION

Ice and snow sports have a long history in our country. As early as 1,400 years ago, the "Book of Sui" in the early Tang Dynasty recorded the "riding on wood" popular among the Shiwei people in the Greater Khingan Mountains. Later, during the Song Dynasty, ice and snow sports became more prosperous and appeared in history. The earliest "ice bed" in the world, then the Manchu and Qing Dynasties established the Qing Dynasty in the late Ming and early Qing dynasties, which also brought about the traditional ice and snow activity "Ice Play" with Manchu national characteristics. After the founding of China, in October 1979, China resumed its international status The legal seat of the Olympic Committee, and in the 13th Winter Olympics hosted by the United States in 1980, 28 male and female athletes were selected to participate in 18 individual events of skating, skiing, and modern biathlon. However, it was not until the 1992 French Winter Olympics that The Olympic Games achieved zero breakthroughs in medals. With the successful bid for the 2022 Winter Olympics and driven by the strategic goal of "300 million people participating in ice and snow sports", ice and snow sports have truly become "popular" in our country. The ice and snow sports industry has truly become popular. The development of China is inseparable from culture. The report of the 19th National Congress of the Communist Party of China clearly stated: "Culture is the soul of a country and a nation. Culture makes a country prosperous, and a strong culture makes a nation strong." The emergence of culture is often accompanied by "diffusion" to external space. and "communication", which is a dynamic

process and continues to evolve. Wilbur Schramm called cultural communication "the tool through which society is formed." Sociologist Charles Coughlin He believes that the spread of culture is "the mechanism on which human relations rely on the existence and development of human relations, the symbol of all intelligences and the means to convey them through space and preserve them through time. "Ice and snow sports culture, as a branch of China's sports culture, is benign and healthy." "Diffusion" and "diffusion" are the fundamental driving force for the sustainable development of "ice and snow fever", and they are also the soul and foundation of the development of ice and snow sports.

The main purpose of cultural communication is "from exclusive enjoyment to sharing". In essence, it is the diffusion of cultural memories by individuals. French sociologist Halbwachs believes that "the memory of the group is realized through individual memory. And embody itself in individual memory." At the same time, in "On Collective Memory," he also clearly pointed out that "collective memory is not an established concept, but a process of social construction." After that, Paul Connerton wrote in Based on Halbwachs' collective memory, he proposed "memory" as a common individual function, but compared to individual memory, there is another kind of memory, namely social memory. Paul Connerton replaced it with this concept The concept of collective memory is given, and key issues such as how human society as a whole remembers and how the form of memory is transformed from individual to group are clearly given. He proposed two ways of spreading social memory: commemorative rituals and physical practices. This provides a new concept for the dissemination of China's ice and snow sports culture. However, the concept alone is not enough to build a complete dissemination system of ice and snow sports culture. The dissemination of any kind of culture is inseparable from the communication media. It carries social memory. There are many media, including historical documents, memoirs, autobiographies, etc., as well as various rituals, oral narratives, etc.

As a material entity, media supports every frame of human memory. To this day, individual memories are still wrapped in continuously updated technological media. The China News Culture Promotion Association was held in 2010 and was mentioned in the "Fifth Media Industry Development Report" , defines the media form that displays information consultation content based on wireless communication technology through mobile terminals represented by mobile phones as the fifth media. Mobile phones play an increasingly important role in daily life. According to the latest research report by Zenith in the United States, In 2018, global mobile phone usage will continue to rise, and the number of users of smart phones in China will reach 1.3 billion, ranking first in the world. Therefore, it is of extraordinary significance to study the use of fifth media as a medium to spread ice and snow sports culture and form social memory. Practical significance.

2. BASED ON THE SOCIAL MEMORY THEORY, THE CURRENT SITUATION OF THE DISSEMINATION OF ICE AND SNOW SPORTS CULTURE USING FIFTH MEDIA AS THE MEDIUM

Social memory is composed of countless individual memories, but it is not just a simple superposition of individual memories. It is a socially shared memory formed through the dissemination of certain memory media and the participation of individuals. It is an internal analysis of cultural communication from the perspective of the society as a whole. In-depth research and theoretical understanding of the mechanism. The communication media of ice and snow sports culture and social memory are also the basic links and important ways of the communication process.

2.1. Current status of dissemination of behavioral rituals in ice and snow sports

Paul Connerton believes that "if there is any social memory, then I would argue that we may find it in commemorative ceremonies." Scholars have various definitions of rituals, and rituals as a social practice are considered Everyone agrees. The views of Taiwanese scholar Wang Mingke are quite insightful: he believes that behavioral rituals include various celebrations, commemorative ceremonies, seminars and visual objects (such as celebrity portraits, statues, as well as terrains and landforms related to certain memories, etc. etc.) as the media. Therefore, this article selects the "Beijing Eight Minutes" of the Pyeongchang Winter Olympics as a case for analysis. This is not only in line with Mr. Wang Mingke's opinion, but also in line with what Connerton put forward: "Controlling the memory of a society, to a large extent, determines the level of power." The communication significance and added value of the "Beijing Eight Minutes" behavioral ritual as a national act are far greater than the communication significance of other rituals. The perfect compatibility of the ice and snow culture itself also makes the "Beijing Eight Minutes" "The perfect performance of the ceremony provides a perfect cultural platform, which is a potential and an advantage. It can enable us to better maintain the regional characteristics of ice and snow culture. At the same time, it can also be inclusive and constantly absorb the essence of other cultures. Enrich yourself and maintain the unique charm of ice and snow culture.

In today's society where everyone has one or more smartphones, the transmission of behavioral rituals through mobile phone audition terminals in the form of pictures, text and audio has become the mainstream method of communication. According to the 2017 Mobile Phone Usage Habits Report, mobile phones are used for 1 hour to 5 hours a day. The proportion of people who stayed for more than 2 hours reached 99.27% of the total number of people, which is a terrifying proportion. The usage rates of WeChat and Weibo reached 20.03% and 5.11%, accounting for 25.14% of the total, and the usage ratio of audio-visual terminals was 10.65 %. However, starting from the definition of the fifth media (mobile phone Internet), after excluding traditional phone calls and text messages, this proportion suddenly reached more than 70%. Therefore, this article uses Weibo, a representative mobile phone audio-visual terminal (according to Weibo The report shows that as of September 2017, Weibo had a total of 376 million monthly active users, of which mobile accounted for 92%.) WeChat (Penguin Zhiku, a subsidiary of Tencent, released the latest "2017 WeChat Users & Ecosystem Research Report", according to this report, as of December 2016, WeChat had a total of 889 million monthly active users worldwide, and the emerging public account platform had 10 million) short videos spread by various related short video communication platforms and relying on WeChat The huge number of Bo and WeChat users forwarded and pushed this important publicity ceremony for the national ice and snow sports.

It can be seen that the ceremony relies on the popularity, speed and timeliness of the fifth media video terminal information transmission, and the new media environment presents an unprecedented active atmosphere for the dissemination of ice and snow sports ceremonies. Director Zhang Yimou uses modern techniques and thinking to bring China to the Cultural elements are integrated into the ice and snow sports culture, showing the image of China in the context of the new era.

2.2. Current status of physical practice in ice and snow sports

Connerton believes that society also has memory, and society transmits memory through commemorative rituals. Since rituals are completed through the body, society conveys and maintains social memory through embodied practices. It can be seen from this that if you want to maintain It is indispensable to live in society' s cultural memory of rituals through physical experience and practice. Monitoring the development and application of the main functions of

the existing physical practice ice and snow sports APP [search [teaching [social, but from It can be found from the download volume that the download volume of the ice and snow sports game APP is much higher than that of other applications. This can illustrate the urgency and potential huge participation power of Chinese sports enthusiasts in the ice and snow sports cultural experience. At the same time, the APP download evaluation is summarized. Mainly due to objective factors such as regionality, insufficient venue construction, relatively high costs, and lack of sports risk control, physical practice cannot be carried out on the ground.

To sum up, some ice and snow sports APPs with good user reputations are often professional and have practical functions closely related to users' sports life. In the increasingly developed sports APP market, if you want to To maintain the user growth and development of Bingxue APP, we must first have a good gene. The original gene of this APP needs to have professional functions, flexible system updates, and humane user experience. Only in the basic functions, software system and APP Only by laying a solid cultural foundation can we create an APP for ice and snow sports practice that is loved by users.

3. BASED ON THE SOCIAL MEMORY THEORY, ISSUES REGARDING THE FUTURE DISSEMINATION OF ICE AND SNOW SPORTS CULTURE THROUGH FIFTH MEDIA

3.1. Ice and snow sports culture forms external arousal for the spread of social memory

As many groups and institutions as there are in a society, there will naturally be corresponding different collective memories. It is the individuals in the group or institution who carry out the memory, not the group or institution. However, these individuals who live in a certain group situation, they It is to use this scene to remember or reproduce the past. Research combined with the current situation can explain two issues. First: as a social behavior, the ritual sports of ice and snow sports using the fifth media as a medium also transition from the individual to the whole. It is a dynamic process based on the spread of ice and snow sports culture. Through embodied practice, social memory can be precipitated in the body of the performer, and in this way, the preservation and transmission of social memory of ice and snow sports culture can be achieved. Secondly, since social memory is a national and National historical memory, in the new media era, although the government and various new media and third-party software development institutions also actively promote the dissemination and development of ice and snow sports culture, they do not use the ice and snow sports culture itself as an "ID card". So that it can continue to play the function and effect of maintaining national cultural identity. Therefore, the formation of social memory of ice and snow sports culture requires continued strengthening of the fifth media's resource integration of various types of information (especially physical practice (APP)) for external awakening.

3.2. Information screening of ice and snow sports culture forming social memory dissemination

In the process of using the fifth media as a platform for ice and snow culture communication and forming social memory, we must first understand why ice and snow sports culture should be disseminated, and what are the differences in the content of ice and snow sports cultural dissemination in different periods, because of the past of the culture itself The group perception and interpretation of culture is contemporary and is the starting point for individuals and society to relate to cultural identity. It is also the starting point for people to focus on the future development of fifth media and what actions to take. It can also be used. It is said that the construction of social memory serves the current needs, so memory is selective. Some past events are strengthened and some are forgotten. With the development of society, human beings' pursuit of cultural life will It will be more simplified and centralized, and the channels

for obtaining information will also be more single and precise. In this regard, mobile smartphones have highlighted their advantages, which has also caused the main application and publicity methods of media in people's lives to gradually shift to the fifth media. The spread of smart phones will usher in a new wave of technological improvement and industry reform. The current media industry is restructured. In this spread process, some "variables" of the social memory of ice and snow sports culture have disappeared. Some "variables" are being preserved, and some "variables" are being formed. Because of this, the selection and screening of "variables" in the cultural and social memory of ice and snow sports has become particularly important.

4. BASED ON SOCIAL MEMORY THEORY, SUGGESTIONS FOR THE FUTURE DISSEMINATION OF ICE AND SNOW SPORTS CULTURE THROUGH FIFTH MEDIA

4.1. Build a comprehensive information platform for ice and snow sports cultural communication

Although social memory is a subjective experience, its construction is a dynamic process that involves many individuals and is carried out on the basis of complex and fierce struggles and exchanges. The social memory formed is a group's Consensus. "Dynamics", "communication" and "consensus" also provide a basis for the dissemination of ice and snow sports culture through the fifth media. Traditional information dissemination has developed through spoken language, text, and printing to the current era of electronic communication. In this context, Under this circumstance, we should grasp the trends of the times in a timely manner, reform the traditional cultural communication model, increase publicity and communication efforts, pay attention to the image of ice and snow culture, and use various APPs (Weibo, WeChat, Tieba, etc.) and other "O2O" modes for online interaction, push writing and soft articles; use news portals to disseminate major sports events; on the basis of the original APP, continue to strengthen the all-round refinement of scenic spot navigation, cultural introduction, ice and snow background, ice and snow products, ticket purchase and information release, and external publicity Software to fully explore potential ice and snow sports participants, increase the voice of ice and snow sports, promote the realization of the strategic goal of "300 million people going to ice and snow", and promote ice and snow culture.

4.2. National supervision and information purification

The selection as the content of social memory is based on power relations. After recognizing the role of power in the construction of social memory, Connerton proposed that social forgetting is an important means of selection for "social memory". He pointed out that what society wants to remember and what it wants to forget are closely related to reality. In the process of cultural communication using the fifth media as a communication platform, junk information, malicious comments, vulgar advertisements, etc. have been repeatedly banned. Sports media has also criticized the "three The dissemination of "vulgar" (vulgar, vulgar, kitsch) information seriously despises the spirit of sports and infringes upon the legitimate rights and interests of the audience. Relevant government departments should increase online supervision in response to the continuous development of modern media technology and the continuous upgrading of media crime techniques. personnel, vigorously innovate products and equipment for media functional supervision, strengthen the organization's filtering and screening of bad cultural information using the fifth media as a communication platform, and ensure the purification of the fifth media environment; improve and implement relevant laws and regulations, and increase Efforts should be made to rectify the chaos in the media environment, so as to control the media in accordance with the law and strictly control the

media; use audience supervision as a means to fully reflect the supervisory rights of the Fifth Media audience in the supervision mechanism, and take appropriate and reasonable measures to report bad information. Incentive measures for reporting; Purify the spread of bad information such as sexism against female athletes, sports violence, and distortion of ice and snow culture by certain media in order to gain the attention of the audience and distort the ice and snow culture; delete malicious comments and reposts, distort facts, etc., if the circumstances are serious The use of legal means to intervene in cases that cause adverse reactions to society creates a good network environment for the formation of social memories of China's ice and snow culture.

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