

Sports entertainment programs from the perspective of college student audience psychology spread excellent traditional Chinese culture

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Abstract

This research will investigate the diffusion of great traditional Chinese culture through sports entertainment programs from a psychological standpoint. Based on the needs of the study and the actual investigation situation, this article employs the methods of literature, questionnaire, and mathematical statistics to select a total of 800 college students to participate in this survey to determine whether there are significant differences in the participation of college students of different genders and grades in traditional national sports. The survey indicated that college student engagement in traditional national sports is in an unfavorable state. College students pay more attention to traditional national sports, but their understanding is limited, their engagement is limited, and their average participation time is less than thirty minutes. Only when sports entertainment programs have more significant educational impacts from the standpoint of the audience's psychology will sports news be able to disseminate the superb traditional Chinese culture better. This study has significant consequences for the psychology of students.

Keywords: Audience psychology; Sports entertainment programs; traditional culture; Angle spread

1. Introduction

With the advancement of society, these competitive sports did not vanish but became increasingly treasured by the populace. For instance, each year, when applying for the privilege to host the Olympic Games, all nations will make every effort to apply, as it is favorable to host the Olympic Games. The national sports culture will be disseminated internationally to preserve the national culture. Such as at the 2008 Olympic Games in Beijing, Chinese athletes obtained very good outcomes in events, which has tremendously improved China's international standing and increased the national pride of Chinese citizens. Moreover, under normal conditions, our traditional sporting events and customary celebrations are linked in Their start. Typically, the Dragon Boat Race is held in conjunction with the Dragon Boat Festival.

Furthermore, there are traditional objects such as tradition. The ancestor worship ceremony and martial arts festival have enriched the connotation of Chinese festival culture and sports culture. They continually encourage Chinese residents to integrate these elements into their everyday lives. The connotation of traditional Chinese sports culture is quite rich, evoking several thoughts. Traditional athletic culture is infused with Confucianism. The factors of beneficence, fairness, harmony, worship, and so on serve as an excellent model for the design of sports culture regulations; Individuals in sports culture Daoism promotes the concept of the harmonious development of all things. These traditional notions strengthen the meaning of traditional Chinese sports culture, as the traditional body embodies these notions. Education culture's distinctiveness is added to the brew. According to the survey, the new media in our country is fast spreading to every region and family, and the use of smartphones, laptops, and the Internet appears to be intimately related to the aging population. Combining traditional sports culture with contemporary media technology such as the Internet, smartphones, and computers will advance traditional sports culture.

The Chinese Secretary General, Xin Jinping, emphasized that China's exquisite traditional culture is the most profound

cultural soft power and the culturally fertile ground for the foundations of socialism with Chinese characteristics. A potent spiritual force and intellectual driving force for the great rejuvenation of the Chinese nation is the vigorous inheritance and transmission of China's excellent traditional culture. In the new era of globalization, information technology, and networking, diverse cultures communicate and interact. In this point of multi-cultural interweaving, it is worthwhile to consider how to continue to inherit and transmit the excellent traditional Chinese culture. As China's successors in the new period, students are entrusted with the historical duty of passing on the beautiful traditional Chinese culture. It is crucial and necessary for them to accept and disseminate the outstanding traditional Chinese culture. In recent years, the academic world has paid significant attention to how pupils inherit traditional culture. However, most prior studies focused on the differentiation of students' cultivation path, communication technique, and cultural identity, and few researchers specifically investigated students' audience and psychological will (Su et al., 2019). In light of this, this article uses qualitative interviews to investigate students, focusing on exploring students' psychological willingness to accept excellent Chinese traditional culture to provide schools with a reference for disseminating excellent Chinese traditional culture (Xie, 2021).

In his speech at the opening ceremony of the 11th National Congress of the CFLAC and the 10th National Congress of the Chinese Writers Association, Xi stated, "The extensive and profound Chinese civilization is the unique spiritual symbol of the Chinese nation, the basis of contemporary Chinese literature and art, and the treasure of literary and artistic innovation." Fine traditional Chinese culture is a rare resource for effectively conveying Chinese narratives. Cultural variety shows have a large audience, a big deal of influence, and a positive effect on communication; they are one of the most important means of promoting the creative transformation and innovative development of outstanding traditional Chinese culture (Zhiming, 2021). In recent years, there has been considerable interest in cultural variety shows.

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Figure 1 depicts the composition of critical sports programs. TV media and online audio-visual platforms continue to make enormous efforts to launch multi-theme, multi-level, and multi-type cultural variety shows that promote the diffusion

of high-quality traditional Chinese culture and have cultural value and innovative importance (Zhihong, 2022). It is worthwhile to summarize the creative qualities and experience of the organization.

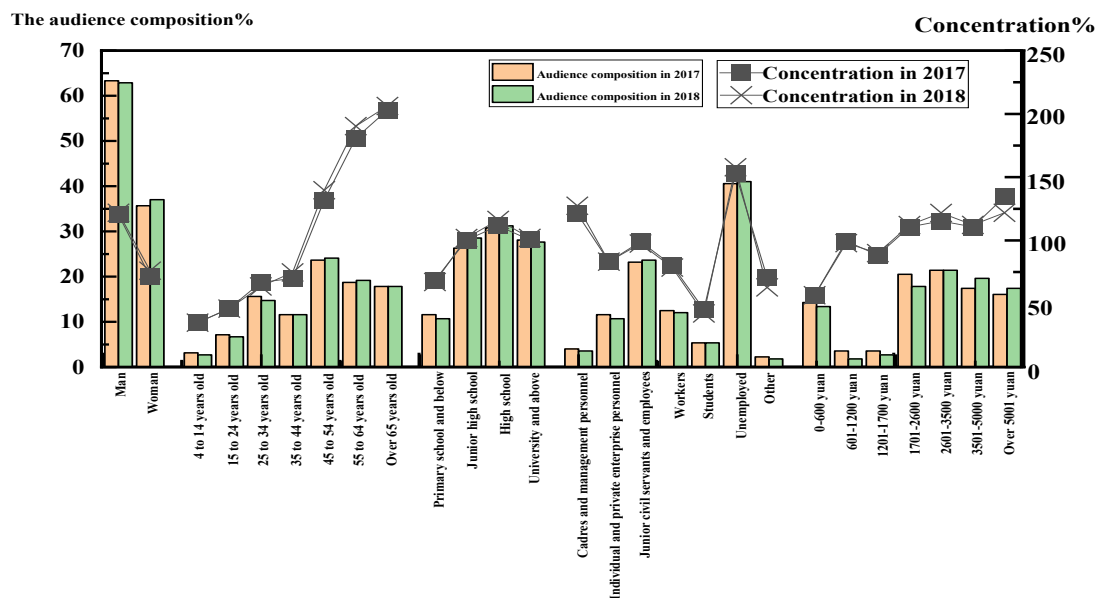


Figure. 1 Audience composition and concentration of sports programs

In his report to the 19th National Congress of the Communist Party of China (CPC) on October 18, 2017, Xi stated, "After a long period of hard work, socialism with Chinese characteristics has entered a new era, which marks a new historic turning point in China's development. Unquestionably, the beginning of a new era represents a significant opportunity to preserve and pass on China's intangible cultural legacy, as well as a favorable opportunity for the advancement of traditional national sports. Traditional national sports are neither a pure kind of sport nor a tangible and particular cultural artifact; rather, they are a cultural manifestation of ideas, comprehension, and consciousness (Wen & Hu, 2019). As a collection of cultures, the realistic context of external communication is how to implement cross-cultural communication under the "Belt and Road" initiative in the country's efforts to "promote the collation, research, protection, and inheritance of traditional national sports and to support Chinese medicine, Chinese cooking, Chinese martial arts, and other representative traditional Chinese cultural projects to go global" (Wang & Xie). In response to this question, each link of cross-cultural communication must be clarified. The audience is unquestionably one of the most important factors, although academic research on the audience in sports cross-cultural communication is limited (Guo, 2021). This research will investigate the diffusion of great traditional Chinese culture through sports entertainment programs from a psychological standpoint. The study is significant because it is founded on a novel concept that contributes substantial knowledge to the existing body of research. This research has significant theoretical and practical ramifications that can be generalized. In addition, this research identifies some future directions that future scholars will need to consider when developing the research framework.

2. Literature Review

Before introducing new media to the public, traditional sports events could only be broadcast via television stations, which had to purchase the event's patent if they wished to do so. Such a traditional method of cultural transmission for television stations would have required a significant financial investment. There is a disadvantage for the audience as well. In this manner, the audience cannot freely select the content they wish to view when watching a television program; they are limited to viewing only the stuff that is broadcast. And with the emergence of new media, everyone has access to them. People can use the Internet at any time to post what they see and think on the Internet for everyone to see and comment on. Rewards liberate people from the constraints of traditional media and increase interest and involvement. With the advent of new media into the public's life, the audience's age structure has also altered, as has the audience's speed of life. The age of those who stay up late to watch football cases is comparable to that of those who are fascinated by Chinese traditional sports culture during the era of traditional media. As a result of the rise of new media, sporting events may be viewed anytime and anywhere, and the major body of new media can also be accessed at any time. The traditional sports culture is now viewed in real-time, and the audience structure for sporting events has shifted to accommodate this development. The primary focus of the game has shifted towards younger kids. This promotes the expansion of the influence of Chinese traditional sports culture on the general populace, which is advantageous for the development of youngsters. The concept of studying sports culture is formed early to foster the growth of our traditional sports culture. The receiver is not just a result of technological development but also societal evolution. It is a generic phrase for the recipients of mass media information, the purpose of communication operations, and the recipients of information (Qiuyi & Yan, 2020). The 13th Five-Year Plan for Sports Development issued by the General Administration of Sport proposes that the development of sports culture should adapt to the situation of profound changes in media pattern, audience, and communication technology, as well as strengthen the excavation and dissemination of sports'

multiple functions. The Chinese culture is vast and in-depth. The national sports culture encompasses not only the life philosophy of "nourishing nature, maintaining health, and nourishing the mind," but also the philosophy of "the unity of nature and man and the cultivation of both inside and outside," as well as the spirit of "complementing Confucianism and Taoism," which is a beneficial complement and reconciliation to the fierce competition culture led by western competitive sports on a macro level. The practice of traditional Chinese sports can effectively alleviate people's "sub-health" condition, particularly tai chi and qigong, which can improve the physical and mental health of middle-aged and elderly people, alleviate chronic diseases, and meet increasingly urgent public health needs (Zhang, Zhou, & Ryall, 2021). How can we urge western sports to pay attention to this historic eastern force and ensure that national sports with rich connotations play a role in the current sports ecosystem dominated by western sports? Mr. Fei Xiaotong's "culture consciousness" is unquestionably the foundation for the growth of traditional national sports. On this foundation, "cultural confidence" should be firmly built, and traditional national sports should be aggressively promoted for internationalization (Zhang & Caple, 2021). The "demand side" of national traditional sports culture is the audience. The audience is the primary participant in the external transmission of national traditional sports culture and the coder, decoder, and source of effective feedback for national traditional sports culture symbols. The fundamental tenet of mass communication, "the audience is the market," is a direct reflection of "audience-centered theory." The analysis of the origin and regression of the external communication of traditional national sports should logically begin and end with a comprehensive examination of the relationship between the external communication of traditional national sports and the audience theory from a communication perspective. Different sports should select various communication techniques for various individuals. For instance, the NBA and the five major leagues in Europe use large-scale events as their primary means of communication. The audiences of these two events are primarily 18-30 years old and over 80% have a higher education. In contrast, the audiences of taekwondo in South Korea are primarily concentrated in elementary schools, so its mode of communication differs from that of the NBA and the major leagues in Europe. Through reform and

innovation, sending coaches abroad, introducing training, and other means, it convinces parents and college students to accept and like its form and connotation of attaching equal importance to art and morality, playing and practicing, and prominent educational function and reaches the international stage (Qurban et al., 2022). Additionally, individual gender variations affect the project's communication. In Norway, 45.5% of men and 18.2% of women are interested in wushu communication, whereas, in Sweden, 9.1% of men and 33.3% of women are interested in wushu communication. There are disparities between countries and genders in the proportion of men and women interested in the same project. The expectation is a model of incentive value, the relationship between motivation and success, etc. This series of research findings demonstrate that foreign nations have a wealth of research experience in the combination of psychology and sports, a set of experimental scientific methods that have made a significant contribution to the combination of psychology and sports research. According to the survey of the proportion of each TV program, as shown in Figure 2, inheriting and passing on the excellent traditional Chinese culture requires not only a great deal of time and effort but also the creative use of new technologies, new ideas, and new expressions, as well as the ingenious fusion of the Chinese aesthetic spirit, to truly promote the high-quality dissemination of the excellent traditional Chinese culture. We anticipate there will be more cultural variety shows in the future that reflect Chinese characteristics, Chinese style, and Chinese style, which will continue to move, nourish, and inspire us (Fang & Wang, 2019; Forestier-Peyrat, 2021).

The psychological characteristics of college students are relatively stable and variable, and the progression of their psychological development cannot be reversed or exceeded. Since the rate of psychological development varies between students, there may be significant differences between gender, grade, ethnicity, and other factors. Therefore, it is crucial, from a psychological standpoint, to examine the motivation of college students to participate in traditional national sports (Piriadarshani et al., 2022; Wu et al., 2022).

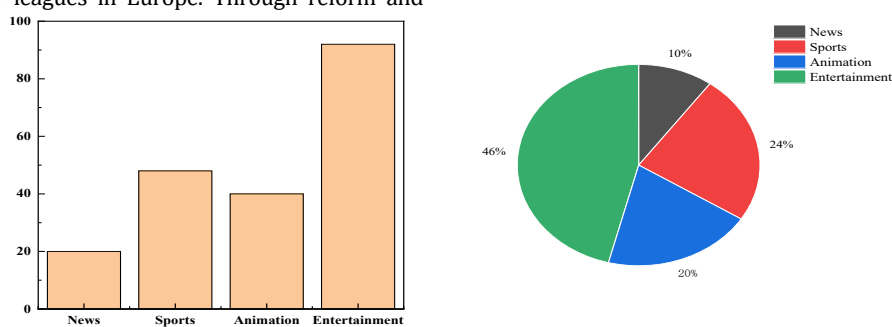


Figure 2 The proportion of each TV program

3. Methodology

3.1 Research Objects

As is common knowledge, new media communication methods are incredibly diverse. We must utilize all new media features if we want our traditional sports culture to spread effectively. New media is primarily transmitted via audio, video, and other means, so it can be used to convey traditional sports culture. To take advantage of this new feature, the content is transmitted via a combination of text, images, video, and audio so that the

audience can be reached. It is beneficial to introduce new experiences and leave a more profound impression on the audience, which is beneficial for promoting the development of traditional Chinese sports culture. Traditional sports news communication targets primarily middle-aged individuals. With the development of new technology, the competitive nature of competitive sports is constantly evolving to a new level of dominance. The audience of new media consists primarily of young and middle-aged individuals. Therefore, it is possible to utilize new media to spread traditional Chinese sports culture. It plays a significant role in revitalizing traditional Chinese sports

culture.

The research object of this study is the motivation of college students in Heilongjiang Province to participate in traditional national sports. In May of 2021, the author retested the questionnaire and investigated students at a specific school. According to the needs of this research and the actual investigation situation, select samples from five schools to ensure a relatively consistent sample selection background.

3.2 Literature method

Through China National Knowledge Infrastructure (CNKI), WeChat, Wanfang database, Web of science, and all types of network search engines, a large number of information and literature about an autonomous prefecture, ethnic traditional sports, sports motivation, sports psychology, sports psychology, and sports statistics are consulted, and the resulting data are sorted. To provide a theoretical foundation for future research, take notes and make citations in journals and books, and collect or download online materials.

3.3 Questionnaire survey

In this study, a questionnaire survey was administered to college students in Heilongjiang Province, primarily to

Table 1

Questionnaire recovery

	Distribution of questionnaires	Recall of questionnaires	Valid questionnaires
Number of copies	800	798	788
Proportion	100%	99.75%	98.74%

3.4 Mathematical statistics

Excel and SPSS21.0 were utilized to do data statistics, collation, and analysis on the retrieved questionnaires. Principally, the following three statistical approaches are employed: Utilize Excel to conduct a proportional analysis of the fundamental situation of college students who participate in traditional national sports. (2) SPSS21.0 was utilized to compare and assess the motivation of college students to participate in traditional ethnic sports based on gender, grade, ethnicity, and other variables. (3) $P < 0.05$ was utilized as the significant threshold.

4. Results and Discussion

4.1 College students' understanding of traditional national sports

According to Table 2, 23.1% of boys and 27% of girls are less familiar with and do not comprehend traditional national sports, with a difference of 3.9%, indicating that boys have a greater comprehension of traditional national sports than girls. Although around 50% of boys and girls have a basic comprehension or above, only 15% to 20% have a very good

determine if there were differences in motivational dimensions between college students of different genders, grades, and nationalities. Preparation of questionnaire. According to Pelletier's Sports Motivation Scale (SMS) and Vollstedt, A's revision, a 5-level Likert scale was used to measure sports motivation, and a questionnaire was compiled in the article "Research on the Motivation of Heilongjiang College Students' Football Participation." After consulting experts' opinions and considering the research needs and the actual situation, six dimensions were identified: knowledge-seeking motivation, achievement motivation, self-relaxation, environmental factors, fitness needs, and interpersonal communication (Lyu, Tang, & Yang, 2022).

Issuing Questionnaires.

The selection of 400 samples from the First and Second Grades. 800 questionnaires were distributed, and 798 of them were returned. As shown in Table 1, 10 questionnaires were deemed invalid (partially missing, missing, blank, and other questionnaires were deemed invalid), resulting in a response rate of 98.74%.

or moderately excellent grasp. In contrast, more than 50% have a weak or bad understanding. It is evident that the level of understanding of traditional national sports among boys and girls is generally medium-low, and it is required to disseminate the knowledge of traditional national sports further and enhance the level of understanding among college students (Sun, Yang, & Simon, 2022).

8.5% of you, as a freshman who has just entered a sports school, have a relatively good understanding of traditional national sports, 15.5% have a basic understanding, and 26.1% have little or no understanding; 9.1% of sophomores have a comparative understanding or above, 16.8% have a basic understanding, and 24% have little or no understanding. It can be seen that the difference between the two is 1.9%. The comprehension of traditional national sports is lower among first-year students than among sophomores. Still, the overall awareness of college students is not low, which is consistent with the proportion of total students. Age, learning level, knowledge level, and educational environment, among other aspects, contribute to the fact that first-year students possess less knowledge than sophomores.

Table 2

college student' understanding of traditional national sports (N=788)

	Know very well		Know better		Basically know		Know not much		Don't know	
	Number	Percentage%	Number	Percentage%	Number	Percentage%	Number	Percentage%	Number	Percentage%
Total number	19	2.4	120	15.2	254	32.2	351	4.5	44	5.7
Boys	9	1.1	64	8.1	114	14.5	158	20.1	24	3
Girls	10	1.3	56	7.1	140	17.8	193	24.5	20	2.5
Freshman	11	1.4	56	7.1	122	15.5	179	22.7	27	3.4
Sophomore	8	1	64	8.1	132	16.8	172	21.8	17	2.2

4.2 Times that college students participate in traditional

ethnic sports every month

According to Table 3, 21.4% of male students and 26.5% of female students do not participate once every month. The frequency of male student engagement is 5.1% more than that of female student participation. During the inquiry, it was discovered that the minority sports that remained and flourished in China included crossbow shooting, horse racing, lion playing, singing, and dancing, among others. Crossbow shooting was incorporated into the elective curriculum of middle schools, and the equipment was made more user-friendly. However, due to the high risk and extensive site

Table 3

Times of college student participating in traditional ethnic sports/month (N=788)

	zero		1-3 times		4-6 times		More than 6 times	
	Number	Percentage%	Number	Percentage%	Number	Percentage%	Number	Percentage%
Total number	378	48	320	40.6	54	6.9	36	4.5
Boys	169	21.4	143	18.1	35	4.4	22	2.8
Girls	209	26.5	177	22.5	19	2.5	14	1.8
Freshman	204	25.9	158	20	27	3.4	6	0.8
Sophomore	174	22.1	162	20.6	27	3.4	30	3.8

As shown in Table 3, the frequency of sophomore students participating in traditional ethnic sports is greater than that of first-year students, with a 3.8% difference between their participation rates: 24.2% for first-year students and 27.8% for sophomores. Currently, the majority of college students' participation in traditional national sports derives from school-organized sports. Simultaneously, there are spontaneously formed and school-organized societies that primarily include the profiles, representative articles, costumes, etc., of the local ethnic groups, and the national societies organize students to participate in some traditional ethnic sports activities, which is one of the key ways to develop the local traditional ethnic sports culture. Nevertheless, the vast majority of these ethnic groups are sophomores in terms of organization, involvement, promotion, etc. Some freshmen also contribute to developing local minority culture by participating in national activities organized by sophomores. Therefore, sophomores have more opportunities to engage in ethnic activities than first-year students. Their participation rate in traditional ethnic sports is relatively high, which is consistent with their current participation rate in traditional ethnic sports.

Table 4

Time/time of college students Participating in traditional national Sports (N=788)

	Below 30 mins		30mins-60mins		60mins-120mins		Above 120mins	
	Number	Percentage%	Number	Percentage%	Number	Percentage%	Number	Percentage%
Total number	503	63.8	211	26.8	51	6.5	23	2.9
Boys	232	29.5	102	12.9	26	3.3	9	1.1
Girls	271	34.4	109	13.8	25	3.2	14	1.8
Freshman	277	35.2	90	11.4	25	3.2	3	0.4
Sophomore	226	28.6	121	15.4	26	3.3	20	2.5

According to Table 4, 15% of first-year students and 21.2% of sophomores engage in traditional national sports for at least 30 minutes per day. 6.2% is the difference between the two. Currently, there is more time for sports participation in schools. Nonetheless, some freshmen must study at night and do not have every weekend off. Overall, college students have less free time after school. Because of clubs, some freshmen have less time after school than sophomores. Therefore, the opportunity for college students to participate in traditional national sports is limited, and each opportunity will be brief

restrictions, it has been canceled. Simultaneously, most schools now devote more attention to campus football, spend heavily on teachers, and gradually construct new venues and facilities, so the shortage of physical education teachers has no time to consider the growth of traditional national sports. Currently, the protected and inherited traditional national sports projects will affect the proportion of men and women who participate. Therefore, the participation rates of male and female students in traditional national sports will differ.

Over the years, there has been an apparent misunderstanding regarding sports television programming, namely, that what is broadcast on sports channels is sports festivals. Or the sports information program is incorrectly referred to as the sports program. First, sport is defined as an intricate social text. Since the end of the Qing Dynasty, foreigners have transmitted the term "sports"; nonetheless, it has been conflated with "gymnastics." With increasing hair age As sports research becomes more in-depth, the connotation and extension of the word "sports" are no longer limited to sports items.

4.3 Length of time for the college student to participate in traditional national sports

Following Table 4, 29.5% of boys and 34.4% of girls participate in traditional national sports for less than 30 minutes per day. Boys participate in traditional national sports for 4.9 percentage points longer than girls. Boys' participation time is slightly longer than girls', but the difference is relatively small because these boys and girls are currently college students with relatively less free time.

(Pietsch, Linder, & Jansen, 2022).

5. Conclusion

The traditional Chinese sports culture is rich in content and connotation. Thus it must be shared with them. But national media coverage can only reach the surface, and its effect on people's cognition is negligible. And the rise of new media has increased people's interest in Increasing participation in

traditional sports culture, and a greater comprehension of it has contributed significantly to the growth of Chinese traditional sports culture. The overall picture. Through new media, a vast audience can comprehend the profound connotation of Chinese traditional culture and its current development status, allowing them to appreciate its significance. It is advantageous to preserve and cultivate the traditional sports culture. The survey of college students' attention to ethnic traditional sports, understanding, participation times per month, and duration of each exercise revealed that college students pay more attention to ethnic traditional sports and have a strong interest in some traditional sports, thereby providing a certain human guarantee for the protection and inheritance of ethnic traditional sports. However, college students have a limited understanding of ethnic traditional sports, and their participation in ethnic traditional sports is infrequent, with the majority of college students participating for less than 30 minutes each time. Regardless of gender, grade, or ethnicity, the overall participation rate of college students in ethnic minority traditional sports is relatively low. However, there are differences between college students of different genders, grades, and ethnicities. To enhance the development of the nation's traditional sports, diverse college students must be treated with appropriate countermeasures. Only with the full participation of all television sports journalists can we assure that the excellent traditional culture of China is better disseminated through sports news.

6. Recommendations

Traditional national sports require reflective investigation, and self-reflection through other dimensions is an essential method for the study of cultural relativity and cross-cultural dialogue. Today's world tends to become a "you and me" community. "In the collision, discussion, and interchange of Chinese and Western culture and science, it is inevitable to misread, misunderstand, and be far-fetched, but in the end, all sides will receive the enlightenment and cultural riches they deserve" (Yan, M., 2020). The foundation of the external communication of traditional national sports is "self-cultivation," that is, the combination, mining, protection, inheritance, and development of ID projects. Secondly, it is "to review the original self from the audience's perspective," that is, to evaluate whether the content and channel of its communication can meet the needs of the audience and whether it can achieve the desired goal. Mr. Fei Xiaotong's proposal "the beauty of each, the beauty of the beauty, the beauty together, the great unity of the world" has resulted in the achievement of the harmonious unification of the external communication of traditional national sports. China's traditional national sports are a distinctive cultural icon. To improve its external communication, traditional national sports must investigate the opportunities and obstacles presented by individual diversity in audiences, social interactions, social engagement, and regional cultural norms within the concept of audience theory. To maximize the spreading effect of traditional national sports (Han, Theeboom, & Zhu, 2021), it is vital to identify common ground while shelving differences, eliminate falsehoods while retaining the truth, superforate heritage, transform, and innovate. Following the current resources and the actual situation, to carry out the national traditional projects with local characteristics effectively, teachers should focus on cultivating their students' physical and mental qualities so that they can better inherit and propagate China's excellent

traditional culture. Schools should improve ties with traditional social and cultural groups and host tournaments for traditional national sports to gradually entice more adolescents and the general public to participate (Zhiguang, 2019). At the same time, news media promotion should be utilized to increase the societal importance of traditional national sports.

In the era of integrated media, there are numerous ways for consumers to acquire sports news and information besides traditional media such as television, radio, and news articles, which makes it more difficult for television media to thrive. If you want to get an advantage in the intense media battle, you must pursue the media's personalized features. Because based on sports news information, the interpretation and dissemination of sports news information by the media might have unique characteristics. First and foremost, journalists and editors of television sports news must adhere to professional ethics. For sports stars and athletes, the focus should be on their rigorous preparation and struggle on the field, as opposed to naively digging into their privacy. The editors and directors of television sports news programs should reject any stories containing pornographic or offensive material before they are broadcast.

7. Research Implications

The study indicated that sports entertainment programming had a considerable impact on the athletic performance of Chinese college students. Indeed, the study has demonstrated that the psychological status of Chinese students can be enhanced by effective learning, which is supported by their participation in sports. This contribution of discoveries to the literature has expanded the body of knowledge with noteworthy findings that were not examined in previous studies. In addition, the research revealed that cultural sports and events have a substantial effect on the academic performance of Chinese students.

The research has some practical implications for enhancing the performance of Chinese students since, based on their performance, Chinese students can work more effectively. Because students are continually impacted by their cultural activities, the study revealed that cultural events should be held in China to improve students' academic performance. According to the study, the psychological status of students is enhanced when they are provided with the resources necessary to learn about traditional cultural values that have a significant impact on their cultural education. In addition, the study demonstrates that media should be utilized effectively to promote the ideals of China's traditional culture.

8. Future Directions

Future academics will be able to contribute more to the body of knowledge and literature with the help of the future directions outlined in this study. Future scholars will be required to develop a significant model in which the effect of cultural education and cultural awareness on the cultural performance of Chinese students is evaluated. Researchers must also consider the moderating effect of digital media and social networks on the cultural performance of students. In addition, future research must focus on the role of cultural awareness as a moderator in this model. In this way, the established model would have substantial ramifications and add significantly to the body of knowledge.

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