

Strategies and Ways of International Communication of Nadam Culture in Inner Mongolia--Taking Ordos International Nadam Congress as an Example

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Abstract

Inner Mongolia Nadam culture, as one of the important minority cultures in China, is of great significance in international communication. Taking the Ordos International Nadam Congress as a case study, this paper discusses the strategies and ways of international communication of Inner Mongolian Nadam culture. Firstly, it introduces the history and characteristics of Nadam culture as well as its status and influence in Inner Mongolia, and then analyses the background, significance and international influence of Ordos International Nadam Congress. Then, strategies such as government support and guidance, cultural exchange and cooperation, and the use of modern technology to carry out publicity are proposed, and the ways of international exchange exhibition, media communication channels, academic research and academic exchange are discussed in detail. Finally, the challenges faced by the international communication of Inner Mongolia Nadam culture are analysed and corresponding countermeasures are put forward. Through the research of this paper, we aim to provide reference for the international dissemination of Inner Mongolia Nadam culture, promote its promotion and dissemination in the international arena, and enhance Chinese and foreign cultural exchange and cooperation.

Keywords

Nadam culture; International communication strategy; Ordos International Nadam Congress.

1. Introduction

As one of the unique minority cultures in China, Inner Mongolia Nadam culture carries rich historical and cultural connotations and has important historical significance and cultural value. With the accelerating pace of China's opening up to the outside world and the promotion of the "One Belt, One Road" initiative, Inner Mongolia Nadam culture has gradually attracted the attention of the international community. In order to better promote and disseminate Inner Mongolia Nadam culture, Ordos International Nadam Conference came into being, and became a window and platform for Inner Mongolia Nadam culture to go to the world. This paper will take the Ordos International Nadam Congress as an example to discuss the strategies and ways of international dissemination of Inner Mongolia Nadam culture, in order to provide reference and inspiration for its international dissemination.

1.1. History and characteristics of Nadam culture

1.1.1. Origin of Nadam culture

Nadam culture originated from the production life and cultural traditions of ancient Mongolian nomads, and it is a unique traditional form of Mongolian sports and culture. From the 12th century to the beginning of the 21st century, Nadam has gone through eight stages of

development: the gestation and formation period from the 12th century to the Mongol Yuan period, the formation period in the Mongol Yuan period, the maturity period in the Ming Dynasty and the early Qing Dynasty, the transitional period from the middle of the Qing Dynasty to the period of the Republic of China, the period of development of a new model from the founding of the new China to the early 1980s, the period of diversified development in the 1980s, the period of diversified and internationalized sprouting in the 1990s, and the period of diversified and internationalized sprouting in the 21st century. Internationalization budding period and the internationalization development period since the beginning of the 21st century. The Nadam activities, with the "Three Great Mongolian Masterpieces" as the main content, have been enriched and improved in the process of inheritance, development and internationalization.^[1] Nadam activities play an important role in Mongolian social life, not only as an important carrier to embody Mongolian national culture, but also as an important way to pass on and promote Mongolian traditional culture.

1.1.2. Main features of Nadam culture

First, Nadam is a traditional sports and competitive activities, covering a variety of traditional projects, such as horse racing, archery, wrestling, etc., which embodies the brave and heroic national spirit of the Mongolian people. Nadam is not only a kind of sports competition activity, but also a traditional cultural event. In Nadam, people can not only watch the competitions of various traditional events, but also enjoy the rich and colorful cultural programs such as song and dance performances, folklore display, etc., and experience the charm of traditional Mongolian culture. Secondly, Nadam is a cultural tradition with strong national characteristics. In Nadam activities, Mongolian people show their traditional cultural elements such as costumes, songs, dances, instrumental music, etc., which inherits and promotes Mongolian national culture. Finally, Nadam has strong mass and participation. As a traditional cultural activity, Nadam not only attracts a large number of spectators, but also allows the public to participate in it, which promotes cultural exchanges and interactions among people.

1.1.3. The status and influence of Nadam culture in Inner Mongolia

Nadam culture has an important status and far-reaching influence in Inner Mongolia. As an important traditional cultural activity in Inner Mongolia Autonomous Region, Nadam Assembly is not only an important cultural card of Inner Mongolia, but also an important carrier of national unity, cultural inheritance and spiritual civilization construction. Nadam Assembly not only enriches the cultural life of Inner Mongolia, but also promotes the communication and integration among various nationalities, and enhances the national unity and social harmony. At the same time, Nadam culture is also an important support for the development of tourism in Inner Mongolia, attracting a large number of tourists to come to watch and participate, and promoting the prosperity of the local tourism industry.

1.2. Background and significance of Ordos International Nadam Congress

Ordos International Nadam Congress is one of the largest and most influential Nadam cultural events in Inner Mongolia Autonomous Region. Since it was first held in 2002, it has been successfully held for many times and become an important cultural brand and tourism festival in Inner Mongolia and even in the whole China. The Ordos International Nadam Conference demonstrates the rich and colorful traditional culture of the Mongolian people by holding traditional events such as horse racing competitions, archery competitions, wrestling competitions and so on, attracting many domestic and foreign tourists to watch and participate in the event. Through this platform, it can enhance the cohesion and sense of belonging of Mongolian people of all ethnic groups and promote the inheritance and development of Mongolian culture. At the same time, it also makes an important contribution to the development of tourism in Inner Mongolia Autonomous Region, attracts a large number of tourists to visit and watch, promotes the prosperity of the local economy and culture, and is a

folklore celebration gathering with comprehensive effects. [2] It was listed as a national intangible cultural heritage in 2006.

The organization of Ordos International Nadam Assembly not only enriches the cultural life of Inner Mongolia, but also has important significance and role. Firstly, the Nadam Assembly is a kind of inheritance and promotion of traditional Mongolian culture, which helps to stimulate the Mongolian people's national pride and sense of belonging, and strengthens the combination of tradition and innovation of Mongolian culture. Secondly, Ordos International Nadam Assembly is a platform for national unity and cultural exchange, attracting tourists and participants from different regions and nationalities, promoting mutual understanding and exchange among nationalities, and enhancing national unity and social harmony. Once again, the Nadam Conference has played a positive role in promoting the development of tourism in Inner Mongolia, enhanced the visibility and influence of Inner Mongolia, and promoted the prosperity of the local economy and social stability.

With the deepening of international communication and cooperation, the international influence of Ordos International Nadam Assembly is also gradually enhanced. As a traditional cultural activity with strong national characteristics, Nadam Assembly has attracted the attention of tourists and media from all over the world, and become a window and platform for Inner Mongolia region to go to the world. Through participation in the Nadam Assembly, the international community has gained a deeper understanding of the traditional culture of Inner Mongolia, enhanced the friendship and exchanges between people of different countries, and made positive contributions to the promotion of diversified exchanges and sharing of cultures of different countries.

2. Challenges of international dissemination of Inner Mongolia Nadam culture

Inner Mongolia Nadam culture, as the treasure of Mongolian culture, carries rich historical heritage and national emotions. In August 2010, the Ordos International Nadam Conference was held, which made Mongolian Nadam become an international "sports event", and gained the "right of speech" of the national sports and culture. The international sports began to know Mongolian Nadam, and the Nadam sports and culture "shook hands" with the world for the first time. [3] However, in the process of its international dissemination, it faces many challenges. These challenges not only come from the level of cultural awareness and understanding, but also involve the choice and use of communication channels, as well as cultural output and international discourse.

2.1. Cultural awareness and understanding

Inner Mongolia Nadam culture has a low level of international recognition, which is closely related to its history, tradition and cultural characteristics that are different from the current situation of Western culture. Many countries and regions have cognitive biases and deficiencies, or even misunderstandings and prejudices about Mongolian culture. For example, in some countries, people may be more inclined to categorize Mongolian culture simply as nomadic culture or culture related to grassland life, while ignoring the rich diversity and deep historical deposits of Inner Mongolia Nadam culture. This difference in cultural cognition has brought difficulties to the international dissemination of Inner Mongolia Nadam culture, and it is necessary to strengthen the publicity of its characteristics and connotations through a variety of ways, so as to promote the international community's comprehensive understanding and recognition of it.

2.2. Selection and application of communication channels

Facing the challenges of the information age, the international dissemination of Inner Mongolia Nadam culture needs to adapt to the ever-changing dissemination environment, choose appropriate dissemination channels and flexibly use various means of dissemination. However, due to cultural differences and language barriers, it is often difficult to find suitable communication channels and audience groups for Inner Mongolia Nadam culture in international communication. For example, although emerging social media and webcasting platforms provide new opportunities for cultural dissemination, how to attract more target audiences internationally has become a challenge yet to be solved. In addition, the cultural communication habits and preferences of different countries and regions need to be fully considered in order to develop more targeted communication strategies to enhance the international influence of Inner Mongolia Nadam culture.

2.3. Cultural exports and international discourse

In the context of globalization, the export of national cultures and international discourse have become more and more important. However, the status of Inner Mongolia Nadam culture in the international discourse system is relatively low, and its international dissemination is constrained by the Western-dominated international cultural pattern. For example, some countries and regions are more receptive to the influence of Western culture and have reservations about the spread of non-Western culture. This has led to the relatively weak influence of Inner Mongolia's Nadam culture in international cultural exchanges and limited international discourse. In order to overcome this challenge, Inner Mongolia needs to strengthen its cultural self-confidence, actively advocate multicultural exchange and dialogue, and enhance its status and influence in the international cultural discourse system.

To sum up, the challenges facing the international dissemination of Nadam culture in Inner Mongolia involve many aspects, which need to be solved through policy support, international exchanges and cooperation and other ways. Only by fully understanding and coping with these challenges can we better promote Inner Mongolia Nadam culture to the world and achieve the long-term goal of its international communication.

3. Strategies for International Communication of Nadam Culture in Inner Mongolia

3.1. Government support and guidance

As the main promoter and supporter of cultural undertakings, the government should increase the financial investment in the international dissemination of Nadam culture. The government can provide financial support through the establishment of special funds, increase the financial allocation of cultural projects, etc., to ensure the smooth organization of the Nadam Conference and the development of international communication activities. Government departments should strengthen the policy and regulatory support for the international dissemination of Nadam culture and provide policy guarantee and legal support for it. Relevant preferential policies and regulations can be formulated to provide convenient conditions for the holding of the Nadam Congress and attract more international tourists and participants.

The government can actively build a platform for cooperation between the government and international organizations, and strengthen exchanges and cooperation with international organizations and foreign governments. It can expand international cooperation channels and enhance the dissemination and influence of Nadam culture in the international arena by holding Nadam cultural exchange conferences and signing cultural cooperation agreements.

3.2. Cultural exchanges and cooperation

The international dissemination of Nadam culture requires the establishment of extensive exchanges and co-operation with cultural institutions around the world. The government can actively organize cultural delegations to go abroad for cultural exchanges, sign cooperation agreements with foreign cultural institutions, and jointly organize cultural exhibitions, art performances and other activities, so as to promote Nadam culture to the international level. Internationally renowned cultural groups and artists can be invited to participate in Nadam cultural activities, enriching the content and enhancing the quality of the activities. Through the participation of international cultural groups, can promote cultural exchanges and mutual understanding, expand the international influence of Nadam culture. It is also possible to organize Nadam cultural exchange forums and symposiums, inviting internationally renowned scholars, experts and cultural representatives to participate in the discussions, and to jointly explore the history, characteristics, inheritance and development of Nadam culture. Through academic exchanges and collision of ideas, it can promote the theoretical research and international dissemination of Nadam culture.

3.3. Use modern science and technology means to carry out propaganda

The official website and social media platform of Nadam culture can be set up to release the information and dynamics of Nadam cultural activities in a timely manner and carry out online publicity and promotion. Through the power of the Internet and social media, Nadam culture can be pushed to the global scale, attracting more international attention. Produce promotional videos and documentaries of Nadam culture, showing the historical evolution, rich connotation and activity spectacle of Nadam culture. Through the dissemination of videos and documentaries, the glamour of Nadam culture can be visually demonstrated, attracting more international audiences and tourists. Online exhibitions and activities of Nadam culture can also be carried out by using webcasting and online exhibition platforms. Through the way of network live broadcasting, the Nadam cultural activities can be spread to all parts of the world in real time, so that more international audiences can participate in them and increase the international exposure of Nadam culture.

4. The Inner Mongolia Nadam culture international dissemination way

4.1. International Exchange Exhibition

As an important platform for Inner Mongolia Nadam culture, Ordos International Nadam Congress should make full use of its international influence and invite audiences and representatives from all over the world to participate. By displaying the characteristics and charms of Nadam culture, it attracts more international tourists to come to experience and understand the traditional culture of the Mongolian people.

Inner Mongolia Nadam culture can demonstrate its unique cultural charm by participating in international cultural festivals and art exhibitions. This not only allows more international audiences to understand and feel the Nadam culture, but also promotes cultural exchanges and co-operation and expands the international influence of Nadam culture. The government can invite foreign government officials, cultural delegations and media reporters to visit Inner Mongolia Nadam cultural activities and experience the traditional Mongolian culture and folk customs. Through diplomatic means and international exchanges, the visibility and influence of Nadam culture in the international arena can be enhanced.

4.2. Media dissemination channels

The coverage and publicity of Nadam culture can be carried out through international mainstream media, such as CNN, BBC and so on. With the influence and coverage of these media,

the Nadam culture can be promoted to all over the world, enhancing its international popularity and reputation. Actively use international social media platforms, such as Facebook, Twitter, Instagram and so on, to carry out the publicity and promotion activities of Nadam culture. By releasing relevant content and organizing online interactions on social media, more international fans can be attracted to pay attention to and participate in it, expanding the international influence of Nadam culture. It is also possible to co-operate with internationally renowned travel media for the publicity and promotion of Nadam culture. These media usually have a wide readership and professional reporting team, which can help Nadam culture get more exposure and recognition in the international tourism market.

4.3. Academic research and academic exchanges

The international dissemination of Inner Mongolia Nadam culture can be promoted by inviting international scholars to participate in relevant research and academic exchange activities. The government can organize international Nadam culture seminars, academic forums and other activities, inviting experts and scholars from all over the world to discuss the history, characteristics, and significance and influence of Nadam culture in today's world, and promote cultural exchanges and cooperation. Support national scholars and research institutions to carry out international research on Nadam culture, and encourage them to publish their research results in international academic journals, conference proceedings and other platforms. This can introduce the unique charm of Inner Mongolia Nadam culture to the international academic community and enhance its academic influence and recognition in the international arena. Regularly organize international academic conferences and exchange activities on Nadam culture, inviting international scholars, cultural experts and practitioners to participate. Through these academic exchange platforms, academic cooperation and exchanges between different countries and regions can be promoted, and the dissemination and development of Nadam culture in the international academic community can be promoted.

5. Conclusion and Prospect

As an important part of China's minority culture, the international dissemination of Inner Mongolia Nadam culture is of great significance and far-reaching influence. The Nadam sports culture that has been accumulated for thousands of years cannot be limited to the "three arts of men" in the face of the new era, and it must keep pace with the times, innovate constantly, and participate in the Ordos International Nadam Conference as a platform for international communication with the success and influence of the Conference, and disseminate it widely to the world. [4] By formulating scientific and reasonable communication strategies and measures to strengthen the dissemination and promotion of Inner Mongolia Nadam culture in the international arena, it can not only enhance the understanding and recognition of Chinese culture by people from all over the world, but also promote the international cultural exchanges and co-operation, and make a positive contribution to the building of a community of human destiny. Looking ahead, we have reason to believe that under the joint efforts of all parties, the international dissemination of Inner Mongolia Nadam culture will usher in a broader space for development and make new contributions to the prosperity and progress of world culture.

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