Research on the Propagation and Development of Dragon Boat Culture in Universities under the Internet Background

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Abstract
With the aid of the Internet and the new terminal acceptance platform, information can be transmitted quickly and effectively. In this paper, the author analyse the propagation and development of dragon boat culture in universities under the Internet background. Campus dragon boat is a dynamic collection of activities, not only including competition and training activities, but also with the development of the dragon boat culture system. Through the construction of campus dragon boat culture activities, we can strengthen the collectivism concept of college students and expand their comprehensive quality.

Key words: Internet mechanism, Cultural transmission, Dragon boat movement, Network media

1. INTRODUCTION

Internet plus makes cultural communication increasingly showing four characteristics associated with each other: information technology, virtualization, diversification and scale, but also triggered a series of new problems, which can not be cultural information and information, between virtual and entity, diversification and homogenization, scale and micro fragmentation increasingly contradiction. With the rapid development of higher education in China, the dragon boat movement began to flourish in Colleges and universities throughout the country. On the one hand, the basic course will be through the creation of dragon dragon boat sports dissemination of knowledge to the students, so that more students like dragon boat racing, dragon boat racing, and to be able to participate in dragon boat sport in Colleges and universities increased students’ understanding of the dragon boat race of knowledge, and then promote the publicity and popularization of dragon boat culture; on the other hand, some the dragon boat sport team to set up a professional through professional sports teams to participate in the competition to develop the culture of dragon boat. Dragon boat culture enriched campus sports culture, cultivated the sentiment of dragon boat culture of college students, promoted the quality of dragon boat culture, and played an important role in inheriting the dragon boat culture of our Chinese nation. Dragon culture is an important source and component part of Chinese ancient culture, and it has a profound influence on the development of Chinese culture. Among the legends about the dragon and even the various dragon themed events, dragon boat movement is a sport with a long cultural history and national tradition. It develops along with the social development, continues to this day, has always maintained the strong national characteristic and the style. The National Sports Commission in 1984 to make a decision, the dragon boat race as the official event. The successful implementation of this event not only portrays the image of a lifelike dragon according to legend and imagination, but also highlights the heroic temperament of "the descendants of the dragon," who struggles together and struggles with each other. All those watching the dragon boat race are infected and encouraged by this spiritual flag. At present, most colleges and universities to carry out Dragon Boat activities on campus only pay attention to competition results, ignore the construction of campus dragon boat culture, and some even attach importance to the construction of campus culture, but the construction of campus dragon boat culture is not comprehensive enough.

Colleges and universities are the main undertaker of dragon boat culture transmission. There is a leader in the inheritance of national culture, and also a successor to the national cultural heritage, so that the Chinese culture can be handed down from generation to generation. Colleges and universities as the main cultural heritage, in recent years, actively develop the dragon boat movement attended by teachers and students. It has cultivated the sentiment of the dragon boat culture of the teachers and students in universities and colleges, and has promoted the quality of dragon boat culture. The social dragon boat culture has played an important role in inheriting the dragon boat culture of the Chinese nation. The world outlook, outlook on life and values are not fully formed, ability is not strong enough mental barrier and to distinguish between right and wrong, its behavior is easily affected by the. The dissemination of garbage culture in the network will lead to the conflict of the values of college students and diversify their value orientation. At the same time, it will have negative or negative influence on students' cultural quality and humanistic quality. As the position of university students' cultural exchange, colleges and universities play an important role in improving college students' comprehensive quality. The dragon boat culture is the patriotic education of excellent teaching materials, the dragon boat
culture which plays a positive role in promoting the school cultivate innovative talents, especially the dragon boat culture reflected in the national unity, tolerance, entertainment, sports, to promote the formation and development of College Students’ personality, cultivate perfect self concept and value concept, cultivate innovative talents the needs of the society play a positive role in promoting. With the development of dragon boat movement in various parts of the country and even around the world, dragon boat culture also exerts a subtle influence on campus culture.

2. CULTURE COMMUNICATION INTERNET PLUS BACKGROUND

2.1. Internet plus

"Internet plus" represents a kind of new economic form, it refers to the realization of combination of Internet and traditional industries relying on the Internet information technology, to optimize production factors and update the business system, business model reconstruction and other ways to achieve economic transformation and upgrading. "Internet plus" program aims to give full play to the advantages of the Internet, the Internet and traditional industries depth integration, to enhance the economic productivity of industrial upgrading, and finally realize the increase of social wealth. "The word Internet plus” concept of the Internet, it is the starting point of "Internet plus" program. It is a new plan for the development of different industries, the application of the method is to carry out joint and through deep integration of Internet and traditional industries; on the other hand, "Internet plus” as a whole concept, its deep meaning is to complete the industrial upgrading of traditional industries through the internet. Through the Internet will be open, equality and interaction characteristics of the network in the use of traditional industry, through the analysis and integration of data, trying to clarify the relationship between supply and demand, through the transformation of traditional industry mode of production, industrial structure, to enhance the power of economic development, improve the efficiency, so as to promote the healthy and orderly development of the national economy.

In the network culture dissemination, the information carries on the dissemination by the Internet and the new terminal accepting platform, carries on the dissemination by the information way, inevitably has the hypothesized characteristic of the associated cultural communication. The computer takes binary as its main computing mode, and uses "0" and "1" as the way to record information, and transforms the essential content into the numbers which are combined according to the specific coding principle, thus realizing the virtualization of the information. The tablet computer, mobile phone etc. in recent years the rapid development of mobile Internet media, also said the text and picture information to data records, these virtual information does not have explicit independence, its value can only be reflected in the media inside. Therefore, the network culture in form is manifested as not having the real form the intangible property, displays in the content is not the entity virtualization. The virtualization of network culture dissemination also shows the anonymity of user identity, and the form of virtual communication between users. Internet users are mainly the spreading of network culture, and most of the current web site does not require the user name system, which leads to the anonymous feature in the dissemination of information in the network culture, namely disseminator and recipient and transmission of any real social identity is difficult to query, the spread of the source data is only IP, and ultimately affect the communication effect it is difficult to directly measure, has very strong unpredictability and high risk. However,
because the essence of network culture is objective, the network culture has the form of inquiry and readability. Whether the content of cultural information exists in the form of binary coding or the existence of certain means of storage in the form of electronic terminals can not deny the fact that cultural content exists objectively. Network culture with digital signal, analog signal and other means of communication, communication in electronic equipment such as computer, after encoding symbols are the virtual form can not be perceived, but the information source is visible, and associated entity material, which determines the network culture is a query, reading.

![Network Platform](image)

**Figure 2. Network platform**

### 2.2. The diversification of cultural communication

The external manifestations of network culture communication are diverse, and it makes it possible to diversify cultural communication. With the development of information technology, the types of information expression are increasing constantly, and the mode of network culture is also increasing. Before the advent of the Internet society, the content of culture is mainly presented in the traditional audio-visual mode. In the network society, the cultural information retained in the traditional audio-visual presentation mode at the same time, more use of network to form, text, graphics, animation, audio, image, video and other multimedia interactive means forms, presents the characteristics of high degree of integration with computer, Internet and other network media. Network form is conducive to the diversification of information dissemination mode. Have to admit, Web2.0 (namely the second generation of the Internet, dominated by users and content generation Internet product mode) network interaction makes the traditional media have to change their way of communication and information dissemination of ideas. With the influence of micro-blog, WeChat and other Internet media, the work centers of some traditional media have also begun to transfer, and realize the process from transmitting information to expressing views. The emergence of Internet media, traditional media have a strong impact on the expression of tepid, when micro-blog, WeChat has become a powerful weapon nowadays cultural communicators, communication form also has the nature of change, in terms of content acquisition, communication channels, and comments on the form, are showing a different style.

The diversification of the network culture production communication main body makes the cultural pluralism become reality. The traditional production mode of cultural communication communication subject often has the social impact of a few large mainstream media, the mainstream media collection and processing of the relevant information, and edited content of unidirectional spread to the audience. Since the birth and development of the network media, the main information production gradually diversified, common network media users also have the "information production" and "communication" ability and means to become producers and disseminators of culture independent form. Although the average user production information is one-sided and subjective characteristics, but also under certain circumstances lead to information distortion, but this "user production" approach extends the subject of information production and manufacturing, will guide the general public to information producers in the ranks, to give the public more right to speak, but also changed to mainstream media as the core of the information communication pattern.
3. THE CONNOTATION AND VALUE OF DRAGON BOAT CULTURE

3.1. Connotation of dragon boat culture

The dragon boat culture is to commemorate Qu Yuan's theme, also have their own memory of the heroic theme, but they did not have a dispute, and thus the dragon boat culture diversity is live together in peace together, has a long history, the dragon boat culture connotation, sources in the "dragon". In the long history, the idea of "dragon worship" has been constantly enriched and developed into a dragon in the concept form and in the cultural form. This actually does not exist in the dragon, as early as four 5000 years, Inner Mongolia, Shanxi unearthed in the cultural relics have emerged. In southern China, more people who regard themselves as the direct descendants of Da Yu, hunting and fishing, "off the tattoo as a dragon". The Chu people claimed to be another tribe with dragon as their totem. People started to worship the dragon totem, but in the course of time, the dragon was gradually in the eyes of people can become a large and small, with countless changes summon wind and call for rain god. The value of dragon boat culture is based on the connotation of dragon boat culture, and it carries forward the spirit of the Chinese nation's dauntless and courageous struggle, and nurtured the spirit of the Chinese people's unity, cooperation, quality and the spirit of keeping pace with the times. The contribution of dragon boat culture to world competitive sports. First, the dragon boat capacity is large, often more than a dozen people, more than 20 people work together, and "cooperation" is the key to listen to the drummer's command, this form of organization helps to cultivate the spirit of collectivism. In second, dragon boat paddle, and this requirement is very high on the fulcrum, rower, not only in their daily training to strengthen the physical training, but also in the race row, to deal with the relationship between the pivot points and the upper limb, it is more difficult than a fulcrum, large paddle the sport of rowing.

3.2. College campus dragon boat culture

Campus culture development in University Dragon Boat Dragon Boat Sport Development as the foundation, with the National Sports Commission decided in 1984, the dragon boat race as a whole, the dragon boat culture develops in the University campus. As the Dragon Boat Festival Dragon Boat Race gradually
towards the world, National College dragon boat to the hometown of dragon boat race Chinese exchange, all of these promote Chinese University boat movement towards internationalization, standardization and modernization direction. The development of dragon boat culture cannot be separated from the campus culture, and the unique educational value of dragon boat culture melts into campus culture, which has positive significance for college students' growth education. The dragon boat culture and reflecting the Dragon Boat Race of patriotism, collectivism, the indomitable character, embodies the collective wisdom and the national spirit of the Chinese nation, is the good material for students to accept the traditional culture of the Chinese nation and the influence of accepting the national heroic deeds is a kind of education, to stimulate students' patriotism, national feelings and the collective spirit, cultivate Buweijianxian, unity and hard work, courage in the style of the most vivid and the most direct form of education. The cultural character of dragon boat is of far-reaching significance in the construction of campus culture. In the construction of campus culture, construct the dragon boat culture character is not only feasible, but also necessary; in the campus construction of unique academic atmosphere and cultural atmosphere at the same time, the spirit of sports and national traditional culture essence and the spirit of the school to create a good campus environment. Dragon boat culture embodies its unique social value and can be integrated into campus culture. It has far-reaching significance for the growth of College students.

4. DRAGON BOAT CULTURE COMMUNICATION OPTIMIZATION IN COLLEGES AND UNIVERSITIES

4.1. Analysis of the connotation of dragon boat culture in Campus

Campus dragon boat culture consists of four aspects: dragon boat culture, dragon boat culture, campus Dragon Boat system culture and campus dragon boat culture. Among them, the campus material culture as the prerequisite for the Dragon Boat Dragon campus activities, which belongs to the basic level; campus culture is more inclined to the Dragon Boat spirit form consciousness, belongs to the target level; campus culture is to standardize the campus system of Dragon Boat Dragon Boat activities and development, belonging to the security level; campus behavior culture is the dragon boat is the specific implementation of the campus activities of the dragon boat, belonging to the level of practice. Campus culture is the school campus of dragon boat material of dragon boat material level construction, such as the Dragon Boat activity funds, campus sculpture construction, the Dragon Boat Dragon related logo design and use, Dragon Boat related publicity column construction, facilities and equipment to provide. Funds, venues and equipment are the basis and prerequisite for Dragon Boat Sports to be carried out on campus for a long time and are the basic conditions for carrying out Dragon Boat activities on campus. Campus culture is the spirit of the Dragon Boat Dragon Boat culture in the long-term accumulation, in the development of integration, refined out of the campus is the dragon boat culture construction, school teachers and students common ideal, the spirit of faith and community consciousness. It develops the reasonable condition that teachers and students should meet in order to meet the basic needs of campus dragon boat activities. The campus culture is mainly reflected in the spirit of the Dragon Boat schools, coaches and students on campus, the school is the concept of dragon boat activity in campus activities to
develop Dragon Boat slogan and spirit motivation, related through the campus of dragon boat development creates the star effect.

Institutional culture is the internal mechanism of dragon boat activities on campus, and is a safeguard mechanism to maintain the normal development of dragon boat culture activities on campus. It is mainly embodied in the formulation and implementation of the relevant provisions of the campus dragon boat racing in two aspects. Regulations, systems and other aspects, mainly refers to the school issued for the campus Dragon Boat activities management, implementation plans and related requirements. Implementation refers mainly to the implementation of relevant regulations. The dragon is a dynamic set of activities, which not only includes the competition and training activities, with the perfection and development of the campus culture of dragon boat system, there will be more types of activities included in, become part of the campus activities of the Dragon boat. Therefore, it is an important problem to regulate or restrict the existing activities.

4.2. Countermeasures and suggestions

At present, the Dragon Boat Race in Colleges and universities is in full swing, but the construction of dragon boat culture on campus is insufficient. The campus is the campus core Dragon Boat Dragon Boat culture, campus culture is key schools of dragon boat, in order to better serve the campus of dragon boat activity quality education, strengthen the construction of campus culture of dragon boat is inevitable. Only by doing well the construction of dragon boat culture on campus and strengthening the study of dragon boat culture on campus, can the Dragon Boat activities on campus develop continuously and healthily. Universities in China should strengthen the investigation and Research on the development of dragon boat activities on campus, and establish or perfect the evaluation system for dragon boat culture construction on campus so as to evaluate and guide the construction of campus dragon boat culture. The national provincial and municipal office is located in Dragon Boat call to the dragon boat culture construction better school to learn, not to give help and guide the construction of good schools, gradually to our campus to carry out the Dragon Boat activity more widely, the campus culture construction of the dragon boat to strive for further improvement.

Carrying out Dragon Boat activities on campus can strengthen the collectivism and patriotism of College students. Cultivating collectivism consciousness and expanding the comprehensive quality of College students. To explore and develop the cultural resources and the spirit of the Dragon Boat Dragon Boat culture, research and enrich the traditional folk sports culture, helps to inspire the national spirit, enhance national cohesion, but also help boost the spirit of College students. Therefore, we must seize the opportunity, give full play to the unique attraction and comprehensive education role of dragon boat movement in the campus, and unswervingly carry out campus dragon boat activities. Through the campus Dragon Boat activities continue to carry out, to promote the further development of campus sports activities.

5. CONCLUSIONS

At present, the movement coordination and special specification, the Dragon Boat Sport in Colleges and universities in China have entered the fair competition, standardized development track and exhibition, ten colleges and universities nationwide to recruit high level athletes boat alone, the dragon boat sport reserve talent is slightly enhanced, the dragon boat race is like a raging fire to carry out, some colleges and universities the dragon boat team level has to participate in occupation of dragon boat races. Although generally speaking, the current situation of Dragon Boat Sports in China is good, but there are still some problems to be solved in the course of its development. For example, insufficient training funds, training conditions, training method is not scientific. The campus culture is the key to the campus of dragon boat, in order to better serve the campus of dragon boat activity quality education, strengthen the construction of campus culture of dragon boat is inevitable. Only by doing well the construction of dragon boat culture on campus and strengthening the study of dragon boat culture on campus, can the Dragon Boat activities on campus develop continuously and healthily.

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