

On the Opportunity to Develop Chinese Martial Arts Culture

Zhu Lei^{1,*}, Li Yuanyuan²

¹*Cavite State University, Cavite, 99900, Philippine*

²*Shanxi Institute of Technology, Shuozhou, 036000, China*

**Corresponding author*

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Abstract: At the 11th meeting of China's Central Leading Group for Financial and Economic Affairs, The president of China stressed: "While moderately expanding aggregate demand, we will focus on strengthening supply-side structural reform, improve the quality and efficiency of the supply system, and enhance the driving force for sustained economic growth. "This provides extremely important guidance for the liberation of productivity and the overall improvement of China's productivity level. At the same time, "The world will be a harmonious place if people appreciate their own beauty and that of others, and work together to create beauty in the world" is "Belt and Road Initiative" communication mode, that is to say, "development" is not a Chinese solo, but the countries along the Belt and Road Initiative chorus, the purpose is to build a new type of "win-win cooperation" international relations, establish a safe, prosperous and harmonious new world, realize the community of human destiny. In the face of "national affairs", Chinese martial arts has been promoted to the height of the development strategy.

Facing the new round of productivity revolution, what kind of challenges does it bring to the promotion of martial arts culture? How to seize the opportunity of martial arts culture promotion? And where should you go in it? These questions are now set out before us. Some scholars put forward that in order to develop Chinese martial arts, we should fully explore the value of martial arts spiritual education, cultivate the spirit of "vigorous and self-improvement" of contemporary teenagers, and then realize the Chinese dream of the great rejuvenation of the Chinese nation.^[1]Chinese martial arts is a human body culture based on Chinese traditional culture and characterized by both internal and external training and both art and Taoism. The particularity of cultural industry mainly has two effects: one is economic benefit, the other is social benefit. With the rapid development of China's social economy, the cultural demand is getting larger and larger, and the cultural receiving groups are diversified. Martial arts culture is promoted to the society, facing different age groups, different cultural needs, and different acceptance levels. With the development of the cultural industry, we cannot forget the social benefits of the culture. Culture has the function of enlightenment, and it shoulders the social function of establishing moral belief while spreading knowledge. Chinese martial arts has its own cultural characteristics — both inside and outside repair, equal skills. This requires the martial arts culture to always clarify its own characteristics while promoting to the society, which is undoubtedly a great challenge to the

promotion of martial arts culture.

Chinese martial arts culture has a long history and rich content. It is the "quintessence of Chinese culture" created by the ancestors of the Chinese nation after thousands of years of forging and tempering. In recent years, with the continuous development of network technology, more and more martial arts lovers at home and abroad have used the Internet to learn and learn Chinese martial arts, and more and more people have developed a strong interest in martial arts culture. In response to the growing demand of the public for martial arts culture and the diversified development trend of cultural communication channels, we want to present Chinese martial arts and culture, which is a national treasure, to the public, we should keenly seize the opportunity of The Times and combine with the cultural needs of the public. [2]The rapid development of The Times has brought rare opportunities and great challenges to the promotion of martial arts culture. We need to follow the trend of the development of The Times and promote martial arts culture.

1. Find the potential

1.1 Start from the martial arts culture itself, and explore and promote its advantages

Martial arts culture is extensive and profound, with rich and profound content. First of all, martial arts culture and Chinese traditional culture have deep blood ties. The theory and ideological system of Chinese martial arts have been continuously polished through the thousands of years of historical inheritance of the Chinese nation. It contains the essence of Chinese classical philosophy, Chinese medicine theory and other traditional Chinese culture. There is a common saying: "Boxing starts in <YIJING>, and same principle from China medicine". It can be seen that Chinese martial arts culture itself has a profound theory and connotation. Secondly, martial arts, as a common culture has its own unique content system. The types of boxing, folk boxing methods and schools of boxers are numerous, and the content is complex. With the continuous excavation and arrangement, they become more and more rich. Therefore, in such a huge and wonderful Chinese martial arts culture itself, it is enough to explore the content suitable for different cultural needs. Sun Tzu once explained the "potential": "The reason why swift flowing water can float big stones is because the water potential is strong. "That is to say, for the promotion of martial arts culture, we need to find the most different and intimate entry point for the public. To find the "potential" of such a culture, we need to start from the unique place of martial arts itself.

1.2 Starting from the Chinese cultural deposits, organize and promote the advantages

The relationship between man and nature, man and man, and man himself are the three issues involved in Chinese culture. The harmonious thought of Chinese martial arts just corresponds to these three aspects. Chinese martial arts to routine practice for its unique form of practice, and more with soft slow standing pile for its basic skills, looks seemingly simple, it is in practice of "inner", training the nerve of human body of muscle control, this special training way makes people strive to achieve internal and external unity, harmony and unity of high harmony. Chinese culture is extensive and profound, in the <ZHOUYI> there is "Heaven walks strong, gentlemen constantly strive for self-improvement.the terrain is vast, gentleman carries goods with great virtue".In this sentence, it is not difficult to see the principle of Chinese people: not only like the sky, brave and win, but also like the earth, hide the edge, and hide the strength. The principle of getting along with people is undoubtedly harmonious. Taijiquan has "crane bright wings", "white snake letter", in<WUQINXI>which have tiger, deer, bears, apes, birds, mantis boxing "escape", "mantis cicada", "white tiger wash a face" imitation action, requires practitioners in practice, meaning oneself is between the mountains, to achieve the effect of image lifelike, this undoubtedly embodies the

perfect state of "heaven and man are united as one".

1.3 Starting from the current social background, expand and promote the advantages

Chinese martial arts is a traditional national sport that combines fitness and combat. Under the influence of the COVID-19 epidemic, people have realized that prevention of the disease is better than cure. During the fight against the epidemic in China, Academician Zhong Nanshan recommended Taijiquan to the Chinese people. As an excellent representative of Chinese martial arts, it has played a huge role in preventing and treating chronic. Taijiquan breathing is different from the chest breathing, it pay attention to fine, uniform, deep, long abdominal breathing, the characteristics of the lung utilization, increase the lung capacity of the body, avoid the human various tissues, organs, organs caused by hypoxia, degeneration, necrosis, it is the prevention and treatment of chronic diseases. At the same time, traditional Chinese medicine believes that: people have five internal organs, which lead to five conditions (Qi). Heart is interested in happiness, liver is interested in anger, spleen is interested in thinking, lung is interested in worry, and kidney is interested in fear. It can be seen that abnormal emotional reactions can greatly damage the five internal organs of the human body. Taijiquan pays attention to "Qi sinks into the Dantian acupoint, Yongquan acupoint. From this point, the sinking of ideas can help people better manage their emotions and is conducive to the health of the five internal organs.

2. Take advantage of other's power

2.1 From the background of the Internet era, use the Internet platform to promote martial arts culture

Under the background of the current network era, Chinese martial arts to borrow the Internet platform will be suitable for different needs of cultural promotion process in the development trend of The Times, from propaganda, packaging to operation, operation, to make the social audience emotional potential and balance the role of the flow of consciousness, thus constantly inspire the power of martial arts culture promotion.^[3]First of all, the promotion mode of martial arts culture should be developed towards diversification. Nowadays, the network resources and forms are rich and colorful. We can learn from the promotion of martial arts culture, establish the effective combination of martial arts culture promotion and the Internet, and set up different Internet promotion modes including network cloud sharing, MOOCs, micro-class, master cloud class and so on. Secondly, the promotion content of martial arts culture should be rich and high-quality and targeted. The promotion of martial arts culture can radiate to entertainment, health preservation, education and other aspects. The Internet platform and high-tech modern technology can provide the public with audio-visual entertainment; exclusive health plan; and focus according to different learning needs.^[4]

The use of "Internet + martial arts culture" can integrate resources, optimize the allocation of martial arts cultural resources, increase the effective supply of high-quality resources, break the limitation of time and space, effectively give full play to the joint role of human, material and financial resources, and avoid the repeated and inefficient use of resources.

2.2 Starting from "Belt and Road Initiative", in line with the opportunity to promote martial arts culture

The president of China mentioned "building a community of human destiny" and "Belt and Road Initiative", integrating world integration, economic globalization, and the world is facing great

changes unseen in a century. The communication mode of "Belt and Road Initiative" is "The world will be a harmonious place if people appreciate their own beauty and that of others, and work together to create beauty in the world".^[1]This communication mode is not a solo of China, needed and a chorus of countries along the route. The history of human civilization shows that no civilization can exist and develop in isolation, nor can the western civilization or other civilizations in the world. All civilizations need to learn from each other. For the Chinese civilization with a long history, we should strive to explore its rich connotations and ride the spirit of "Belt and Road Initiative" to contribute to socialism with Chinese characteristics, global governance and common prosperity of all countries.^[5]

3. Take advantage of an opportunity

3.1 Starting from the core concept of "people-oriented", create a "personalized" martial arts culture promotion

The promotion of martial arts culture should be oriented to the society, and it must accept the "market competition" of the society. "Since the products you produce are to join the market competition, you must be personalized, because you are not personalized this product no one will buy" martial arts culture to adapt to the current of The Times and join the current army of social development, we must respect and close to the public's "consumption" habits, and pay attention to the practical acquisition of the public. We should adhere to the core development concept of "people-oriented", and change the previous situation where output and consumption are not closely linked, and demand and supply are not balanced. According to the requirements of the development of The Times and the inevitable choice of "personalized", we should enrich the promotion mode, deeply promote the content to meet the growing cultural needs of the people, and change from "give whatever you have" to "have whatever you want". Facing the development trend of martial arts, it is imperative to use the opportunity to promote martial arts culture.

3.2 Accelerate the promotion of Chinese martial arts culture from the direction of "diversification, multi-angle and multi-level"

On the one hand, normalization of the epidemic situation, some international online video competitions can be held to let everyone participate in them and experience the richness and depth of Chinese martial arts in body and mind. On the other hand, some long routines in martial arts should be appropriately entrusted to professionals, appropriately streamlined, to reduce the difficulty of the initial practice, easy to start, and then slowly increase the difficulty after entry. Third, we should use the Internet to shoot some martial arts documentaries, increase the propaganda of some martial arts, let everyone see the Chinese martial arts and fitness effect.

At present, Taijiquan has been listed in the World Intangible Cultural Heritage List, which shows that the world is beginning to see its great value. Chinese martial arts is extensive and profound, and still stands firm after the wind and rain of various times, we can see its solid foundation.^[6]With the spring breeze of "Belt and Road", we look forward to the debut of traditional Chinese culture will add wings to the "great rejuvenation of the Chinese nation", and it will bring more health, happiness and success to all mankind in the future.

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