

The Value and Dissemination Analysis of Yoga in Mass Fitness Sports

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Abstract: Yoga is a modern fitness method that combines various disciplines such as philosophy, medicine, music, and art. Yoga is a popular form of fitness in China, and it has also been well spread and developed. With the development of the times, people's understanding of the value and functions of yoga fitness has gradually deepened, and it has been promoted as a way of life. Not only have there been many loyal enthusiasts, but also many new disseminators. This article mainly studies the value and dissemination status of yoga in mass fitness activities, and proposes strategies that are beneficial for the dissemination of yoga.

1. Introduction

Yoga is an ancient method of physical and mental exercise, as well as a modern fitness exercise that integrates multiple disciplines. Yoga has a long history and a long history in China. It has gone through thousands of years of historical sedimentation and has different stages of development in various eras. Yoga has a deep mass foundation and extensive influence in China, and is a popular form of fitness among the public. Yoga, as a modern fitness exercise, is a physical and mental exercise method that combines various disciplines such as yoga philosophy, yoga medicine, music, and art. Among the popular fitness activities in China, yoga is not only a popular and popular sport, but also a healthy concept and lifestyle, with high fitness and cultural value.

2. The value and dissemination status of yoga

2.1. The Value of Yoga Exercise

First of all, yoga is not only a way to keep fit, but also a kind of psychotherapy. Through the practice of yoga, people can gradually release their inner pressure and achieve the purpose of relieving Psychological stress. Yoga is a form of exercise that allows people to fully relax both physically and mentally. Through yoga practice, people can eliminate fatigue in their bodies, while also relaxing their thoughts and maintaining a balanced state of mind and body. In addition, practicing yoga can also regulate a person's mentality and make them feel relaxed in times of tension and anxiety. In the practice of yoga, people often enter a state of complete relaxation, relieving internal pressure and anxiety. Yoga can improve a person's physical state through deep breathing and relieve internal pressure through breathing. At the same time, yoga can also improve people's ability to control their

emotions. When practicing yoga, people often reduce anxiety by adjusting their breathing rate[1].

Secondly, as a sport, yoga can not only exercise people's bodies well, but also positively regulate their psychology. Practicing yoga can help people improve their physical fitness and make their bodies healthier. Practicing yoga can help people correct bad habits and enhance their physical fitness. Yoga movements are simple, easy to learn, not limited by time and field, and do not require too much preparation work, making them very suitable for people to practice. Yoga exercises can make the human body more coordinated and improve the body's immune system. Yoga can enhance the heart and lung function of the human body, and through yoga exercises, people can become more energetic. When practicing yoga, people often sweat, which helps enhance the body's metabolism and also helps people eliminate toxins from the body. When people practice yoga, they often suffer from Tachypnea, dizziness and other symptoms. This is because when practicing yoga, breathing needs to be coordinated with the movements, and it often creates a certain amount of inertia during the movements [2-3].

2.2. The Current Situation of the Spread of Yoga Sports

Modern people have a high awareness of yoga, but their level of recognition and understanding is relatively low. In order to understand the current situation of yoga dissemination, this article conducted a survey and research. The survey results showed that everyone surveyed knew about yoga as a sport, as shown in Table 1.

Table 1: Survey Results of Yoga Awareness Communication

Investigating issues	Survey results (50 people)
Do you know about yoga?	Yes (50 people)
	No (0 people)

In the survey, 14 people (28%) believed that yoga is beneficial for people's physical and mental health, while 10 people (20%) hold opposing views; Three people expressed an understanding of the functions of yoga, accounting for 8%, 44 people did not fully understand, accounting for 88%, and 3 people expressed a complete lack of understanding, accounting for 6%. The research results indicate that yoga has a high level of popularity, but most people only have a simple understanding of it, with very few people truly understanding it. The specific results are shown in Table 2[4].

Table 2: Survey Results of Yoga Recognition and Understanding

Investigating issues	Survey results (50 people)
Do you think yoga is beneficial for both body and mind?	Yes (14 people); No (10 people); Suspicion (26 people)
Do you understand the functions of yoga?	Fully understand (3 people); Incomplete understanding (44 people); Little or no understanding (3 people)

3. The Communication Strategy of Yoga Sports

3.1. Increase promotion of yoga

In terms of promoting yoga, various forms such as radio and television media, online media, and offline activities can be used on public transportation such as buses, subways, and buses in cities to provide a good platform for the dissemination of yoga. Internet technology can also be used to promote yoga, and videos and articles related to yoga can be used to promote yoga to the public, so that the public can have a deeper understanding of yoga, Further enhance public awareness of yoga, enabling them to fully understand the value and role of yoga, and encourage more people to participate in yoga. For example, you can publish some articles about yoga in newspapers, magazines

and other Mass communication; Or hold some lectures and activities on yoga knowledge, so that more people can learn about yoga and participate in it; Or organize some small communication activities to encourage more people to participate[5].

When promoting yoga, we can use social network platforms such as WeChat, microblog, forum, QQ group, as well as new media such as microblog, WeChat official account to promote yoga; By using network technology to promote yoga studios, promotional videos and teaching videos can be produced to attract more people to enter the studio.

You can also set up specialized sales stores in some sports goods stores to allow the public to practice by purchasing yoga courses. Specialized courses can also be established in schools to enable students to learn about yoga through learning. At the same time, invite some professionals to participate in relevant activities to promote yoga. For example, inviting industry experts to participate in some large-scale public welfare activities; Or spread yoga to the Mass communication through various activities. Through these methods, we aim to promote yoga to the public and encourage more people to understand and participate in it [6].

3.2. Improve yoga venue facilities

For the improvement of yoga venue facilities, there are mainly five aspects to improve, so that the public can better accept and participate in yoga activities: firstly, the improvement of yoga venue facilities can start from the existing urban space, open up a space in some commercial center squares or shopping malls, and design it as a place for the public to practice yoga; Secondly, some leisure areas focusing on relaxing the body and mind can be set up in existing parks and green areas, providing a space for the public to practice yoga and relax; Thirdly, add some courses focusing on physical health to existing venues, such as traditional Chinese medicine health preservation, body management, meridian dredging, etc; Fourthly, increase investment in venue facilities, reasonably plan and set up some venues with high public participation and fitness functions in existing urban spaces, so that the public can engage in fitness exercises in these venues. For example, creating an empty space on the square to provide a place for the public to engage in fitness, leisure, and social activities, and creating an empty space in the park for the public to engage in aerobic exercise and exercise fitness; Fifthly, in the case of incomplete venue facilities, cooperation with relevant enterprises can be used to solve the problem. For example, some sports venues do not have a membership system as a service; Some venues only allow members to exercise within a certain period of time; Some venues have not yet incorporated yoga courses into their daily operation and management work. If these problems can be solved, it can effectively improve the utilization rate and management level of venue facilities. This not only increases the frequency and frequency of public participation in yoga, but also enhances public interest and identification with yoga [7-8].

3.3. Improving the overall quality of yoga services

In mass fitness sports, yoga can be said to be an emerging project. As an emerging sport, there are inevitably some problems in the development process. How to solve these problems requires yoga coaches to improve their overall quality.

Firstly, as a qualified yoga coach, one must first have a professional level of knowledge. Only through learning professional knowledge can one provide high-quality service to customers. This requires yoga coaches to continuously learn professional knowledge and understand new knowledge and techniques in yoga movements and skills [9].

Secondly, as a qualified yoga coach, one must have strong language expression skills, interpersonal communication skills, and organizational management skills. This requires yoga coaches to learn and master knowledge related to communication and exchange, and possess certain organizational and

management abilities.

Once again, as a qualified yoga coach, one must have rich cultural literacy and humanistic care, which requires yoga coaches to continuously learn modern cultural knowledge and human body science knowledge [10].

Finally, as a qualified yoga instructor, one must have a strong sense of service, which requires yoga parlors to establish a comprehensive and effective service quality supervision mechanism. Firstly, incentive systems can be established to encourage yoga studio staff to strive to improve service quality; Secondly, the assessment system can be used to measure whether the yoga studio staff have fulfilled their duties and responsibilities during the service process; Thirdly, the assessment system can be used to motivate yoga studio staff to provide high-quality services; Fourthly, the assessment system can also be used to eliminate some unqualified yoga studio staff.

4. Conclusion

In summary, the unique charm of yoga has great appeal to modern people. In yoga, it can enhance the functions of various systems and organs in the human body, eliminate tension, regulate the balance between organs and tissues, and relax and coordinate various parts of the body. At the same time, through meditation, people can achieve a state of physical and mental unity. This indicates that yoga is beneficial for the physical and mental health of the general public and has high dissemination value.

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