

# Study on the Propagation Path of WuShu Based on New Media

XUE DENG and YAN ZHOU

## ABSTRACT

Chinese WuShu have a long history and extensive and profound content, which is an important part of Chinese traditional culture. With the rapid development of new media technology, the communication channel of WuShu has added new vitality. This paper studies the path of WuShu propagation in the new media field by means of literature method and logical analysis method. Research shows: strengthen the new media in the communication of Chinese martial arts; create a professional Chinese martial arts new media platform with government functions; actively support and guide the development of martial arts from the media; strengthen the new media management of Chinese martial arts communication.

## KEYWORDS

WuShu, new media, communication path.

## INTRODUCTION

On January 25, 2017, general office of the central committee of the communist party of China, issued by the general office of the state council on the implementation of Chinese excellent traditional culture inheritance the opinions of the development of engineering, some of them mentioned to support the Chinese medicine, Chinese cooking, Chinese WuShu, the Chinese classics, Chinese cultural relics, Chinese gardens and Chinese festivals, the Chinese traditional culture representative projects go out. The use of Chinese cultural centers, film festivals, sports activities and other platforms or forms to promote the dissemination of China's outstanding traditional culture. It can be seen that the state attaches great importance to the communication of some excellent traditional cultures such as Chinese martial arts. The 18th national congress of the communist party of China (CPC) also stated clearly that "the modern communication system should be constructed and developed, and the capacity of transmission should be improved". The martial arts survive in communication and develop in communication. Martial arts spread throughout the development of WuShu. There is no culture of WuShu without communication. Martial arts through the family inheritance, teacher and pupil inheritance and school martial arts curriculum arrangement, through the spread of interpersonal communication, print, radio, the transmission of radio, film, television and other traditional media, and then enter the era of new media, martial arts is constantly improve themselves, to adapt to the development of the society.

---

Xue Deng, Yan Zhou, Jiangxi Vocational College of Industry & Engineering, Jiangxi 337055, China

## **THE ROLE OF NEW MEDIA IN THE SPREAD OF CHINESE WUSHU**

### **Can effectively protect the diversity of WuShu**

Compared with traditional media and new media, has the characteristics of large amount of information, openness, freedom, along with the growing emergence of high-tech, upgrading of mobile phones, laptops, wechat, weibo and network since the media such as new media has become the main platform of public communication. Martial arts as the Chinese excellent traditional culture, has a profound cultural background, in the era of traditional media, due to the limitations of traditional media, such as low interactivity and poor timeliness aspect, the spread of Chinese WuShu efficiency greatly discount. Nowadays, in the face of the impact of western modern sports, taekwondo and karate, martial arts boxing is gradually disappearing. The emergence of new media say brought opportunities to the spread of WuShu, new media will WuShu books and WuShu culture symbol of digital, to save its convenient and popularized, effectively protect the diversity development of WuShu.

### **Broaden the channels of WuShu communication**

New media also has the characteristics of immediacy, convenience, people can fast access to the information they want anytime and anywhere, its content is rich and colorful, including text, images, voice and video data. The traditional martial arts inheritance, which is commonly known as martial arts, is usually carried out in a traditional way, such as the traditional way of transmission of the traditional Chinese martial arts, such as the teacher, family and school martial arts courses. Today, we enter the new media age, it breaks the traditional mode of transmission, people's life style and cultural concepts are great changes have taken place, change, to make people get their martial arts information way more simple, broke the limit time, space and geography. New media resources richness in martial arts enthusiasts to provide knowledge on the basis of the martial arts, has set up a platform for the understanding of Chinese traditional culture on the one hand, on the other hand have greatly expanded the WuShu dissemination channels.

### **Promotes the interactive communication of WuShu culture**

Media to the spread of traditional way is to point to multipoint transmission, the disadvantages of this approach is to make the audience is the lack of initiative, is too simplified and makes the communicator and audience lack of mutual communication and exchange, thus hinders the audience information feedback. Moreover, it is difficult to break the boundary between China and the state, making it difficult to disseminate culture and information, thus hindering the spread of Chinese martial arts culture. The emergence of new media to be perfect to avoid these limitations, its mode of transmission can be a point to multipoint communication, can also be a multipoint to multipoint communication, everyone can become a martial arts, greatly promote the spread of WuShu culture. Take advantage of new media to release the articles, pictures and audio of martial arts, everyone can make public comments, doing so can make the interaction between the martial arts lovers and martial arts the timely feedback of information, so as to promote the exchange and the development of WuShu culture.

## **THE INTEGRATION AND DEVELOPMENT OF NEW MEDIA AND CHINESE WUSHU**

### **Strengthen the recognition of new media in Chinese martial arts communication**

According to a 2015 35 times China Internet network development state statistic report you can see, by the end of 2014, 557 million mobile Internet users in China, an increase of 2013 compared with 2013, Internet users in the use of mobile Internet population proportion from 81.0% to 85.5% in 2013, an increasing trend of mobile Internet users. This indicates that new media is becoming more and more important in the communication of life information nowadays. For the spread of martial arts, martial arts enthusiasts to understand new media were required by the relevant knowledge of martial arts culture, such as martial arts related websites, martial arts class WeChat, microblogging public number, etc., which can make the martial arts enthusiasts know at the first time in the near future of the development of martial arts, and through the comment form to interact, so as to promote the development of martial arts.

### **Use government functions to create a professional Chinese WuShu new media platform**

Martial arts as the Chinese excellent traditional culture, has a profound cultural background, in today's rapid economic development, people's life rhythm speeding up, the spread and development of the martial arts is a crucial, martial arts is the only thing to go out, can only be carried forward. To achieve the effect of half the effort, you need the government to play its role. The rise of new media can indeed promote the spread and development of martial arts, but there is not enough new media platform for the dissemination of martial arts information. This requires the government to take advantage of their functions, make special martial arts information communication platform for the new media, new media culture management system of professional talents, the spread of the system, professional WuShu culture. The spread and development of Chinese martial arts, with the government's intervention to build a professional WuShu communication platform, will make WuShu more systematic, professional and standardized.

### **Actively support and guide the development of WuShu from the media**

Since the media refers to the "based on the electronic and modernization to spread measures to individual as the service object, to provide with publicity or privacy of information production, sharing, communication, accumulation, for the purpose of its democracy, civil, personal, and the nature of the" universalization. The media is the sublimation of new media, belonging to the new media category. Like Chinese martial arts, martial life and mortal combat, such use WeChat, weibo and some other social platform, adopt the form of pay attention to the public, to let the general martial arts enthusiasts know martial arts related information in time, there appeared, from the media while these interactions can be conducted from the media form, realize the exchange of experience of the audience, but because of the limitations of technology, professional, these released to the media since the content is generally reproduced national relevant policies, oral martial arts, there are some video resolution and quality

of martial arts is not strong and so on, this needs the government agencies active support and guide the media, in order to achieve the biggest effect of the development of martial arts.

### **Strengthen the management of new media in Chinese WuShu communication**

Using new media, the martial arts culture, has the characteristics of large amount of information at the same time, also has certain disadvantages, such as martial arts information repeated phenomenon, information of the authenticity of martial arts, and the phenomenon of false advertising, etc., in public, in addition, new media, the martial arts video, there is a big randomness, ignore the quality of the martial arts video quality, so as to make the martial arts enthusiasts uncertainty in the selection of martial arts video. Follow the rules of the development of the new media and characteristics, according to national laws and regulations and policies, establish standard of new media, the martial arts culture, from the reality of suitable for the development of Chinese martial arts, make full use of various resources, configuration advantage resources, strengthen the supervision and management of new media.

### **CONCLUSION**

The significance of the spread of Chinese WuShu is due to the long history of Chinese martial arts, which is an important part of traditional Chinese culture and an outstanding representative of traditional sports culture. Under the new situation, the rapid and effective dissemination of Chinese martial arts is a major issue in the development of WuShu. The spread of WuShu should be bold and innovative, with The Times, with the new media "fast train", so as to promote the inheritance of the martial arts and carry it forward.

### **REFERENCES**

1. Guo yucheng. Cultural consciousness of the spread of WuShu: from the tradition to the discovery of tradition [J]. China sports technology, 2007 (1) : 25-28.
2. Yi xiuji. A study on the propagation path of Chinese martial arts in the new media environment [J]. Chinese martial arts (research), 2016 (11) : 35-38.
3. Wang you. The impact of social values on social values from the media era [J]. China press, 2013 (2) : 44-47.
4. Guo yadong. Research on the influence of mobile new media on the spread of WuShu culture [J]. WuShu research, 2016 (5) : 31-33.