

Communication Stratagem and Media Image on Martial Arts Propaganda

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Abstract: Martial arts are perfect in world, the media is considered to be infinite while the propaganda effect is direct force. For martial arts media propaganda we must understand concepts of "media" and "propaganda". In ancient society, although many of the martial arts knowledge are recorded in the books or letters to be spread, people were limited by the degree of education, the main forms of knowledge dissemination are mostly based on words and deeds. With the rapid development of science and technology, the modern media communication is not only limited to the record books, letters, teaching methods of words and deeds. The emergence of Internet and TV media make the spread of martial arts to a new level. Martial arts should strengthen the cooperation with media, make full use of mass media including: television, radio, magazines, books, newspapers, online advertising film agencies and other aspects of the media power to promote the free flow of information. Rooted in the need of interpersonal communication and mutual understanding, it needs to strengthen the propaganda of martial art in countries, narrow the uneven development of regions of martial arts, so gain more systematic, scientific, normative development of martial arts.

Keywords: Sports Communication; Martial Arts; Media

1. Introduction

Martial arts are in the development process, the ancient embryonic development, the recent development and the modern evolution, martial arts toward a more perfect world. The media is considered to be infinite while the propaganda effect is the direct force, about martial arts media propaganda we must understand concepts of "media" and "propaganda". The media is also known as a variety of information transmission means, propaganda between people is a way through symbol to convey a message of concepts, attitudes, feelings in order to share information and exchange process. Therefore, this article describes the development of various historical periods of martial arts, and social characteristics and the relationship with social development^[1]. Martial arts going into the stadium is a big step forward of martial arts development in Republic, played a huge role for the development of martial arts techniques. Also draws on the development of western sporting events, martial arts are in the form of test methods and competition system.

2. Ancient Media and Martial Arts Propaganda

2.1. The Characteristics and Value of Propaganda of Military Martial Arts Media

First, the military martial arts communicators are generals, in Song dynasty there were the emergence of specialized martial arts coach, can optimize the communication part of this initiative to improve the dissemination of results.

Second, the content spread of military martial arts is mainly the most practical and beneficial attack and defense in the overall operations of the martial art, which also reflects that martial arts are entirely for war, the army needed values. Without the direct use of the war content and operations point of view and also from the training, and Qi Jiguang's work "School Record Book", which is the art of war is that martial arts books, martial arts in this book to grasp and understand the research system described and to guide the practice of military training of martial arts. He Liangchen in "Chen Ji", clearly pointed out the subtleties of a variety of blade contamination was unrealistic to spend law. Military martial arts was the starting values from the war suitable choice of the martial arts contents of the army, the different values of martial arts were main reasons for the different communication content, values such as civil martial arts fighting were to meet individual needs. The essence of martial arts was inseparable from fighting techniques, so the technical and tactical were various. In Ming dynasty boxing routine training in martial arts was one of the military martial arts training, boxing with martial arts schools increased

the ever-changing martial arts. Human spread of civil martial arts had the contents of the main mix ^[2].

Third, the military martial arts have significant role in promoting folk martial arts spread, mainly in the promotion of private martial arts communicators and dissemination objects, to promote the development of the theory, enrich the content of martial arts equipment, which martial arts theory in the military works has played an important role on spread of martial arts.

In this long-history Chinese society, the central government faced almost north powerful military threat, until the Ming Dynasty and Qing Dynasty, Chinese military officers still attached very great importance on training men of martial arts, whether it was the implementation of conscription and served in the military system of the era or the era of ancient soldiers Tang Dynasty, The first step of the selection of civil conduct, that a mandatory target to increase the spread of martial arts, to promote the development of ancient Chinese martial arts. A lot of people into the army also a large number of soldiers returned to folk, it will spread martial arts to the private sector, from this point of view these soldiers became communicators ^[3]. The country met military needs for the purpose of official acts, promoted the spread of martial arts in the development.

2.2. Literature Media Propaganda

Record books are the carrier of human knowledge and information society, through words, pictures and other means to record certain information, the text is the most important record of the message means. From Oracle - bamboo - movable type, as the earliest forms of communication. "Martial arts" are first seen in the South Danasty system appeared with Xiao Tong "Selected Works" volume 20 in the "crown prince wrote the poem": "close martial arts, extolled the whole text". Stop the war department was to promote culture and education. Luo Zhenyu updated "Section of Book Contract Textual", the Oracle and Zhongding Wen involves a large number of weapons such as bows, arrows, Ge, axes, halberds, etc., reflected the prevailing weapons invention and use, followed by martial arts books in large numbers, promoted the development of martial arts.

Table 1. Martial Arts Books

No.	Author	Works
1	Ban Zhou	"Hand Article Six" "Kendo 38 Articles" etc. in "Han Book"
2	Tiao Luzi	"Wrestling"
3	Tang Shunzhi	"Wu Chapter"
4	Yu Dayou	"The Sword"
5	Wu Shu	"Arm Recorded"
6	He Liangchen	"Array Record"
7	Qi Jiguang	"School Record Book"
8	Cheng Zongyou	"The Remnant of Farming Technology"
9	Mao Yuanyi	"Armament Chi"
10	Ban Zhou	"Hand Article Six" "Kendo 38 Articles" etc. in "Han Book"

2.3. Propagation Characteristics of Human in Media

In ancient Chinese society, martial arts knowledge had lower cultural level. Theoretical study of martial arts was rather weak, the contents of military books in the martial arts became the main means of martial arts communication. Therefore, human words and deeds as the main characteristics of the media can play a significant role, avoid illiteracy and dialect as early as the fallacy and incorrect understanding. Media dissemination of culture, and information are the dissemination contents, check the formation of the information, in this communication process, action - posture that was symbolic, was underlying factor of the spread. Human as an important communication channel of medium, language communication, physical communication between people were more emotional exchange between the intuitive communicators, so that exchanges were able to get the correct information. Therefore, the value of media in this period was expensive, rare martial arts spread in word class, and more words and deeds as the main feature to spread martial arts culture.

2.4. Martial Arts and Religion

Folk religion and secret societies almost all had a close contact with martial arts, learning boxing martial arts and religion were connected, in a sense, served to promote the effect of the development and dissemination of martial arts, Shunzhi period in early Qing dynasty (1645), Shanxi Shuo County, led by Zhang Si Friends Committee was called the secret religious uprisings, Friends Committee was a good martial arts community, minority groups were farmers of learning knives, guns, killers. Henan, Shandong and other places of the White Lotus, Tian Men taught other days and "night gather dawn scatter", the martial arts and political activities. Some leaders such as the White Lotus Qu Binru, Xiong Mingshan themselves were Quanbang teachers, from Qianlong period, civil missionary martial arts, things came and went end convergence. Such as: Shandong, Henan, along the junction of Knife Committee, Shandong, Tenrikyo, etc.; According to incomplete statistics, in Qing dynasty secret religious sect by the association and non-apprentices, off-site activities, etc., with a teaching of Hung Gar, Bagua, and boxing, plum dozens of boxing and other martial arts. Knives, guns, swords, sticks, whip, a lot of equipment skills, which greatly contributed to Ming Dynasty after the development and popularization of martial arts, but also promoted the combination of a wide range of martial arts and qigong. Such as: Huang Teach, Promote Education, the Eight Trigrams, Long days, etc. longevity secret religious association in the Ming and Qing contacted information in organizational activities, we can see both of these sects "learning boxing" and "qi" of the record. Qigong and Chinese martial arts of ancient sports in the

most complete combination of the two systems were phenomenon caused us enough attention^[4]. The combination of Qigong and martial arts, Chinese martial arts system was an important indicator of the formation, in this combination, Taoism and other secret organizations were important carriers of martial arts media, martial arts flourished.

3. Propaganda Characteristics and Forms of Recent Martial Arts Media

3.1. Martial Arts in Rural Areas

Martial arts are from the countryside, appeared in the city before the 1911 Revolution of Shanghai Chin Woo Athletic Association, Tianjin and other Chinese martial arts in publicity for the National Sports Martial Arts, to promote Chinese martial arts education in the martial arts groups, which brought together the various sects of martial arts from around, became the primary venue for martial arts experts events.

Mature martial arts organization derived a large number, changing the original situation of mainly in rural areas, with teaching martial arts, the situation to fend for themselves, and formed a martial arts organizations in the city center, organized to promote the martial arts, organized to carry out the collation and study of martial arts. Martial arts towards the city's center embodied in: First, the martial arts were classified as school sports programs, martial arts schools in the development of education not only provided employment opportunities for martial artists, but also increased sports-oriented martial arts teaching content, teaching methods became more diverse, normative. In this particular historical context, intertwined development of Chinese martial arts in the natural continuation of the trends, affected the evolution of the spread and expansion of Chinese martial arts, so China got the popular modern martial arts movement and development.

3.2. Implement Competition, Establish Martial Arts Competitions

National Martial Arts Games carried out in Shanghai Simon Public Stadium. This conference was typical in this period of martial arts activities, the integration of many martial art shows and competitions. Such as: Tai Chi, push hands, knives, guns, swords, sticks performances and so on. There are single, double training and group performance. This competitive approach greatly exceeded the old traditional martial arts Dalei pattern, had unusual significance in martial art technology integration, the expansion of community practitioners and the expansion of social impact^[5].

During the martial arts in the match from the central government of the Republic in 1928 Martial Arts Hall at the "Martial Arts National Examination", thus created a precedent for the modern countless matches. It is carried

out against race under certain rules, for the modern martial arts competitions, lay the cornerstone of Chinese martial arts into the world of competitive sports on the big stage of the Olympic final temple.

3.3. Central Martial Arts Hall

The decision-making of Central Martial Arts Hall had direct impact on the overall development of contemporary martial arts. It developed the program of "social promotion, expanded publicity, uniform teaching materials, trained teachers", for the purpose to "promote Chinese martial arts, promote the general health", opened the first phase of Professor Training Course after the founded of "Martial Arts Weekly" and other magazines. Central Martial Arts Hall through strict rules and regulations, broke the old forms of organization and management and strengthened the power of government at all levels, all kinds of control and management of Martial Arts Halls. In addition, the Central Martial Arts Hall also promulgated the "Martial Arts Examination Regulations", "Martial Arts Examination Rules", managed the national martial arts activities. This had a great contribution to exploration of the martial arts development and education. In the popularity of martial arts, promotion, publicity, martial arts celebrity played an important role.

3.4. Foreign Communication of Martial Arts Masters

Foreign communication of martial arts masters was a prominent feature of the martial arts spread in this period, in recent times, a lot of folk martial arts masters through a variety of ways to go abroad, participated in various cultural activities abroad made martial arts flourish overseas. As martial arts are not what practitioners can easily learn from books unilateral access to information, in a sense, words and deeds still also occupied a pivotal position in the teaching of martial arts. Such as: 1929, Fujian Yongchun by the composition of "Fujian Martial Arts Group" to go to Kuala Lumpur, Manila had 365 games of martial arts; 1933, Zhang Zhijiang, who led the martial arts delegation to visit Japan for a tour; 1936 Chinese Martial Arts Delegation in Berlin, Germany Olympics opening ceremony performed more than 20 martial arts programs, caused a sensation.

4. Characteristics and Forms of Modern Media Propaganda

4.1. Television Broadcast of Martial Arts Tournament

With the rapid development of TV media, television became an important means of disseminating information. TV media, one of the tools had an impact on public life, the fastest, most direct means, martial arts used television media by a number of audience, coverage, the dissemination impact and clear results advantages, to promote and facilitate the development of martial arts. World Wushu

Championships is the world's highest level of international martial arts competitions, the previous tournament's move promoted the popularity of martial arts development.

From the games Broadcast in eighties to the martial arts video game live event now, which fully reflects the television media had a profound impact on the development of martial arts and publicity!

Table 2. Situations of Chinese Sanda Competitions and Foreign Fighting Matches

Time	Tournament Name	Site
October 1998	Sino-U S Martial Arts Fighting Tournament	Beijing
July 1999	Sino- U S Martial Arts Fighting Tournament	Hawaii
May 2000	China Sanshou and Japan Karate Tournament	Beijing
October 2000	Sino- U S Martial Arts Fighting Tournament	Beijing
December 2000	China Kongfu VS U.S. Professional Boxing Championship	Beijing
May 2001	China Sanshou and Japan Karate Tournament	Tokyo
September 2001	Sino- Thai Fighting Tournament	Guangzhou Bangkok
December 2001	Chinese Kongfu VS U.S. Professional Boxing Championship	New York
February 2002	The First "Paris Cup" International Invitation Tournament	Paris
October 2002	Beijing International Fight Sanshou Invitational	Beijing
November 2002	Third Sino-Thai Fighting Contest	Shenzhen
December 2002	Chinese Kongfu VS Japan Kickboxing Championship	Beijing
July 2003	First World Wushu Sanshou Competition	Shanghai

4.2. The Role of Film and Television Media on Martial Arts

Movie "Shaolin Temple" opened up a new road for the new Chinese movie, "Shaolin Temple" film broadcast set off a wave of "martial arts fever" across the country. Since then, a number of relatively good martial arts movies came out, at the same time with its unique form, a series of martial arts films out in TV. As "Huo Yuanjia" boutique, martial arts in the country got an unprecedented boom, when the publicity of martial arts played a huge role.

Film industry developed in today's society in high-speed, martial arts movies enriched, award-winning and nominated in recent years, such as directors Ang Lee, Zhang Yimou's martial arts films in the International Film Festival. With "Crouching Tiger Hidden Dragon," "Heroes" and many other martial arts, Chinese martial arts have to figure into the vigorous visual mainstream western media, formed the "east west, gradually learning" process. Martial arts film shows its unique charm through films,

spreads traditional Chinese culture through the films to speed up the pace of the spread of martial arts while also actively promotes the expansion of martial arts culture and influence. In recent years, the domestic martial arts film made great achievements in the international status. The martial arts in the major media exposure promoted diversification of martial arts, entertainment, "martial arts into the world, the world accept the martial arts culture". Therefore, publicity and promotion of martial arts cultural aspects, the credit for the film is far greater than its negative effects. Involvement of the media let people aware of martial arts and martial arts culture in the international status of the impact, media influence on the development of martial arts, which promoted the commercialization of martial arts^[7].

4.3. The Appearance of Network, Accelerated the Pace towards the World of Martial Arts

Today, we faced with an open world, all kinds of information impact on our vision everywhere. Network has been indispensable information channels of our life source, the Internet is synthesis of text, pictures, video. Therefore, carries out the martial arts distance education through martial arts site, learn the latest, hottest trends in martial arts and martial arts topics. "Martial Arts Teaching Film", "China's 2008 Olympic Bid Martial Arts Film" martial arts and other related information, query friendly, and rich content can keep abreast of the latest martial arts for more information, give readers understanding of Chinese traditional culture.

Network as an advanced information way, has advantages of rapid communication and timely query results, can facilitate the purpose of free exchange. Media find their own audiences position in the process to promote more and more people turn to get information from the network, the development of network information into new communication channels for martial arts. Only an equal exchange of cultural prosperity was possible to make a wide range of martial arts into the world, if the era of the traditional mass media achieved equality of exchange to be more subjective to the constraints of time, then the modern network era provides a equal exchange platform.

5. Conclusion

Media propaganda is a complex multi-layered structure model. It is a sustainable model of interaction, especially in today's society. Media is beyond time and space, expands the field of martial arts impact, reflects the social value of martial arts, so we have to grasp the market laws of the media propaganda; although ancient martial arts, recent martial arts, modern martial arts, publicity through different channels, they represent three different years of the discovery and development efforts, the tension between them and the martial arts fighting promoted the development of formal important opportunity; the strengthening of national and cultural exchanges lat martial arts

in a wide range of Chinese martial arts and cultural community to spread to every corner of the world. Martial arts should strengthen cooperation with media, make full use of mass media including: television, radio, magazines, books, newspapers, online advertising film agencies and other aspects of the media power to promote the free flow of information. Rooted in the need of interpersonal communication and mutual understanding, strengthen the propaganda of martial art in countries, narrow the uneven development of regions of martial arts, so gain more systematic, scientific, normative development of martial arts.

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