

# Study on the Teaching of Tai Chi Kungfu Fan in Xinjiang Universities in the View of Cultural Communication

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**Abstract:** Kungfu fan is the innovation and development of Chinese martial arts culture, and Xinjiang's culture has established its own system. As a major medium of cultural communication, how universities integrate the region and traditional culture is an unavoidable topic in the context of the multi-cultural prosperity of contemporary culture. This paper will start from the history of Kungfu fan, combined with Xinjiang's unique regional culture and customs, from the perspective of cultural communication, to explore how colleges and universities can promote the integration and development of related culture through the teaching of Tai Chi Kungfu fan.

**Keywords:** Cultural Communication; Tai Chi Kungfu Fan; Teaching; Xinjiang

## 1. Introduction

With the put forward of "cultural prosperity and development", Chinese martial arts, as an important national sports culture with a long history and deep roots, has become an important way of cultural communication for internal integration and external export. While, the slogan "Health First, Quality Education and Lifelong Physical Education" put forward in recent years shows that the goal of "strong physique and civilized spirit called for in school physical education" is unified with the national fitness and national health advocated by Chinese martial arts. Therefore, Tai Chi Kungfu Fan, as an interesting and artistic part of Chinese martial arts, is possible to improve the comprehensive physical quality of contemporary college students. At the same time, it can be introduced into the cultural life of the citizens for Xinjiang---the relatively strong regional characteristics---to achieve cross-regional cultural exchanges and dissemination and strengthen the cultural pattern of China's pluralism.

## 2. Introduction of the Origin and Development of Tai Chi Kungfu Fan

### 2.1. Introduction of Tai Chi Kungfu Fan

Tai Chi Kung Fu Fan was created by the Beijing Association of The Elderly to support Beijing's bid to host the 2008 Olympic Games and vigorously carry out physical exercise for the elderly. It has become the most popular Tai Chi fitness program by far because of its artistic and fitness features. This sport pay attention to combination of fan-waving and Tai Chi motion so that martial movements and traditional phonology culture can be in-

spired. Meanwhile, integrating the different genres of Tai Chi action and other characteristics of martial arts culture, such as long fist, Nanquan, etc., it is the first choice for middle-aged and old groups to carry out fitness activities.

### 2.2. The survival status of Chinese martial arts

Under the background of globalization, the future development of Chinese martial arts is full of obstacles. On the one hand, with the "invasion" of foreign culture, boxing, fighting and other martial arts sports by means of their mature spread model developed in the local, have also opened up the market in China and attracted more and more audiences; Despite the long and deep history, the audience of Chinese martial remains the audience before the invasion of foreign martial. With the audience aging, Chinese martial didn't adjust to meet the demands of times so as to cater for the new generation. Therefore, Chinese martial arts is facing a great loss of local audience and foreign cultural threats. How to ensure the essence of local martial arts continues to pass on, meanwhile, to better adapt to meet the needs of modern social sports life and spiritual civilization, is the only way that must be passed to seek survival and development by Chinese martial arts.

### 2.3. Development of Tai Chi Kungfu Fan

Although the origin of Tai Chi is still controversial, according to the conclusion that the martial arts historian Tang Hao has argued, it can be seen that Tai Chi is created in the late Ming and early Qing Dynasty based on the 32 styles of long fist of Qi Jiguang, integrated all kinds of boxing methods by Chen Wangting and combined with Taoist theory and traditional culture of meridian theory

and Yin and Yang theory. Fan, as an important part of Chinese culture, after thousands of years of development and evolution, has gradually combined with poetry, dance opera, martial arts legends, forming a unique and very beautiful fan culture.

Tai Chi Fan is a very novel and prominent part of the continuous innovation and development of Tai Chi system. It is originally founded among the folk, and then gradually matured after continuous improvement. In the professional field, the introduction of the Tai Chi fan term was first seen on "Yang's Tai Chi Fist" VCD by Professor Yang Li's in 1999, which was published by the Chinese Audio-visual Publishing House and rapidly became popular throughout the country. Although Tai Chi Fan only has 20 years of history, it has formed a complete martial arts system, and is continuously innovated and improved in all efforts of enthusiasts and full-time teachers.

As the product of the combination of traditional fan culture and Tai Chi martial arts movement, Tai Chi fan not only accommodates the connotation of two characteristic traditional cultures, but also has a profound cultural atmosphere, so it shows the vitality.

### **3. The Significance of Developing Tai Chi Kungfu Fan in Universities of Xinjiang**

Although Tai Chi Kungfu Fan takes middle-aged and old people fitness groups as the main target audience, it may provide a new way of thinking for the integration of Chinese traditional culture into Xinjiang's regional culture from universities with a wider range of cultural communication, greater demand for fitness sports and stronger group learning ability.

#### **3.1. Strengthening the physical fitness training of teachers and students**

As a traditional martial arts movement, Tai Chi fan's style has been repeatedly polished and perfected. It has a positive effect on strong physique, edifying sentiment. Compared with other sports, its relatively gentle action style is also conducive to physical fitness and avoid the possibility of sports injury; Therefore, Tai Chi fan is very suitable to promote the fitness movement in college.

#### **3.2. Promoting the heritage of Tai Chi Kungfu Fan**

College students is the most creative group of the contemporary. Giving education and guidance on Tai Chi kung fu fan to them can quickly make them "practices" to the actual fitness activities. With relatively active thinking and unique influence on social platform, they may be able to express Tai Chi movement in a more vivid way in the public vision, so as to attract more people to participate in the Tai Chi kung fu fan inheritance.

#### **3.3. Expanding exchanges between universities and the people**

In addition to meeting the daily teaching and scientific research tasks, with sufficient and advanced infrastructure, university is also a place for the daily activities of the surrounding citizens. This phenomenon is particularly evident in Xinjiang. College teachers and students in the playground or other open space waving Tai Chi kung fu fan, which will certainly be able to attract the community residents. In the process of communication the exchange between university teachers and students and community residents can be strengthened.

#### **3.4. Promoting cross-regional cultural communication**

In other areas, Tai Chi fan has been integrated into the local community culture and has become a mass public activity for residents. But in Xinjiang, because of its own well-established regional cultural system, Tai Chi Kungfu fan is still not yet popular. And to promote the Tai Chi Kung Fu fan movement by means of the college education is a more natural way to gradually introduce the promotion of culture into a specific region. Through popularization and promotion in colleges and universities, it can be expanded to a larger level of community, and eventually integrated into the overall regional culture.

### **4. Analysis of the Current Situation of Tai Chi Kungfu Fan in Universities of Xinjiang**

#### **4.1. Situation analysis**

At present, Tai Chi Kungfu Fan has entered the Xinjiang region, but is still in the awkward state of "small range familiar, large-scale strange". Tai Chi Kungfu Fan courses in universities of Xinjiang are mainly offered by Xinjiang Agricultural University. At the opening ceremony of the 2019 Xinjiang Agricultural University Athletics Games, 1500 people jointly performed the Tai Chi Kungfu Fan show, which, together with the chorus of "Me and My Motherland", was remarkable, and the teachers and students of all grades passed on the profound traditional heritage of Chinese culture in a magnificent way; in addition, other colleges such as Xinjiang Vocational University and so on, introduce Tai Chi Kungfu Fan into campus activities. Students give powerful support in learning Kungfu Fan. But as far as the whole Xinjiang university is concerned, Tai Chi Kungfu fan is not popular, we can only say that a small range set off some waves.

#### **4.2. Analysis of teaching methods**

The current teaching of Tai Chi Kungfu Fan follows the traditional college physical education teaching model, taking the small class-based teaching led by a full-time teacher, that is, a professional teacher of Tai Chi Kungfu

Fan guides a small class composed of about 30 people. Teaching activities are generally carried out in the open playground, with portable speakers to play background music. The teacher teaches, then students learn according to the action and repeated again and again. At last, teacher gives feedback about related comments.

In terms of teaching content, it mainly chooses the second set of Tai Chi Kung Fu fan created by Professor Li De-in. On the basis of martial arts action, it reasonably increases the elements of Beijing Opera and dance, forming a soft, moderate rhythm and relatively creative teaching action.

#### **4.3. Course Performance Analysis**

As a traditional populist martial art, Tai Chi Kung Fu Fan's "hand, eye, body, position, steps, mental and strength" style can promote the growth of skeletal muscle. According to the relevant research, most students think that the intensity of the sport is moderate. After the exercise, the mental state is full of power, and optimistic. The overall physical quality has been very good. In the follow-up physical test, this part of the students in the speed test performance improved significantly. Coordination, flexibility and other aspects are also much higher than other physical education programs. The only deficiency is the endurance of the effect that is not significant.

At the same time, after finishing the study of Tai Chi Kungfu Fan, 65.3 percent of students will take Tai ChiKungfu fan as a way to continue exercise. While 86.7 percent of students choose to continue Tai Chi kung fu fan exercise after graduation, so it is likely to become a lifelong exercise program for college students.

### **5. Analysis of the Existing Problems of Tai ChiKungfu Fan in Universities of Xinjiang**

#### **5.1. The course content is imperfect and not interesting**

Tai Chi Kungfu Fan itself is in constant improvement and development. The time it entered into the university is only a short more than ten years. Therefore, most of the existing courses are simply moved the Kunfu Fan style into the classroom, lack of adjustment and optimization on regional and psychological characteristics of college students in Xinjiang. Its attraction on college students in Xinjiang region may not have the same effect as some more interesting courses do.

#### **5.2. Lack of professional character in teaching methods**

Other physical education courses are more demanding for the application of basic skills. Tai Chi Kung fu fan content is relatively narrow and the scope of application is relatively not so broad, so the basic style can master more solid in order to achieve integration and physical fitness

purposes. But the current way of teaching is still the same as other projects, constantly consolidate the basic style without attraction. The teaching method is slightly mediocre.

#### **5.3. Limited professional level of teachers**

Tai Chi Kung fu fans are civilian sports. The popularity of the middle-aged and young generation is still low compared to competitive sports, and there are few professional athletes with expertise in this area. In addition, the teacher's title system for teachers' academic resumes and so on have many restrictions. Colleges and universities in Xinjiang are slightly inadequate for the top talent attraction. There are few Tai ChiKung fu fan teachers that can meet the conditions of employment and teaching ability.

#### **5.4. Students are less motivated to learn**

Because of the culture of Xinjiang, people participate in sports actively, as are the students of colleges and universities. Before the introduction of Tai ChiKung Fu Fan, the fitness needs and hobbies of Xinjiang university students have been basically formed. So, many students learn Tai Chi Kung Fu Fan unwillingly. Independent exploration, publicity and promotion of learning will be relatively small.

### **6. A Preliminary Exploration of the Spread Strategy of Tai Chi Kung fu Fan in Xinjiang Universities**

#### **6.1. Adhere to the fitness function-oriented, cultural transmission as a supplement to the information dissemination strategy**

The essence of Tai Chi Kung Fu Fan is a fitness movement, so in the process of promotion, we must firmly grasp the information dissemination strategy of "fitness function as the main, with cultural communication as the auxiliary" to carry out scientific planning of Tai Chi Fan communication activities. The teachers and students of the university in Xinjiang can feel the superiority of Tai Chi Kung Fu Fan as a fitness project, so that in the course of sports, gradually realize, explore and discover the charm of the traditional Chinese culture, and lay a solid foundation for the multi-integration and development of Xinjiang's regional culture and Chinese traditional culture.

#### **6.2. Establishing the introduction mechanism of Tai ChiKung Fu Fan special talents**

Tai ChiKung Fu fan is in the stage of creation and development. Compared with other mature disciplines, many professionals in this field of research are not rich enough, so it is difficult to meet the more stringent assessment standards of colleges and universities. But the social role of cultural integration undertaken by Tai ChiKung Fu fan

has great potential for a long time to come. Therefore, whether it can open up a "green channel" for the characteristic talents of Tai ChiKung Fu Fan in order to realize the innovation of Tai Chi Kung Fu Fan course and attract the virtuous circle of follow-up talents.

### **6.3. Innovative course content by incorporating regional elements**

In the process of cultural communication, we should not only ensure its own characteristics, but also respect the culture of the region. Therefore, while promoting Tai Chi Kung Fu Fan, Xinjiang's regional characteristics should also be fully considered and respected. If we can integrate the regional elements of Xinjiang in the course of Tai ChiKung Fu Fan and join the ethnic minority customs, we can not only enhance the interest of the curriculum, but also embody the concept of cultural communication of fusion and development, and realize the multi-integration and common development of regional culture and traditional culture.

## **7. Conclusions**

As an innovation and development of traditional Chinese martial arts culture, Tai Chi Kung Fu Fan is an outstanding product of traditional culture adapting to the contemporary era. Colleges and universities, as the most dynam-

ic and creative center in society, can help the spread of traditional culture. Xinjiang, a region with very obvious regional cultural characteristics, with colleges and universities as the link, through the integration of regional characteristics of Tai Chi Kung Fu fan teaching, can attract more outstanding talents to understand and love this martial arts culture, so as to achieve the spread of culture and regional exchanges.

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