

Research on the development of martial arts fighting industry under the background of Internet

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ABSTRACT. *The popularity of websites, APP, WeChat, QQ, etc., makes the Internet have the advantage of information communication that traditional media can't match. As a sport, martial arts fighting not only can keep fit, but also has a high artistic appreciation. In order to develop and grow in the Internet era, the martial arts fighting industry must take advantage of the trend and integrate traditional martial arts fighting with modern Internet technology to promote the better development of the martial arts fighting industry.*

KEYWORDS: *Internet; Martial arts fighting; Industrial development*

1. Introduction

Martial arts fighting is a kind of empty hand fighting technique, which requires high explosive force and is mainly used for mutual confrontation. There are many kinds of martial arts fighting, such as taekwondo, judo, Sanda, Taiquan, karate and so on. In modern martial arts fighting, athletes need to have strong attack ability first, so they need sensitive response speed, deep fighting ability and strong body strength; also, they need to have sharp defense per-consciousness and strong body quality to have strong fighting ability.

2. Development status of martial arts fighting industry

The development of martial arts fighting industry is inseparable from martial arts fighting resources, which mainly include fitness, entertainment, leisure, education and so on. Martial arts fighting industry is to realize the promotion of economic benefits and promote the development of fighting industry through the development and management of these resources, including martial arts fighting events and media broadcasting, martial arts fighting film and television industry, martial arts fighting products and services. In the age of Internet, the martial arts fighting industry of our country mainly displays as follows.

2.1 Network information is mixed

The Internet enables people to know the world without leaving home, but it also brings some negative effects to people. Some businesses use the Internet as a platform to make false propaganda, exaggeration and even distortion of martial arts fighting products. Some foreign martial arts fighting industries over pack and exaggerate their own industries, making the common people feel that it is difficult to distinguish the true from the false, which seriously affects the development of the martial arts fighting industry.

2.2 The enterprise is eager for quick success and instant profit

Most of the martial arts fighting related enterprises in China have begun to use the Internet to promote their related products and services, but they generally show some urgency to achieve quick results and instant benefits. In order to attract the public's attention, they did not hesitate to entertain martial arts fighting, ignoring the importance of technology and traditional culture.[1] Such a way may bring temporary benefits, but due to the lack of martial arts fighting cultural connotation, it can not attract the real martial arts fighting fans, and can not get the continuous attention of the audience.

Fortunately, sports programs such as "Wulin style" and "Wuwang grand gathering" have made a good start for the promotion of martial arts fighting. These programs not only show the charm of martial arts fighting, but also promote the development of martial arts fighting industry to a certain extent. However, a few programs can not fundamentally change people's cognition of martial arts fighting, let alone fundamentally promote martial arts fighting. The development of martial arts industry in China is still a long way to go.[4]

3. The role of Internet in the development of martial arts fighting industry

The Internet has promoted the integration of different industries and the upgrading of industries. In terms of martial arts fighting industry, the role of the Internet is mainly reflected in the following points.

3.1 The Internet has deepened people's perception of martial arts fighting

For most people, the understanding of martial arts focuses on the performance of the storytelling, the depiction of the novel, and the performance of the literary arts. People's understanding of martial arts is more in self-imagination. The emergence of the Internet has broken the limitation of time and space. With just one computer or one mobile phone, you can see the wonderful martial arts fighting competition and learn the professional martial arts fighting tutorial. Real and reliable martial arts fighting information, convenient and fast martial arts fighting resources, professional martial arts fighting tutorials, etc., all make people's understanding of

martial arts fighting change from mystery to reality, from hearing to experience. People's understanding of martial arts fighting has increased, understanding has deepened, and interest has increased. This has promoted the development of martial arts fighting industry to a certain extent.

3.2 The development of multimedia optimizes the effect of martial arts fighting

The development of multimedia has preserved the fleeting information of martial arts fighting, such as video, sound, text, and commentary. These all-round, three-dimensional audiovisual and sensory experiences of martial arts can greatly accelerate people's perception of martial arts fighting. The emergence of the Internet, especially in recent years, has accelerated the spread of multimedia, thus further promoting the development of the martial arts fighting industry.

3.3 The development of the Internet is conducive to the resource integration of the martial arts fighting industry

The Internet is conducive to resource integration and is conducive to cost savings. For the martial arts fighting industry, the Internet not only promotes people's understanding of martial arts fighting and related industries, but also promotes the resource integration of the martial arts fighting industry. As far as the teaching of martial arts fighting is concerned, the emergence of the Internet has changed the traditional teaching venues and teaching methods, and has reversed the shortage of teachers. A teacher can teach countless students, and students can learn according to their own needs at any time and any place.[3]

4. Strategies for developing martial arts fighting industry under the background of the Internet

The emergence of the Internet has changed people's lifestyle.[5] For the martial arts fighting industry, we must comply with the times and effectively use the Internet for publicity and promotion. Specifically, we should do the following.

4.1 Deeply excavating the cultural connotation of martial arts fighting

China is a state of etiquette. Respecting the opponent is an insurmountable moral bottom line for the development of martial arts. The deepening of cultural connotation is the basis for the long-term development of the martial arts fighting industry. Martial arts fighting should not only pay attention to the development of industry, but also pay attention to the combination of education and the improvement of the level of moral education of learners. For this reason, in the propaganda of the Internet, we must resolutely remove the bad content that beats people's eyes and pleases the audience's senses. Inheriting the cultural essence of martial arts fighting, improving the professionalism of martial arts fighting, and

building a platform for learning and display for combat enthusiasts.

4.2 Expanding the promotion of martial arts fighting

The rise of the Internet has broadened the channels for people to watch martial arts fighting events, and also provided a historic opportunity for the development of the martial arts fighting industry. Martial arts fighting website and app not only provide open learning platform for fighting fans, but also increase profits for enterprises.[2] Although the charging items of these platforms are generally not high, they can be used and played repeatedly, so a large number of clicks can be converted into considerable income. Using the advantages of Internet information dissemination, we will increase the publicity of martial arts fighting events, various martial arts fighting products and services, increase people's attention to martial arts fighting, and increase the sales of martial arts fighting products and box office.

4.3 Increasing the training of martial arts fighters

Talent is the key to the development of martial arts fighting industry. Therefore, we should strengthen the training of talents and continuously train comprehensive talents who are proficient in martial arts fighting and understand information technology and enterprise management. On the one hand, we should start from the setting of college majors, and on the other hand, we should learn from the advanced experience of foreign countries to speed up the training of professional talents.

5. Conclusion

Under the background of Internet, the development of martial arts fighting industry not only conforms to the development of The Times, but also meets the needs of inheriting and developing martial arts fighting. So we must use the Internet to inherit martial arts fighting skills, optimize martial arts fighting services, expand the influence of martial arts fighting among the masses, strengthen the training of martial arts fighting talents, and promote the double harvest of industrial development and cultural inheritance.

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