

Research on the Ways of Wushu Culture Transmission from the Perspective of Cultural Self-confidence

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Abstract: Cultural confidence is a kind of recognition and admiration of one's own culture, which contains rich functions and characteristics, and is of great significance to building socialist core values, maintaining national cultural security and promoting the realization of the great "Chinese Dream". Martial arts, as a treasure of Chinese traditional culture, not only carries rich historical and cultural connotations, but also embodies the bravery and wisdom of the Chinese nation. Carrying forward the Chinese wushu culture is conducive to enhancing the self-confidence of national culture, improving the soft power of national culture, and thus promoting the great rejuvenation of the Chinese nation. Therefore, this paper aims to discuss the status quo, challenges, ways of communication and future development of martial arts culture from the perspective of cultural confidence. Through literature, logical analysis and other methods, this paper sorts out the practical challenges of martial arts culture transmission, and puts forward a new thinking path of martial arts culture transmission, in order to provide theoretical reference for the extensive dissemination of martial arts culture and the inheritance of other traditional national sports culture.

Keywords: Cultural self-confidence, Wushu culture, Propagation path

1. Introduction

Nowadays, cultural self-confidence has become an important issue for national development. As one of the most representative cultures in the traditional culture of the Chinese nation, the spread and development of Chinese martial arts culture is conducive to carrying forward the excellent traditional culture of China, enhancing the self-confidence of national culture, and is of great significance to the promotion of the soft power of Chinese culture. In recent years, how to break through the values, language system and concepts in Chinese martial arts, and then spread and promote them has become the focus of martial arts cultural communication research. Therefore, this study attempts to analyze from the perspective of different cultural integration, and discusses the path and method of promoting the spread of Chinese martial arts culture, in order to contribute to the spread and development of China's excellent national traditional sports culture.

2. Cultural Self-confidence and Martial Arts Culture

2.1. Connotation of "Cultural Confidence"

Since 2012, cultural self-confidence has gradually become an important index to evaluate a country's comprehensive national strength under the background of globalization. It is not only closely related to the inheritance of national spirit, but also affects the country's voice and influence in the international arena to a certain extent. A nation's cultural confidence is a comprehensive reflection of its historical accumulation, cultural inheritance and contemporary development, and an internal driving force for national prosperity and progress^[1]. As for the term "cultural confidence", different scholars have different views:

A scholar, Kui Jincheng, believes that people's confidence in culture is rooted in the fact that they are able to continuously inherit and innovate a certain culture to meet social needs, and that they have

always maintained their cultural comparative advantages in exchanges, blends and exchanges with foreign cultures^[2].

Xu Longjian put forward: "Cultural self-confidence is the full affirmation and active practice of cultural values, concepts and vitality by cultural subjects through the process of cultural cognition, speculation and study"^[3].

Li Xiaoping believes that cultural self-confidence is the core of Chinese culture. It not only requires our self-cognition, self-development and self-perfection, but also requires us to actively absorb excellent foreign cultures, and believe with a rational attitude that our own culture can continue to grow and lead the development of world culture, so that human culture can reach a higher level^[4].

In general, the confidence in the socialist culture with Chinese characteristics is the emotional identification of the Chinese people on the basis of their deep understanding of their own national cultural values, and the confidence in the advanced nature of the socialist culture with Chinese characteristics. To uphold cultural confidence is to stimulate the Party and the people's historical pride in the fine traditional Chinese culture, and to form a general consensus and value recognition of the core socialist values in the whole society.

2.2. Unique Value of Martial Arts Culture

Wushu is a valuable cultural heritage of the Chinese nation, with a long history and profound cultural deposits. As the core of Chinese traditional sports culture, it is not only a kind of sports, but also a cultural carrier of self-cultivation and physical fitness. In the long-term development process, martial arts has formed its own unique cultural system. Whether it is technical, institutional or spiritual, the core values of Chinese martial arts have always been consistent with the traditional culture of the Chinese nation. Displaying the national spirit of "moral commitment" and "vigorous and promising", and practicing the behavioral characteristics of "moral supremacy", it has long gone beyond the simple level of practical skills, and has been internalized and promoted to a kind of education^[5]. Martial arts culture contains a wealth of philosophical thoughts, ethics and aesthetic taste, reflecting the Chinese nation's unique understanding of nature, society and man himself. Carrying forward the traditional Chinese martial arts culture is conducive to enriching people's cultural life, enhancing national spirit^[6], enhancing cultural self-confidence and enhancing patriotic consciousness^[7].

3. The Present Situation and Challenge of Wushu Culture Dissemination

3.1. Present Situation of Transmission

Since 2012, with the state's emphasis on and support for traditional culture, the spread of martial arts culture has achieved remarkable results. The promulgation of relevant policies such as *the Opinions of the General Office of the CPC Central Committee and The General Office of the State Council on Implementing the Project of Inheriting and Developing Excellent Traditional Chinese Culture*, *the Wushu Industry Development Plan (2019-2025)*, and the holding of various wushu competitions, wushu festivals and cultural exchange activities have greatly promoted the spread and development of wushu culture. For example, the emergence of a large-scale martial arts festival in Hong Kong is conducive to promoting the international dissemination of Chinese martial arts culture and the popularization and promotion of Chinese martial arts culture in the international community^[8].

In addition, emerging media such as the Internet and short videos give new impetus to the spread of martial arts culture, providing a broader platform for the spread of martial arts culture. The change of the media has changed the channel of the dissemination of martial arts cultural information. Martial arts culture exists on the Internet in diversified forms, such as text, pictures, video and audio, games, etc., which enriches the transmission channels of martial arts culture^[9]. Television network technology enables people to break through the limitation of time and space, and enables martial arts culture to spread more widely and instantly^[10].

3.2. Challenges Faced

As an important carrier of Chinese traditional culture, Wushu plays an important role in the development of Chinese cultural soft power. However, the emergence of the phenomenon of "Western learning spreading to the east" has hindered the spread of Chinese traditional culture, and the inheritance

of Chinese Wushu culture is facing many challenges.

On the one hand, martial arts culture itself has the problem of audience disconnection. The young generation lacks understanding and interest in martial arts culture, the connotation of Chinese martial arts culture is not sufficiently developed, the traditional advantages of martial arts culture are limited^[11], and the social cognition of martial arts culture is biased (for example, the "Ma Baoguo incident" has caused the alienation of traditional Chinese martial arts culture in the eyes of the public). A certain tai Chi "master" makes the public misread the use and meaning of Tai Chi in traditional Chinese martial arts culture, and whether the martial arts transmitted in the "Wulin Wind" program are real martial arts in line with the reasonable values of traditional martial arts, at this time, we must draw a question mark).

On the other hand, the strong impact of western sports culture has formed a heavy oppression on the development of martial arts, thus leading to the weakening of traditional Chinese martial arts culture and aggravating the difficulty of martial arts culture transmission^[12]. The Chinese and Western language barriers lead to the deviation of the "information decoding" of martial arts culture, and the lack of the right to speak of martial arts culture leads to the failure of the transmission of martial arts culture to achieve cultural identity^{[13][14]}, which become important factors restricting the international transmission of martial arts culture. In addition, the problems such as the single mode of wushu culture transmission and the lack of innovation in content also need to be solved.

4. Thinking Path of Wushu Culture Transmission from the Perspective of Cultural Confidence

4.1. Localization of Martial Arts

The localization of martial arts culture is very necessary, and it is also the first step of cultural dissemination. First of all, we should correctly understand the local economy, politics, culture, concept and environment, respect different local regional cultures, and carry out correct guidance and moderate reconciliation of the spread of martial arts culture. Secondly, starting from the commonality of martial arts culture, combined with the origin of Chinese martial arts culture, and using localization strategies and resources, the characteristics of different regional exchanges and cultural foundations are combined into the new cultural environment to build a reasonable way of cultural exchange^[15].

In today's diversified era, we not only need to face up to our own values, but also to understand Western cultural values with an attitude of acceptance. In a narrow sense, Chinese martial arts has a unique value of "treating disease" and has become a veritable "dynamic medicine". In a broad sense, Chinese martial arts is a treasure under the development of thousands of years, with practical significance and its unique cultural value. Therefore, as Chinese people, cultural confidence starts from their own country, they believe in Chinese culture and love Chinese martial arts culture, and have a sense of mission and confidence in Chinese traditional culture, so that China's excellent traditional culture can always be spread^[16].

4.2. Globalization of Martial Arts

Customs, taboos, moral concepts, ritual sense and other cultures from different countries and regions often collide and contradict each other in the process of communication. Therefore, the international communication of martial arts culture should carry out special research on audiences in different countries. The international communication strategy and plan of martial arts culture should be carried out according to the actual situation of each country and region, and international transformation should be carried out without losing the origin of martial arts, which is a very important link in cross-cultural communication. At the same time, it is necessary to systematically deconstruct and integrate all aspects of martial arts culture communication, and carry out implementation feedback and benign testing in order to make timely and reasonable improvements, so as to obtain the best martial arts culture communication benefits and achieve the ultimate goal of public recognition and martial arts culture communication and popularization^[17].

At present, the communication of martial arts culture does not pay enough attention to the particularity in the cross-cultural context, the awareness of cultural dialogue needs to be strengthened, and the strategies, skills, means and ways of international martial arts culture communication are still lacking. Therefore, it is an important process of martial arts communication to investigate, analyze and learn from the successful cases of similar foreign projects, grasp the general rules of martial arts cross-cultural communication, and build a strong international network, information database and talent

expert database of martial arts cross-cultural communication, which may also be an important breakthrough to solve the dilemma of international martial arts culture communication^[18].

4.3. Dissemination of Martial Arts Industrialization

4.3.1. Beginning of the development of martial arts industry

The notice of *Martial Arts Industry Development Plan(2019-2025)* issued by the General Administration of Sports proposed that a martial arts industry system with reasonable layout, complete functions and complete categories should be basically formed, and all virtual and entity business activities and commodities related to martial arts should be included in the scope of the martial arts industry market in accordance with the laws of market economy and martial arts development^[19]. China's entry into the World Trade Organization(WTO) in 2001 broadened the communication channels of China's trade market around the world and laid the foundation for the rise of China's martial arts industry and cause^[20]. Martial arts industry can inherit and promote martial arts culture through various ways such as competition promotion, education and training, products and services, media publicity and international exchanges, and play a positive role in promoting the spread of martial arts culture.

4.3.2. Development status of martial arts industry

Compared with other items in the sports industry, martial arts industry has a relatively late emergence time, a relatively imperfect market system, and a free control attitude towards the martial arts industry, so the martial arts industry is easy to die in the middle of the road. The main reason is that the audience range is small, the popularity is narrow, and the public participation and popularity need to be improved. Most of them are to provide the required clothing, equipment, carpets, etc. for professional training people as the main means of revenue, and the product is single and lacks enough attraction.

Under the background of healthy China's support, the development of martial arts industry has ushered in a new opportunity, and people's consumption concept has changed, no longer a single passive "saving money to cure diseases and take medicine", and began to pay attention to the quality of life and happiness. Although this provides opportunities and conditions for the development of martial arts training and service industry, from the point of view of many scholars, there is still a certain distance between martial arts and the requirements of the era of science and technology, and there are many problems: At the public level, for example, "Western learning has spread to the east", Chinese culture has been impacted by Western culture, which has diluted people's interest in traditional Chinese sports. Most people think that physical exercise can improve physical function through Western physical exercise, but greatly ignore the cultural connotation of traditional Chinese sports. Secondly, there are differences between traditional wushu values and modern fashion life values. At the industrial level, the society needs brand media marketing economy, and the martial arts industry is weak in market awareness. Therefore, the martial arts industry needs to keep up with the needs of modern society^[21].

According to the various problems faced by the martial arts industry, the martial arts industry needs to be continuously marketized, and the connotation and value of martial arts culture should be deeply explored, and more martial arts cultural products with the characteristics of The Times should be created by combining it with modern life. For example, martial arts elements can be integrated into film and television works, animation games, cultural and creative products and other fields to build an influential martial arts cultural brand. On the premise of paying attention to the correct orientation of martial arts culture, combining martial arts communication methods that are close to people's life such as martial arts clubs, martial arts films and television with new media communication forms can make martial arts culture communication more timeliness. At the same time, this kind of cultural soft communication also creates a new way for the dissemination of martial arts culture^[22].

5. Conclusion

From the current situation, the dissemination of martial arts culture is faced with problems such as audience fault, social cognitive bias, slow and lagging dissemination at home and abroad, obscure and difficult connotation of Chinese martial arts cultural thoughts, only going out from China, but not really being understood and accepted by foreign friends. Therefore, we should make full use of the background of the continuous integration of world cultures, take root in the fertile soil of China, adopt an integrated cultural communication strategy, integrate localization and globalization, build a national cultural brand, and bring together the three forces of interpersonal, organizational and mass communication according to the folk customs and languages of people in different countries and regions. The formation of martial

arts culture has both breadth and depth of localization, globalization and industrialization of the spread of the situation, and ultimately help realize China's dream of standing in the world as a modern socialist power. In the future, with the continuous progress of science and technology and the in-depth development of globalization, the spread of martial arts culture will face more opportunities and challenges. We need to constantly innovate the communication methods and contents, strengthen international exchanges and cooperation, and jointly promote the prosperity and development of martial arts culture.

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