

2014

BioTechnology

An Indian Journal

FULL PAPER

BTAIJ, 10(7), 2014 [2117-2125]

Chinese martial arts country status and social responsibility research

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ABSTRACT

The paper applies documents literature, on the basis of mathematical statistical knowledge, questionnaire survey, experts' interview and other methods to make analytic investigation on Chinese martial arts country status from two layers. The paper firstly uses Chinese martial arts documents research data, Chinese martial arts market industrial amount and other investigation data to make slight analysis of Chinese martial arts development and status, then goes deeper into analyzing Chinese martial arts from cultural value, fitness value, national policies and other aspects, so that analyzes Chinese martial arts country status, and further states its social responsibility. Research result shows that Chinese martial arts have important social values, it has important significances in promoting Chinese economic development, improving civil physical quality, cultural quality, spreading and carrying forward Chinese traditional excellent cultures, and enhancing Chinese soft powers so on; and meanwhile, Chinese martial arts national policies also further propel to Chinese martial arts development in present society, promote Chinese martial arts country status, and also put certain social responsibility on Chinese martial arts.

KEYWORDS

Chinese martial arts; Country status; Social responsibility; Soft power; Sustainable development.



INTRODUCTION

Chinese martial arts are composed of Chinese traditional martial arts and Chinese competitive martial arts. Chinese traditional martial arts are Chinese nation excellent traditional sports events; Chinese traditional martial arts are important part in Chinese traditional culture, after new China was founded, on the basis of Chinese traditional martial arts, and China has developed competitive martial arts. Martial arts specific fitness function, cultural value and its possessed cohesive force, attraction and other soft power propel its own development, and meanwhile propel to Chinese social development.

For Chinese martial arts features and its possessed value, impact, effects on Chinese development as well as other problems, lots of scholars in domestic have made analytic investigation on them. Among them, Xuemei Zhu (2014) made statistics of Chinese recently 30 years academic papers about Chinese martial arts, by carrying out data statistical analysis of paper subject, authors and so on, she researched on Chinese relative martial arts studying features and rules^[1]; Wen Wang (2014) applied document literature, logic analysis methods and else, from the perspective of market economy, it studied on current Chinese Martial arts development status, discussed Chinese martial arts economic development thought, put forward Chinese martial arts economic development suggestions^[2]; Wenguo Ma, Jinbao Yuan (2013) applied documents literature, interview methods and others, thought that martial arts culture soft power was composed of six aspects, and put forward corresponding suggestions on China how to develop Chinese martial arts cultural soft power^[3]; Xuedong Ran, Shuaibing Liu (2012) by researching and analyzing, they put forward Chinese martial arts could promote Chinese traditional cultural communication and provided “national thought, national spirit, national confidence” and other thoughts for national soft power by its specific cultural attributes^[4]; Yun Shu (2009) thought that Chinese traditional martial arts had irreplaceable effects on people set up health awareness and improved cultural quality, it needed to better recognize and understand Chinese martial arts values, and explored Chinese traditional martial arts and modern society integrating point^[5].

The paper on the basis of formers researching, it makes analytic investigation on Chinese martial arts contributions to Chinese economy and its possessed soft power, in the hope of providing references for Chinese martial arts development.

CHINESE MARTIAL ARTS FEATURES

Chinese martial arts is Chinese national excellent traditional sports event, during its thousand years development, it constantly absorbs Chinese traditional philosophy, art of war and other Chinese traditional cultural thoughts and concepts, is called “ quintessence”, is Chinese nation excellent cultural accumulation and sediments, which has very high fitness value, commercial value and cultural value.

Chinese martial arts fitness value

Since ancient times, Chinese martial arts have been Chinese people main fitness way, its naturally integrated yi-ology, philosophy, traditional Chinese medicine and other Chinese national excellent culture, formed unique national characteristic cultural system, which had unique fitness, health maintenance and character molding effects. Especially since China carried out national fitness plan, mass sports activity was developing vigorously, and due to sports activity fields and apparatus shortage as well as other reasons, it let Chinese national activities development to suffer great constraints. And Chinese martial arts fitness activity development has lower requirements on field, apparatus, management, organization and others, and as Chinese traditional culture, Chinese martial arts mass base is better, its development just makes up for above shortage. Chinese martial arts fitness value can be summarized mainly from following aspects :

- 1) Traditional martial arts have fitness and scientificity;
- 3) Traditional martial arts have health maintenance, and disease curing;

- 2) Fit for Chinese economic development level status;
- 3) Fit for Chinese resident housing conditions environment;
- 4) China lacks of corresponding physical exercises facilities;
- 5) It can effective propel to physical and psychological health

Chinese martial arts make up China present national fitness plan implementation each kind of shortcomings with its specific fitness advantages, powerfully promote Chinese national fitness plan development and propel to Chinese people physical conditions improvements.

Chinese martial arts market value

According to incomplete statistics, domestic population that often practice martial arts have already surpassed 6500 ten thousand that occupy a half of sports population, nationwide martial arts schools, venues, communities, institutions also arrive at above 1200, its production value has arrived at as high as above 20 million^[2]. And meanwhile China's Chinese martial arts human talents resources are considerable plentiful, folk boxing coaches are above ten thousand people, advanced martial arts coaches are also hundreds of people, national emphasis degree and scientific researches input are also constantly developing. Enormous martial arts practicing group and plentiful talents resources let China to have considerable big Chinese martial arts market potential. And Chinese martial arts market is not only restricted in Chinese martial arts learning and education. Chinese martial arts market has professional martial arts commercial competition, film and television aspects, but also has Chinese martial arts-based tourism, investment promotion, while also has Chinese martial arts relative books, clothes, apparatus and other documents manufacturing industry. Chinese martial arts bring infinite commercial and huge commercial revenues into Chinese market investment development. As first session Shaolin martial arts championships commerce and trade negotiation events volume of business has been as high as 20 hundred million Yuan, and Chinese television's acrobatic fighting film proportions are even 50% to 70% of distribution amount.

Chinese martial arts cultural value

Sports culture is an important part of national culture soft power. Chinese martial arts as a kind of traditional culture that surpasses ideology, is an important strength of China soft power development and Chinese overall competitiveness level enhancement. As Chinese nation thousand years' excellent traditional cultural sentiment, Chinese martial arts have constantly absorbed traditional philosophy, ethics, the subject of health preservation, art of war, traditional Chinese medicine, aesthetics and others multiple kinds of traditional cultural thoughts and concepts and formed Chinese martial arts culture of unique features^[5]. Many Chinese traditional cultures reflect in Chinese martial arts culture, as "unity of heaven and man", "yin-yang and five elements" and so on. For Chinese martial arts soft power, it mainly composes of six aspects that are martial arts cultural cohesive force, martial arts cultural integration, martial arts cultural attraction, martial arts productivity and martial arts cultural transmissibility^[3]. And Chinese martial arts modern social value can be summarized from five aspects that are national spirits value, cultural education value, building perfect price, enrich people cultural life and regularize people social behavior^[5].

CHINESE MARTIAL ARTS DEVELOPMENT STATUS

Chinese martial arts country status can be analyzed from Chinese martial arts scientific research level, social effects and other data as well as its soft power and other aspects. In order to analyze Chinese martial arts country status, the paper studies Chinese martial arts country status from three aspects that are Chinese martial arts scientific development, Chinese competitive martial arts impact and social effects, Chinese martial arts soft power.

Chinese martial arts scientific development

Chinese martial arts scientific research and its education status represent Chinese martial arts scientific development to a certain degree that the paper studies on Chinese martial arts scientific development from Chinese martial arts national scientific research input and its excellent lectures amounts.

Chinese martial arts document literature amount represents Chinese martial arts research level to a certain degree, the paper based on CNKI, takes Chinese martial arts as key words to make advanced searching. By searching, the paper makes statistics of 2004~2013 ten years CNKI collected thesis that takes Chinese martial arts as research objects, its statistical data is as TABLE 1 shows.

TABLE 1 : Document literature statistical data

Year	2004	2005	2006	2007	2008
Literature quantity	444	330	313	580	634
Each kind of state fund supporting literature	3	0	5	20	10
Occupied proportions	0.68%	0	1.60%	3.45%	1.58%
Year	2009	2010	2011	2012	2013
Literature quantity	556	696	819	742	735
Each kind of state fund supporting literature	17	18	32	19	32
Occupied proportions	3.06%	2.59%	3.91%	2.56%	4.35%

TABLE 1 data are respectively previous thesis total quantity that takes Chinese martial arts as research objects in CNKI, from which each kind of state fund supporting project thesis amount and national fund supporting project thesis amount percentage of thesis total amount, by TABLE 1, it is clear that on a whole, thesis amount that takes Chinese martial arts as research object has been constantly increasing in China, which shows Chinese scholars emphasis on Chinese martial arts, and also explains Chinese martial arts development from the side view. And meanwhile, the paper searches each kind of state fund supporting project thesis amount in these Chinese martial arts research thesis projects. In Chinese martial arts researching thesis, each kind of state fund supporting projects thesis amount represents nation emphasis on Chinese martial arts to a certain degree, and also represents Chinese martial arts country status to a certain degree.

During ten years from 2004 to 2013, China's research thesis that takes Chinese martial arts as research objects has 5849 pieces, and only 156 pieces of each kind of state fund supporting projects thesis of them that only occupies 2.67% of total thesis amount. Therefore, it is clear that with respect to Chinese martial arts scientific research level overall development, state input is still relative fewer. But from TABLE 1 statistical data, it is clear that each kind of state fund supporting project literature quantity proportion of thesis problem is wholly constant increasing, it increases from 0.68% of 2004 to 4.35% of 2013, therefore, Chinese government scientific input on Chinese martial arts is increasingly enlarging, and its emphasis on Chinese martial arts develop is increasingly strengthening.

Excellent course construction is an important part in education ministry "quality engineering", is an important measure to improve teaching quality and serve lifelong learning^[6]. Chinese martial arts national excellent course quantity can represent nation emphasis on it to a certain degree, and also can represent Chinese martial arts country status to a certain degree. The paper makes statistics of present Chinese martial arts state excellent course development status by documents literature method. Since excellent course construction engineering started, Chinese excellent course construction develops very fast. By far, nation has 29 disciplines of martial arts excellent courses, and forms into national excellent course, provincial and municipal excellent course and college excellent course three levels excellent course construction system. Chinese martial arts excellent course statistical data is as Figure 1 shows.

By Figure 1 statistical data, it is clear that present China's Chinese martial arts excellent courses are totally just 29 disciplines, there are 16 disciplines named as martial arts, and 4 disciplines named as

Taijiquan, in addition there are also named as martial arts course, Wudang martial arts and else. Among them, provincial and municipal excellent course are 10 disciplines, college excellent courses are 17 disciplines, which respectively occupy 34% and 59% of total excellent courses. National excellent courses are just two disciplines that are respectively Shanghai University of Sport Pi-Xiang Qiu martial arts and Fujian Police College Yin-sheng Lin free combat, it just occupies 7% of total excellent courses. Until the end of 2011, China totally has 2583 disciplines of national excellent courses, from which sports science national excellent courses are also 47 disciplines that occupy 1.82% of national excellent courses, and Chinese martial arts excellent courses occupy 4.26% of sports science national excellent courses. In the view of Chinese martial arts excellent courses set up, in sports science course education, Chinese martial arts relatively attract national attentions; its country status is still higher.

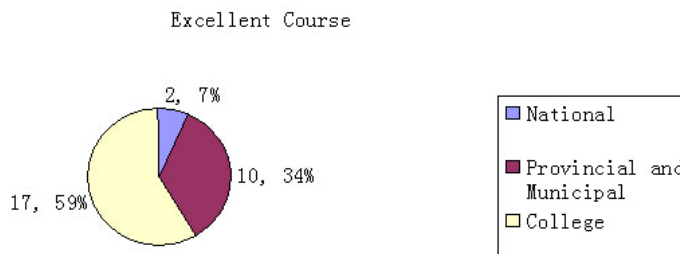


Figure 1: Chinese martial arts excellent course statistical data

Chinese martial arts impacts and economic efficiency

Chinese martial arts each kind of competitions and activities organization and its scale, especially for participated countries amount that reflect Chinese martial arts impacts. According to relative literature, China’s Chinese martial arts have nearly 80 items important competitions in 2014. Relative competitions development; no doubt will bring into huge economic efficiency to China.

The paper takes world traditional martial arts festivals as examples, and analyzes Chinese martial arts sports impacts. World traditional martial arts festivals are hosted by international martial arts joint association and Chinese wushu association, until now, it has already hosted four sessions, is called as national “Olympic Games of Wushu circle”, its impacts are largest in Chinese martial arts event. The paper makes statistics of the previous four sessions Chinese traditional martial arts festivals nations participating, teams represent, and athletes participating, as Figure 2 shows.

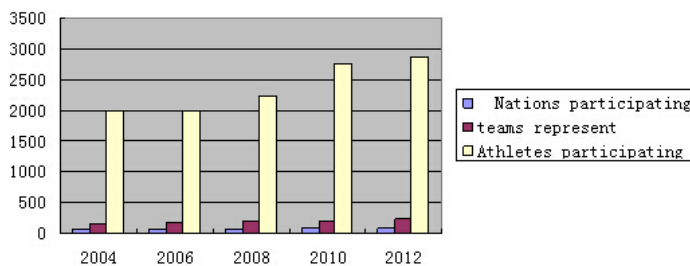


Figure 2 : World traditional martial arts festival nations participating, teams represent and athletes participating statistics

Since 2004, world traditional martial arts have succeeded in hosting for five sessions, from which the first, second session are respectively hosted in Zhengzhou, Henan; the third, fourth sessions hosted in Shiyan, Hubei, the fifth session hosted in mount Huangshan, Anhui. By Figure 2, it is clear that in hosted five sessions’ world traditional martial arts festivals, amounts of nations participating, teams represent and athletes participating are constantly increasing, till world traditional martial arts in 2012, nations participating have already increased to 85 pieces, from which nations participating have

already increased to 53 pieces, teams represent and athletes participating respectively increase to 245 pieces and 2865 pieces. World traditional martial arts festivals rapidly development no doubt presents Chinese martial arts impacts at one side.

And meanwhile, world traditional martial arts festivals have also achieved huge economic efficiency. Lu Xin in "The fourth session world traditional martial arts festival competition action research in 2010"^[7], he pointed out that by Zhengzhou civilian-run traditional martial arts festivals' friendships through martial arts, introducing investment, which expanded impacts of Zhengzhou and also promoted economic development. During the second session world traditional martial arts festival period, Zhengzhou totally introduced capital of 49.87hundreds million RMB and 2.01 hundred million dollars, its investment even involved in Chinese martial arts tourism, apparatus manufacturing and relative industries outside martial arts. Till the fourth session world traditional martial arts festival, it has totally signed 35 pieces of cooperative projects and total investment is 74.52 hundred million Yuan. And meanwhile, the fourth session world traditional martial arts festival total revenue is 15.4 hundred million Yuan. The paper makes statistics the fourth session world traditional martial arts festival per capita expense data, its statistical data is as TABLE 2 shows.

TABLE 2 : The fourth session world traditional martial arts festival per capita expense statistical data^[7]

Expense	Below500	500~999	1000~1999	2000~2999	3000~3999	Above 4000
Proportion	11.23%	32.93%	45.12%	7.01%	2.13%	1, 52%

By above data, it is clear that world traditional martial arts festival opening, it has huge impacts on no matter Chinese cultural impact improving or promoting hosted place economic construction development, it affirms its certain country status and meanwhile also puts responsibilities of impelling country and local economic growth on it.

Chinese competitive martial arts are gradually formed after reforming martial arts to adapt to Chinese martial arts development and communication. Though present all circles have mixed reactions to the emergency of Chinese competitive martial arts, but it cannot deny that Chinese competitive martial arts emergency plays stronger promotion to Chinese martial arts development. The paper takes Chinese martial arts Sanda Championship revenue as research objects, its each kind of revenue source statistical data is as TABLE 3 shows.

TABLE 3 : Chinese martial arts Sanda Championship revenue analysis^[7]

Source	Naming and advertisement	Single match take-out	Television relay rights	Gate receipts	Souvenirs and others
Proportion	80.5%	11.3%	6.1%	1.5%	0.7%

During competition period, its competitions overall revenue arrives at as high as 957.5 ten thousand Yuan, by above table, it is clear that Chinese martial arts Sanda Championship revenue^[7] is major in naming and advertisement source that occupies 89.5% of revenue total amount. But compares to world top level boxing competitions, no matter in competition total revenue or main revenue source, they have bigger gaps. Thereupon, Chinese competitive martial arts competitions development is not ideal; it still has bigger development space.

By above analysis, Chinese martial arts have huge economic efficiency, though present development is unsatisfactory, its huge economic potential surely will attract national and local government emphasis, mine them, and meanwhile it also means Chinese martial arts have certain country status, and also have certain social responsibility.

Chinese martial arts soft power

Soft power refers to individual city, national culture, values, social systems and self development potential and emotional appeal influence factors that have already become one of important indicators in a country or regional development status of global approval and measurement. Jinbao Yuan and others in “Discuss on Chinese martial arts cultural soft power and its upgrading path”^[3], he summarized Chinese martial arts soft power into six aspects as martial arts cultural cohesive force, martial arts cultural integration, martial arts cultural attraction, martial arts productivity and martial arts cultural transmissibility. The paper uses questionnaire survey and experts interview to analyze Chinese martial arts soft power.

Presently Chinese social economy are constantly developing, people’s living level is constantly improving, however facing to huge material civilization, our spiritual civilization construction loses direction. Chinese martial arts is one of Chinese nation excellent traditional sports events, is a kind of unique form with deep national color, which promotes harmonious social construction. Chinese martial arts soft power roughly can divide into following three aspects to summarize^[4]:

- 1) Chinese martial arts provides “ national culture” for national culture soft power;
- 2) Chinese martial arts provides “ national idea” for national culture soft power;
- 3) Chinese martial arts provides “ national spirits” for national culture soft power;

In order to effective utilize Chinese martial arts soft power, we need to fully mine Chinese martial arts soft power, utilize Chinese martial arts cultural values, propel to Chinese martial arts soft power development, so that develop Chinese soft power.

In order to analyze Chinese martial arts attraction and martial arts cultural transmissibility, the paper makes questionnaire survey, totally releases 2000 pieces of questionnaires, by second time investigation, it carries out effective questionnaire statistics. Finally, the paper makes statistical analysis according to questionnaire results. Firstly, the paper makes statistics of informants’ attitudes toward Chinese martial arts; its statistical data is as TABLE 4 shows.

TABLE 4 : Chinese martial arts attitudes investigation table

Attitude	Love	Like	Don’t like	Very dislike
Proportion	28.4%	43.1%	21.2%	7.3%

By statistical data, it is clear to Chinese martial arts, in all informants, people that love or like Chinese martial arts occupy 71.5% of total informants, people that very dislike martial arts only occupy 7.3%, which shows Chinese martial arts have good masses base in China.

TABLE 5 : Investigation table of whether accept free Chinese martial arts training

Attitude	Willing to accept	Don’t accept	No answer
Proportion	45.1%	37.2%	10.7%

By TABLE 5, it is clear that people shows they are willing to accept free Chinese martial arts training only occupy 45.1% of informants, people that don’t accept occupy 37.2% of informant. By questionnaire survey data statistics, it finds that partial people write don’t like Chinese martial arts are willing to accept free training. It mainly due to these people cares about Chinese martial arts fitness value and defensive value.

TABLE 6 : Chinese martial arts connotation understanding

Understanding	Very familiar	Relative understand	Don’t quite understand	Know very little
Proportion	7.2%	23.1%	59.4%	10.3%

By investigated questionnaire questions answers, the paper analyzes and statistics informants understanding on Chinese martial arts connotation. By TABLE 6, it is clear that people very familiar with Chinese martial arts connotation only occupy 7.2%, and the part people mainly are old people and partial sports universities students, and informants relative understand and don't quite understand take most proportions, the part people mainly learn martial arts from television and magazines, and their acknowledge is not comprehensive, there is also error information of them. Therefore, China's Chinese martial arts education opening is not comprehensive.

TABLE 7 : Chinese martial arts fitness status investigation^[8]

Fitness way	Martial arts fitness	Running fitness	Free activities	Walk fitness	Ball kind fitness	Apparatus fitness
Proportion	38.4%	31.1%	4.1%	8.4%	4.1%	0.6%

By literature, the paper consults national fitness group's each kind of fitness way occupied proportions as TABLE 7 shows. By TABLE 7 statistical data, it is clear that in Chinese fitness group, fitness group takes martial arts fitness way arrive at 38.4% that ranks the first in all fitness ways. Therefore, in China, Chinese martial arts have certain mass base, which has already become universal exercises items.

Stars have huge impacts in audiences, especially for Chinese martial arts communication in the world; television Kongfu stars play irreplaceable roles. As Bruce Lee uses exquisite Chinese martial arts vividly transferring Chinese martial arts spirits in television, let Chinese martial arts impact to wide spread in the world, and Jet Li even profoundly reflects martial arts infinite charms from multiple aspects by "Shaolin Temple", which let Chinese martial arts to be sought after by world in the second time, it caused another time globally martial arts practice tide. Chinese martial arts star effect affects Chinese martial arts can be rapidly developed or not to a certain extent.

TABLE 8 : Fondness of Chinese martial arts stars

Fondness	Love	Like	Don't like	Very dislike
Proportion	31.1%	43.0%	20.7%	4.2%

By TABLE 8, it is clear that in China, people that love and like Chinese martial arts stars occupy 74.1%. So, it is clear that Chinese martial arts stars have certain impacts in China, and can promote Chinese martial arts undertakings development to a certain degree.

By above analysis, it is clear that Chinese martial arts has relative good development in China, which has higher country status, and meanwhile puts responsibilities of carrying forward national culture and promoting harmonious society construction on it.

CONCLUSION

By above analysis, it is clear that though presently China's scientific research input on Chinese martial arts is fewer, its input is constantly increasing, and Chinese martial arts excellent course has also corresponding constructions, which illustrates that China puts emphasis on Chinese martial arts scientific development. And meanwhile, Chinese martial arts have important promotions to Chinese economic growth, national fitness sports development as well as others. As important part of Chinese soft power, Chinese martial arts promotions to Chinese social development have been far surpassed above range. And meanwhile, Chinese martial arts development in China also have some unsatisfactory areas, as most of people don't really understand its cultural connotations and else, Chinese martial arts

soft power is to be mined. So it is clear that no matter in the perspective of government, or masses, Chinese martial arts have higher country status.

Meanwhile, by above analysis, it is clear that Chinese martial arts also have certain social responsibility, firstly, it needs to meet current people health demand; secondly, Chinese martial arts undertake inherit national culture, experience traditional cultural responsibilities; thirdly, in modern social development, Chinese martial arts should also meet modern people entertainment, appreciation demand, and propel to economic development; finally, Chinese martial arts should also propel to oriental and western cultural communication, carry forward national culture, and promote harmonious society construction.

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