Factor Analysis and Countermeasures of International Popularization of Martial Arts with the Help of Confucius Institutes

Yi Liu
College of Physical Education, Hubei University, Wuhan 430062, China

Abstract

Drawing the development experience of Confucius Institutes (CIs) in foreign countries, we took advantage of their faculty, steady teaching environment, and good brand effect to promote the rapid dissemination and application of martial arts abroad. For the five factors of cross-cultural communication, i.e. communicators, contents, modes, objects, and effects, we adopted the approaches of literature review, expert interview, questionnaire survey, and mathematical statistics to analyze them with the Confucius Institute in Bergen (CIB), Norway, as an example. Next, the corresponding countermeasures were put forward in the paper. Finally, taking the martial art teaching in CIB as a case study, we discussed the factors of international transmission of martial arts in CIs and their countermeasures. Our research work is an important supplement of martial arts studies and CI-based martial arts transmission theories.

Keywords: martial arts international popularization, Confucius Institute, communication factors, countermeasure research

1. INTRODUCTION

With the rapid development of China's economy, its international influence is increasing, and its communication with other countries and regions in the fields of politics, culture, education, etc. (except for economic trade) is closer than before. Confucius Institutes (CIs) are committed to the promotion of Traditional Chinese culture and the Chinese language. From its initial establishment in Seoul in November 2004 to July 2016, there has been 511 CIs and 1,073 primary and secondary Confucius schools over 140 countries and regions (Lei and Chang, 2009). CIs have been promoted and applied around the world, providing convenient and direct opportunities for fans of Chinese language and culture to learn and experience Chinese and China’s traditional culture. The successful transmission of CIs is also a valuable guidance for the output of other Chinese culture.

Martial arts culture is rooted in the traditional Chinese philosophy and integrates the Chinese nation’s thoughts, feelings and aesthetic tastes. It is characterized by an independent and complete cultural form and representation (Ma and Qiu, 2006). The international promotion and dissemination of martial arts not only is a new route to Traditional Chinese cultures, but also injects fresh blood for the development of martial arts in China. Nevertheless, due to the complexity in contents, types and system, Traditional Chinese martial arts struggle to move forward in international transmission, lacking brand effect which should have deserved more attention (Robert, 2010).

For the five factors of cross-cultural communication, i.e. communicators, contents, modes, objects, and effects, we adopted the approaches of literature review, expert interview, questionnaire survey, and mathematical statistics to analyze them with the Confucius Institute in Bergen (CIB), Norway, as an example. The corresponding countermeasures are put forward subsequently (Park, 2007). The CI-based martial arts international promotion mode is an effective supplement of cross-country martial arts transmission, facilitating martial arts learning and training among foreign fans.

2 LITERATURE REVIEW
2.1 Definition of related concepts

2.1.1 The concept of communication

"Communication" in Chinese means the process and result of one subject acting on another subject and influenced by the subject in return through transferring and spreading (Kai, 2005). The fundamental purpose of communication is to transfer and send feedback of information and thoughts between people, across social cultures, and between people and the society. Communication can be divided into four types: self-communication, interpersonal communication, organizational communication, and mass communication. It is generally believed that communication is a one-way behavior of the subject transferring information to the object, whose ultimate goal is to share communication contents and exert influence on the object (Davis, 2001).

2.1.2 Definition of martial arts culture

The international promotion of martial arts includes the popularization of martial arts itself and the Traditional Chinese culture conveyed in it. Chinese martial arts culture is the combination of martial arts and traditional Chinese culture. Movements are the carrier of the essence of martial arts, while culture is the representation of movements. According to the book Chinese Martial Arts, martial arts is the sports of national martial arts boxing, equipment and routine training methods such as the formation of the national form of sports, it has the role of physical fitness exercise will be our long history of national cultural heritage (Nosanchuk and Macneil, 1989).

2.1.3 Definition of the concept of popularization of martial arts

The popularization and dissemination of martial arts is a combination of martial arts culture and the concept of communication. It is the process of transmitting martial art information and martial art cultural information between people, between countries and across cultures, which, if at global level, emphasizes more on the cross-cultural spreading of martial art culture (Ngai et al., 2008). The international promotion of martial arts is the process of Traditional Chinese culture conveyed in martial arts going to the world, during which it communicate with and blend into other culture. Its characteristics are cross culture, cross region, and cross language, posing challenges to itself as well. The ultimate goal of the international promotion of martial arts is to realize the international recognition of martial art value and the cultures in it.

2.2 Research on the Key Elements of Martial Arts International Communication

American scholar Larsville put forward a classic one-way communication model in 1948, which summarized the process of communication through the answers to five questions, or the “five Ws model”: Who, through which channel, to whom, Say what, and with what effect. From the five Ws model, we know that the international promotion of martial arts is the promotion of martial arts contents to foreign people in various channels with certain effects (Xin et al., 2011). According to the above theory, the flow chart of the international promotion of martial arts is shown in Figure 1.

![Figure 1. Flowchart of martial arts in the international promotion and communication](image-url)
2.2.1 Research on Martial arts communication object

Martial arts communication objects are the main body of the whole communication process, which includes the communicators and managers of martial arts and the managers of communication agencies. Limited by language, many high-level domestic martial arts masters are unable to engage in the international promotion of martial arts. As a result, there is an insufficient number of professional martial arts instructors in many countries (Barnes, 2014). This problem can be overcome by establishing professional martial arts coach training institutions in two aspects: the international martial arts talents base, and the international communication major and martial arts communication colleges.

2.2.2 Research on the Content of Martial arts Communication

The content of martial arts is martial arts itself. Chinese martial arts has a long history, rich content, and profound connotations of traditional Chinese culture. Until now, there are 129 fist kinds of martial arts, including factions of Wudang, Tai Chi, Shaolin, and Emei. Despite the profound embodiment of Chinese martial arts, the complex communication contents restrict its international communication. It is suggested to simplify and optimize martial arts communication with market-oriented packages and marketing, so that producing the brand effect and realizing “brand communication” (Zhang, 2010).

2.2.3 Research on the Ways of Martial arts Transmission

Martial arts transmission paths should be realized through a certain means, methods, and channels. Supported by the highly developed Internet technology, the modern martial arts transmission paths include performing propaganda, international training, competition, film and television, and Internet communication. Among them, Internet communication is an important means of martial arts communication, due to its low cost and high efficiency of spreading the charms of Chinese martial arts to foreign learners. The transmission paths can be divided into self-dissemination, interpersonal communication, organizational communication, and mass communication (Wang, 2015). In theory they are feasible and multiple, but in practice they are imperfect and informal. In this context, the CI-supported martial arts communication is a combination of martial arts with Chinese language transmission that provides a new approach to promote the international communication of martial arts.

2.2.4 Research on the object of martial arts communication

The targets of internationalized martial arts promotion are different not only in age, gender, and hobby, but more importantly in cultural background and thinking mode. The do’s and don’ts of martial arts communication can be clarified after learning about the demands of foreign martial art fans (Daniels and Thornton, 1992). Communication targets should be segmented according to market conditions for targeted communication, taking full account of their features.

2.2.5 Study on the Effect of Martial Arts International Communication

Since the Chinese martial arts went abroad in 1982, the effect of international communication is good. During the 2008 Beijing Olympic Games, martial arts was officially recognized by the International Olympic Committee. Nevertheless, the communication effect is unbalanced in both intracontinental and intercontinental terms. Despite of the satisfying result of local communication, the promotion work is repeatedly blocked in some continents under the influence of cultural barrier, and thus the whole communication effect is week (Mel’nikov and Chibisova, 2014).

3. RESEARCH ON THE POPULARIZATION OF MARTIAL ARTS INTO CONFUCIUS INSTITUTES

The mission of CIs is to promote Chinese language teaching and traditional Chinese culture. CIs has been increasingly influential across the globe, and the five factors of communication tend to become mature. The established 511 CIs and 1,073 primary and secondary Confucius schools are organized into a mature institutional framework with effective communication paths, providing adequate opportunities for communicators and communication targets to exchange thoughts. In the face of adverse factors of international
communication, it has become research focuses as to whether martial arts can be admitted by CIs as one of the representatives of traditional Chinese culture and whether the communication effect of martial arts can be improved after that (Director, 2011). The transmission mode of CI-supported martial arts is shown in Figure 2.

![Figure 2. Confucius institute martial arts communication mode](image)

Based on the popularization of martial arts in Confucius Institute in Bergen, Norway, this paper studies the various elements of the communication process by using different research methods, and sums up the advantages and disadvantages of the promotion of Martial arts International in Confucius Institutes and puts forward corresponding countermeasures.

3.1 Research objects and research methods

3.1.1 Research Object

Subject of research: The development process and present situation of martial arts in CIB. Subject of survey: 15 martial arts teachers and 60 martial arts students in CIB.

3.1.2 Research methods

Document method: According to the factor analysis of martial arts promotion and the target and content of countermeasure research, we use the search tools of CNKI, Baidu academic, Beijing Sports University Library, Baidu library, etc. to collect information on the transmission of martial arts and Confucius Institutes. Through the investigation on existing documents, we organize the thoughts to lay the foundation for the research contents and methods of this paper (Pan, 2013).

Expert interview: through the summary of the research content, we draw up the interview outlines to have interview with 7 experts in Beijing Sports University and 15 teachers in CIB. The interview records will inspire us to implement strategies of global promotion of martial arts.

Questionnaire survey: open questionnaire for foreign martial arts enthusiasts and practitioners, and the contents are as follows: 1. Select the reasons for the practice of martial arts? 2. What is the underway martial arts projects? 3. What is your impression of Confucius Institute teachers?
Statistical methods: Excel and SPSS16.0 statistical software are used for the storage, computation and analysis of collected data.

4 RESULTS AND ANALYSIS

4.1 The status quo of Chinese martial arts promotion

With the global promotion of Confucius Institutes and the fact that "Chinese medicine, martial arts, and opera" were determined as the main objects of traditional Chinese culture promotion in the Confucius Institute Conference, the bond of martial arts and Confucius Institutes has become popular. Every one out of three CIs sets up martial arts courses. Table 1 shows the list of CIs offering martial arts courses around the world (as of December 2015).

Table 1 The list of Confucius Institutes which offer martial arts courses

<table>
<thead>
<tr>
<th>Name</th>
<th>Distribution of countries and regions</th>
<th>Number of Confucius Institutes</th>
<th>Number of martial arts courses offered</th>
</tr>
</thead>
<tbody>
<tr>
<td>America</td>
<td>17</td>
<td>154</td>
<td>33</td>
</tr>
<tr>
<td>Europe</td>
<td>39</td>
<td>159</td>
<td>36</td>
</tr>
<tr>
<td>Asia</td>
<td>32</td>
<td>103</td>
<td>37</td>
</tr>
<tr>
<td>Africa</td>
<td>29</td>
<td>42</td>
<td>11</td>
</tr>
<tr>
<td>Oceania</td>
<td>3</td>
<td>17</td>
<td>10</td>
</tr>
</tbody>
</table>

From the table it can be seen that every continent has at least 10 CIs and at most 37 martial arts courses, whose major contents are Tai Chi Chuan, Sanda, and martial arts movements. The promotion pattern of CIs-based martial arts has been carried out on a global scale.

4.2 Factor analysis and countermeasure research on the promotion of martial arts in CIB

CIB is a Confucius Institute established by Beijing Sport University. Its original intention is to promote martial arts. We conduct the factor analysis and countermeasure research on the promotion of martial arts in CIB.

4.2.1 Communication factor research and countermeasures

The martial arts teachers in CIB are PE postgraduates and teachers dispatched by Beijing Sports University. 17 martial arts teachers were sent to CIB from 2008 to 2016. Despite meeting the quota of recruits, the frequent change of teachers has beset the local students and challenged their adaptability, as the martial arts teaching contents are discontinuous. Table 2 shows the degree of satisfaction of teaching work in CIB.

Table 2 Martial arts teaching work satisfaction survey

<table>
<thead>
<tr>
<th>Sort</th>
<th>General</th>
<th>Satisfied</th>
<th>Unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected number</td>
<td>6</td>
<td>15</td>
<td>39</td>
</tr>
<tr>
<td>Selected percentage</td>
<td>10</td>
<td>25</td>
<td>65</td>
</tr>
</tbody>
</table>

It can be seen from Table 2 that only 15 of the 60 students are satisfied with the teaching effect. The number of dissatisfied students is 39, accounting for 65% of the total.

Table 3 is the reasons why students are unsatisfactory.
Table 3 The reasons for unsatisfied attitude

<table>
<thead>
<tr>
<th>Item</th>
<th>Content</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Foreign language communication is not fluent</td>
<td>24</td>
<td>40%</td>
</tr>
<tr>
<td>2</td>
<td>Action demonstration is not clear</td>
<td>12</td>
<td>20%</td>
</tr>
<tr>
<td>3</td>
<td>Teaching methods lack innovation</td>
<td>9</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>Lack of professional theoretical knowledge</td>
<td>3</td>
<td>5%</td>
</tr>
<tr>
<td>5</td>
<td>Classroom is not enthusiastic enough</td>
<td>4</td>
<td>6.7%</td>
</tr>
<tr>
<td>6</td>
<td>Do not pay attention to the college's learning needs</td>
<td>8</td>
<td>13.3%</td>
</tr>
</tbody>
</table>

It can be seen from the table that the language barrier in martial arts teaching is the main reason for the low satisfaction of martial arts teaching, and the mastery of foreign language is the key factor in the popularization of martial arts.

4.2.2 Communication factor research and countermeasures

There are 60 local martial arts colleges participating in this questionnaire. The basic information of gender, age and number is shown in Table 4.

Table 4 The basic information of Martial arts communication object

<table>
<thead>
<tr>
<th></th>
<th>11-18 years old</th>
<th>19-29 years old</th>
<th>30-40 years old</th>
<th>41-55 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>18</td>
<td>14</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td>Female</td>
<td>9</td>
<td>6</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>27</td>
<td>20</td>
<td>9</td>
<td>4</td>
</tr>
</tbody>
</table>

From the table we can see that the major audiences of martial arts are juveniles and young adults aging 11-29. As the demands for martial arts tactics and strength are high, there are less female students than male students. Most of the motives are to understand the traditional Chinese culture. Therefore, the martial arts teaching contents should cover martial arts history, philosophy, etc. in addition to movements.

4.2.3 Dissemination content, channel, effect and countermeasures

According to its functions, martial arts communication content can be divided into: competitive martial arts, fitness martial arts, school martial arts, practical martial arts; according to the form of movement it can be divided into: routine movements, fighting. The teaching content of martial arts includes martial arts theory and martial arts technical skills. Through survey on students and interview with teachers, we know that the local martial arts students have a strong interest for martial arts equipment and Sanda, but they are unable to receive these high-level skill training limited by college conditions. Also, students are interest in the easy-to-learn and low-demand Tai Chi Chuan and other fist positions, which can be included in the initial stage of teaching to inspire students to learn martial arts. The communication channels in CIB mainly consist of classroom teaching, summer camp, martial arts performances, and martial arts lectures. At present, the number of registered martial arts students in CIB is 80.

In short, on the one hand, we should strengthen the comprehensive quality of martial arts communicators and optimize the training of national traditional sports students; on the other hand, it is necessary to enrich the contents and methods of Chinese martial arts promotion in Confucius Institutes. In particular, attention should be paid to improving communicator's level of foreign language and oral teaching ability. With the extra addition of martial arts equipment, pair exercise pattern, and communication channels of martial arts performances and interest classes, more practitioners are expected to be attracted in the course of martial arts promotion.
5. CONCLUSION

In view of the dilemma faced by martial arts in the international promotion and dissemination, this paper takes Confucius Institute as an opportunity to promote the popularization of martial arts in the Confucius Institute. This paper analyzes the factors that influence the international promotion of martial arts, and the status quo of various elements of international martial arts promotion based on Confucius Institutes, with the Confucius Institute in Bergen, Norway as the research object. Finally, we put forward corresponding countermeasures. The main conclusions and suggestions are as follows:

1) The well-structured teaching faculty, steady teaching environment, and good brand effect of Confucius Institutes have provided sufficient conditions for the global promotion of martial arts.

2) In promoting martial arts, the emphasis should be paid on the communicator's comprehensive ability, especially on language training and teaching training.

3) Confucius Institutes and the National Martial Arts Promotion Center should cooperate more deeply and pursue for mutual benefit, so as to be more influential at global level.

REFERENCES