

The Promotion and Development of Martial Arts Sanda

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Keywords: Sanda, Development Strategy, Wushu

Abstract. Sanda is the quintessence of Chinese martial arts, is a treasure of the Chinese nation, is China's valuable cultural heritage. Sanda has a profound traditional cultural connotation and unique sports art style, financial body, self-cultivation, fitness, self-defense, entertainment in one, deep for the public favorite national traditional sports, practitioners moral cultivation, patriotism, physical and mental development has Very important meaning. Wushu Sanda After 30 years of reform, although made considerable progress and development, but now for various reasons, so Sanda in the small and medium-sized cities in the popularization is not very effective, which may cause China Sanda athletes shortage of students , Excellent athlete loss and other issues. Correctly handle the Sanda campaign in large cities and small and medium-sized cities to promote the relationship between China's Sanda will be of great significance. We should pay attention to and study the development trend of Wushu Sanda, Sanda for the promotion of the project to find some specific and feasible approach.

Introduction

With the Shaolin Temple presided over the release of the warring monk group of global performances, the world once again set off a "look at Chinese martial arts, learning Chinese martial arts" boom. Some of the domestic martial arts Chester far across the ocean, to teach around the world, run schools, so that the Chinese martial arts spread throughout the world. Despite the fact that martial arts has achieved some success at all levels of schools, martial arts is not satisfactory in schools, especially in large and medium-sized schools, for a variety of reasons.

In recent years, a large number of related investigations show that: martial arts Sanda with its confrontation, sports, national characteristics, fitness self-defense, exercise will, develop the mind, cultivate the role of competition and so on, more and more young students love and accept The Sanda is different from boxing, judo and taekwondo and other fighting projects, it has a distinctive national characteristics, including the traditional Chinese thought, embodies the traditional medicine, aesthetics, military science, health and other disciplines, is an important component of Chinese culture section. Youth is the future of the motherland, shoulder the historical task of national development, juvenile strong Chinese strong, about people's livelihood plan. Primary and secondary schools are an important stage for young people to receive education, but also an important position for the transmission of national wisdom. Can do a good job of this period of national education, of great significance. Primary and secondary school students are at a critical period of growth. The main features of this period are semi-juvenile and semi-mature, exuberant energies and low levels of competencies, independence and dependency, consciousness and impulsivity. Produce [1]. Therefore, organized and purposeful carry out various forms of sports activities, will become the key to primary and secondary physical education. Sanda, as the traditional Chinese martial arts techniques of modern "reproduction", is the two fighting wits, fierce fighting against the fighting. Its athletic characteristics require athletes must have flexible adaptability, the pursuit of a successful sense of competition, to overcome the psychological timidity of the strong will can be completed. This requires us in the usual training, pay attention to the comprehensive development of physical fitness. Adolescents after a period of Sanda practice, adult later, into the ranks of social competition, will be more vibrant and full of competitive vitality.

With the national "national distance" contact, foreign culture gradually in the impact of national

culture positions. "Guoxue thought" highlights the awakening of national consciousness. Primary school textbooks to join the "Three Character Classic" learning, institutions of higher learning require students to read classical poetry classic. All this is to give us a signal, school education can not lack the national culture of education. The cultural connotation of Chinese martial arts runs through the civilization process of the Chinese nation for thousands of years, which is the fusion of Confucianism, Taoism, Meng, law and ink. In the primary and secondary schools to increase the Sanda project, not only in line with the psychological characteristics of students, so that they participate in the release of self, create self, publicity personality.

China Sanda Development Status Quo

Sanda campaign after a long period of development, has been developed by leaps and bounds. During this period for a long period of time, Sanda can be described in China's red pole. First of all, China's major sports colleges and universities to open Sanda professional, Sanda officially included in the school education content. And then to about 2000 Sanda King game can be said that Sanda in the development of China's heyday, such as Liu Hailong such a popular name is known to the people. It can be seen at the time of the promotion and development of Sanda are very successful. This good start also in the big city has been a continuation of the big city Sanda training institutions a lot, the major city team has a large number of Sanda professional athletes. The major physical education institutions have also trained a lot of outstanding Sanda athletes. The number of people in major cities to learn Sanda is also considerable. But this kind of good momentum is not reflected in the small and medium-sized cities, due to the lack of professional small and medium-sized city Sanda teaching institutions, such as colleges and universities without Sanda courses and sports market is not professional Sanda Club, plus small and medium-sized city is not relatively stable Sanda culture, Plus Sanda King game off, the TV has no longer appeared in the scale of the Sanda and so on. Sanda like overnight with the small and medium-sized urban areas of the people lost contact, the public attention to the Sanda movement is getting lower and lower, and even some people can not tell Sanda with boxing, taekwondo difference. Learning Sanda people are mostly self-learning, people interested in Sanda are less and less, so that Sanda in the development of small and medium-sized cities compared with the opposite. This reality of the gap so that each of our scattered people will feel a little regret. Sanda movement in the good atmosphere before the birth of the favorable environment why not in the small and medium cities to get the appropriate embodiment of this worthy of each of us ponder, the reason is definitely not seen from the surface of the situation so simple. This requires us to study from a variety of aspects of a variety of angles in order to get the exact answer in order to Sanda in the promotion of small and medium cities to find a way out.

Wushu Sanda Development Problems

Regardless of any movement of any matter, in the promotion process requires the media to promote, with a good media, Sanda sports can be known to the public. Throughout the success of major projects at home and abroad such as the United States NBA, the Spanish Football League, etc., are inseparable from the media's strong publicity. This is not just small and medium cities do not good enough, even the big cities in today's country is also very good to do. We can watch every day from the CCTV a lot of exciting sports, but almost did not see the live broadcast and broadcast broadcast, even at home and abroad a major Sanda game is also difficult to see on television, which shows Sanda not only in the small The city did not get the attention of the media, and even CCTV, such as the media leader did not give Sanda sports enough attention, which directly shows that many small and medium cities on the Sanda sports is not enough attention, then let alone how much publicity can be. A sports project can not get the media attention and effective publicity, Sanda can not be the same as other professional league media coverage and publicity can not be known to the public, then Sanda sports promotion is very difficult, can not achieve the desired promotion effect.

In Xinyang City, all the training institutions to investigate, the coaches have said that the new

Xinyang City to the present is not a more systematic and professional Sanda training institutions are scattered in the name of the health club, or other dance training institutions Wait. Such a messy institutional setting can not guarantee the normal promotion of Sanda. A city-level area without a professional Sanda training institutions and civil and military schools, but the Sanda training attached to the health club and other training institutions, such institutions can not help but wonder the qualifications of these institutions Sanda training, whether or not Have the level of training others. This makes the public feel that the local Sanda training institutions are not professional or even deceptive, and those who are willing to learn Sanda very few people who want to learn Sanda will feel no place to learn Sanda. This has created a local community like to learn the potential crowd of Sanda but can not accept these potential learning groups. Over time the potential of the crowd to transfer their hobbies caused by the promotion of the crowd to produce this vicious cycle, the more no one to learn Sanda more no professional Sanda training institutions.

After the investigation of all Sanda enthusiasts, they generally said that the level of coaches is not very high, reducing their enthusiasm for the Sanda coaches is the main body of teaching and training, the level of the quality of teaching and training is to determine the quality and effectiveness of the main factors, therefore, Team building is a prerequisite for the survival and development of Sanda. From the above survey results, we can see that the coaches team year-on-year, business level uneven, including professional retired, no qualifications and unqualified coaches accounted for a larger proportion. When the club recruited the coaches, they asked the coaches to have their own interest in the Sanda, have some experience in the coaches, clear their duties and tasks, can teach any good team members. This requirement is not only responsible for the club members but also on the growth of the Sanda industry to the good. Sanda coaches' wages are much lower than those of other sports coaches, which do not meet the standard of living of the general staff. The cost of the team is less than that of other events. Since this factor can not inspire coaches, So that they do not mind to lead the game and daily training, the project will not be able to do their best, so many good athletes to other projects, until the loss of personnel, which, coaches do not bear the responsibility. Therefore, these have become one of the important factors affecting the development of Sanda.

The Wushu Sanda 's Countermeasures

The state should pay attention to Sanda project development and promotion, the state held a large-scale Sanda competition, and improve the Sanda competition awards. To stimulate the enthusiasm of athletes training, and strengthen the training of athletes motivation. For the Sanda to create a like the NBA as a symbol of the game to attract attention. In addition, we carry out regular introduction of Sanda on TV, promotion Sanda program and Sanda real-time competition program.

To increase Sanda sports and small and medium-sized city media resources, make full use of small and medium-sized cities, low cost of media resources, the scope of the advantages of rapid expansion. For the Sanda movement in small and medium-sized cities to create a good media environment, so that the masses in their daily lives do not consciously come into contact with Sanda, over time the more people into Sanda's potential to promote the crowd.

The establishment of professional Sanda training institutions, in the formation of small and medium-sized cities with sports competitive Sanda sports brand. Sanda will be better integrated into the small and medium-sized city sports market, enhance the Sanda sports influence in the sports market, so that people choose a sports hobby when a choice.

Strict examination of Sanda coaching eligibility level, put an end to "black coach" and other non-professional coach mixed Sanda teaching team. In order to ensure the quality of Sanda training teaching, so that people learn to learn Sanda people learn to gain, worthwhile trip. Establish a good market reputation. Thus ensuring sustainable development.

To increase investment, the construction of professional Sanda teaching places, the purchase of qualified Sanda equipment, to ensure that Sanda teaching hardware facilities qualified. To the coach and trainers to provide a good learning environment for Sanda development to create a good hardware foundation to ensure that Sanda promotion is not a virtual table.

To the public Sanda professional knowledge and the significance of learning Sanda and other aspects of education, popularization of small and medium-sized city people on the correct understanding of Sanda. Correctly understand the Sanda project, the difference between the Sanda project and other projects confused, so that the masses can correctly feel Sanda sports their own culture and competitive charm, so that the masses spontaneously to learn Sanda. And then use the masses to promote their own Sanda.

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