

# Analysis on International Development of Contemporary Shadowboxing

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**Abstract.** With the constant improvement of economic development level of China, the living standard of people has been improved greatly and people have paid more attention to life quality. As a pattern of manifestation of traditional Chinese culture, shadowboxing plays an important role in physical exercise, physique improvement and will training. With the great development and integration of global economy, shadowboxing has shown internationalization trend. This paper mainly conducts in-depth analysis on the international development of contemporary shadowboxing and expects to provide basis for the international spread of shadowboxing.

## Introduction

Shadowboxing is an important composition of Chinese martial arts, which can build the body and cultivate the mind and has gained popularity among more and more people in China. Moreover, a lot of foreigners have keen interest in traditional Chinese culture. They have conducted deep research on it and started to pay attention to shadowboxing. However, compared to other sports events, shadowboxing has many shortages in international development. Many factors restrict its international spread. This paper analyzes the motive force of development of shadowboxing and then manifests the cultural mechanism of such sports, makes several suggestions on its development and then shows its important significance in promoting the transmission of traditional Chinese culture.

## Composition of elements of international spread of shadowboxing

In communication studies, communication can be regarded as a carrier of culture, a systematic content and a community with mutual connection and restriction, thus forming an organic carrier with specific functions. Tai Chi spread can be divided into the following aspects according to the specific information spreading and flow direction and the unlimitedness of bidirectional flow of information – spreader and communication content, medium, object and effect, which jointly constitute a communication system<sup>[1]</sup>.

Shadowboxing information filtering, screening and transfer play a decisive role in the international spread process of shadowboxing, control the whole spread process and have great influence on communication effect. Its components include communication institutions and individuals. Some other specific contents are also included in the spread process of shadowboxing, such as theoretical knowledge of shadowboxing, technology, concept, system and behavior pattern. The function of communication medium is communication of object and content. It is an important method guaranteeing the continuity and development of shadowboxing. Communication object is the condition of spread of shadowboxing as well as communication carrier and ultimate goal. Ideological, emotional, attitudinal and behaviors changes of foreigners in the spread process of shadowboxing symbolize the communication effect of shadowboxing<sup>[2]</sup>.

## **Factors restricting international development of shadowboxing**

### **Social environmental factors**

#### *Economic factors*

Economy is the foundation of development and survival of a country as well as an important component of social factors and the comprehensive manifestation of politics, culture and education of a country. International development of shadowboxing is a form of cultural transmission and exchange and strong economy is its support and guarantee. Considering the limited economic development level of China, goods and materials that can be provided for shadowboxing development are very limited and cannot meet the demand of international development and spread of shadowboxing. Moreover, certain training fees, costs for employing coaches and resource support are required for outputting shadowboxing to foreign countries. Relevant information and data show that many foreign sports events can achieve international development through the dispatch of coaches or the provision of goods and materials. For example, Japanese karate and Korean taekwondo have achieved international spread in this way. Compared to the two ways of international development above, the international development and spread of Chinese shadowboxing have certain gaps<sup>[3]</sup>. In addition, the establishment of an excellent spread environment should rely on infrastructure and communication means. Lacking financial resources and simple channels will cause weakened communication effect. It is thus clear that fund shortage becomes an important factor restricting the international development of shadowboxing.

#### *Organizational factors*

It is single to spread shadowboxing with individual power alone. It is necessary to establish a complete shadowboxing organization or communication team so as to achieve international development of shadowboxing. Therefore, it is greatly advantageous to establish an excellent team positively and spread shadowboxing with the organization. Currently, many international organizations of shadowboxing in China are not recognized by the national sports department and hold a weak position in the sports industry. Meanwhile, there are few associations or institutions with complete personnel allocation. They lack certain funds for guarantee. Different organizations lack communication and are scattered. A head department for unified coordination is lacking. All this is an important reason causing unsmooth information communication and hindering international development of shadowboxing.

#### *Psychological factors*

It is very important to establish a good communication and spread development platform under good psychological sense of acknowledgement in the international development process of shadowboxing. Shadowboxing has a lot of functions. It can not only build the body and cultivate the mind, but also meet the inner need of people and play a positive role in inner purification and pacification. These are recognized by foreign countries and are important reasons promoting the international development of shadowboxing. However, it is not easy to obtain a good psychological state in the communication process of shadowboxing. Joint efforts of bidirectional spreaders are required. Spreaders are required to communicate with those in other countries actively in artistic ways. Then, both parties can achieve a satisfying psychological emotion, thus creating conditions for the international development of shadowboxing. On the contrary, inconsistent psychological environment of communication will influence the effect of international development of shadowboxing<sup>[4]</sup>.

In short, the international development of shadowboxing is a social activity and behavior. As it remains in the social environment, environment has great influence on it. Economy, psychology and organization are important factors influencing the international communication of shadowboxing. Therefore, to improve the effect of internationalization of contemporary shadowboxing, it is necessary to increase the attention in the domestic and foreign environment, eliminate adverse factors influencing the international development of shadowboxing constantly, retain conducive factors and

then create a favorable space and external environment for the international development of shadowboxing.

### **Systematic factors of international communication of shadowboxing**

#### *Spreader factor*

The number of spreaders is constantly reducing. For whichever sports event, the number of spreaders plays a key role in the realization of international development and communication. Currently, most members in the international development team of Chinese shadowboxing are shadowboxing coaches or retired athletes and some shadowboxing schools and overseas shadowboxing fans. Such shadowboxing practitioners have solid theoretical and technical foundation and can be competent for international spread and make the communication form of shadowboxing diversified. However, compared to countries such as Korea and Japan, China has very few excellent shadowboxing practitioners delivered overseas even though there are certain shadowboxing initiators in China. This seriously hinders the international development and communication of shadowboxing.

Spreaders have low comprehensive accomplishment. Due to differences in cultural background and language, the difficulty of shadowboxing communication increases invisibly. Meanwhile, there are very few shadowboxing practitioners with systematic training experience in China. Most of them only know the technique, but are not familiar with basic knowledge such as international law and foreign language. This hinders their communication with foreign organizing personnel, influences the effect of foreign teaching of shadowboxing and restricts its international development. Therefore, it is required to first establish an international talent training system and accelerate the training of international talents constantly. If their comprehensive accomplishment cannot be improved, people with low quality will mix easily. This will cause the failure to achieve international communication and meanwhile threaten the international reputation and status of traditional Chinese culture.

The influence of traditional thinking model on spreaders hinders the effect of foreign exchange of shadowboxing. Traditional thinking model hinders the international development path of shadowboxing and cannot meet the demand of impartment in international exchange and expression. The influence of racial attitude and religious belief on many spreaders causes serious conservative idea and feudal thought of martial art spreaders, hinders the communication and exchange with other foreign organizations and schools seriously and increases the conservative property of shadowboxing. If not adjusted, such idea will restrict the international development of shadowboxing seriously.

#### *Influence of content factor*

Shadowboxing has a lot of technical contents which are very complicated. With long-term development and integration, many schools of shadowboxing have formed, which are famous for rich contents. By integrating with other forms of martial arts in the world positively and learning advantages of different schools of martial arts, it can meet interests and needs of different practitioners. However, as shadowboxing classification becomes increasingly complicated and diversified, the failure to standardize and unify the style and form is an important factor causing difficult selection of foreigners and is adverse to the international integration and development of shadowboxing<sup>[5]</sup>. Therefore, it is required to fully organize and screen its technical contents and extract, simplify, plan and unify various techniques so as to allow foreign learners to learn and memorize it more easily and achieve orderly communication and development of shadowboxing.

#### *Failure to meet the demand of foreign audiences in content*

The unity of form is lacking in the international communication and development of shadowboxing, which seriously restricts its speed of communication in foreign countries and delays its step towards the world. Moreover, the content of communication is quite single. Most foreign practitioners have keen interest in diversified forms of martial arts. If the current single form of shadowboxing cannot be changed positively, it will not attract more learners. Therefore, it is necessary to deepen the cognition and comprehension of foreigners about shadowboxing.

## **Strategies for strengthening international development of contemporary shadowboxing**

### **Improve technical system of shadowboxing constantly**

Shadowboxing generally existed in the form of martial art in the past, which aimed at winning victory in the dispute of schools and commanding other schools of martial art. This has been manifested in martial arts fictions, indicating that shadowboxing was highly praised in the past as a martial art with attack. In the modern times, shadowboxing has turned into a new sports event from the art of attack and defense.

Considering the change of people in value and thinking, functions of shadowboxing are changing and the technical system becomes increasingly complete. Single and weak postures and actions with an iron hand in a velvet glove have evolved into new technical features integrating jumping and powerful steps. Moreover, attack and defense rules start to be increasingly severe. Competition characteristics become very significant. Shadowboxing is gradually flexible and comprehensive in competition practice and can break through geographic and national restrictions and achieve comprehensive communication and development. It has gained popularity among various countries in the world. Therefore, the constant improvement of technical system of shadowboxing is the foundation of the realization of its international development.

### **Promote development and communication of shadowboxing with media**

Diversified forms of media are required for cultural transmission. To achieve global promotion and transmission, media means should be taken for the international development of shadowboxing. In the past, only oral discussion was used simply for international promotion of shadowboxing. Then, newspapers and periodicals were used for its communication. Such modes of transmission are narrow in scope and cannot achieve bidirectional and interactive communication and exchange. Meanwhile, there are deficiencies such as superficial understandings of contents of communication, slow speed of spread and limited reception of audiences. Currently, with the advance of reform and opening up in China, electronic communication means such as television, broadcast and network have emerged. With small amount of information and the ability to achieve comprehensive information coverage and bidirectional information interaction, they become new power leading cultural transmission and information spreading in the new period. The international development of shadowboxing can rely on such communication media so as to achieve trans-regional and transnational communication. Foreign shadowboxing fans can obtain a lot of information about shadowboxing development and learn shadowboxing techniques on the internet without going abroad. This can actually expand the development approach of shadowboxing and promote the new development journey of shadowboxing.

### **Make constant innovations in institutional culture**

The international development of shadowboxing relies on not only shadowboxing practitioners and organizations, but also the support of external institutions in system, fund and policy for creating a superior environment. First, management organizations should provide external institutional guarantee. For example, Chinese Martial Art Association established global development strategies of shadowboxing and named such strategies as Tai Chi Health Project in 2005. Under positive promotion and guidance of the government, a lot of foreigners have been attracted to learn and consult. Such external forces play an irreplaceable role in the international development of shadowboxing. In addition, some competition activities can be carried out positively so as to improve the influence of shadowboxing in the whole world. For example, shadowboxing can be included as an important event in the shadowboxing contest performance, national games and world wushu tournament held in the past in China. Diversified shadowboxing competition activities can be implemented more orderly and vividly under positive organization of relevant department and the guidance of system and laws and regulations. Especially in international competitions, shadowboxing standing out will attract more attention, which is important for its international communication and development.

## Conclusion

This paper mainly analyzes components and restraining factors of the spread of contemporary shadowboxing in international development, puts forward several strategies for strengthening the international development of shadowboxing based on such factors and manifests the importance of international communication and development of shadowboxing in strengthening the international status of traditional Chinese culture. Constant innovation and improvement in content, spreading route, system and policy must be conducted.

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