

Materialization Operation Mode of Folk Wushu Association

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Abstract: Based on materialization view of folk martial arts association, the research and analysis of its operation pattern, combined with the current development of the folk martial arts association, speculative and expounds the present situation and problems of the materialization. Furthermore, according to the cultural characteristics of wushu itself, not only can the further exploration avoid the obstacles, but also it can promote external support and internal development of its evolution and development. The study says the folk wushu association needs to focus on two dimensions in the development of the materialization process, the protection of the social external environment and the innovation in the association. It wants to through the association of internal and external environment analysis, development strategy to fully tap its potential for development, the development strategy of point with surface, which can fully develop its potential and advance the materialization of development.

1 Introduction

“The external environment refers to the environment factors that cover all organizational boundaries.”^[1] The folk wushu association also exists in an external environment which is full of the development model of the planned economy, excessively relies on the government’s management system, and it doesn’t grasp the development opportunity in the market economy. As one of the main carries of wushu dissemination, the folk wushu association has an important position in the sports organization. Nonetheless, in the market economy environment, most folk wushu associations haven’t really get rid of the influence of the planned economy system. What’s worse, there is no clear direction in its development process. As a consequence, it can’t exist itself. The associations activities are largely dependent on social forces so that it has strong dependence. Worse still, its internal mechanism is scattered, with no clear system construction and a lack of strong administrative effectiveness. If you try to break through the bottleneck of the association’s development you need to explore the public’s potential perspective of cultural identity.

2 Folk Wushu Association Failure Element Integration

As a leading role in the dissemination of Wushu culture, the Folk Wushu Association should make use of various tools to strengthen its own propaganda, improve its influence and expand the living space. Through the external environment to enhance the effectiveness of public awareness, the association of managers should make full use of the current variety of media tools to achieve the purpose of publicity. The book is a more stable means of communication, the book recorded in the text, data generally have the times, the history of reproducibility and stability. Members can read related books, a detailed understanding of their own practice a set of boxing boxing theory, learning methods, to avoid the appearance of "the practice" as the practice of the phenomenon; television is the books after the communication tool, its propagation characteristics are relatively stable and extensive, some people do not often read books group, association it will be related to the content, information broadcast in the form of television programs, so that this part of the crowd can also keep abreast of information network, as the most convenient tool for the dissemination of information, strong liquidity, population wide coverage, the association may utilize the Internet, to promote their core competitiveness, will further strengthen the familiar and cognition of Wushu culture.

3 Development of the Source and Traceability

In order to make the argument more convincing, the author conducts a questionnaire survey on the management of some Folk Wushu associations. During the survey, 200 questionnaires were issued (including 180 questionnaires from the association of operations managers and 20 expert questionnaires), and interviews were conducted with 180 operators. 200 questionnaires were recovered, and the recovery rate was up to 100%, and the recovery rate of the questionnaire was 20, and the recovery rate was about 100%. According to the gender differences in education level, age, association of managers, work and other factors, the removal of 6 invalid questionnaires, 174 valid questionnaires were collected, the effective recovery rate was 96.67%; 20 copies of expert questionnaires, the effective recovery rate of 100%.

Table 1 Cognitive Factors of the Development of Folk Wushu Association

	Frequency (number of people)	Percentage (%)
Location Ambiguity, Lack of Direction	50	28.74
Internal Mechanism Idle, Ignoring the System Construction	44	25.29
Break Away From Traditional Culture	80	45.97
Total	174	100.00

Practice has proved that the effective use of good organization or group policy resources, to gain a foothold in the fierce competition in the market; on the other hand, if we ignore the resource development and utilization in the process of development, there may be at a disadvantage in the fierce competitive environment. It is of great significance for the development and expansion of the association to develop and make use of policy resources to promote the development of Wushu association. Managers need to strengthen the development and utilization of policy resources, so that the association in the development of the new era of new blood injection.

Internal factors is one of the decisive factors of the development of things. Therefore, it is more important to strengthen the construction of the internal mechanism of the civil Wushu association. Independence is the law of survival of things, there is no strong vitality, even the best opportunity is also a castle in the air." [2] so, through the analysis of the Folk Wushu Association of the internal mechanism of operation, that most of the association should be vigorously carried out the organization's internal environment of "clearing", establish reasonable and meet the needs of the times and social organization. In the full and reasonable use of policy at the same time, accurately adjust its direction of development, precise positioning of talents; centralized power, re deployment of Institute of internal system construction; the original power traces of martial arts, traditional culture starting point.

4 Self Reflection and Practice

Through the questionnaires of 180 Folk Wushu Association managers and 20 experts to analyze the results of 32.18% of the respondents believed that their association specification system construction is the primary factor for regeneration and Development Association; and 24.71% Association Managers Association believes that the lack of standardized and orderly management, in order to rebuild the society development, needs to be further improved the level of management; almost half association managers believe that the traditional Wushu contains culture is to promote the fundamental factors association association should return to public, "Fan out from as an example for the rest of the lot to follow" into the connotation of the traditional culture of martial arts.

Table 2 Table of Folk Wushu Association Statistics Cognitive Rebirth Perspective

	Frequency (number of people)	Percentage (%)
Standard System Construction	56	32.18
Improve Management Level	43	24.71
Smile to big integrate into culture	75	43.11
Total	174	100.00

"Nothing can be accomplished without norms or standards." The construction of standardized organization system is conducive to the long-term development of institutions. The operation of Folk Wushu Association not only shows the development trend of Wushu, but also is one of the communication links of Chinese traditional culture. If there is no unified system to regulate the operating mechanism of the association, the operation of the association will become chaotic. So, the management of the association should formulate a practical charter, the association's charter must have a certain influence and appeal. Based on this, the related objectives should follow the pragmatic principles, and strive to feasible, in order to play the role, motivation and goal, evaluation function and coagulation function, so that the articles of association of the specific and operable. The "gold content" of the management team is directly related to the development of the society, and the competition in the contemporary society has gradually developed into the competition of talents. Therefore, in order to meet the needs of the development of the times, we should focus on the establishment of personnel training mechanism, improve the cultural quality and management ability of the management team.

The martial arts professional sports college students is the most direct resources, can make some preferential policies (such as membership of the association of technical guidance team can give priority to provide generous jobs) make college students to join the association of excellent management team. At the same time, we can actively absorb the experienced folk martial arts for technical guidance. Easy to emerge in its totality aesthetic fatigue , the association should be combined with the characteristics of its development, focusing on the introduction of one or several development projects as the pilot association to the public standard. Take Shadowboxing as an example, "Shadowboxing in the process of modernization development into three categories of different nature, that is, fitness and health class Shadowboxing, art show Shadowboxing, martial arts and defensive style Shadowboxing." [3] then according to the different needs of members of the association, recommend different effect to the members of the practicing Shadowboxing, when members after a period of practice, achieved their desired effect, will recommend to the people around, so, not only can better development of Shadowboxing, and can attract more people to join the association to inject fresh "blood". Through the "point" of Shadowboxing, gradually spread to achieve the comprehensive development of the whole "face".

5 Summary

The law of the development of society is not based on the will of the people, and the progress and development of things can only survive with the tide. It is also true of social organizations, as the main carrier of Wushu communication, the maturity of the internal mechanism and the positive adaptation to the external environment is the fundamental guarantee for the sustainable development of the association Strengthen the awareness of social relations association, by building on their own publicity and talent platform, construction of the members of the main body, the system practical, standardized organization management, the economic entity of the modern mode of development. "Wushu culture is the inner embodiment of Wushu" s technical level and the traditional essence of Wushu modernization." [4] collaborative development model, based on stable Folk Wushu Association should be further from the perspective of Wushu culture, make learners feel not only the technical aspects of martial arts, more important is the understanding of martial arts culture.

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