

The Research on the Promotion of Shaanxi Red Boxing University under the Background of Cultural Soft Power by State

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Abstract—The purpose of the paper is to study the effect of the red fist of Shaanxi on the promotion of the soft power of the national culture, and the relationship between them. In this paper, the following conclusions are obtained through the retrieval, analysis and collation of relevant articles in China knowledge network by means of literature and logic analysis. The promotion of red boxing teaching in Shaanxi colleges, not only promotes the local Martial arts' boxing system in Shaanxi, but also promotes the understanding of the traditional culture and lays a solid foundation for further improvement of the soft power of Chinese culture. At present, the college's red boxing teachers are mostly from rodeo martial arts. And we should recruit the traditional red boxing teachers, and then reinforce the education of red boxing culture to inspire the students' interest of learning.

Keywords—cultural soft power; red boxing; Shaanxi universities

I. INTRODUCTION

The comprehensive strength of a country includes economic strength, technological strength and military strength, as well as soft power of culture, policy and values. In world politics, soft power is more civilized and durable than a coercive threat. A country can use soft power to make other countries understand, recognize and even imitate its ideas and actions in the international community. It is generally believed that the culture of "the soft power of the country" has the cohesion, innovation and communication ability, and the resulting appeal and influence. The persuasion and infiltration ability of soft power is mainly reflected by culture, and cultural soft power, especially the core values of culture, constitutes the core factor of national soft power.

Red boxing, early spread in the northwest, may be from the Ming dynasty "The West Boxing", the legend of the emperor Zhao Kuangy in. Qing dynasty takes the beautiful, auspicious meaning, beginning to call red boxing. According to the national Palace Museum, *The Memorial Records in Privy Council: Peasant Movement*, in the middle of the Qing dynasty, red boxing is quiet popular in the folk teaching gate. For example, Chang Zijing and Li Zhigui in the time of Emperor Qian Long, Zhang Jingwen and Zhang Luojiang in the time of Emperor Jia Qing, Zhang Zhen and Kan Mengxiang in the

time of Emperor Dao Guang, and Yan Shuqin in the time of Emperor Guang Xu, all of them are red boxing masters. Zhang Jinwen of the Shandong province of China has passed on to his legacy, "Both of his father and grandfather have practiced red boxing". Zhang Luojiang, from Guan Xian county, Shan Dong province, said in its inheritance, his uncle Zhang Puguang has learned from his teacher Shi, who was from Ping Yao county, Shan Xi province. And Shi learned two sets of red boxing from Zhang Yangzhen from Bao Ji county, Shaanxi province in Qian Long 28 years (1763 AD). This is in accordance with the red boxing from the northwest. Red boxing is the basic skill of ten market work. The boxing set has big red boxing, little red boxing, two red boxing, six foot type and so on. And it is said that there are thirty-six roads.

Xi'an, since the beginning of time, known as "the civil-military world", and the red fist of Shaanxi is born in the earth. Red boxing has a long history and profound cultural connotation as well as the ancient Ming city wall. "The inheritance of any culture is inseparable from education, and education directly influences the inheritance and future of this culture." Colleges are the bib-cock of national cultural heritage camp. If the red boxing in the birthplace of Shaanxi widely carried out in colleges, it can not only strengthen the university student's physique, more carry forward the unique traditional martial arts and culture in Shaanxi province.

II. RESEARCH METHODS

A. Literature Method

Searching on the Chinese journal full database, there are more than 20 articles named after the national culture soft power, martial arts and national traditional sports, and more than 10 articles named after the red boxing promoting by universities. In this paper, some related articles are studied, combed and created.

B. Logic Analysis

This paper analyzes, summarizes and sorts out the relevant materials with dialectical materialism.

III. RESEARCH ANALYSIS AND DISCUSSION

A. *Soft Power of National Culture*

Soft power was first proposed by American scholar Joseph Nye in the 1990s. In his research, he pointed out that power is the ability to achieve desired results by influencing others. Soft power is an important aspect of strength, which means to influence others through attraction rather than hard means or interests, so that others can agree and accept your ideas. In 2006, Hu Jintao put forward the concept of "national soft power" at the seventh national congress of China. A year later, the concept of "national cultural soft power" officially entered the 17th national congress of the communist party of China.

In the report of the 17th national congress of the communist party of China (CPC), comrade Hu Jintao made it clear that "Culture is increasingly becoming an important source of national cohesion and creativity and an important factor in the competition of comprehensive national strength". The seventeenth congress put "improving the soft power of national culture" to the height of national strategy, making it an important task of socialist cultural construction. On November 9, 2013, the third plenary session of the 18th CPC central committee was held in Beijing. Plenary session put forward: It is historical significant to build a strong socialist culture and strengthen the soft power of national culture, is important to enhance comprehensive national strength and promote the great rejuvenation of the nation.

B. *The Relationship between Red Boxing and Improving the Soft Power of National Culture*

To improve the soft power of national culture is a systematic project, the following ten important measures should be taken: "developing cultural productivity; enhancing cultural cohesion; strengthening cultural appeal; enhancing cultural heritage; expanding cultural absorption; stimulating cultural creativity; enhancing cultural competitiveness; enhancing cultural communication; expanding cultural influence; increasing cultural security."

Boxing is a powerful tool to enhance the soft power of national culture. It has strong cultural cohesion, appeal and inheritance."Boxing is an important part of local traditional culture. It is the main carrier of cultural beliefs and heritage that the people of all ethnic groups have accumulated in the long life and struggle."Shaanxi red boxing is one of the four major schools of Chinese martial arts -- the "red boxing", one of the four major schools of Chinese martial arts. The name of the red boxing is based on the worship of fire totem, expressing the pursuit of striving and enterprising."It set within the family, absorb and draw lessons from the other techniques of good style, formed the plate, method and potential, complete system of red boxing." From this, Shaanxi red boxing with its own unique technological superiority and theoretical system stands in the Chinese traditional martial arts forest.

In September 2004, the People's Republic of China approved the convention on the preservation of intangible cultural heritage, and martial arts, one of the best of the Chinese culture, were actively protected. Traditional martial

arts began to go on the path of immaterial cultural preservation, and soon, the red boxing of Shaanxi was listed as a second national non-material cultural heritage.

C. *A Big Effort to Promote the Cultural and Soft Power of the University of Shaanxi by Country*

1) *The necessity of traditional martial arts and red boxing to the university of Shaanxi:* Economic globalization has brought about cultural globalization, and cultural globalization has spread to every corner of the world "like a spring breeze". The "the European wind, the American rain, the Korean wave" is sweeping China with astonishing speed, breadth and depth, and has waged a cultural war without smoke in the local culture that has nurtured us for thousands of years. Traditional culture in the war has been hit, and a lot of traditional culture is losing and dying. Therefore, various traditional forms of cultural expression, physical objects and places hold fast to the survival of the "survival" -- a case of red boxing. The legacy is not the final way out, and the legacy of traditional culture not only needs to live, but also to innovate and inject the life force of the age.

Intangible cultural heritage refers to the various traditional cultural manifestations which are passed down from generation to generation and regarded as part of their cultural heritage. At present, intangible cultural heritage is in danger. This is not only because of the high readability of the intangible cultural heritage (it is easier for people with good education to understand it), but because the intangible cultural heritage is not an independent existence, rather a combination of military activities, religion and customs. As a training base for high-quality talents, colleges have the responsibility to take the lead in carrying on the inheritance and education of intangible cultural heritage. This study discusses the inheritance of red boxing intangible cultural heritage in the education of college sports.

2) *Advantages of traditional red boxing in Shaanxi universities:* First of all, Shaanxi is the third largest province in China, and the popularization degree of martial arts is higher. There are 13 colleges in Shaanxi to offer martial arts courses. Besides Xi 'an Sports Institute, Shaanxi Normal University and Yan 'An University, there are martial arts majors. Other universities also have martial arts options (optional courses, full school sex, low requirements), compulsory courses and optional courses (professional restricted elective courses generally related to this major, and also require a higher degree of mastery).

Secondly, without the skills, martial art has no vitality - the way of attacking and defending the red boxing can inspire the students' interest in martial arts. In the case of the red fist (the catch) 18th, it is a unique technique to win against the joint. The thing is, catching a little, controlling whole body. In short, the traditional martial arts red boxing attaches great importance to attack and defense, and the development of universities in Shaanxi can arouse the interest of students.

Thirdly, the advantages of etiquette education. "Etiquette" means ceremony and ritual. The ancient Chinese literature has

been recorded in this article, "Zhou Li · Chun Guan · The Teacher": "All countries respect the teachers, treat their etiquette, and take them as uncles". As long as the mention of martial arts etiquette, "fist-palm salute" trademark must be martial arts of traditional etiquette, which reflects the spirit, in the long-term process of martial arts can make for practitioners to establish the good moral tutelage and line for the specification. It's not just that the red fist has inherited traditional manners, but it's also an act of discipline, and a sense of respect for the way people behave. Shaanxi red boxing has its unique form of etiquette, the "worship ceremony" is: the dress, the front of the skirt, hands together cover the fist eyes (here very unique) to make the bow, first left to the right, the palm to the up three worship (worship the country, the master and parents) ceremony, the female students to the "worship" ceremony. The "martial arts" has the well-known "standing ceremony, hand salute and opening ceremony", "everyone hands on the first call, the win is all in the method", not "please" the word will not be handed. The "equipment salute" is: fist to the left, to the right, to the middle, and then the equipment to start the drill. The martial arts masters in Dong Fu has a manner, before the boxing starting, closing the door and looking at the door, and going to four different directions. And the demand is not to be forced, not to be dirty, or to be poisoned. As the researchers point out, "culture is intangible, and culture education cannot be an empty rhetoric. Pure action technology cannot fully carry the connotation of martial arts culture, which should also be manifested through certain rituals. That is to say, the inheritance of martial arts culture is not feasible through technical training. It requires the long-term edification and education."

In the end, there are some advantages of red boxing into college physical education. Talent advantage. Colleges have abundant teacher resources, and many college teachers are the inheritors of the red boxing intangible cultural heritage. Academic resources advantage. Good academic environment and specialized research institutions are not only conducive to the digging, sorting and research of red boxing, but also more effective in combining with physical education. Service area. The close cooperation between universities and government cultural departments provides a reliable and virtuous circle for the protection and inheritance of red boxing. Advantages of curriculum resources. The university has provided the platform, and the quality of the course has made the legacy of the red boxing and the passing time to be well protected.

3) *The shortage of traditional red boxing in colleges:* There are fewer professional red boxing teachers. At present, most of the martial arts teachers in colleges are from competitive martial arts and a few teachers from folk traditions. Nowadays, most martial arts talents are cultivated under the mode of competitive martial arts. The protection and development of traditional martial arts are in urgent need of a large number of talents inheriting traditional martial arts.

College students know less about traditional martial arts culture. "The current western culture has been a great influence on college students in our country, and it has made them feel indifferent and alienated from the great traditional Chinese

culture. Nowadays more and more college students are infatuated with foreign martial arts because of the lack of understanding of national culture (including martial arts)."

IV. CONCLUSION

To sum up, the national intangible cultural heritage of Shaanxi is characterized by its distinctive regional features, affected by Tang culture, showing dignified, and four symmetrical and magnificent atmospheres. Its characteristics are highlight "Tectonics" and "soft". From the Qin and Han dynasties to the Tang dynasty, the Guan Zhong area is at the center of the cultural economy, and the cultural exchanges between the two countries are quite frequent, which is the necessary part of the ancient Silk Road. Chang 'An (now Xi 'An) as the starting point of the ancient silk road, is a place where many people gathering and combining with the relationship with others in martial arts, exhibit, forming uninhibited atmosphere of red boxing, with soft and fine articles of practice characteristics. In the past, the research of red boxing has clearly defined its "beating", "beating, kicking, and falling", and so on. It is a powerful aspect of Guan Zhong's culture. It is also necessary to explain the striking features of the red boxing routine, namely, the multi-walk straight line, the round-trip line, and the same way that the traditional route of the Shaolin boxing in the north, "rising and falling, moving in and out of an online movement", which is similar to the same work, and consistent with the forthright personality of the Shaanxi people.

In Shaanxi universities vigorously promote red boxing teaching, not only carry forward the Shaanxi local martial arts practice system, to promote the development of traditional red boxing and promote the college students' understanding of Shaanxi traditional culture. And to a great extent, for our country it lays a solid foundation for further improving the cultural soft power. As one of the most active members of today's society, college students will go to different positions after graduation. Through the channels of colleges to promote the development of traditional red boxing, can not only improve the students' physical quality, enrich his life, and to carry forward the traditional red boxing martial arts a suitable soil. Once the traditional red boxing teaching is carried out in the course of higher education, and it is widely accepted by college students, the development and inheritance of the red boxing will be more advanced.

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