

Innovation and Realization of Digital Protection of Wushu Close Quitter Combat Culture

Jiang Congying

Wuhan Sports University, Hubei Wuhan, 430079, China

ABSTRACT. *Martial Arts Close Combat with Short Weapons is one of the important projects for Chinese martial arts, and it is significant to focus on its protection and dissemination work. The traditional method of publicity has limitations such as a single method, weak interaction, poor information quality, and small spreading scope. Currently, the protection of traditional culture in China is facing a huge dilemma. In this case, the digital protection appeared to the stage, but the development of new social media has established many opportunities for the digital protection and dissemination of traditional culture. This article will focus on the shortage of cultural connotations in the dissemination of Chinese martial arts. The protection content of data protection divided in implicit to explicit, the protection carrier varies from physical to virtual, the protection organization varies from single to multiple, and the mode of transmission varies from “solid” to “Live” and other new features are the entry point, and put forward the data protection strategy to focusing on talents to build core competitiveness, which can break the professional barriers, to create a good development environment, creating cultural connotations to expand influence, and using new ideas and technologies to develop experiential products. And established the corresponding data protection in the implementation path.*

KEYWORDS: *Martial arts close combat with short weapons, Digitization, Protection, Innovation, Communication*

1. Introduction

For a long period of time, the current world, the competition for comprehensive national power has shifted to the competition of political, military, economic, which means a transformation from hard power to the competition of soft power. Among all those situations, “cultural soft power” become much more important in the competition of national power. Improving the cultural soft power which is an important way to present the ideology of Xi Jinping Socialism with Chinese Characteristic.[1] It is also the primary power to push high-quality economic development. On the other hand, it is an important way to improve the comprehensive national power of China, enhance the national cohesion, shape the

image of a big country, and enhance the cultural self-confidence. In the present period, in order to construct the national cultural soft power of China, there are four factors in the following article. It is necessary to consolidate a foundation of the soft power in national culture, promote contemporary Chinese values, highlight the unique charm of Chinese culture, and increase international prestige. Traditional culture is an important part of the construction of China's national cultural soft power. Chinese Martial Arts Close Combat with Short Weapons as an important part of Chinese traditional martial arts, under present epoch background, use the advance method to protect the Chinese Martial Arts Close Combat with Short Weapons shall be one of the methods to improve the national cultural soft power.

2. Concept Definition

2.1 Definition of Chinese Martial Arts Close Combat with Short Weapons

Chinese Martial Arts Close Combat with Short Weapons is one of the combat programs in Chinese martial arts. In the “Chinese Martial Arts Tutorial”, the modern martial arts are divided into routine actions and fighting actions depend on the action form, which included Sanda and Close Quarter Combat. [2]In detail definition, Chinese Martial Arts Close Combat with Short Weapons belongs to a multiple combat skill which included blade or sword, and it is a type of actual combat confrontational sport. During the competition, the athlete from each side holds a special short weapon, wear protective equipment according to the competition order. Under the situation of wear protective equipment, both athletes can use offensive and defensive technology like sting, finger, chop, chop, sweep.

2.2 Definition of Digital Protection

Digital protection doesn't mean simple personal interviews, physical collection, and photography, also it is different between the popular method of audio, video shooting, and text storage. It is a method to use the mature 2D and 3D digital animation technology to restore and explain the phenomenon, scene, event, or the process of traditional culture. Also, process visualization of intangible culture by the method like pictures, videos, and 3D. Digital protection trying to create a perfect copy of the original products. [3]Therefore, digital protection is the key to the traditional cultural information collection, and it's an existence means continuity.

3. The Protection and Dissemination Status of Chinese Martial Arts Close Combat with Short Weapons

Some scholars said that the popularization of Chinese Martial Arts Close Combat with Short Weapons is majorly not enough. There is a serious shortage of curriculum, scientific research personnel, and unreasonable use of technology, and incomplete protective equipment and competition rules are the reason which limited

the Chinese Martial Arts Close Combat with Short Weapons cultural in China. [4] In the present period, the development of new social media has created more opportunities for the digital protection and dissemination of traditional culture. Therefore, in facing the hardship in the development process of Chinese Martial Arts Close Combat with Short Weapons culture, and the loss of content in this culture. In this case, the protection of Chinese Martial Arts Close Combat with Short Weapons culture becomes significant, and it could help the culture spread in an effective way.

3.1 The Development Status of Chinese Martial Arts Close Combat with Short Weapons Cultural

In the history of modern Chinese Martial Arts Close Combat with Short Weapons development, in 1979, two sports academies conducted experimental research on Chinese Martial Arts Close Combat with Short Weapons and they made an experimental modification. In 1980, Chinese Martial Arts Close Combat with Short Weapons performances also appeared at the National Wuhan Exchange and Observation Meeting. However, Until July 2004 that Xi'an held the first Chinese Martial Arts Close Combat with Short Weapons referee training course, which brought the Chinese Martial Arts Close Combat with Short Weapons movement back to the historical stage.[5] In recent years, the administrative department of sports has paid more attention to the development Chinese Martial Arts Close Combat with Short Weapons sports and has repeatedly launched various national-level competitions, such as the 2013 National Chinese Martial Arts Close Combat with Short Weapons Adjustment Competition and the 2014 National Wushu Congress Chinese Martial Arts Close Combat with Short Weapons Competition. [6] The relevant government departments have not provided any sufficient support to China's Chinese Martial Arts Close Combat with Short Weapons, and there is no detailed plan and unified development direction, and there is a serious shortage of promotion and publicity. Of course, society has not given more support and attention to the Chinese Martial Arts Close Combat with Short Weapons movement.

3.2 Status of the Spread of Chinese Martial Arts Close Combat with Short Weapons Culture

3.2.1 Single in Method

The spread of martial arts Chinese Martial Arts Close Combat with Short Weapons Culture by interpersonal communication, stage performance, video media, and other communication methods is unable to satisfy the demands of the audience in the digital era.

3.2.2 Not Strong in Interactive and Entertaining

Chinese Martial Arts Close Combat with Short Weapons as part of Chinese martial arts, the internet of Chinese Martial Arts Close Combat with Short Weapons

is incomplete, and a shortage of digital resources, not strong in interactive and entertaining, which lead a low adhesion to the audience. The citizen research on the culture of Chinese Martial Arts Close Combat with Short Weapons is very weak and lacks a broad mass base, which leads to the slow development of Chinese Martial Arts Close Combat with Short Weapons culture. It is imperative to inherit and carry forward the traditional culture of the Chinese Martial Arts Close Combat with Short Weapons.

3.2.3 Shortage in Information Quality

The traditional Chinese Martial Arts Close Combat with Short Weapons only uses a few elementary codes to deal with information, such as photographing, video recording, text recording. Also, search engine platforms have incomplete records of Chinese Martial Arts Close Combat with Short Weapons culture. This type of information collection method lacks scientific code, is cause some hardship in document research, such as slow search, low storage space, and a low amount of information result in low utilization.

3.2.4 Small Range of Spread

Because of the shortage in the support of government and society that the Chinese Martial Arts Close Combat with Short Weapons facing several problems like a narrow audience and a small range of information spread. The actuarial method in the digital protection path, the small group member of Martial Arts Close Combat with Short Weapons fans can't support efficient publicity. Also, it unable to support efficient protection and inheritance in traditional culture. The problem is how to use the internet platform and mobile application to publish, spread, and share information about traditional culture. Which able to create a communication space, and it can help the Chinese Martial Arts Close Combat with Short Weapons processing the deep publicity.

4. New Features of “Digital Protection” in Chinese Martial Arts Close Combat with Short Weapons

4.1 Protected Content from Implicit to Explicit

The protection of traditional culture mainly includes a series of items, props, materials, and traditional cultural documents and inheritor information achieves in traditional cultural activities. Currently, more and more traditional Chinese cultural and academic reports have begun to enter the field of traditional Chinese academic research. Traditional culture is mainly embodied in oral tradition, performing arts, folk activities, etiquette, traditional crafts, and so on. [7] It is a kind of “recessive culture” widely existing in human social life. For example, the Wudang family's new development of qigong mainly relies on several generations of masters and apprentices. For the martial arts, this is their tacit understanding. In the modern period, this kind of knowledge still plays an important role in benefiting mankind.

Therefore, if the tacit knowledge is consciously collected and sorted under the premise of protecting traditional culture, and it is converted into explicit knowledge through data processing, it can be achieved by the purpose of wide enjoyment from humans.

4.2 Protection Carrier is from Physical to Virtual

In the past, the traditional culture was primarily stored by paper records, audio, or video preservation. Database, multimedia, 3D virtual interaction, VR, AR, MR, and other high-tech technologies transform the traditional culture into a resource into digital archive information. The traditional culture can provide their development in a timely manner and disseminate information from various groups and individuals to the public more effectively. In 2006, the Ministry of Culture and the China Academy of Art established the “Digital Museum of Chinese Traditional Culture” website in order to protect the traditional culture that existed in China. Subsequently, Jiangsu Province, Hebei Province, and other places also began to actively research, develop, and construct traditional cultural databases. On the other hand, many conservation units try to establish a traditional cultural center of “big data”, which measures the distribution of traditional culture and its inheritors throughout the country, and can quickly understand the inheritance of similar traditional cultures in different regions and states. And their use of communication value to build up a benign communication ecosystem. The principle of sharing and protecting traditional culture requires that it can be used by the internet and achieving digital protection.

4.3 Protection Institution from Single to Multiple

The inheritors of traditional culture could be a group or an individual but only rely on the government departments or inheritors of traditional culture is not enough to establish protection for traditional culture. In this case, the protection of traditional cultural documents with collective power and “public participation” is particularly significant. In recent years, the main structure of traditional cultural protection has shown diversified characteristics, such as forming a protection management system including museums, memorials, archives, research groups, government cultural institutions, enterprises, and individuals. Drawing on the experience of the American Memory Project, the Asia-Pacific Intangible Cultural Heritage Database, and the Blue Rain Cultural Media Digital Archives in Japan and Taiwan. Then, we can establish a cross-regional and cross-cooperation model to maximize the collection of documentary resources. In addition, the universities can use their advantages to protect the traditional cultural archives. For example, the Memorial University of Newfoundland and Canada has established a digital database and actively participates in the construction of traditional culture by the high-tech method.

4.4 Transition from “Solid” to “Live”

In China, traditional culture's protection mode means a static and relative protection mode. Under the current basic national conditions of our country, the protection of traditional culture has certain limitations, and traditional culture itself has the characteristics of a state of existence. Those two seem to be contradictory in theory, but in practice, because the traditional culture needs to be “live inheritance”, the corresponding archives institutions in China are required to reform and dynamically track the traditional culture. On the other hand, the dynamic inheritance of traditional culture requires the protection of traditional culture to break through the traditional model of the passive collection in literature, and the transformation from pure collection and preservation of literature to the overall role of literature search, collection, and production. They should particularly pay attention to the collection, sorting, and research of oral traditional culture. The basic purpose of protecting traditional culture is to continue the vitality of Chinese traditional culture and make it stay for a much longer history. The infrastructure of our society, such as documents, museums, and cultural centers. As a platform for the public, they must not only perform preservation and bear-related responsibilities but also actively cooperate with society to display public publicity and traditional culture. Cultivate the public's cultural consciousness and cultural emotions, which created a flow of traditional culture, and culture is the enjoyment of the public. Meantime, the digital protection of traditional culture should be following the principle of live inheritance, break the boundaries between traditional cultural protection and public cultural services, and promote the connection between traditional cultural inheritors and cultural consumers. Recording and preserving traditional culture in digital method, then realizing the dynamic inheritance of traditional culture on the internet and digital protection of Chinese Martial Arts Close Combat with Short Weapons is conducive to maintaining the vitality of Chinese traditional culture, which conducive to the inheritance and development of Chinese traditional culture, and enhances the spread of Chinese traditional culture and the influence has a far-reaching and a significance to the development of traditional Chinese culture.

5. Environmental Construction Strategy of Chinese Martial Arts Close Combat with Short Weapons Culture Protection Policy

The environmental construction strategy of the Chinese Martial Arts Close Combat with Short Weapons protection policy means to break the professional barriers. In order to build up an academic community for the dissemination of Chinese Martial Arts Close Combat with Short Weapons, also realize the transformation, reproduction, and restoration of the Chinese Martial Arts Close Combat with Short Weapons culture of martial arts by data collection, storage, processing, display, and dissemination techniques. And the shared data forms are interpreted from the perspective of visual communication design, stored through micro-films and other means, and spread with new demands.

5.1 Development Ideology Must Follow the Strategical Change and Take the Route of Independent Innovation

In order to develop and promote the Martial Arts Close Combat with Short Weapons culture, we must change our development ideology. First, in the strategic path of development, we must establish a strategic foundation for independent innovation, brand-independent innovation, research development, and a strive to grasp more initiative in brand competition. Second, in the ideology of developmental strategy, we must focus on the technical innovation and talent training of martial arts brands from art, music, medicine, and expand the social foundation of technological innovation in martial arts. Third, in the exchange and cooperation strategy, make full use of global related resources, and gather the wisdom of all parties to achieve the role of complementing each other. Adhere to the integration of industry and academic research, then support the establishment of multiple channels and forms during close cooperation with colleges that are related to the enterprises and scientific research institutions. Which increased the joint training of relevant innovative talents, and combine the suggestions discussed by everyone who carries out the meaningful innovative practice activities. At the same time, it is necessary to strengthen the construction of the infrastructure and cultural brands of education basement, such as martial arts gymnasiums and schools that are related to the Martial Arts Close Combat with Short Weapons culture. Then, we establish relevant conditions and platforms to promote the development and related cultural exchange activities and increase the skills of the Martial Arts Close Combat with Short Weapons culture. Support for the innovation, strengthen the construction of independent innovation bases related to the Martial Arts Close Combat with Short Weapons culture, and so on. In this way, the independent innovation ability and brand influence of the Martial Arts Close Combat with Short Weapons culture can be improved, and a solid foundation for promoting the Martial Arts Close Combat with Short Weapons culture brand is laid.

5.2 The Construction of the Policy Environment for the Development Strategy of the Martial Arts Close Combat with Short Weapons Culture's Independent Innovation

There are four basic principles for policy environment construction of independent innovation and development in Martial Arts Close Combat with Short Weapons Culture: efforts to solve the main policy issues restricting its independent innovation. Processing varies policy in combinations, guide the enterprises such as Wuguan to become the main body of technological innovation, and encourage the whole society to support the independent innovation. Coordinate with science, technology, economic policies to form a policy synergy to promote independent innovation. Highlight the operability of policies, and strive to be clear and effective.

5.2.1 In Terms of Technology Investment Policy

The government can establish the relevant policy in the technology aspect, the major purpose is to focus on the optimization of the financial body structure of technological investment, and improve the financial budget using rate. The major point of technological financial investment is to support the independent innovation and the construction of the technological innovation system and features of Martial Arts Close Combat with Short Weapons Culture. In order to lead the innovation in technology and investment.

5.2.2 In Terms of Government Procurement Policy

The national government mentioned a system of financial funds to purchase independent innovation products. Which could breed a related brand from innovation. Also, it establishes a system for the government to prioritize the procurement and ordering of socially innovative products. Primarily the strategy process included: establish and improve the certification system for the independent innovation products. And determine the catalog of government procurement in independent innovation products, strengthen budget control for them, and give priority to the development of independent innovation projects. The government will adopt a new policy such as “first purchase” for independently innovative pilot products or products that are first launched on the market which require a key to support and have great market potential. When the government formulates a relevant certification system, accreditation standard, and the evaluation system of independent innovation products, it can appropriately take into account that related to the cultural and creative products developed by Martial Arts Close Combat with Short Weapons Culture brand and peripheral products.

5.2.3 On the Aspect of Financial Policy

The publicity of Martial Arts Close Combat with Short Weapons Culture brand and innovation that is related to the support of the financial policy. In this case, the financial policy should be an important aspect of the national government. Increase support for the private enterprises such as martial arts gyms, schools, and other related Martial Arts Close Combat with Short Weapons brands, which can establish a better environment for Martial Arts Close Combat with Short Weapons cultural brand. On the other hand, this method will alleviate the financing difficulties for martial arts schools and other private enterprises related to Martial Arts Close Combat with Short Weapons Culture brands. The use of financial policies such as the issuance of short-term financing bonds to regulate, to a certain extent, promotes the development of the Wushu Martial Arts Close Combat with Short Weapons Culture brand.

5.2.4 On the Aspect of Talent Training Mechanism

The education department mentioned that the policy of excellent traditional culture into school and they focus on the following four factors. First, the

construction of a good teaching curriculum system. Second, the development of campus culture. Third, strengthen the theoretical research. Fourth, promote international exchanges. In this case, the progress to incorporate excellent traditional culture into the campus, which is the important developing point of talent training. The government should implement a policy of combining the introduction of Martial Arts Close Combat with Short Weapons Culture brand talents with its own training, establish a sound talent training mechanism, and provide a sustainable reserve talent for the development of Martial Arts Close Combat with Short Weapons Culture brand.

5.3 Relevant Implementation Strategies for Strengthening Digital Protection of Martial Arts Close Combat with Short Weapons Culture Brand

The digital protection based on the mobile internet and Chinese traditional cultural heritage brand strategy is not only the digital protection of Chinese traditional culture but also the rational use in the characteristics of internet information. And the way of communication is a result of our country's traditional culture is the virtual products can organically combine the two on internet applications. Then, in order to spread the perspective of cultural and creative industries, realize the protection, sustainable development of Chinese traditional cultural heritage.

5.3.1 With the Help of New Media Platform Technology

Based on the new social media platform, technology can bring the “digital protection” of traditional culture into a whole process. For example, a mobile application, “Han Xizai Bantu” has been developed in the Palace Museum in Beijing to incorporate the traditional culture of Southern Yin. Through the live interpretation of Nanyin, users can experience the charm of traditional culture more vividly. In such an “Internet plus” era, the new successors can promote, store, and study traditional culture by WeChat, Weibo, QQ, and micro-videos. The text, audio, video, and digital multimedia are the sample protection methods that everyone can use. A variety of traditional culture-related mobile applications have been launched on Apple's AppStore. These are released, disseminated and shared information through the Internet platform and traditional cultural mobile applications, forming a new communication space.

5.3.2 Strengthen the Strategic Work Related to the Promotion of Wushu Short-Arms Culture

The protection mechanism of traditional culture should be an organic combination of “decision-making mechanism, coordination mechanism, negotiation mechanism, execution mechanism and assessment mechanism”, among which the “decision-making mechanism” is the foundation of protection. Archives are organized and researched on the traditional culture collected, and a series of traditional cultural propaganda activities are planned on this basis, so as to realize

the true popularization of traditional culture and its due role. The department in charge of traditional culture can regularly carry out online and offline special exhibitions, academic seminars, special lectures, and other related activities, expand the target audience of traditional culture, absorb opinions from all parties, and enhance the awareness of traditional culture protection. In addition, new ideas generated during the movement can be compiled into books and published publicly to expand the scope of the archive. In addition, new ideas generated during the exercise can be assembled into books and released publicly to expand the scope of the archive. Solid-state activation pointed out that “it is necessary to research, develop and use traditional cultural archives, the essence, and soul of development are contained in traditional cultural archives, and to restore the profound traditional culture to theoretical life traditional culture, inheritance and life forms” to develop it. On this basis, the government and relevant departments can formulate relevant martial arts short-soldier cultural supplementary textbooks and courses for learning Wushu short-soldier content, establish a win-win relationship with universities and primary schools, and further develop education and cultural related functions through Internet learning.

5.3.3 Establish a Special Database for the Traditional Culture of the Martial Arts Close Combat with Short Weapons Culture

Traditional cultural document database refers to the computer information technology to classify, record, protect the traditional cultural documentary resources. Then establish technical protection which means a scientific and effective storage space. It is an important platform resource for the exchange of traditional culture and an effective method to promote the traditional culture. Currently, China has established a database of Rongchang pottery literature, Chuxiong's Yi literature database of the Fuxi cultural literature database. And a database of Jin opera cultural relics. However, there are still many scattered traditional cultural resources, and a unified classification standard has not been formed. Some of the traditional cultural projects that are on the verge of extinction. Therefore, it is even more necessary to establish a protection and timely database, such as the traditional knowledge structure of the Martial Arts Close Combat with Short Weapons training. Culture protection units can formulate a unified classification standard that refers to the classification of China's archives classification system, coding, and maintenance, and establish a special database for archiving according to regional characteristics. For example, the establishment of a special website, traditional culture, and the establishment of a research network interface, through registration and uploading of the relevant materials can continuously improve the content and ensure the continuous update of the document content.

5.3.4 Enhance Confidence in National Culture and Promote a Mining Culture Source

In the past, the decades of reform and opening up, we have achieved the world achievements and laid a material foundation for our spiritual self-confidence. In the new historical stage, to build up a modern and powerful socialist country. We must

have a clearer understanding of Chinese culture, strengthen cultural self-confidence, and give a point to the role of cultural soft power both internally and externally. [8]For the digital protection and inheritance of traditional culture, it is far from enough to rely solely on the inheritors selected by the government. More people need to focus on the inheritance and transformation in traditional culture. While strengthening people's cultural identity with traditional culture, it is also very important to have confidence in the national culture and to promote the discovery of original culture. For example, in the Yangjiabu's woodblock, the New Year pictures, which the ordinary people can only appreciate the surface image's meaning, but they don't know a lot about the deeper meanings and their legendary stories. This evidence shows that the lack of traditional culture is a very prominent problem in modern life.

6. Conclusion

The Martial Arts Close Combat with Short Weapons Culture is a special product accumulated and precipitated by mankind in the entire historical development process. The difficulty of digital protection of Martial Arts Close Combat with Short Weapons Culture is mainly the realization of the digital protection path. Only a few enthusiasts of Martial Arts Close Combat with Short Weapons Culture in society cannot perfect the effective dissemination of short-soldier culture, and cannot effectively protect and inherit the traditional culture. The problem lies in how to publish, disseminate and share information through the internet platform and traditional cultural mobile applications, forming a new communication space, and carrying forward the Martial Arts Close Combat with Short Weapons Culture.

As an author, I suggest that in the digital protection of the Martial Arts Close Combat with Short Weapons Culture, we must first change the development ideology, and focus on the technical innovation of martial arts and the comprehensive training of talents, and expand the social foundation of the market demand of Martial Arts Close Combat with Short Weapons Culture. Secondly, in terms of communication and cooperation strategies, we will make use of the global resources and lack of the wisdom of all parties to complement each other. Adhere to the integration of industry and academic research. In order to encourage and support the establishment of multiple channels and forms of close cooperation with universities, which are related to the enterprises and scientific research institutions. Also, it increases the joint training of relevant innovative talents. Meantime, it is necessary to strengthen the construction of infrastructure and cultural brands of education bases such as martial arts gymnasiums and schools related to the Martial Arts Close Combat with Short Weapons Culture, and build up relevant conditions and platforms to promote the development and promotion of related cultural exchange activities and increase the technological innovation of the Martial Arts Close Combat with Short Weapons Culture. The strength of support to lay a solid foundation for promoting the Martial Arts Close Combat with Short Weapons Culture.

Acknowledgments

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