

Research on the Influence of Wushu Competition Media on College Students' Attitude and Behavior of Martial Arts*

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Abstract—Based on the literature and logic analysis method, and the theory of "use and satisfaction", this paper takes the martial arts event medium and college students' attitudes and behaviors as the research object, and conducts an in-depth theoretical analysis on the influence law. The results show that the "demand" of effective communication of martial arts media is the core, in which contact behavior, learning motivation, and communication effect are the three core elements of the influence of martial arts media on college students' martial arts attitudes and behaviors. As a kind of social culture, it is inseparable from the media; the formation of martial arts attitudes and behaviors of college students is influenced to some extent by the media information transmission of martial arts events.

Keywords—martial arts media; college students; martial arts attitude; martial arts behavior

I. INTRODUCTION

With the rapid development of the social economy and the arrival of the information age, media technology has been continuously updated, and media such as newspapers, radio, television, and the Internet have developed rapidly, and convenient information exchange has provided people with completely different life experiences. At the same time, media technology is transforming the world with its powerful radiation capabilities, bringing people from all over the world into the information society, and its influence has gradually innovated people's words and deeds and lifestyles. The development of the economy has made the content of media communication more diverse. As an important part of Chinese culture, martial art is one of the main contents of media communication. In the vast information age, the change of cultural heritage is deeply influenced by the diversification of media communication methods. Its "network culture" and "popular culture" have the characteristics of "dominant culture" of non-mainstream

culture, and college students are "network culture" and "popular". Culture has a strong cultural cognition. [1] College students are the main body of cultural inheritance, and all kinds of cultural information will influence them at any time. As a special symbol and element of Chinese traditional culture, martial art is an important carrier for inheriting Chinese excellent culture. Therefore, correctly understand the martial arts media's dissemination of martial arts cultural information, explore the influence of martial arts media on college students' martial arts lifestyle, and pay attention to why students are willing to focus on various martial arts cultural information and put into certain martial arts. Through the discussion of this theme, this paper expresses the urgent demand for college students to carry forward and inherit China's excellent traditional culture in the new era, and to construct their sense of national identity and belonging in the new era.

II. ANALYSIS OF THE ELEMENTS OF WUSHU COMPETITION MEDIA AFFECTING UNIVERSITY STUDENTS' ATTITUDES AND BEHAVIORS

A. Definition of Related Concepts

1) Wushu competition

Through the search of the data defined by the concepts related to "martial arts events", it is found that sports events are defined as the upper concept, or "martial arts competitions" and "martial arts competitions" are used to define "martial arts competitions". The concept of "martial arts events" is clearly and uniformly stated. Li Chen, Zheng Qin (2016) gave a more rational and specific description of the concept of martial arts, but its concept of "martial arts events" expressed too much emphasis on the "sports and martial arts" attributes of martial arts events, apparently too absolute, and its definition The connotation attributes of martial arts events are not fully reflected. [2] Therefore, the concept of martial arts events should cover and reflect the full connotation of martial arts events. Therefore, combining the views of relevant scholars and combining the characteristics of martial arts competitions, the concept of martial arts events should be based on the theme of "martial arts movement", one-time or intermittent, and with clear

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rules of the congregational competition and performance activities. The martial arts event is an extension of martial arts activities.

2) Medium

The media is also called the media. Its main characteristics are reflected in faster, wider and better dissemination of information such as words and audio images. The media is a bridge for information dissemination. Communicators use this bridge to export information to the public. The public uses this bridge. Access to information, the media is an indispensable part of the process of information dissemination, but also the main difference between "interpersonal communications". It includes traditional information media represented by newspapers, radio, television, etc., and modern information media represented by mobile phone, internet, digital TV, etc., characterized by computer information digital and network technology. [3] The diversity of media means and forms not only provides people with rich information, but also provides an important channel for people to better understand the world, making information exchange more convenient and fast.

3) Martial arts media

In the age when there is no media, martial arts is only a physical activity for people to exercise and entertain. People don't care about the future development of martial arts. When the media is produced, they display martial arts in various forms such as words and sound images. In the process before people, its role is no longer just physical activity for fitness and recreation, but also a manifestation of people's spirit. [4] It can be seen that the concept of martial arts media can be defined as: "The martial arts event" grand "narrative scene" enables the audience to "be in the field" by means of media communication to meet the needs of leisure and entertainment. At the same time, it directly and indirectly meets the needs of people's martial arts-related knowledge learning, highlighting the media technologies that use people's martial arts friends, exchange ideas, spread traditional culture, and enhances national identity. Therefore, the martial arts media played an extremely important role in the process of disseminating, promoting and developing martial arts.

B. Discussion on the Relationship Between Wushu Events and Media

From the perspective of history and culture, relevant studies hold that sports events originate from sacrifices, and their original state is a kind of "entertainment" and "game". Now the essence of sports events is the regularization and organization of "entertainment" and "game". [5] The reason why sports events can become an important part of media communication and attract the attention of the public. From the perspective of sociology, sports events are a special social event, and modern society carries out its unique culture, competition, competition and commercial attributes. In combination, the unique form of sports as a carrier will bring together the ancient and modern sports culture and social and historical characteristics, and the game scenes of cool, intense and very human and real feelings in the event,

these martial arts information elements are transmitted through the media to attract a large amount of audiences. [6] It can be said that martial arts events, like many other sports events, are interdependent with the media as a symbiotic effect.

III. THE LOGIC ANALYSIS OF WUSHU COMPETITION MEDIA AFFECTING COLLEGE STUDENTS' ATTITUDE AND BEHAVIOR OF WUSHU — BASED ON THE THEORY OF "USE AND SATISFACTION"

In the study of "Public Communication Effect Dependence Model", Fowler and Bauer Lakic pointed out that nowadays, the information status of audiences who rely more and more on media to understand and adapt to society is gradually increasing. [7] The most fundamental purpose of media communication is to gain more attention. [8] Therefore, college students' attention and acceptance of martial arts information is the premise and social basis for the martial arts event media to spread all martial arts activities. That is to say, in the process of spreading martial arts activities, the martial arts media should presuppose the understanding, recognition and acceptance of martial arts information by college students. The "demand" of college students is the core, that is, the study of martial arts events affects college students' martial arts. The logical starting point of attitude and behavior, "meeting the demand" is its ultimate destination.

Based on the "focusing" of martial arts event information, its characteristics show the natural ability of "aggregating attention". Modern communication theory holds that college students are not passive information receivers, they are active members of social groups. Their acceptance of various information elements tends to contact with their existing positions and attitudes. At the same time, they are also active seekers of media information in Wushu competitions. Therefore, the attention of college students to the media information of martial arts events, "demand" is the premise, and they are also the active seekers and followers of the media information of martial arts events. The theory of "use and satisfaction" points out that the "generating demand" caused by "social and psychological origins" leads to "different types of media contacts" caused by "media expectations". The end result is "demand satisfaction or other non-compliance. The result is." [9] That is to say, today's college students are in a highly developed information society, and various media information is changing the acceptance channels of college students' knowledge. The media has become an important part of their daily lives. Need, even a dependency on it, which triggers a change in behavior and attitude. Therefore, college students use the social events of martial arts events, and martial arts competitions expand the college students' perception of martial arts through media communication, which affects the martial arts attitudes and behaviors of college students.

IV. THE SUBJECT ANALYSIS OF WUSHU COMPETITION MEDIA AFFECTING COLLEGE STUDENTS' ATTITUDE AND BEHAVIOR OF MARTIAL ARTS

A. *Contact Behavior: The Premise of the Influence of Martial Arts Media on College Students' Attitudes and Behaviors*

In modern society, people's lives are inseparable from various media elements, and media has become an important part of people's daily lives. That is to say, the living environment of college students nowadays has changed with the development of the media, and the dissemination of various media information is changing the knowledge receiving channels of college students. Due to the differences in the needs of college students, the media will naturally provide a variety of supply methods according to the differences in demand. Due to the diversification of products and methods provided by the media, the contact behavior between college students and media will be differentiated and diversified. Through contact with different media information, college students will inevitably have different degrees of perception of the characteristics of the media. This differentiated media perception can't directly interpret the media demand of college students, but through the "media dependence theory" in communication studies. I can get some inspiration. American communication scientists Paul Lokic and Melvin De Fowler pointed out in the theory of media system dependence: "The higher the expectation or actual value that people get from the media, the higher the media will be. The degree of dependence is more and more intense." [10] Therefore, according to the basic structure of media dependence theory of "media-audience-society", and deeply rooted in the field of social culture, combined with the dependence of the college students on the media, such as : Recreational, stress-relieving, emotional stimulation, communication and other needs, college students use the martial arts information disseminated by martial arts media to expand their martial arts cognition, attitude, value and behavior, and realize their self through martial arts media. Emotional dependence; understanding the traditional Chinese martial arts culture through the martial arts media to achieve social understanding dependence; through the martial arts media to obtain the reliance on the behavior of their own or other people's martial arts behavior. This theoretically confirms that the media contact behavior of college students' martial arts events will have an impact on the martial arts attitudes and behaviors of college students, which makes the martial arts behaviors and attitudes of college students more dependent on the martial arts media as the martial arts competition develops.

B. *Learning Motivation: The Fundamental Influence of Martial Arts Media on College Students' Martial Attitudes and Behaviors*

Martial arts behavior is a martial arts activity that people use consciously and purposefully to use various methods and means to satisfy their own martial arts needs. Therefore, martial arts behaviors include martial arts exercise behavior, martial arts self-defense behavior, martial arts self-

cultivation behavior, martial arts consumption behavior and many other aspects. For college students, in addition to the usual martial arts activities in physical education classes, the martial arts behaviors involved in extracurricular activities can directly reflect their participation in martial arts attitudes and behaviors. When college students gradually deepen their understanding of martial arts through various channels, it is difficult to meet their needs in the form of physical education and extracurricular martial arts activities. At this time, they will have urgent needs and hope to have a higher platform or way to understand. Real martial arts or more wills to satisfy their own exploration of the unknown field of martial arts through martial arts events. Generally, besides the competition itself, there are also information about the personality characteristics of athletes and coaches and the technical style of sports teams. Influenced by popular entertainment and commercialization, today's Wushu competitions are not simply the Wushu competitions themselves, and their entertainment needs are also an important aspect of College Students' watching Wushu competitions. Therefore, motivated by entertainment motivation, college students will actively seek entertainment elements in Wushu competition media. Especially with the popularity of TV and internet, athletes and spectators form the entertainment arena of martial arts events, which attracts their attention. That is to say, college students' knowledge and needs of Wushu competitions further stimulate their positive learning motivation. This kind of learning motivation's influence mechanism question, we may use "the social study theory" to carry on the explanation. Man's behavior is the result of learning, while the result of media's behavior to others is the learning activity caused by others' demonstration. [11] A large number of martial arts symbol information disseminated by college students through martial arts media has produced a unique behavior for college students to observe imitate and learn martial arts. Many athletes, commentators, audiences and other roles or behaviors have a high degree of identity, which is specific. In the context of perception and identity, there are many beneficial and long-term stable effects on the individual behavior of college students. Therefore, the martial arts competition stimulates the learning motivation of college students under the influence of media, and has a significant significance on the positive influence of college students' martial arts attitudes and behaviors.

C. *Communication Effect: The Key to the Influence of Martial Arts Media on College Students' Attitudes and Behaviors*

People pay attention to the influence of Wushu competition media on College Students. While objectively analyzing the changes of media dependence of martial arts and the theoretical basis of media dependence, the theoretical analysis of the effect of martial arts competition is very necessary. Studying the influence of martial arts media on college students' martial arts attitudes and behaviors is actually studying the effect of martial arts through media communication, whether to effectively transmit specific

martial arts information to college students and influence their martial arts attitudes and behaviors. Media-based wide-spreading effects, as well as the important influence of the media on society, people's lives, etc., are the authoritative supply institutions for all kinds of information. Nowadays, the media has clearly provided a broader understanding and understanding for college students. The spatial environment of social information is also an important carrier for college students to form certain values, and is an important process factor for the socialization of college students. [12] Therefore, the effect of martial arts information dissemination will significantly affect the martial arts attitude or implicit influence of college students' martial arts cognitive structure, emotional intentions and martial arts behavior patterns, and these effects will show accumulation and stability. And persistence, etc., only gradually appear over time. [13] Martial Arts Competition With its own unique Chinese cultural charm and cultural identity, more and more people are now paying attention to martial arts events, which is one of the important spiritual products in people's daily life. As a large-scale, high-grade and deeply influential martial arts event closely related to the media, in the current information age, the entire martial arts event information has promoted the spread of martial arts culture and promoted the in-depth development of the relevant martial arts industry. The influence of the media on Wushu competitions is tremendous. Therefore, judging from the psychological mechanism of college students as audiences, they will have a curiosity about new things that they are unknown or want to know. The psychology of seeking knowledge will encourage the audience to acquire new information and understand new knowledge. That is to say, at this time, people's attitudes and their behaviors will have a higher consistency, and can also be defined as "attitude determines behavior." People's attitudes have certain stability and persistence. The martial arts attitude of college students directly leads to the concern about martial arts events. Although attitudes are not behaviors, they decide certain behaviors, and what kind of martial arts students have. Attitude can be inferred from the viewing behavior of martial arts events. The influence of media communication of martial arts competition information on college students' martial arts attitudes and behaviors cannot be ignored.

V. CONCLUSION

The enthusiasm of college students' martial arts participation is determined by their correct understanding of martial arts. Through the influence of martial arts media, they deepen the martial arts consciousness in the process of participating in martial arts activities, which further promotes the consciousness and enthusiasm of college students' martial arts behavior. Although there are many factors influencing the martial arts behavior of college students, in the information age, the dependence of college students on the media can't be underestimated. The martial arts event media further deepen the understanding and love of college students for martial arts, effectively stimulating their enthusiasm for martial arts participation. As a specific system of Chinese culture, martial arts are an effective communication of martial arts culture and recognition and respect for China's

cultural heritage, national self-confidence and ideological value system. Therefore, martial arts, especially martial arts-related events, play an active role in the value orientation of contemporary college students through the effective communication of media. The dissemination of media information in martial arts is very important for martial arts public opinion propaganda, so the martial arts attitude, behavior and martial arts media of college students The development is closely linked.

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