

Constructing the Meaning of Martial Arts Situationalization in the Context of Internet + Sports

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ABSTRACT

Using the literature method and comparative analysis method, we analyze the phenomenon of traditional martial arts from "competition" to "artistry" in the digital era, with the "immersion" of western technocratic ideas and sports development models. How China's traditional martial arts have returned to "break the circle" by riding the "information" train under the "influence" of Western technocratic ideas and sports development models; how China's traditional martial arts have returned to "break the circle" with events such as Xu Xiaodong's "counterfeiting" and Ma Baoguo's "beating"; and how China's traditional martial arts have returned to "break the circle" by riding the "information" train. With the fermentation of events such as Xu Xiaodong's "counterfeiting" and Ma Baoguo's "beating", how China's traditional martial arts can regain confidence and realize the return of "self-confidence". The purpose of this paper is to explore the use of traditional martial arts "scenario exhibition" to awaken people's respect and love for traditional martial arts. With the empowerment of virtual reality technology, the traditional martial arts in the digital era are created. we can combine the truth and fun into the spatial field of the virtual reality environment transformation, to make the public can experience the traditional martial arts in the "scenario exhibition" , and clear the origin of the traditional martial arts. According to the characteristics of traditional martial arts and the features of virtual reality technology, the Situationalization of traditional martial arts can adopt the following scheme: first of all, fuse culture in everything; second, face the truth by ancient and modern dialogue ;last but not least, be concerned about the public.

Keywords: *Internet + Sports, Martial Arts, Contextualization.*

1. PROPOSAL AND INTERPRETATION OF "SITUATIONALIZATION" OF TRADITIONAL MARTIAL ARTS

In the development of traditional sports in the digital era, whether it is the need for the development of the program itself or the bottleneck that the athletes encounter in the pursuit of breakthrough, it is increasingly inseparable from the assistance and integration of science and technology. While people talk about "higher, faster and stronger", they do not care about "more unity". The spirit of sports competition is taking root in people's hearts, and people's enthusiasm for champions and their eyes are staying, but what is lost under this is the humanistic sentiment of sports. As a typical representative of traditional sports, the Chinese traditional martial arts are facing the development and challenges of the digital age at a time when the

"humanistic spirit" is becoming blurred, and gradually transformed towards simplicity, superficiality and singularity^[1]. In this regard, the "Scenario Exhibition" of traditional martial arts is proposed to empower traditional martial arts with virtual reality technology, from awakening to returning people's respect and love for traditional martial arts.

"Scenario" (in a broad sense) refers to all kinds of situations that have an impact on the acquisition of knowledge and information, including the internal and external situation of the audience; in a narrow sense, it is a vivid environment constructed according to a specific theme, so that the audience can have an "immersive" experience, so as to better participate in the subject matter. In a narrow sense, it is a vivid environment constructed according to a specific theme, so that the audience can have an "immersive" experience and thus better participate in the subject

matter [2]. In this paper, the objective representation of traditional martial arts by "scenario" is seized, and then the audience can consciously produce the subjective cognitive feeling.

2. ANALYSIS OF THE VALUE OF "SITUATIONALIZATION" OF TRADITIONAL MARTIAL ARTS

The construction of scenarios in the context of the digital era is mostly inseparable from the perspective of the media. Joshua Meyrowitz, who established the media scenario theory, pointed out in his book "no sense of place" that "scenario" is an information system, defined by elements such as human location and behavior [3]. Since the beginning of the agricultural civilization, traditional martial arts have been transmitted in the form of teacher-apprentice transmission, bloodline transmission, karma transmission, and schooling transmission, which are limited to some regions and even villages; at the same time, through the method of "teaching by example", "conceptual influence", and At the same time, the transmission forms such as the "teaching by example" method, "conceptual influence" method, and "writing a book" method [4] have limited the transmission and

development of traditional martial arts in time and space [5]. With the help of virtual reality technology, the "scenario exhibition" of traditional martial arts is proposed to make the dissemination of traditional martial arts no longer limited by physical space. We can construct the contextualization of martial arts through the following way.

2.1 Situational media: everything is connected, carrying culture

Melowitz's situational media view is based on Goffman's theater theory and McLuhan's media technology determinism, and its idea can be understood as: new media - new scene - new behavior [5]. With the innovation and breakthrough of information technology, virtual reality "scenario exhibition", a unique scenario medium in the digital era, has not only broken through the traditional concept of time and space, but also to some extent broken the "authority" and "rigidity" of traditional martial arts [6]. rigid" pattern of traditional martial arts [2]. By putting traditional martial arts routines into dynamic demonstration, the audience can either choose to watch a single historical fact or practice the routines, or enjoy them first and then practice them. (As shown in Figure 1)



Figure 1 Flow chart of audience experience

2.2 Situational field: Dialogue between ancient and modern, facing the truth directly

With the help of universities and experts, the traditional martial arts scenarios outlined in words are systematically built through realistic virtual technology, presenting an inter-temporal scenario. The process personalizes the audience's understanding and acceptance of the traditional martial arts on display as they enter the scenario wearing realistic virtual equipment, interact with the characters and complete the

set questions triggered in an immersive experience. The charm of traditional martial arts is experienced from the viewer's perspective, and the established task design is triggered according to the viewer's choice, and then the task achievement index of the viewer is transformed into the feedback information of the traditional martial arts "scenario exhibition", which further contributes to the "scenario exhibition". The feedback on the "scenario exhibition" will further contribute to the improvement of the "scenario exhibition". (As shown in Figure 2)

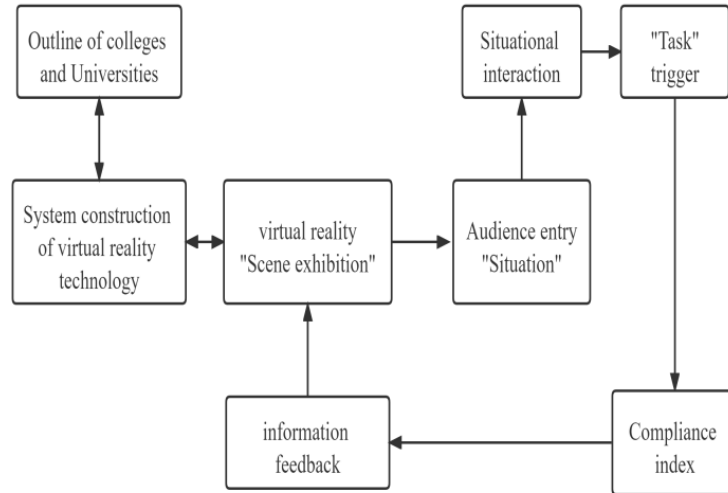


Figure 2 A diagram of the operational model of martial arts contextualization

2.3 Participation in the scenario: not only competition, but also focus on the public

In the context of the digital age, the "joyful" experience combining truth and fun is a strong demand of the audience in the digital age, and it is also an important means for modern traditional martial arts to attract audience and enhance their competitiveness. The audience is divided into four levels according to the

degree of "experience/pleasure" demand: potential audience, general audience, loyal audience, and professional audience^[3]. In the design of the traditional martial arts "scenario exhibition", through the imagination, interactivity and immersion of virtual reality technology^[7], the audience can improve their perceptual and rational understanding of traditional martial arts, thus deepening the concept and triggering new associations^[8]. (As shown in Figure 3)

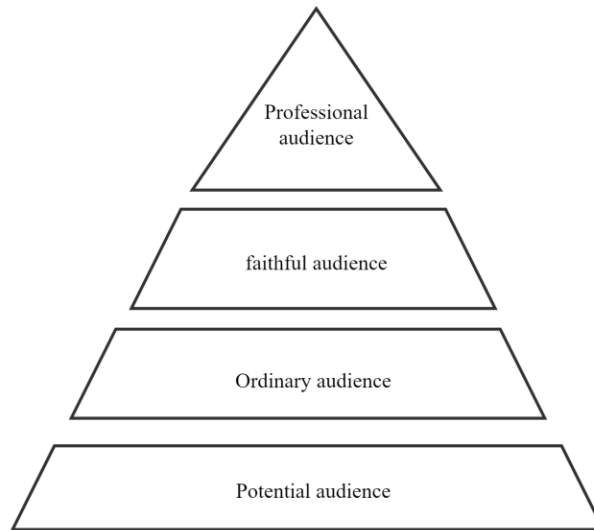


Figure 3 Hierarchy of needs for "experience/pleasure"

3.CONCLUSION

Martial arts culture is the accumulation of several thousand years of Chinese civilization history inherited^[9].The branding of martial arts culture in the new era should fully grasp the opportunity of the visual culture era and present it to the world efficiently,

quickly and effectively^[10]. This paper uses virtual reality technology to construct a "scenario exhibition" of traditional martial arts, hiding the truth in a happy participation, so that the public can go from apparent sensory perception to immersive sensory stimulation and even conscious identification with traditional martial arts.

4.DISCUSSION AND OUTLOOK

The contextualization of martial arts is based on virtual reality technology. Although the current virtual reality technology is developing rapidly, it inevitably has the disadvantages of lack of high definition and high price. With the rapid development of 5G technology, and support from efforts of the community, we firmly believe that the contextualization of martial arts will be popularized and widely used

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