

# Study on the Influence of Short Videos on the Popularization and Development of Tai Chi

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**Abstract:** The purpose of this study is to analyze the challenges faced in popularizing of Tai Chi and the impact of short videos on the popularization of Tai Chi. Then, several suggestions are put forward on how short video Tai Chi can be popularized through short videos. Through literature review, this study analyzes the difficulties faced in the development of Tai Chi, such as lack of dissemination methods and long learning time. Tai Chi practitioners and organizations should make full use of the advantages of short videos in the new era, keep up with the trends, actively introduce new dissemination methods, firmly grasp modern communication methods, create Tai Chi-related short videos, and provide guidance to Tai Chi content creators.

**Keywords:** Short video; Tai Chi; Popularization

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## 1. Introduction

Tai Chi is a sport guided by Yin and Yang ideologies manifested through attack and defense, its exercises involves the coordination of Qi and spirit, with the goal of strengthening the body and prolonging life. The movements of Tai Chi are expansive, slow, and gentle, with the combination of hardness and softness <sup>[1]</sup>, which has a positive effect on fitness and health <sup>[2]</sup>. Tai Chi not only has strong performance value in the modern society, but also has important fitness value and cultural value. One can learn about Chinese culture through practicing Tai Chi.

Short videos are defined as videos that are played on various new media platforms, which can be viewed using mobile phones during our pastimes. The duration of short videos ranges from a few seconds to a few minutes. Short videos have become a new platform for domestic news and information dissemination, which has promoted the communication and development of Chinese culture to a certain extent <sup>[3]</sup>. Tens of thousands of short video creators have promoted the cultural features and social environment of different parts of the country with their own strength, and China Central Television CCTV have also created a short video publishing department <sup>[4]</sup>, laying a strong foundation in the current society, which is enough to support the development of the society. The methods of development and popularization of Tai Chi should keep up with the times. With the help of short videos, Tai Chi can be popularized and flourish in China.

## 2. Problems and challenges faced in the popularization of Tai Chi

### 2.1. Contrary to traditional culture

When China was forced to open its closed diplomatic door, Western culture flooded into China. At that

time, China was suffering from social unrest and cultural aggression from Western countries. Under the huge influence and oppression of Western culture, China was unable to withstand the cultural corruption and decided to carry out reform. For example, in Chinese martial arts (boxing ceremony), the right fist against the left palm means respect <sup>[5]</sup>; if the left fist is placed against the right palm, it means to challenge or to provoke, which is impolite. China has always advocated good etiquette, attached importance to ethics, and emphasized on rules and ceremonies <sup>[6]</sup>, and has always been known as “an ancient civilization and a land of rites” <sup>[7]</sup>. However, Western sports’ ideologies are different from Chinese Tai Chi.

## **2.2. Weakened cultural identity**

The weakened cultural identity of Chinese people is probably caused by the rapid economic development of foreign countries and rapid dissemination of information through the internet. Foreign cultures invade young minds in different ways and. Besides, they also publicize their own fine policies, beautiful scenery and social welfare on the Internet to gain young people’s favor, and this has affected the lives of modern people. It has made some young people prefer the West <sup>[8]</sup>. Besides, international fighting events like Taekwondo competitions are more popular among the public, more accepted by young people, and more easily spread among teenagers. Traditional Chinese martial arts like Tai Chi is no match for young people’s love of Taekwondo. Therefore, their cultural identity is weakened, which makes international fighting events a major stumbling block for promoting Tai Chi <sup>[9]</sup>.

## **2.3. Limited publicization of Tai Chi**

There is limited dissemination of Tai Chi. Firstly, due to the restriction of the school, a complete set of *quanshu* (‘pattern’ or ‘form’ of a martial art) is spread within the school, with limited access from outsiders. The scope and methods of publicizing it are limited. Secondly, although the moves of Tai Chi are simple, it is not a quick sport. It is difficult for people with uncoordinated bodies to like them, so fewer people choose to practice Tai Chi. The third reason is due to the restrictions of the age <sup>[10]</sup>, while some folk Tai Chi is not affected by school restrictions, it is not an easy sport, it requires rigorous training to master the basics and it is physically challenging, which caused many young people to quit practicing Tai Chi. In fact, many of them quit due to the pandemic because no gatherings were allowed.

## **2.4. Insufficient reserve strength of Tai Chi**

Most of the Tai Chi practitioners are middle-aged and elderly people. The elderly focus more on health and not doing strenuous exercise. Therefore, the best way of exercise is fitness Qigong and Tai Chi. Whereas young people prefer exciting and new sports, many new sports have emerged such as racing, skateboarding, motorcycling, and skydiving, which are nerve-wrecking, while Tai Chi is mostly remembered for its traditions. Many Tai Chi institutions and schools have been shrinking year by year, and the inheritance and dissemination of traditional Tai Chi has been faced with an awkward situation of not being able to keep up with the times <sup>[11]</sup>.

## **3. The influence of short videos on modern life**

Short videos reflect the general life of the people. They can transform users from “bystanders” to “participants,” and each user can have his or her own “network newspaper,” “network radio,” or “network TV.” Short video has a low threshold and is easy to operate; whereas the operation of traditional media such as TV and newspaper is more complicated, in which it requires a lot of manpower, resources, and finance to maintain. Besides, the content of traditional media has to go through layers of verification and inspection by the relevant departments of the state. Its evaluation is strict, the threshold is very high, and it is intimidating, which makes it almost an “impossible task.” With strong interaction and fast

communication, there is no limitation in space and time. Thanks to the development of digital technology, we can operate our own “media” at any time and anywhere, and information spreads rapidly with longer timeliness

#### **4. The positive effect of short videos on the popularization of Tai Chi**

##### **4.1. Promotes the rejuvenation of Tai Chi**

In order to improve people’s happiness index and provide entertainment, a variety of new short video software targeting young people are springing up. People frequently watch short videos, and it has become a major channel of information transmission. Due to the pandemic, gathering activities are not allowed, so students cannot take Tai Chi classes in schools. In view of this situation, short videos would come in handy. Teachers can shoot short videos for students to watch and learn repeatedly. Other people who are interested in Tai Chi could learn it without leaving their homes, and Tai Chi can be publicized. It is not only necessary to ensure the comprehensive dissemination of traditional Tai Chi culture, but also to further simplify the dissemination methods, so that Tai Chi can be taught and disseminated online <sup>[12]</sup>. Lastly, the broadcast of Tai Chi competition through short videos has a significant and far-reaching impact.

##### **4.2. Active Tai Chi entertainment performance function**

The military value of Tai Chi is gradually declining in the process of modernization, political warfare becomes more common and world peace is highly advocated by world leaders. The Chinese society has been harmonious and stable, so Tai Chi gradually transformed into folk Tai Chi, from the fight-and-attack type to the performance type <sup>[13]</sup>, Tai Chi entered the performing arts industry and made some impressive achievements. Some movie stars, such as Donnie Yen, Jet Li, and Wu Jing, have been trained in Tai Chi to show the performance function of Tai Chi incisively and vividly <sup>[14]</sup>.

#### **5. Conclusion**

The development of Tai Chi is faced with difficulties such as lack of limited dissemination due to school restrictions the sport being physically challenging itself while modern sports are faced are more diverse. Short videos can be used as a platform to popularize Tai Chi. The layout of Tai Chi’s cultural industry needs to be reformed, the investment promoting Tai Chi through online platforms should be increased. Besides Tai Chi can also be integrated into current hot topics, and the network of communication should also be expanded so that more people can get to know Eastern culture. With the development of technology in the modern era, short videos have given Tai Chi an opportunity to spread vigorously.

#### **Disclosure statement**

The author declares no conflict of interest.

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