

Present Condition and Paths of Intercultural Communication of Shaolin Kung Fu

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Abstract

Shaolin Kung Fu is a symbolic culture in Henan province, with development of internet and internalization, more and more foreigners get interested in Kung Fu. As the most influential culture in Henan, the development of Shaolin culture can bring many benefits to Henan even China. So as a symbolic culture in Henan, Shaolin Kung Fu should grasp the tendency and follow the step of the world to get better intercultural communication. In this paper, the author gives a brief introduction of Shaolin culture and comes up with several paths to help Shaolin culture make farther international development in the new era.

Keywords

Shaolin Kung Fu; Intercultural Communication; Paths.

1. Introduction

On March 23, 2011, People's Daily listed "Chinese kung Fu, Chinese language, Sun Tzu's Art of War, food and chopsticks, Chairman Mao, Chinese medicine, and Beijing opera" as the top seven Chinese complexes for foreigners in an article titled "The Seven Chinese Complexes of Foreigners". Chinese kung Fu is ranked first. In the "Chinese Kung Fu" complex of foreigners, naturally, it also includes Shaolin Kung Fu, which is famous at home and abroad and is considered "the world's kung Fu is Shaolin". As the most influential culture in Henan, Shaolin Kung Fu can make bring more benefits to Henan province and China if it can get smooth and bright development. The author thinks that everything must develop with the step of new era, so in new era, some new ideas and paths must be created to push the development of Shaolin Kung Fu. With the help of individuals, companies and government, Shaolin Kung Fu will have new development prospect.

2. Brief Introduction of Shaolin Kung Fu

2.1. Definition of Shaolin Kung Fu

Shaolin kung Fu is a traditional culture system that is historically processed under a certain Buddhism cultural environment of Songshan Shaolin temple in Dengfeng City, Henan Province. It is based on Buddhism power and wholly embodies Zen Buddhism wisdom with kung Fu of monks as the main manifestation form.

Shaolin kung Fu has whole techniques and theory system with kung Fu techniques and routine as manifestation form and Buddhism belief and Zen Buddhism wisdom as cultural nature.

2.2. Source of Shaolin Kung Fu

The Shaolin Temple, with a history of more than 1,500 years, was first built in the 19th year of Emperor Xiaowen of the Northern Wei Dynasty. The Shaolin Temple was built by Yuan Hong, Emperor Xiaowen of the Northern Wei Dynasty, to settle the Indian monk Ba Tuo (a Buddha).

Later, on the basis of the founding of the Ba Tuo, the Dharma widely gathered the believers and taught the Zen Buddhism. Shaolin Kung Fu respected the Dharma as the ancestor, Dharma is also known as the first ancestor of Zen Buddhism. Shaolin Kung Fu experience a history of more than 1,500 years, with condensing the painstaking efforts of millions of people, setting the strengths of hundreds of martial arts, it is the crystallization of collective wisdom. Songshan Shaolin martial arts culture is the combination of Shaolin kung Fu and Zen culture. Using Zen culture to perform kung Fu, using martial arts to develop Zen culture (Longfei Wang, Chonggan Yu, 2008). These two items complement each other and together constitute the extensive and profound Songshan Shaolin martial arts culture with a long history .

2.3. Features of Shaolin Kung Fu

Shaolin is originally divided into five schools, including Henan (Songshan) Shaolin, Fujian Shaolin, Guangdong Shaolin, Emei Shaolin and Wudang Shaolin, and each school is divided into many small schools and factions. It can be divided into north Shaolin and southern Shaolin two schools geographically.

Shaolin Kung Fu is rich in content and various in routines. According to the nature it can be roughly divided into internal, external, hard, light, qigong kung Fu and so on. Internal kung Fu mainly works on refining qi; external kung Fu and hard kung Fu mostly refers to exercising the strength of a part; Qing kung works on longitudinal jump and superdistance; Qigong includes exercising qi and cultivating qi. There are more than one hundred of techniques including boxing, sticking, spear, knife, sword, technical striking Sanda, instrument and other kinds of instrument training.

3. Present condition of intercultural communication of Shaolin Kung Fu

The international communication process of Shaolin Kung Fu has gone through three stages of origin, development and prosperity. (1) In the 1980s, the popularity of film "Shaolin Temple" can be regarded as the origin of modern Shaolin Kung Fu and the beginning of its international communication. (2) Since 1991, Zhengzhou Municipal Government has successfully held the 12th Zhengzhou International Shaolin Kung Fu Festival, which is a symbol of its international communication. (3) Since 2000, a series of activities like international exchanges and overseas cultural center have marked the prosperity of its international communication.

The current international communication channel of Shaolin Kung Fu is mainly through performances, media and sports events, and the Shaolin Temple is also famous at home and abroad. In 1979, Shaolin temple organizes "shaolin kung Fu team", which officially was renamed "shaolin monk group" in 1989, and it began to perform and exchange around the world. This group has visited more than sixty countries and regions. Shaolin temple takes the initiative to assume the responsibility of spreading shaolin culture, seeking cultural identity, making shaolin culture get the affirmation of the people of the world. In 1997, the Shaolin Temple has set up its own official website, from the official website people can learn about the latest cultural exchange activities, the official website has Chinese and English versions, so that it is more convenient for foreign friends to learn about the Shaolin culture. The film "Shaolin Temple", released in 1982, has brought people around the world to reknow the traditional Chinese culture, and set off a wave of learning "Shaolin Kung Fu" in the world. Since 1991, the "Zhengzhou International Shaolin Kung Fu Festival of China" has been successfully held for twelve sessions, attracting athletes from all over the world, showing the traditional Chinese culture to the world, promoting its own influence, improving the popularity of Shaolin Kung Fu, and enhancing its cultural competitiveness (Can Yu, 2015). In addition, Shaolin Kung Fu also shows the charm and depth of Shaolin culture through the World Traditional Wushu Festival, which is not only conducive to the cultural inheritance and promotion of Shaolin Kung Fu, but

also shows the charm of traditional Chinese culture, it makes the “cultural symbol” of Shaolin Temple receive wide attention.

4. Intercultural communication paths of Shaolin Kung Fu

4.1. Definition of intercultural communication

The behavior and communication process of information communication among the members of different cultural systems is called intercultural communication. The majority of domestic scholars express that intercultural communication is a kind of interaction activity that happens among people under different cultural backgrounds. Nevertheless, some scholars abroad think that communication happened among everyone can be regarded as intercultural communication because everyone is unique in the perspective of culture. For domestic scholars, they often regard culture as a collective phenomenon instead of an interpersonal behavior. Culture, as a human way of life and a code of conduct, has different characteristics in different races, nationalities, countries and regions, and forms different cultural systems in the process of its development. Intercultural communication occurs when the sender of the message is a member of one culture and the recipient is a member of another culture. The characteristic of this communication is that when an information leaves the culture in which it is encoded, enters another culture and is decoded, the influence of the decoding culture becomes a part of this information, and the connotation of the original information will be modified to varying degrees. The degree of modification is determined by the degree of differences between cultures, the communication situation. “Effective intercultural communication is based on trusting and understanding(Jingjing Fu, 2018).”

Intercultural communication is not limited to one person, but is an act for the whole world. Different regions and nationalities represent different cultural characteristics, and even some regions have language communication and miscommunication in the process of intercultural communication. It is even more difficult to communicate culture in this context. In cross-cultural communication, some regions or groups may also have resistance to foreign culture, and if this is not controlled or adjusted, not only will cultural contradictions arise, but also will lay a hidden problem of communication for cross-regional cultural communication. At the same time, in the in-depth analysis of the content of cultural communication, culture itself is a diversified carrier, which carries a lot of content. If culture is not correctly understood, the problem of misinterpretation of cultural content in intercultural communication will easily arise, and even cause some groups to disagree with intercultural communication, which ultimately results in little effect of cultural communication.

4.2. Intercultural Communication Paths

4.2.1. Communicating through the social media

At information age, the media operation of the spread of shaolin kung Fu plays a strong role in promoting, in 1997 shaolin temple has established its own official website, can learn from the official website to shaolin temple the latest cultural exchange activities, shaolin temple official website not only have Chinese version and English version, so foreign friends understand shaolin culture more convenient. The film “Shaolin Temple, released in 1982, has brought people around the world to reunderstand the traditional Chinese culture, and set off an international upsurge of learning from” Shaolin kung Fu “. In recent years, kung Fu stage plays such as “Shaolin in the Wind”, “Wushu Ode”, “Wushu”, “Shaolin Soul”, “Prosperity” and “Wulin Space” have been touring around the world, causing a strong sensation and widely popular among people around the world. Shaolin film and television play, stage as a beauty of sports performance industry, conform to the spiritual needs of foreign entertainment and aesthetic, is also a kind of visual activities, in the spread of the Chinese traditional sports culture and sports

aesthetic, plays a role, greatly improve the popularity and influence of shaolin kung Fu, is conducive to the inheritance and development of Chinese excellent traditional culture(Zhangge Duan, 2014: 42). The Shaolin kung Fu industry covers all over the world. Various cultural performances of movies, TV plays and stage plays not only improve the popularity of Shaolin Kung Fu overseas, but also create great commercial value. Foreigners' admiration for the Chinese traditional culture and their obsession with Shaolin kung Fu provide a broad market space for the dissemination of Shaolin films and TV dramas and kung Fu dramas.

The Internet era has brought a huge amount of information, and the surplus of information makes the audience's needs rise from acquiring information to choosing information, and Furthermore, to choosing values. Traditional media selects audiences according to social class, demographic characteristics and other social attributes, which is undoubtedly a one-way communication relationship and difficult to get effective feedback. In contrast, social media is a two-way communication between individuals based on the selection of audiences with the same values. This transmission of values is and will be more significant in reconstructing social relationships, and two people who are connected by social attributes may find out through social media that they do not share the same values as each other and may break their ties.

4.2.2. Building exclusive cultural industry

In recent years, shaolin cultural industry has developed fast and vigorously at home and abroad, many wonderful films and cartoons adapted by shaolin culture have got viral and welcomed by foreigners. The Future of abroad cultural industry is bright, but there are greater ways to improve it. For example, shaolin could build its own exclusive cultural industry and creative cultural commodities. Based on its unique Kung Fu style and Zen Buddhism culture, it can cooperate with Confucius School to build shaolin culture courses and teach students shaolin kung Fu. In that way, foreigners can Further learn shaolin culture and more of them will be interested in it. Furthermore, creation is the soul of cultural industry development. Without creation, the cultural industry cannot be developed, and compared with other cultures, it will lose core competitiveness. So shaolin culture must learn how to make creation and then propagate their culture through creative commodities. In virtual channel, it witnesses that shaolin culture has got success, but in the author's opinion, there is a shortage for real world. Undoubtedly, shaolin has made many efforts and tried many ways to spread culture in reality, but the income is depressing. So, the author thinks if shaolin wants to develop its reality channel income, it must combine its culture with creative goods. Psychologically, people are curious and they do prefer new things. Thus, shaolin could build their own brand culture to help the form of exclusive cultural industry. To make creation goods, shaolin could create exclusive stationery, clothing, electronics devices sparepart and foundations to form own brand. With the help of exclusive brand, its cultural industry chain can be fast developed. Besides, the tourism cultural industry is also a significant channel. With the continuous development of China's economy, the people's quality of life, people began to pursue a high quality of life, not only to meet the "body" of happiness, but also to pursue the "heart" of satisfaction, in this context, tourism has become the people's relaxation of body and mind In this context, tourism has become the first choice of the people to relax, there is a relevant research report shows that most of the travelers, will choose the historical heritage of the scenic spots, and Shaolin kung Fu-related scenic spots with a long history has become the second choice, Dengfeng city government is to grasp this opportunity, and actively integrate the various Shaolin kung Fu-related resources, and actively configured. The government of Dengfeng City has seized this opportunity to actively integrate all the resources related to Shaolin KungFu and actively allocate them.

Since the 1980s, China has strengthened its action to defend the trademark of Shaolin culture, of which the representative action is the Shaolin Temple as the representative organization

through the establishment of the “Shaolin Industrial Development Co. Shaolin Industrial Development Co., Ltd. has made a “kung fu economy” by licensing the use of trademarks, establishing martial arts schools at home and abroad, film and television production and vegetarian food development and other promotional content, which has played a positive role in the development of Shaolin culture overseas. However, due to the late development of China's intellectual property rights, coupled with the differences in culture and laws between China and other countries, the problems related to illegal trademark registration are still not eradicated. Brand is the benchmark for the development of the cultural industry, and a sign of the maturity of the cultural industry. Brand building is an important means to make the Shaolin kung Fu cultural industry bigger and stronger. After more than 30 years of painstaking management, Shaolin Kung Fu has become an international brand with high visibility and influence, which has laid a solid foundation for the development of Shaolin Kung Fu cultural industry overseas. In order to achieve greater development overseas, Shaolin Kung Fu needs to continue to implement its own brand strategy and strengthen its brand marketing means. Specifically, to create their own Shaolin kung Fu stars, Shaolin kung Fu Festival, less, Lin kung Fu education, Shaolin kung Fu performance, Shaolin kung Fu creativity, Shaolin kung Fu service and a series of brands. It is an important aspect of brand building to attach importance to brand extension and establish an industrial chain group with Shaolin Kung Fu as the core. The overseas development of Shaolin kung Fu industry is necessary to form its own industry chain group, which should include the Shaolin kung Fu education industry chain, the Shaolin kung Fu creative industry chain, the Shaolin kung Fu operation and service chain, etc.

4.2.3. Communicating through international sports events

Events have become effective means and ways of spreading sports activities, and they do play an irreplaceable role in the international communication of Shaolin Kung Fu. Under the background of economic globalization, people pay more and more attention to international events. Since 1991, the “China Zhengzhou International Shaolin Wushu Festival” has been successfully held for 12 sessions, attracting athletes from all over the world to participate, showing the traditional Chinese culture to the world, promoting its own influence, improving the popularity of Shaolin Kung Fu, and enhancing its cultural competitiveness. China Zhengzhou International Shaolin Wushu Festival is the most complete and the highest standard of the competition events. The number of participating countries, regions, districts and people is gradually increasing, providing opportunities and stages for athletes from all over the world to show themselves. It can continuously improve the quality of the martial arts festival, promote the communication of athletes, so as to improve the international dissemination of Shaolin Kung Fu, and make greater contributions to the promotion and inheritance of Chinese martial arts (Chengcheng Liu, 2020:83). In addition, Shaolin Kung Fu also shows the charm and depth of Shaolin culture through the World Traditional Wushu Festival, which is not only conducive to the cultural inheritance and promotion of Shaolin Kung Fu, but also shows the charm of traditional Chinese culture, which makes the “cultural symbol” of Shaolin Temple receive wide attention.

As a platform for cultural exchange, international events have a strong “radiating power” and play an immeasurable role in the international spread of Shaolin kung Fu culture. There are still few international events related to Shaolin Kung Fu, which do not meet the needs of foreign people and are not conducive to the promotion of Shaolin Kung Fu. Some scholars believe that the development trend of Shaolin martial arts is internationalization, socialization and industrialization, and suggest to improve the level of competition and hold Shaolin martial arts championships. In addition to improving the quality of existing events such as cultural festivals and martial arts festivals, it is also necessary to increase the number of Shaolin Kung Fu tournaments and other events at the right time, so that more people can understand Shaolin Kung Fu and traditional Chinese culture. It should also be reasonable to expand the scale of the

event, the larger the scale of the event the greater the impact on the publicity of the place where it is held, and only by enhancing the participation of the event activities can it make a huge impact, so that more people will support and participate in Shaolin Kung Fu events. The sports competition industry is constantly developing and changing, and under the new situation, the types of Shaolin kung Fu events should also be constantly adjusted to adapt to the new environment, to actively create Shaolin kung Fu boutique events, to carry out the national characteristics of the brand cultural innovation, to improve international awareness, and to select experienced coaches for international promotion, both to meet the needs of the times, and to actively do a good job of cultural protection and heritage.

4.2.4. Opening related courses about Shaolin Kung Fu

Education is the carrier of culture and culture can be inherited from generation to generation through education. With education, human's culture can last forever. Thus, in the new century, many schools have opened many courses about Shaolin Kung Fu, but there are still many foreign students that know little about Shaolin Kung Fu and its culture. Shaolin culture has a rich territory of knowledge and customs, without formal and systematic studying, only a few people can understand its nature, without deep understanding of Shaolin culture, people won't have the ability to introduce it to foreigners. Through opening of lessons about Shaolin culture, it can attract more youth and foreigners to learn and inherit it. Thus, shaolin must make more efforts to step ahead and to the globe. For example,

Shaolin Temple can establish multiple overseas branches of Shaolin Temple or Shaolin Cultural Activity Centers. Since entering the 21st century, Shaolin Temple has actively established several overseas branches and Shaolin cultural centers. From June 2004, Shaolin Temple opened the first overseas Shaolin martial arts cultural center in Vienna, Austria, Shaolin Temple has set up or certified various Shaolin kung Fu training institutions in the United States, Germany, Russia, Australia, Singapore, France and other countries 38, affiliated with 800,000 members. For example, in 2008, the Shaolin Temple Cultural Center in the United States was established, and has now established 167 dojos covering 42 states in the United States, with a cumulative membership of over one million. Some private organizations have also established Shaolin Kung Fu promotion centers overseas, promoting the international development of Shaolin Kung Fu. In addition, it rely on Confucius Institutes to spread Shaolin Kung Fu. Confucius Institute is a non-profit institution established by the state to promote Chinese language and culture overseas, and is an important platform for foreign cultural exchange in China. With this international cultural platform, Shaolin KungFu offers various training courses on Shaolin Kung Fu, attracting the world to learn and pay attention to Shaolin culture and Shaolin Kung Fu.

4.2.5. Making overall innovations

Innovation is the soul of cultural development, it is also an engine for cultural development. So the author regards that Shaolin culture needs to make overall innovations to hug a bright Future. For example,

Firstly, reform and innovation in organization and management. Shaolin kung Fu foreign communication from the management system to the mode of operation are unified by the national authorities to coordinate the command, the formation of the dissemination of Shaolin kung Fu management core and dissemination of the main position, the maximum mobilization of human, financial and material resources, in order to achieve the maximum effect of foreign communication, is a powerful initiative to promote the international dissemination of Shaolin kung Fu. Secondly, promotion model innovation. The implementation of franchising to learn from the mature promotion model, the introduction of advanced management experience, continuous exploration and innovation of the promotion model, the international dissemination of Shaolin kung Fu will have practical significance. Thirdly, innovation of

dissemination concept. The courage to breakthrough in our absorption of other countries to develop themselves, improve their own at the same time, but also to continue to innovate the concept of communication, with others understand the words to express themselves, to achieve resonance, harvest friendship. Only through continuous learning and reference can we expand the international communication space of Shaolin Kung Fu, spread the voice of China and expand the influence of Chinese traditional culture to the world. Fourthly, innovation in the mode of propaganda, focusing on new media, the introduction of Internet plus ideas, the use of new media such as the network for propaganda, compared with newspapers, television and other traditional media, the timeliness and effectiveness of propaganda has undoubtedly greatly improved, overseas audiences can also be close to feel the charm and charm of Shaolin kung Fu, providing martial arts enthusiasts with an immersive experience across time and space. Lastly, innovation in the form of communication. In the process of spreading Shaolin kung Fu overseas, it is necessary not only to be familiar with local customs and habits and avoid cultural conflicts, but also to boldly innovate the form of communication in order to expand the influence(Haichao Geng, Yaxing Yao, Xianke Zhang, 2022).

5. Conclusion

In 21st century, China proposes that Chinese culture should step into the globe and suggest more foreigners to learn about China and Chinese culture to know China's true side. Culture is not only a symbol of a region and country, but also the soul of them. If Chinese culture wants to step to the globe, it needs to let more people know and get familiar with many regional cultures in China.

So, Chinese people should reflect on present condition of cultural intercultural communication and get lessons and experience to draw a better Future. The author has come up with his ideas about intercultural communication of Shaolin Kung Fu to tell more persons that some new ideas and paths are needed to help culture keep active and immortal. In new era, intercultural communication paths must get changed and improved, only in this way, can the proposal of "Chinese culture stepping to globe" be practiced and achieved.

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