

THE INTEGRATION AND APPLICATION OF TRADITIONAL CHINESE MARTIAL ARTS AND LION DANCE

Ding Shun,

*master's student Vitebsk State University named after P.M. Masherov,
Vitebsk, Republic of Belarus*

Scientific supervisor – Novitsky P.I., PhD in Pedagogy, Associate Professor

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The "fish leap and roll" movement from martial arts is incorporated into the "rolling" and "jumping" movements of the Northern Lion Dance, creating highly realistic and powerful rolls, enhancing the fluidity and aesthetics of the movements. Complex Movements: The Northern Lion Dance integrates martial arts techniques such as "spinning" and "backflips," with "two lions rotating 360° on stage, turning 180°, and then leaping onto a high platform."

The success of each lion dance movement relies on countless hours of rigorous training. As demonstrated in a large competition, lion dance is characterized by high intensity and prolonged activity (a complete Northern Lion Dance performance lasts approximately 6-10 minutes, including numerous movements on the ground, platform, and elevated stages). The movements require continuous running, jumping, crouching, and leaping; all of these movements are inseparable from the fundamentals of martial arts.

This study aims to innovatively integrate martial arts elements into lion dance performances, enhancing its complexity. Therefore, all these complex movements require a combination of balance, body coordination, and the inherent power and skills of martial arts.

Material and methods. This study analyzes the complexity, innovativeness, and realism of existing competition routines. It examines the difficulties and challenges of integrating martial arts techniques into lion dance. Main Research Methods: Literature review, observation of lion dance competitions, and assessment of athletes' proficiency in lion dance movements.

Results and discussion. Based on athlete competitions, it is evident that fundamental martial arts skills form the foundation of lion dance abilities.

Taking Southern Lion Dance as an example, its body posture, footwork, and rhythm control share common origins with martial arts. It extensively utilizes martial arts stances, horse stances, jumps, and balance techniques, resulting in movements that are both strong and gentle, dynamic and static, and distinct in their realism and deception. Northern Lion Dance emphasizes form, with movements primarily consisting of pouncing, falling, flipping, and rolling, supported by martial arts stances to maintain expression and rhythm.

The internal and external harmony of martial arts and the spirit-form unity of lion dance are isomorphic in kinematics and dynamics: the horse stance and stance training provide lower body stability and power generation, while body movements and footwork facilitate the transfer of center of gravity, enabling a smooth transition between hardness and softness, speed and slowness, and emptiness and fullness in the movements.

Training Plan: The training begins with basic martial arts skills, strengthening the horse stance and core strength of the waist and legs. Building upon this foundation, basic lion dance movements such as high lifts and leg stances are added. A breakdown practice approach is used, first focusing on form and power, then progressing to more complex movements. Martial arts indicators such as horse stance stability, center of gravity control, power generation, and fluidity are assessed simultaneously with lion dance indicators such as expressive posture, routine arrangement, coordination, and difficulty level, ensuring the unity of martial arts and dance.

Conclusion. Contemporary competitive and stage performances have enhanced the visual appeal and standardization of lion dance, but this also carries the risk of diluting its martial arts core: the depth of the horse stance and the duration of stance training are weakened.

Maintaining the complete chain of basic skills – routines – application scenarios is crucial to avoiding "de-martial artsization." Lion dance and martial arts share the same origin, principles, and methods; their form, spirit, footwork, and power are all based on the fundamental skills of martial arts.

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A STUDY ON PROMOTION STRATEGIES AND APPLICATION EFFECTIVENESS OF FITNESS INFLUENCERS IN THE INTERNET ERA

Du Yi,

*master's student Vitebsk State University named after P.M. Masharov,
Vitebsk, Republic of Belarus*

Scientific supervisor – Novitsky P.I., PhD in Pedagogy, Associate Professor

Keywords. Fitness influencers, promotion strategies, user engagement, national fitness, social media, content marketing.

With the rapid development of mobile internet and the implementation of the "Healthy China" strategy, the digital transformation of national fitness has become an inevitable trend. Fitness influencers, as key bridges connecting professional knowledge and public demand, play an increasingly important role in promoting national health. However, current fitness content dissemination often faces the challenge of emphasizing traffic over substance. Most content creators focus on producing high-intensity "gimmicky" workouts or oversimplified diet plans, neglecting users' individual physical conditions, skill acquisition patterns, and long-term habit formation. This leads to high dropout rates due to training injuries, lack of persistence, or poor results, ultimately hindering the sustainable development of a healthy lifestyle [1, 2].

Research in communication and sports psychology indicates that users' acceptance and internalization of fitness knowledge follows a "cognitive interest - movement decomposition - integrated practice - habit automation" pattern. The dissemination effectiveness of fitness influencers is a complex process, where the scientific nature of content strategy and the appropriateness of interaction methods directly impact user engagement and exercise outcomes. Current research on fitness influencers mainly focuses on case studies or platform policies, with insufficient empirical research on the relationship between systematic promotion strategies and user application effects. Therefore, this study aims to establish a scientific, progressive influencer promotion strategy system and compare its effects with traditional traffic-oriented models, providing theoretical basis for improving the effectiveness of online fitness promotion [3, 4].

Material and methods. The study selected six emerging fitness influencers (50,000-200,000 followers) from short video platforms and their core fan bases as research subjects. 480 active users with less than one year of fitness experience were randomly divided into experimental and control groups. The experimental group implemented a progressive strategy of "theoretical education - decomposed training - integrated practice - community motivation," while the control group maintained traditional viral content approaches. The experiment lasted 12 weeks, with data collected through multiple channels including platform analytics, questionnaire surveys, and expert assessments. Research Methods: Digital ethnography observation, Questionnaire surveys, Controlled experiments, Statistical