

Research on the Development of Taekwondo from the Perspective of New Media

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Abstract: as a traditional sport, Taekwondo currently has a relatively broad mass base. However, due to the restriction of publicity methods and awareness, the development and popularization of Taekwondo in our country is still affected to a certain extent. From the perspective of new media, making full use of new media to innovate the popularization and teaching methods of Taekwondo is a major issue that promotes the sustained and sound development of Taekwondo.

1. Introduction

Taekwondo originated in the ancient Korean Peninsula and officially appeared in the 1988 Seoul Olympic Games in South Korea. Subsequently, South Korea carried out active and effective promotion, making it almost popular all over the world. Today, the development of Taekwondo is still prosperous in our country. Although Taekwondo has a relatively broad mass base in China, the current teaching effect of Taekwondo in China still needs to be improved, which has a certain impact on the development and popularization of Taekwondo in China.^[1] The emergence of new media technology provides new opportunities for the development of Taekwondo.

1The restrictive factors of Taekwondo development

1.1 The Way of Publicity is Relatively Backward

Today is an era of rapid development of information, and enrollment promotion through new media has become an important factor in the competitive development of various Taekwondo gyms.^[2] However, most of the Taekwondo gym directors have a wealth of teaching experience and high training capabilities, but they hardly understand the relevant aspects of operation and management. The enrollment and management adopted by them are obtained from traditional experience, and they adopt traditional leaflet distribution and WeChat promotion. Although some Taekwondo gyms have some publicity and live broadcasts on Douyin and Kuaishou, such promotion is very casual and lacks systematic planning.

1.2 Parents and Students Have Different Levels of Awareness

Most students learn Taekwondo to add a skill. Some children have their own perceptions and think that Taekwondo moves are cool. Some students said that their parents reported it for

themselves. There are also some students who have the talent to practice Taekwondo, but their parents opposed. The parents think they are delayed in learning and prevent them from taking exercises. Some parents also said that Taekwondo movements are relatively simple and easy to produce results, which can promote children's enthusiasm. More parents believe that learning Taekwondo can improve their children's physical fitness and exercise their will and quality. There are also some parents just to let their children pass the time. It can be seen that the students and their parents have different levels of knowledge about Taekwondo.

2. The Significance of New Media to the Development of Taekwondo

2.1 Make Up for the Vacancy in Taekwondo Technical Guidance

Taekwondo techniques mainly include the actual combat part, the Pinshi part and the Taiwu part. The Pinshi exercises especially pay attention to the standardization and uniformity of the technique. It is easy to teach different technical movements when the teachers or coaches have different technical levels and preferences. For the teachers who pay attention to the offensive technology, they will pay attention to the training of students' offensive initiative; for teachers who pay attention to defensive and counterattack skills, they will pay attention to the training of students' defensive skills and seizing opportunities.^[3] Through the new media technology, the explanation and demonstration process of professional demonstrators can be recorded, so that all students can practice according to the unified standard, making up for the vacancy in the technical guidance of Taekwondo.

2.2 Sharing Platform Can Stimulate students' Interest

In the teaching of Taekwondo, students can share their learning results on the new media technology platform, enhance the communication and learning between them through mutual evaluation, and further deepen the understanding of the technical movements in the process of communication. Specifically, students can take photos of their own practice process of a certain technique, upload it to the platform, and then conduct a unified evaluation. Students can also find more excellent technical videos through the platform, and make detailed comparisons with them, so as to find and correct their own shortcomings in time.^[4] This interesting learning method can also fully mobilize students' enthusiasm and initiative in learning, thereby further enhancing the learning effect.

3. Development Strategy of Taekwondo under the Vision of New Media

3.1 Further Enrich the Teaching Methods of Taekwondo

New media has a rich variety of media forms, such as mobile networks, digital TV, audio and video, images and text, and so on. In the process of implementing Taekwondo teaching, it is necessary for teachers to correctly choose the appropriate medium to teach in accordance with their aptitude, in order to maximize the teaching effect. For example, for a simple text message, it can be made into sound, video, picture, etc., so that it can be presented to students conveniently and quickly. In this way, the original boring text becomes more vivid and full of novelty. Teachers should flexibly choose different forms of expression according to different teaching content. For example, when teachers explain the basic theoretical knowledge of Taekwondo, they should still focus on text; when teaching the basic techniques of Taekwondo, they should focus on pictures and videos in order to better master the technical movements of Taekwondo.

In addition, teachers can also conduct online teaching through mobile phones and computers, and can send the prepared courseware and video materials to students so that students can learn independently.

3.2 Further Enrich the Teaching Content of Taekwondo

In the context of new media, the teaching model of Taekwondo should also keep pace with the times and adapt to the needs of the development of the times. At the same time, the teaching content of Taekwondo should be updated and enriched accordingly. In addition to teaching the existing teaching content of Taekwondo, teachers should also further explore the content of Taekwondo teaching materials, actively seek more resources through new media technology, and conduct targeted teaching according to the characteristics of the students' physical and mental development.^[5] First of all, teachers should design the teaching content of Taekwondo based on the actual life, hobbies and social development needs of the students. Secondly, when setting up the content of the Taekwondo course, it should emphasize its practical characteristics, and set up Taekwondo stunt courses and Taekwondo exercises. Finally, teachers should pay attention to the combination of Taekwondo theory and practice, and organize various forms of Taekwondo competitions on a regular basis, so that the students can fully apply the theoretical knowledge they have learned to practice. In addition, teachers can also analyze and explain the Taekwondo competition videos to further improve the students' Taekwondo skills and tactics. In addition, in the teaching of Taekwondo theory, new media technology can also be used to strengthen the training of students' etiquette and rule awareness, so that students can fully grasp the content of Taekwondo related competition rules.

3.3 Innovate the Management Method of Taekwondo Teaching

The forms of new media are complex and diverse, and the information disseminated lacks effective social supervision and management. Most of the trainees are not very mature in their psychological development, lack of social experience, and lack sufficient ability to discern bad information, which is extremely unfavorable to their physical and mental health. Therefore, in the process of teaching Taekwondo, teachers should innovate management methods, set up corresponding supervision organizations, strengthen the filtering of bad information, and conduct strict inspections on Taekwondo teaching activities. And as far as possible to select comprehensive and healthy Taekwondo teaching resources to ensure the integrity and health of Taekwondo teaching activities.

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