

A Study of the Feasibility of Popularizing Opera Broadcast Gymnastics in Vocational Colleges Based on SWOT Analysis

Li Fangyu

Luzhou Vocational and Technical College, Luzhou, 646005

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Abstract: Opera broadcast gymnastics integrates music and action elements of opera into the broadcast gymnastics of vocational colleges, realizing the perfect combination of traditional culture and broadcast gymnastics, therefore, its fitness function is difficult to be replaced by other fitness items. Using SWOT analysis method, this paper comprehensively analyzes the advantages and disadvantages, opportunities and threats of the promotion of opera broadcast gymnastics in vocational colleges in Sichuan Province, and puts forward relevant countermeasures to provide reference for the promotion of opera broadcast gymnastics in vocational colleges in Sichuan Province.

1. Introduction

From the birth of the first set of broadcast gymnastics in 1951 to the present, it has had a certain political color. With the development of the times, broadcast gymnastics has been endowed with the significance of the era. The first set of opera broadcast gymnastics launched by CCTV is divided into 10 sections, maintaining the rhythm of broadcast gymnastics, using opera melodies in music and basic posture in movements, which perfectly combines two different “routines” of movements. It is of great significance to deeply explore the connotation of the value of traditional culture, further stimulate the vigor and vitality of Chinese culture, and strive to build a system of inheritance and development of excellent Chinese traditional culture. It is of great significance to comprehensively enhance the cultural literacy of the people and enhance the cultural strength of the country.

SWOT analysis is a method that comprehensively considers various factors of the internal conditions and external environment of the system, evaluates it systematically and selects the best strategy from it. S and W are internal factors, indicating strength and weakness respectively, while O and T are external factors, standing for opportunity and threat respectively.^[1] Using the SWOT analysis method, this paper analyzes the internal strengths and weaknesses, external opportunities and threats of the promotion of opera broadcast gymnastics. On this basis, this paper puts forward the promotion strategy of opera broadcast gymnastics, in order to provide reference for the development of opera broadcast gymnastics in Sichuan Province.

2. Research Objects and Methods

2.1 Object of the study

This paper takes the practice of “Opera Broadcast Gymnastics” as the research object, and randomly selects 3000 teachers from 21 vocational colleges in Sichuan Province as the object of the study.

2.2 Research methodology

2.2.1 Literature method

By consulting the school library and the databases of “Superstar”, “Founder”, “CNKI” and “VIP”, the books and literature related to college physical education and opera education are

collected, and the materials are comprehensively sorted out, so as to provide a theoretical basis for the research.

2.2.2 Questionnaire survey

Through the design of the questionnaire, the experts in physical education were asked to evaluate the structure and content of the questionnaire, and then the questionnaires were distributed to 3000 students and 65 teachers of 21 vocational colleges in Sichuan Province. 3000 students' questionnaires were collected with a recovery rate of 100%, and the validity of the questionnaire was tested. 64 teacher questionnaires were collected, with a recovery rate of 100%. And the validity of the questionnaire is tested, and the effective rate is 100%.

2.2.3 Field visits and interviews

Mainly using the way of field investigation, various vocational colleges are visited. The author makes use of students' spare time to communicate and interview with 3000 students and some teachers, and gets the relevant results.

2.2.4 Comprehensive analysis

This paper collates and summarizes the relevant literature collected, and makes a statistical analysis of the relevant data of the questionnaire, explores the problems existing in the promotion of opera broadcast gymnastics in Sichuan Province, and puts forward the corresponding countermeasures.

3. Research Results and Analysis

3.1 Analysis of the strength of the promotion of traditional opera broadcast gymnastics

3.1.1 Characteristics and strength of opera broadcast gymnastics

Opera broadcast gymnastics itself has the characteristics of traditional opera and broadcast gymnastics at the same time, which retains the beat of broadcast gymnastics, but the music also involves the melody of traditional opera and the action has the basic posture of traditional opera, which is refreshing while making people feel familiar, and completes the perfect combination of opera elements. The elements of traditional Chinese opera and modern pop music are properly integrated to make the opera come alive.

3.1.2 Fitness strength of opera broadcast gymnastics

Opera broadcast gymnastics is divided into 10 sections, which are warm-up exercise, limb exercise, shoulder exercise, chest expansion exercise, waist movement, leg movement, whole body movement, jumping movement, free movement and relaxation exercise. These movements cover almost all the important joint movements of the whole body, and have high exercise function and fitness requirement for wrists, shoulders, waist, legs and so on. This set of opera broadcast gymnastics movements are appropriate. The speed is appropriate, the rhythm is clear, and the music adopts the familiar rhythm, so it is the same as the traditional eighth and ninth sets of broadcast gymnastics, and can be quickly accepted by everyone. This set of broadcast gymnastics can help improve people's physical quality and has high promotion value in vocational colleges.

3.1.3 Aesthetic strength of opera broadcast gymnastics

Each section of opera broadcast gymnastics is integrated into the basic skills of traditional opera, and the movements contain a large number of physical discipline, rich humanistic connotations, high performing artistic value, and moving forms of expression, which are not often trained by ordinary people. They can cultivate and shape people's physique and posture, and perfectly combine traditional opera with broadcast gymnastics. In the process of learning to do opera broadcast gymnastics, students constantly accept the traditional cultural appeal brought by opera broadcast gymnastics, so they have deep understanding, and long-term persistence will have a good

impact on people’s physical posture and mental outlook.

3.2 Analysis of the weakness of popularizing traditional opera broadcast gymnastics

3.2.1 Survey of students’ support for opera broadcast gymnastics

“Interest is the best teacher.” Only when the students like the opera broadcast gymnastics can they carry on the opera broadcast gymnastics promotion among the students. Therefore, the author made a survey of students’ support for the development of opera broadcast gymnastics, as shown in Table 1.

Table 1 Questionnaire on students’ support for opera broadcast gymnastics

	Like		Average
Dislike			
Students	269	374	2357
(percentage)	8.9%	12.5%	78.6%

From Table 1, we know that most students do not like opera broadcast gymnastics. Through interviews, we know that the reason why most students do not like the gymnastics is that they feel that opera broadcast gymnastics is too difficult to learn, and the students must take a lot of time to learn it, to obtain the charm of it, and to practice it frequently. The students may think they definitely can’t practice, so they don’t like the promotion of opera radio gymnastics in school and do not know the exercise value and artistic value of opera broadcast gymnastics. They know little about the traditional culture of opera broadcast gymnastics.

3.2.2 Survey of Teachers’ attention to traditional Opera broadcast Gymnastics.

Only by paying attention can we have the opportunity and possibility of learning and promote the opera broadcast gymnastics. Therefore, the author conducted a survey of teachers’ attention to opera broadcast gymnastics, as shown in Table 2.

Table 2 Questionnaire of teachers’ attention to opera broadcast gymnastics

	Much concerned	Concerned	Average	Not concerned
Teachers	2	5	10	48
(percentage)	3.1%	7.7%	15.4%	73.8%

It is known from Table 2 that teachers in vocational colleges in Sichuan Province do not pay much attention to opera broadcast gymnastics. The interview showed that the main reason for this is that the opera broadcast gymnastics is too difficult, that there is no promotion at present, and that the school does not require the reform of morning exercises, so there is no forced promotion requirements and there is less attention concerned about it.

3.2.3 Investigation on the relevant training of opera broadcast gymnastics conducted by teachers

When the teachers have carried on the relevant study, and when they are very familiar with and like the opera broadcast gymnastics, they can promote the promotion of the opera broadcast gymnastics. Therefore, the author conducted a survey of teachers’ learning situation related to opera broadcast gymnastics, as shown in Table 3.

Table 3 Statistics of teachers’ learning on opera broadcast gymnastics

	Learned	Never learned
Teachers	9	56
(percentage)	13.8%	86.2%

It is known from Table 3 that most teachers have not participated in the study of opera broadcast gymnastics. Through the interview, we know that all the teachers who have participated in the study have studied through the network, but have not been trained in the relevant organizations, nor have

they heard that the training institution has conducted the training of opera broadcast gymnastics.

3.3 Opportunities for the promotion of opera broadcast gymnastics

3.3.1 Providing opportunities for the development of characteristic schools.

Sichuan vocational colleges all maintain the characteristic development route, and the content of morning exercises can reflect the characteristic development direction. Therefore, the author makes statistics on the contents of morning exercises in 21 vocational colleges in Sichuan Province, as shown in Table 4.

Table 4 Statistical table of morning exercises in vocational colleges in Sichuan Province

Aerobics	Radio gymnastic exercises		Social dance	Ethnic minority
	Others			
Colleges	12		2	3
1				3
(percentage)	57.1%		9.5%	14.3%
4.8%				14.3%

As can be seen from Table 4, most schools have the advantages of featuring morning exercises in sports and art, such as the addition of morning exercises to ballroom dance, national sports, and so on, to visit and investigate the morning exercises of 21 vocational colleges in Sichuan Province. At present, none of the vocational colleges in Sichuan Province has introduced opera broadcast gymnastics. However, in other provinces and cities, opera has entered the campus and become a feature of the school. If the traditional culture of opera broadcast gymnastics is introduced into the campus as an innovative and bold attempt, it will provide an opportunity for Sichuan vocational colleges to create characteristic campuses or characteristic morning exercises.

3.3.2 Strong support from national policies.

On January 25, 2017, the General Office of the CPC Central Committee and the General Office of the State Council issued the opinions on the implementation of the Project for the inheritance and Development of excellent Chinese traditional Culture, and called on all localities and departments to conscientiously implement it in the light of the actual situation. In order to carry forward the national core values and Chinese humanistic spirit, we should focus on accomplishing the task of traditional culture running through quality education and integrating into campus life. Opera broadcast gymnastics, as a project that perfectly combines the action elements and music elements of traditional opera with the rhythm of broadcast gymnastics, contains unique exercise value and Chinese cultural connotation, which not only enriches campus cultural life, but also improves their physical quality. At the same time, it inherits the excellent traditional culture in a “immersive” way, which is helpful to pass on Chinese opera from generation to generation.

3.4 threats to the promotion of opera broadcast gymnastics (Threat).

3.4.1 Diversified options.

With the development of modern science and technology, the content of fitness is more and more, various forms and rich interest. The author makes a survey of the students’ current interesting physical exercise programs, as shown in Table 5.

Table 5 Statistical Table of favorite Sports of vocational college students in Sichuan Province

	Hip-hop	ball games	aerobics	yoga	line dance	equipment	opera	others
Students	1672	765	1762	2657	1363	1429	156	253
(percentage)	55.7%	25.5%	58.7%	85.6%	45.4%	47.6%	5.2%	8.4%

It can be seen from Table 5 that students have a abundant choice of fitness, mainly hip-hop, aerobics, yoga, line dance, equipment exercise, balls and some other items, but very few choose

opera as items of exercise. By asking the reasons, high-intensity study makes students more willing to choose fashionable physical exercise programs, while students who choose opera mainly focus on students who often carry out dance training from an early age.

3.4.2 The impact of Western Culture

As a country open to the outside world, China enjoys sports exchanges with foreign countries which is becoming more and more frequent. Compared with traditional Chinese sports and excellent traditional culture, students can have more access to foreign relevant information through the Internet and are more interested in novel sports. They prefer the more intense sports in the West, such as street dance and so on. Parents will also send them to learn these Western sports because their children like them. This is also a factor restricting the promotion of opera broadcast gymnastics on campus.

4. Research Conclusions and Suggestions

4.1 Conclusions of the study

4.1.1 Strengths of promotion

Opera broadcast gymnastics, as an innovative form of broadcast gymnastics, combines Chinese traditional opera elements with modern pop music properly, with appropriate movements, appropriate speed and distinct rhythm, and the music exhibits a familiar rhythm. With the same number of periods as the traditional eighth and ninth sets of broadcast gymnastics, it can be quickly accepted by everyone, and its physical quality can be better improved, which has high promotion value in vocational colleges.

4.1.2 Weaknesses of promotion

Opera broadcast gymnastics into the drama of more action elements, students learn to grasp the action is not accurate, the degree of students like is not high. The teacher has not carried on the related training to the opera broadcast gymnastics, the attention degree is not high. At present, relevant competitions have not been held in the whole province or even the whole country, and schools are not willing to spend more time and energy to promote opera broadcast gymnastics, which depends entirely on people's conscious treasure and protection of traditional culture to be promoted in vocational colleges in Sichuan Province.

4.1.3 Opportunity of popularizing traditional opera broadcast gymnastics

At present, none of the vocational colleges in Sichuan Province has introduced opera broadcast gymnastics. However, in other provinces and cities, opera has entered the campus and become a feature of the school. Opera broadcast gymnastics as one of the projects, its vigorous development has become the school's characteristic school card. If the traditional culture of opera broadcast gymnastics is introduced into the campus as an innovative and bold attempt, it will provide an opportunity for Sichuan vocational colleges to create characteristic campuses or characteristic morning exercises. The state promulgates a series of policies to carry forward the national core values and Chinese humanistic spirit, schools should complete the task of traditional culture running through quality education and integrating into campus life, and promote opera, traditional sports and other projects to enter the campus. Enriching campus culture is conducive to the transmission of Chinese opera from generation to generation.

4.1.4 Threats to promotion

With the faster and faster development of modern science and technology, the diversified development of sports elements and the strong impact of western culture, students' choice of fitness is becoming more and more rich and diverse. High-intensity study makes students under greater pressure. In order to better relax, students are more willing to choose simple physical exercises or novel and intense western sports. Students know less about opera broadcast gymnastics, exercise is

more difficult, need long-term exercise to see the effect, so do not intend to contact these sports, these are the threat factors to promote opera radio gymnastics into the campus.

4.2 Recommendations

3.2.1 Vocational colleges in Sichuan Province can actively carry out opera broadcast gymnastics competitions so that opera radio gymnastics can develop well on campus and be carried out in the way of competition to promote development.

3.2.2 Teachers should actively improve their self-development and communicate and learn from each other frequently. Schools and governments at all levels regularly arrange for teachers to participate in training to encourage teachers to create opera broadcast gymnastics and enhance their freshness.

3.2.3 The teacher should enhance students' ideological understanding, pursue physical exercise and pay more attention to exploring the multifaceted nature of things at the same time.

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