

The Popularization Strategy and Promotion Practice of Baduanjin in Colleges and Universities Under the Viewpoint of Integration of Physical and Medical Sciences

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Abstract: Eight-duan brocade is a kind of health art that has been handed down to the present day and has high health and cultural value. By analyzing the health effects and value of Baduanjin, combined with the results of previous studies, the current situation of Baduanjin to improve the physical fitness of college students, and actively responding to the policy of "National Fitness Plan (2021-2025)", which has an important practical significance for the implementation of the strategy of "Healthy China", the promotion of China's construction of a strong sports country, as well as the promotion and application of colleges and universities. This is of great practical significance for the implementation of the strategy of "Healthy China", the promotion of the construction of a strong sports country in China, and the promotion and application of the program in universities.

Keywords: Baduanjin; Body-Medicine Integration; College Students; Colleges and Universities

1. Background of the Study

In recent years, with the continuous rise of the culture of Chinese medicine and the state also constantly put forward to promote the inheritance and innovation of Chinese medicine as well as the need to continue to implement the national fitness program, physical fitness and health care both combined with each other concepts, to promote the integration of body and medicine. In Chapter 44 of the "14th Five-Year Plan and 2035 Vision and Goals", the comprehensive promotion of health in China mentions that the protection of people's health should be prioritized in the development of the strategic

position, and the policy of prevention should be adhered to as the mainstay of health care. the chapter on improving the physical fitness of the entire population in the Outline of the "Healthy China 2030" Plan also mentions the need to strengthen the integration of physical and medical care and non-medical health interventions, as well as to support traditional sports such as fitness qigong. In the context of comprehensively promoting the integration of physical and medical care, the positive role of scientific exercise in preventing diseases, regulating the balance of yin and yang in the human body, and getting rid of sub-healthy states can be fully utilized, to achieve the effect of treating the future without treating the existing diseases. the focus of these policies reflects the country's far-reaching layout and consideration of the state of health of the entire population and the promotion of the development and inheritance of China's great Chinese medicine culture⁰. Thousands of years ago, Taoism formed the core concept of health care that emphasizes the importance of human life, focusing on the overall conditioning of the internal organs of the human body, maintaining a healthy state of the body, and making life as long as possible through the way of health care. the Baduanjin and other gong methods became the Taoist practice for strengthening the body and prolonging life.

2. Purpose of the Study

Actively promote the implementation of the strategy of Healthy China, comprehensively improve the physical quality of nationals, and promote the integration of sports and medicine, and the improvement of physical quality provides a basic guarantee for the well-being of nationals. Baduanjin is the crystallization of wisdom of China's traditional sports culture, and the unique form of its movement makes it

effective in strengthening the body and cultivating the mind. Promoting Fitness Qigong Baduanjin raises people's awareness of pursuing a healthy life and cultivates good exercise habits⁰. In the daily leisure movement can have more than one suitable for their own movement to choose, enrich their own life, improve the quality of life. Inherit the classical fitness gong method of Chinese medicine and promote the great culture of Chinese medicine. This paper discusses the popularization and promotion of Baduanjin in China's colleges and universities in the context of physical and medical integration in Healthy China, to provide reference for the public's participation in recreational sports, to enhance physical health and to promote the construction of Healthy China as well as the popularization and development of Baduanjin and the inheritance of Chinese medicine culture.

3. Research Methodology

The main research method is the documentation method, through the knowledge network to "Baduanjin" "body-medicine integration" "Chinese medicine" "health literacy" as the key words. the situation of modern Baduanjin is organized, and then the popularization and promotion of Baduanjin is studied.

4. Value Analysis of Baduanjin

Body, in today's world, is a word made up of two characters and has only one meaning. In fact, body and body are two different things.

The body, meaning the torso, the trunk, is the backbone.

Body, a limb, a branch, is an outgrowth branch attached to the main stem.

The body is the origin and the body is the end. When a person is young, the blood is sufficient, the body has enough or even excess blood, naturally will flow to the limbs. And people over half a hundred will appear the phenomenon of movement are declining, that is, the old people say that people old first old legs. the movement of all the decline is the body failure, healthy people can "spring and fall are 100 years old and the movement does not weaken", the secret lies in the body strong contributed to the body healthy. First have a strong body, will have a strong limb.

In modern society, individuals sometimes adopt extreme exercise methods to enhance

their physical fitness, and this excessive exercise behavior may lead to the impairment of bodily functions. Specifically, while pursuing muscularity, some people may neglect their body's intrinsic health, leading to an overdraft of bodily functions. This phenomenon can be seen in cases of collapse and death of participants in marathon races, as well as in individuals who are muscular but suffer from frequent colds and weakness. This extreme pursuit of physical fitness may have a negative impact on an individual's overall health⁰.

From ancient times to the present, mankind's dream of pursuing a long and healthy life has never stopped. Today, in the twenty-first century, due to the pressure of competition, people are using overdrafting their bodies in exchange for short-lived economic and material rewards, however, this kind of killing the chicken to get the eggs type of practice, resulting in the consequences of aging before ageing, or even dying young.

The Eight Pieces of Brocade of Chinese Medicine inherited from China addresses the issue of fitness, and covers the issues of physical fitness and the more advanced cultivation of the mind. Of course, if there is no coordination between regulating the breath and regulating the mind, fitness can easily turn into physical fitness.

The so-called strong body, strong body in the front, healthy body in the back, the five viscera and six bowels strong, qi and blood will be full, then people do not suffer from disease. the eight movements of the Banduanjin, one of the most important functions is to open the Sanjiao, stretching and pulling the bones, guiding the blood, it is through the meridians and qi and blood conditioning, and then strong our organs, so that we are healthy physically and mentally. the Eight Duan Jin is a combination of sports, medical treatment, traditional Chinese medicine culture, and health care, and is of great value. It is understood from the following aspects.

4.1 Strengthening and Disease Prevention Values

The marvelous thing about Baduanjin is its ability to use simple movements to have a direct effect on the San Jiao, the core of the human body. San Jiao is a proprietary term in the TCM doctrine of Tibetan Buddhism, which

is a general term for the upper, middle and lower jiao. As the saying goes, a hundred diseases arise when the San Jiao is blocked. A lack of access to the triple jiao is the root cause of all kinds of chronic diseases. the upper jiao is the part of our body above the diaphragm, including the heart and lungs; the location of the middle jiao is below the diaphragm to the part above the navel, including the spleen and stomach, and the lower jiao is the part below the navel, including the kidneys, bladder, and large and small intestines. the Yellow Emperor's Classic of Internal Medicine states, "The Upper Jiao is like mist, the Middle Jiao is like compost, and the Lower Jiao is like blasphemy. " the area of the upper jiao is the heart and lung area, and this area functions as if it were a mist that disperses qi and blood and irrigates the whole body; the middle jiao is the area of the spleen and stomach, and functions like a brewing, putrefying and digesting, and transmitting the essence of water and grains; and the lower jiao is the area of the intestines, the kidneys and the bladder, and functions like a watercourse that separates the clear from the foul, and the excretion of urine and feces. the San Jiao is the general pathway for the circulation of qi and blood in the body. If the pathway of the Upper Jiao is obstructed, it will result in qi, blood and fluids not being adequately transported throughout the body, thus triggering the problem of qi and blood stagnation and poor circulation. When the pathway of the middle jiao is obstructed, the upper can not be transported and the lower can not sink, which will lead to heavy dampness, qi and blood weakness and other problems. Many people experience fire in the Upper Jiao and cold in the Lower Jiao, which is mainly due to blockage in the Middle Jiao. When the body's Lower Jiao is blocked, it is easy to cause impeded liver and kidney functions and prostate problems. In short, as long as any part of the triple jiao in the pathway is blocked, will lead to the whole body qi and blood circulation disorders, in short, is the upper jiao is blocked, the heart and lungs are tired, the middle jiao is blocked, the spleen and stomach suffer, the lower jiao is blocked, the liver and kidneys are tired. the three jiao can't get through, all the veins are damaged, chronic disease stalking the body [4].

The eight pieces of brocade, it is an excellent way to regulate the three jiao. the body's three

jiao can be very good conditioning. And eight-duanjin is a kind of aerobic exercise, practice time can be long or short, the human body will not produce a great burden. To achieve what Hua Tuo said, "the human body wants to get labor, but not to make the extreme. the effect of "shaking the grain gas can be eliminated, blood circulation, disease can not be born", blood circulation can reduce the fat content in the blood, thus reducing the pressure of blood on the blood vessel wall. Elderly people can practice this gong method to prevent diseases and health care.

4.2 The Value of Cultivation

Eight Duan Jin is practiced in a natural way, which provides a unique value for the cultivation of the body and mind. the movements during the practice help to promote the circulation of qi and blood, and can reduce emotional stress and anxiety. Through breathing and focusing on the movement, it can help to calm the emotions and improve emotional stability, and at the same time, one can feel the connection with nature and the feeling of tranquility and calmness. This integration of nature and personal state of mind can nourish the spirit and regulate the mind, cultivate the body and nourish the sex, and make one's yang qi alive and full of energy.

4.3 Physical and Mental Health Values

Promote physical and mental health; today, mental health problems have become a common problem for the younger generation slowly spreading out. Especially in recent years, problems caused by psychological factors occur frequently and infrequently. Eight Duan Jin can help students reduce tension in learning and life. When practicing Baduanjin, one should make inner adjustments, i. e., to meditate by keeping the intention in the dantian to calm the mind, to meditate and to remove distractions to achieve the purpose of meditating the mind. In each training session, the practitioner should put all his/her energy into each step and remain calm. Continuously adjust the state of mind and breathing to relieve stress. Moreover, this method can also well improve the fatigue and tension of college students and resist the effects of stress and other bad emotions [5].

Music that lifts one's spirits, relieves stress, improves mood, and eliminates extraneous

thought activities. the mind is besides thought activities. the role of Baduanjin training in improving the mental quality of college students is of great benefit. Correct bad posture; from the current situation, many college students are in a bad academic state. This, together with the long-term living conditions, leads to problems such as improper posture. Through prolonged exercise, the posture can be corrected, thus effectively improving the situation.

Enhance immune function; the immune system is vital for every person; it is the body's defense system and plays a key role in defense. When the body's immunity is not strong, it can easily cause the invasion of viruses and bacteria, leading to the occurrence of diseases.

Appropriate aerobic exercise has a certain promotion and facilitation effect on the immunity of the organism, and the research shows that the eight-duanjin exercise has a very good effect on improving the immunity of the organism. Strengthening college students' emotions and trust; adhering to long-term regular Badaodanjin exercise, in the process of one exhale and one inhale, the circulation of blood is promoted through the activities of the body, thus making the distance between the practitioner and the practitioner become closer [6]. Through constant practice, Ba Duan Jin can make a person become more patient and enduring, thus functioning better in life. In a way, it improves relationships and allows people to face life better

and challenges at work. the popularization and popularization of Ba DuanJin among college students like form sports can cultivate the physical fitness of college students in an invisible way. It can cultivate the emotion of college students and cultivate the friendship among the trainees, which is helpful to improve the relationship between college students and college students as a positive effect.

4.4 Cultural Heritage Value

Traditional culture needs to be functionally inherited and carried forward by everyone. Eight Duan Jin is an important part of traditional Chinese qigong, which is a very good medium for passing on culture. As a part of ancient Chinese wisdom, it comes from life, and integrates sports and medicine and health science and other studies, and possesses a

strong national color, the eight-duan brocade has been passed down from generation to generation, inheriting the ancient wisdom and culture, and the appeal and influence contained in its health function can promote the development of our country's cultural soft power.

5. Popularization and Promotion of Baduanjin

5.1 Current Situation of Popularization and Promotion of Baduanjin

At present, Baduanjin is still facing various obstacles and challenges in the promotion process. Firstly, it lacks sufficient publicity. Even though Baduanjin has very good health value, it still needs more publicity and promotion. Secondly, it is because of some inappropriate information on the Internet, which leads people to mistakenly think that the threshold of Baduanjin is higher, such as: Baduanjin can only be done if you know which meridian is being stretched, and so on. In addition, many students hold inherent prejudices about Baduanjin, for example: it is only suitable for the elderly to exercise for health, boring, low exercise load, etc. ([7]). Although there are many colleges and universities that offer courses on Baduanjin in their elective courses, students usually practice it in an expedited manner when they are ready to take the content assessment, and after they pass the assessment, most of them stop practicing it, which makes it very difficult to achieve the purpose of sustained promotion.

On the other hand, due to the outstanding contribution made by Chinese medicine practitioners during the epidemic. People have also become more aware of the importance of Chinese medicine. the health culture of Chinese medicine also appeared in the public's view more than before, and more and more self-media bloggers began to recommend the eight-duanjin gongfu to people.

5.2 Implementation Strategies of Baduanjin in Physical Education Teaching in Colleges and Universities

5.2.1 Strengthening value leadership and enhancing students' identification with the traditional gongfu of Baduanjin

Colleges and universities need to strengthen the ideological construction of the physical

education program, and must unswervingly take moral education as a fundamental task. In the context of the integration of sports and medicine, the integration of scientific exercise to prevent diseases and physical education should be fully integrated, and with the function and value of moral cultivation to produce a leading role. the aim is to guide students to form a correct concept of physical education learning, to avoid the negative thought of practicing just to cope with the examination. At the same time, the school should carry out the necessary education and publicity activities, you can use bulletin boards, radio stations and knowledge lectures related to the eight-duanjin to create a good campus atmosphere for learning eight-duanjin, deepen the students' understanding of eight-duanjin techniques, and improve the students' sense of identity of the course.

5.2.2 Preparation of unified general teaching materials and scientific construction of the teaching system

At present, there is no unified teaching material for the Baduanjin of Fitness Qigong applicable to the curriculum of colleges and universities. the unification of teaching materials plays a very crucial role in teaching the technical movements of Baduanjin. At this stage, it is necessary to create teaching materials that can be applied to the teaching system of Baduanjin in colleges and universities to promote the development of Baduanjin teaching courses in colleges and universities in a good direction.

At the early stage of promoting Baduanjin in colleges and universities, a standardized approach should be adopted to incorporate Baduanjin into the school physical education elective course system, which is one of the main strategies to promote the popularization of Baduanjin in colleges and universities, and is also more conducive to the development of the promotion of Baduanjin in the future. ([8]). As a traditional Chinese fitness gong method with a long history, the core feature of Baduanjin is its gentle and easy-to-learn movements, which enables even those who lack a priori knowledge to quickly master its basic skills. For students who prefer low-intensity exercise or who are unable to participate in high-intensity sports due to physiological constraints, Baduanjin provides a suitable alternative option for physical activity,

which can not only satisfy their physical exercise needs, but also can effectively avoid excessive physical burden. This standardized measure provides a richer variety of fitness options for college students, and helps students to improve their physical health, cultivate stable emotions and feelings, as well as gain physical and mental pleasure from exercise.

5.2.3 Attaching importance to cultural discovery and highlighting the value of the times

Inside the university to carry out the Baduanjin gongfu teaching activities, not only is a positive response to the national fitness program and the integration of physical and medical policy initiatives, but also for the active exploration of the inheritance of the traditional culture of the Chinese nation to make efforts. As an important crystallization of the wisdom of China's traditional fitness gongfu, Ba Duan Jin contains rich connotations, has a profound cultural meaning, contains the ancient wisdom of traditional Chinese medicine, health, sports and other aspects of thinking, throughout the Chinese traditional culture in many areas. This initiative helps to pass on and promote traditional Chinese culture and integrate it with modern health concepts.

6. Reach A Verdict

As an important crystallization of wisdom of traditional sports in China, Baduanjin is a simple but effective method of fitness and health. In the context of physical and medical integration now, has a very broad development prospects, which will provide new opportunities for the development of traditional health methods. As more and more people in society now pay attention to health and wellness, Baduanjin is also expected to become an important part of the integration of body and medicine, through the promotion and popularization of Baduanjin, we can inherit the traditional Chinese culture, promote physical health, enhance personal immunity, reduce medical stress and improve the quality of life. It is hoped that more people will join in the promotion and popularization of Baduanjin in the future to enjoy a healthy and happy life.

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