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Detailed review of development and study of martial arts by scientists: How does the truth differ from a television image

Abstract. The research relevance is determined by the frequent distortion of reality in the modern world, especially on television, where an alternative reality is created, which helps convey the image to the largest possible audience. The image revealed is purposefully formed to affect the emotional and psychological state of the audience. In films, the conveyance of certain value patterns can often be seen, which reflects the educational functions of sports and martial arts, depicting socially approved patterns of behaviour. The study aims to review the development and study of martial arts on television by scientists. The primary research methods are comparative analysis, descriptive analysis, classification, induction and deduction, and generalisation of approaches, which were used to describe and highlight the main problems of reality and television images in martial arts. Aspects of the study of martial arts by scholars are disclosed in the article; the specifics and peculiarities of the image of athletes on television are analysed; the importance of image for athletes is described. A detailed analysis of the literature was conducted, and the content, characteristics and features of this phenomenon were clarified; audiovisual, program and plot methods of demonstrating a professional image on television have been found; the possibilities of using the image of athletes in advertising are shown; the tendencies of influence of sports programs on human psychology, idealisation of life and appearance are characterised. The study materials represent practical and theoretical value for athletes, students of physical disciplines and contestants in combat competitions, who are trying to achieve the ideal and set an example for the younger generations. The information is valuable for specialists in the field of media influence on a person and his psychology, able to explain in more detail the process of perceiving an image from television

Keywords: sport; values; entertainment; idealisation; sportsman

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INTRODUCTION

Sport is a major industry that attracts huge investments and utilises new technologies to address issues. Martial arts remain an important part of modern culture and physical training. These arts include a wide range of techniques for self-defence, physical development, spiritual growth, and sport. There is a significant difference between the way martial arts are represented on television and how they function in real life. It is important to understand that the television depiction and the real world have different purposes, and the presentation of martial arts in these contexts may differ.

J. Clements (2017) pointed out that martial arts have become a far-reaching commercial process with a powerful influence on mass depiction, which is often projected by the idealised images of sports professionals. This art is inextricably mixed with mysticism and occultism and has become a real cult for some. The essence of martial arts and different types of combat and military skills is mostly the fear of death, which causes specific attitudes. People with good physical shape and refined techniques need better use of said qualities. Hence, psychological training is as important as the physical training of a fighter.

O.Yu. Lavrenyuk (2019) noted that the creation of fair rules and competition honesty and equality observance are important aspects of modern martial arts perception. The image of athletes is often used in advertisements for various products in different spheres, as the use of images of famous and ideal people for marking goods and products increases the brand's rating. Since the end of the 1970s, sociologists primarily addressed martial arts and single combats. The study of the combat discipline spectrums, which address social changes and personal transformation through the processes of embodiment, is relevant. Literature on this topic includes such categories, as body culture, body pedagogy, gender embodiment, and bodily injuries, as indicated by S. Ciaccioni *et al.* (2023).

Y.O. Sazonova (2021) notes that sports programs are a popular segment on television. The evolution of television content worldwide indicates the trend of growth and diversity of sports television channels and their genre content. Sports competitions can be shown as online broadcasts, studio commentaries, talk show discussions, news, etc. The dynamic development of world sports content based on martial arts necessitates the systematisation and analysis of data on artistic and communicational discourses. People strive to find entertainment that depends on the commercialisation of martial arts. On television, an in-depth exploration of the martial arts historical background is unnecessary, as only a broad understanding and orientation suffice. Refusal of defence, blood on the ring, aggression, tabloids, and heavy knockouts are frequent motives in sports competitions.

The depiction of combatants on television often differs from reality. Their style and image are an important aspect of their influence on society and human ideals. It is necessary to identify gaps in the existing literature, showing potential new topics and strategies for research related to physical culture. In recent years, interest in martial arts has increased and research on the history of their origin and educational opportunities has skyrocketed. The development of moral, spiritual, and physical nuanced

elements in disciplines, as well as the process of personal willpower development while engaged in sports, are relevant. The depiction of martial arts attracts the opposite of efficiency and movement benefits. Modern action movies or fights are often shown on television, with violence prevailing most of the time, attracting young people and creating an unrealistic picture of power and its realisation, as pointed out by P. Valdés-Badilla *et al.* (2021) and I. Cid-Calfucura *et al.* (2023). In media resources, fictional, "fairytale" aspects can create high interest in Eastern martial arts, where people seek superhuman strength and achieve such results without much effort.

In the 1990s, martial arts were banned in many countries as they propagated cruel and primitive aspects. Creating a marketable image is straightforward, making it unnecessary to delve into the traditions and history of martial arts. Only the basics and an appealing image to attract viewers are essential. UFC (Ultimate Fighting Championship) received a profit of about 300 million for broadcasting fights without rules (2008). Martial arts competition participant counts in amateur classes also dropped as mass commercial success and showmanship were only becoming more popular. Art has become a mere sport with an applied nature. For the masses, only elements that evoke revolt or strong emotions (rape, heist, robbery) are important, determining an image of a "street fighter" is more beneficial. Such types of defence as "jukado", "senshido" and "jitekundo" are popular, as indicated by L. Pedrini and G. Jennings (2021).

The study aims to analyse martial arts in detail. Furthermore, the image of a wrestler was considered, the practices of covering sports topics on television were described, techniques of demonstrating a professional image were shown, and the specifics and features of the image of athletes were diagnosed.

The study employed theoretical methods (study and analysis of social, cultural, and historical literature on the topic of research; analysis of the features of martial arts on television and in media; generalisation of theoretical material on the problem of the study). Deduction and induction methods were used to highlight the main aspects of the design of the study process, as well as to classify the goals and objectives of the studied phenomenon. The approach comparison method was employed to confer a theoretical understanding of martial arts mass media depiction essence, comparison, and systematization of studies on the problem. Content analysis was used to analyse the content of sports TV channels and programs. Diagnostic methods were also used to analyse the works of scientists, the results of scientific studies, collection and grouping of empirical facts.

Fundamentals of martial arts and their development aspects

Martial arts have been practised for thousands of years. They include various types of single combats and self-defence, originating in East Asia. They are practised as sports exercises, improving physical and mental characteristics. Martial arts encompass various disciplines (karate, taekwondo, judo, wushu, aikido, etc.). They often focus on wrestling, joint locks and throwing techniques. Martial arts

are offensive and defensive combat styles that include unarmed and armed combat training. These types of sports originated in the East and can be designated as types of self-defence and recreation. Traditional combat schools often have mental or meditative practices as a foundation to encourage positive personal transformation. Many communities in the USA have martial arts schools where military personnel are trained. Children and young people can participate in martial arts as well.

R. Liu *et al.* (2023) pointed out that mixed martial arts are modern styles that combine various techniques. Mixed martial arts competitions are often broadcast on national television and are becoming increasingly popular. Martial arts masters can participate in fights within several categories, depending on physical training level and use of protective equipment. Many also participate in tournaments. S.R. Piedade *et al.* (2021) noted that fighting involves actions in direct contact with the opponent, where various leading and concluding exercises can be used: single, challenging exercises (poomsae in taekwondo, etc.); conditional contact actions (special sections of sambo, judo, karate-do); single combat (counter-fighting). Thus, combat activities include demonstration-artistic, coordination-operational (actions in aikido, judo, sambo) and single combat (close contact) exercises.

Ch. Xue *et al.* (2023) noted that Chinese martial arts include ancient moral norms in different styles and methods of combat, which have been developed over several thousand years. Games were frequently involved, which created many wushu styles, which resemble mini performances in which the fighter was associated with a hero or an animal. An individual endeavoured to craft a fresh image and cultivate individual consciousness to adapt to the diverse manifestations of the world. Game technique elements can be transmitted through television using animations. It is worth noting that the promotion of different styles through animation is based on a visual approach, where each has its marketing program.

Popular mass media often portray martial arts in a negative light, glorifying stylised violence and creating a false impression of martial arts in children. There is a widespread opinion in society that these sports are very dangerous. Studies show that martial arts do not cause aggression and uncontrollable behaviour in people, and do not promote violence. Most young people want to practice martial arts to learn self-defence, develop self-confidence and instil self-discipline. This testifies to the positive influence of the above-mentioned types of sports on personality.

Martial arts on television.

The realism of combat actions image

The cinematography helps socialise the broad mass of viewers, promoting images of humanism and beauty, which is expressed in the fusion of aesthetics, artistic, valuable, and communicative functions in cinema. In the 2010s, the image of "victorious hero" was introduced, which is now becoming popular in sports competitions. The change in the images of wrestlers demonstrates society's search for super values, reflected in philosophical values of existence. This is often idealised and projected in

self-perception that a person belongs to the greatest state in the world according to V. Popova (2013).

Sports fight audiences always wait for the result as it is the dominant aspect of modern sports values, which diminishes the original values of sports. The pragmatic approach became dominant, replacing the aesthetic aspects. In recent years, martial arts have become important television shows, as most watch sports events broadcast on television. Sports spectacles demonstrate the confrontation of places and scores, where brute force and the result constitute a victory. These personal aspects are especially inspiring for a passive audience who desires dynamics and action.

Wrestlers must be good actors and entertainers, able to stage a spectacle. Unpredictability is an important element of a spectacle, so participants in competitions should create tension in the situation. As such, the audience cannot guess the final result of the fight. This shows the drama of the sport, which has its competitive structure. During the battle, observation reveals the simultaneous collision of numerous points, resulting in a distinctive outcome. The viewer wants to see only the perfect and beautiful movements of the athletes to feel the harmony of the action. In this aspect, the appearance of the athlete, physique, and clothes, which form the general impression, is important. These aspects contribute to the popularity of sports such as wrestling and various forms of martial arts (boxing, judo, karate, etc.).

Means of demonstrating the image of athletes on television

Based on the study of martial arts in the media space, it is possible to distinguish audiovisual, show, and plot methods of athlete depiction on television. Thus, the following audiovisual approaches contribute to the improvement of images and the positive foundation of professionals: demonstration of ordinary people (representatives of sports or specialties, where participants of event become the main characters of the plot); demonstration of professional conditions (that increase the importance and social status of performers); showcase of equipment of offices, laboratories, gyms, sections, workplaces (which help get immersed in the atmosphere of speciality); specificity of the language using terms and professional slang (it is often possible to find simple vocabulary, jargonises, slang, etc.); verbal description of professionals by other people (clients, spectators, politicians); aspects of shooting and editing (general, medium, close-up, detailing, video realism).

G. Akranglyte *et al.* (2020) stated that among television programs, it is possible to distinguish methods contributing to a positive image formation:

- ✦ predominance of entertaining context and information presentation in such a way that would make competitions more captivating, unusual and easy-going;
- ✦ broadcast of most memorable programs that increase the number of viewers;
- ✦ availability of advertising programs for different channels.

Ideal plots overstating wrestlers' capabilities are mainly presented in movies and TV series, depicting the personal traits of heroes. A parallel depiction of professional life, in conflict with different narratives, can also be unfolded.

TV series about wrestling have become very popular in recent years, especially among children and teenagers who want to replicate what they have seen. Approximately 3% of total injuries are associated with play wrestling, where children try to perform movements and imitate wrestlers without an adequate approach to training.

Transforming combat:

From tradition to spectacle in martial arts

It was proved that these fights lose their self-realisation and moral education purposes. At the end of the nineteenth century, large-scale competitions were held, which influenced various wrestling techniques. It aimed to be spectacular and simple, as many people do not know the principles and rules of these sports. The main task of martial arts schools and federations was to create a spectacular fight. As such, many rules were changed (shortening the time of the clinch and wrestling on the ground). These changes remove the potential and real opportunities for the athletes, which is a negative factor. For instance, many wrestlers abandoned their fighting technique and began to study a new one. As a result, a fairly effective system of training athletes was developed, which allows them to fully reveal and showcase themselves.

If factors of entertainment in sports are considered, then the main interest lies in sports wrestling, where opposing tactics, schemes, and techniques are combined. Scientists have proven that the struggle of an athlete with an opponent is an important part of a sports spectacle, where characters and tactics collide. In martial arts and game sports, this moment is expressed, and the viewer will immediately notice a decrease in the intensity of the fight or a decrease in the pace of movement. Martial arts are based on action, where the path to victory is clear. Spectacular sport is an activity combined with creativity.

The audience can understand that one of the athletes is winning, as the fight is demonstrated in real time. It is worth noting other provisions that the spectacle of martial arts is based on the objectively valid laws of the struggle, where the composition is revealed in the tactical plan, in the simplicity or complexity of the combinations and becomes more interesting as the struggle increases. Unpredictability is one of the exciting moments in a sports spectacle, as the tension of the match captivates the viewer. In each competition, many actions take place in one instant, which creates the uniqueness of the moment as results are unpredictable. Many researchers focus attention on the "spectator-athlete" relationship, where the audience compares themselves with athletes and begins to feel competition with other spectators. It is this moment that brings excitement to the struggle and evokes an outlet for empathy, according to Zh. Wang *et al.* (2021).

Decoding the dynamics: Analysing martial arts fights and their impact on athletes, spectators, and society

N. Hutsul *et al.* (2020), and W. Potoczny *et al.* (2022) analysed fights with athletes of different weight categories, build, age, and gender, which were used to form a control and training system. Each athlete has individual characteristics that affect the formation of fighting qualities. Here, the coach is the person who helps with self-determination, fighting techniques, etc. The spectacle of fights is

based on a clear system of rules that are changing all the time. At this moment, it is worth comparing the athlete's data with the actual desires of society. For example, it is necessary to increase the standing fight time and change the physical and technical-tactical training. During fights, it is necessary to determine the borderline between the rationality of fighting and spectacularly, as a sportsman can simply lose. It is worth noting that success in martial arts requires a set goal and determination to achieve it no matter what.

L. Domaneschi and O. Ricci (2022) studied the influence of martial arts on cruelty and unhealthy reactions to peace. Martial arts are often perceived as useful for physical and mental development. Scientists have analysed the healthy pedagogy formation process in martial arts and sports combats. It was proven that bodily health and well-being are the goal of practical, everyday processes of perfection. Martial arts are based on goal setting and the process of perfection in action. The approach, to which the authors turned, was based on the study of the socio-cultural-military context, where health-related behaviour is evaluated and created. Various health resources were also demonstrated, influencing the audience's perception of health, according to S. Belezuk (2021).

E. Prystupa *et al.* (2019) and O. Kröner (2022) presented the peculiarities of the relationship between spectator interest and competitive activity in kickboxing. The ratio of indicators of spectator interest concerning the weight category of athletes or the presence of knockouts and knockdowns was studied. Practical recommendations on preserving and increasing viewer interest in spectacular sports were also presented. Scientists have indicated that most fights are watched by more than 1 million people. According to research, people are more interested in athletes in heavyweight categories who are competing for the title of world champion. An important factor that indicates the presence of audience interest in heavyweight wrestling is the competitive activity, as the audience wants to see strong blows, and highly trained fighters with unique fighting styles, which is an important requirement for the fighting show. They are aimed at entertainment and commercial appeal. It is worth understanding that in reality, athletes do not participate in the struggle in this way, as they are not actors and want to receive the award fairly. On television, people see a wrestler, who appears prepared and highly trained.

Formation of the athlete's image through the prism of the mass media

The formation of an image through the media is a complex process that requires a strategic approach, attention to detail and interaction with various communication channels. This is especially relevant in the digital age, where the impact of media on shaping perceptions is more important than ever before. This process can include the use of television, radio, newspapers, magazines, online platforms, social media, and many other media tools that create a unique platform for building and expanding an athlete's image. The mass media have a great influence on an athlete's image, as journalists can create biographies, highlighting achievements. Hence, it makes sense to state that the public perceives news through mass media, which

communicates an idealised heroic image. Therefore, an athlete's image can be designed through other people: celebrities, businessmen and influential people, which creates respective public associations. An investigation into the most effective media resources has been conducted to ascertain the types of mass media utilized for disseminating information about athletes. The most promising is the frequent appearance during sports broadcasts.

Analysing manipulation and intentional lies in athletes' image formation, it is worth noting that it is often created on television. Most journalists can embellish information, which is a negative phenomenon. It is possible to conclude that demonstrations and materials can be built on rumours about the lives of athletes. This is most relevant for disclosing unverified information. Television serves as the medium through which communication and the shaping of mass consciousness occur. P. Bowman (2020) proves that mass media, namely television, presents many facts regarding individual skills, accomplishments, achievements, and personal lives which are not always a positive perception factor.

Following G. Mindaugas and G. Akranglyte (2019), perception creation is based on several archetypes, which emphasise certain features and characteristics of an athlete to be remembered by the audience. Thus, it is worth highlighting the aspects that are characteristic of athletes, for whom the media image is important as a tool for promotion in commercial events. Firstly, promotion by a company representing the leading global commercial arena. Secondly, it is a memorable image of the fighter, which would appeal to the audience (unusual appearance, sense of humour and unique "things"). Thirdly, it is self-actualisation when the athlete maintains a personal level of success. The athlete's image consists of such structural elements as the athlete's experience (competitive style, sportsmanship) and external facts (lifestyle). According to media representatives, a significant structural element in the formation of a wrestler's image is sports experience and demonstration of the athlete's lifestyle in various aspects. The person's charisma attracts the audience, focusing not only on the fight, but also on the athlete's style, unusual game technique, successful performance, excitement, and respect for opponents. Dramatic life episodes, social responsibility and reputation also attract attention. According to scientists, the external beauty of an athlete cannot be more important than the results of the competition. An attractive image of an athlete can partly help in representing a person on television or increasing sponsorship; therefore, television and other mass media play a key role in the formation of an athlete's image and are recognised as an important tool in this process, as noted by P. Bowman (2020).

Building an athlete's image through the media is important not only for personal success but also for the

promotion of sport in general. Interacting with the media helps athletes become recognisable faces and influencers in their field. Such means may include advertising campaigns (helping shape the image of an athlete using associations with certain values, lifestyles, and qualities), participation in charity events and promotions, sponsorship, etc. In the event of negative situations or crises, effective media PR (Public Relations) can influence public perception and correct a negative image.

CONCLUSIONS

Every type of sport is covered by the media, especially on television. The popularity of martial arts is based on spectacle and is characterised by emotionality and sharpness of perception. In addition, modern technical means affect the creation of an ideal image of an always-winning athlete. It is also worth noting that this affects athletes' image, which can be associated with victories, high achievements, and good reputation, which can only be partially true.

Television has converted martial arts into a spectacular process that affects the emotional state of a person. A viewer can see the process in slow motion, zoom in on the picture, and listen to comments that bring the audience closer to the wrestlers themselves. On television, the fight can be observed multiple times and from various angles. As a result, the personality of the athlete, emotions, and experiences, and not only the result of the game become important. Martial arts are particularly interesting as they create a rich emotional atmosphere and tension. The viewer no longer wants to see the spirituality and aesthetics of the fight, rather, the end-result thrill becomes more important. The relationship between martial arts, media, and society is dynamic, with the evolution of traditional practices into modern sports influencing their representation in mass media. The impact of television and other media channels is pivotal in shaping the narrative around martial arts, athletes, and their cultural significance. It is important to understand that martial arts in films and television while inspiring to viewers, are often dramatized and do not fully reflect the realism of actual combat situations.

It is worth continuing and deepening the research, expanding the study of martial arts in mass media and reality. The conducted analysis did not cover all aspects of this media-psychological and social problem, requiring further consideration of such issues as the presentation of martial arts in other mass media and comparison of the audience in reality and on television, changing the cultural value of martial arts as a moral and spiritual aspect of personality development.

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CONFLICT OF INTEREST

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Детальний огляд розвитку та вивчення бойових мистецтв науковцями: чим правда відрізняється від телевізійної картинки

Анотація. Актуальність дослідження визначається тим, що в сучасному світі часто зустрічається викривлення реальності, особливо на телебаченні, де створюється альтернативна реальність, яка допомагає донести образ до якомога більшої аудиторії. Образ, який там демонструється, цілеспрямовано формується, щоб вплинути на емоційний та психологічний стан аудиторії. У фільмах часто можна побачити трансляцію певних ціннісних патернів, що відображає виховні функції спорту та бойових мистецтв, зображуючи соціально схваловані моделі поведінки. Метою статті був огляд розвитку та вивчення бойових мистецтв на телебаченні науковцями. Провідними методами дослідження цього питання є методи порівняльного аналізу, описовий метод, класифікації, індукції та дедукції, узагальнення підходів, які допомагають описати та виокремити основні проблеми реальності та телевізійних образів у бойових мистецтвах. У статті розкрито аспекти дослідження бойових мистецтв науковцями; проаналізовано специфіку та особливості іміджу спортсменів на телебаченні; описано значення іміджу для спортсменів. Проведено детальний аналіз літератури та з'ясовано зміст, характеристики та особливості цього явища; виявлено аудіовізуальні, програмні та сюжетні засоби демонстрації професійного іміджу на телебаченні; показано можливості використання іміджу спортсменів у рекламі; охарактеризовано тенденції впливу спортивних програм на психологію людини, ідеалізацію життя та зовнішнього вигляду. Матеріали статті становлять практичну та теоретичну цінність для спортсменів, студентів фізичних дисциплін та учасників бойових змагань, які намагаються досягти ідеалу та подати приклад молодим поколінням. Інформація є цінною для фахівців у галузі впливу медіа на людину та її психологію, здатних більш детально пояснити процес сприйняття образу з екрана телевізора

Ключові слова: спорт; цінності; розваги; ідеалізація; спортсмен