



Lu Xi Yan Yoga Studio at Zhengzhou City : New Health Culture in the Popular
Cultural Society Context of China

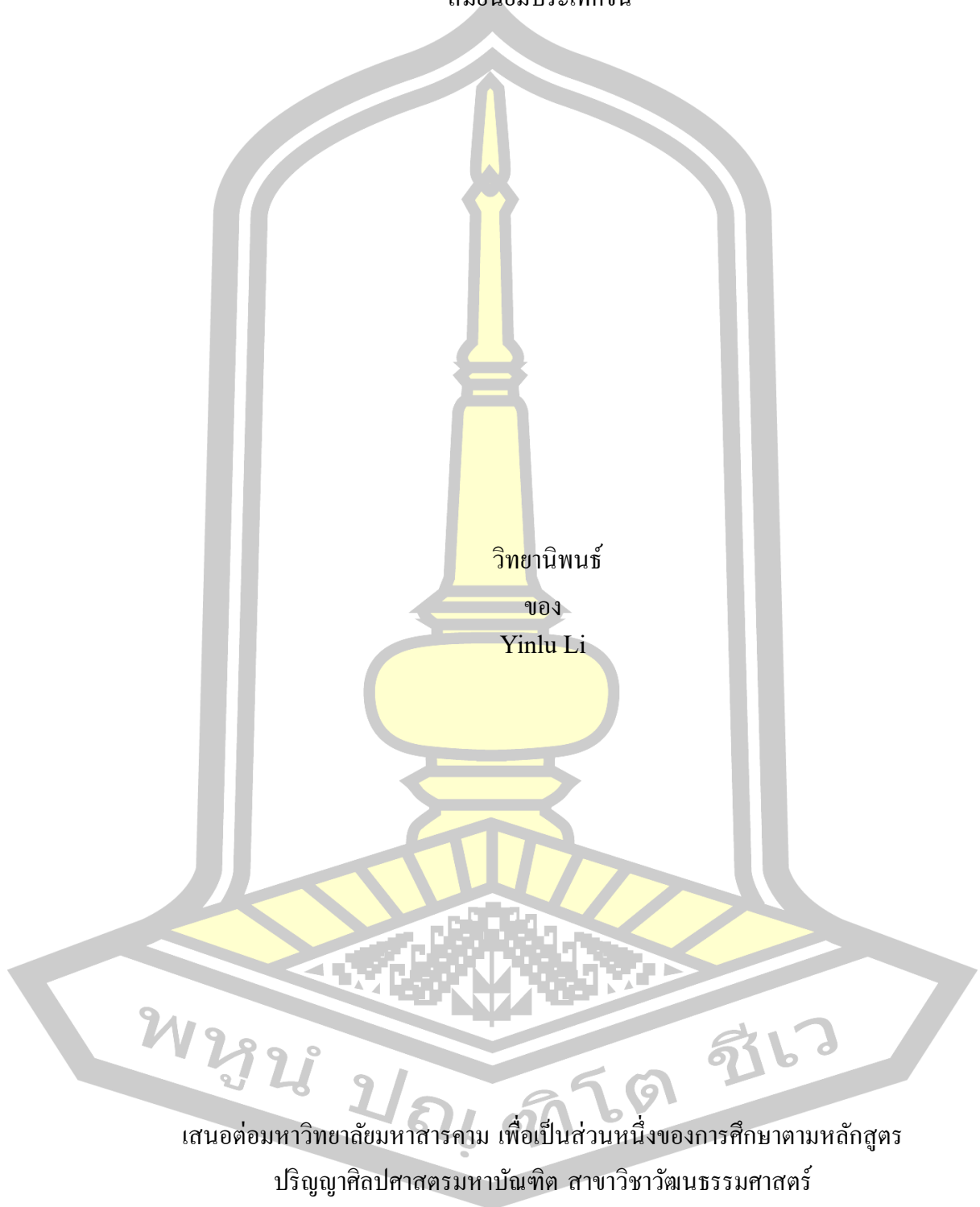
Yinlu Li

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Master of Arts in Cultural Science

April 2024

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สตูดิโอโยคะ ลู่ ซี หยาน แห่งเมืองเจิ้งโจ : วัฒนธรรมสุขภาพแบบใหม่ในบริบทสังคมวัฒนธรรม
สมัยนิยมประเทศจีน



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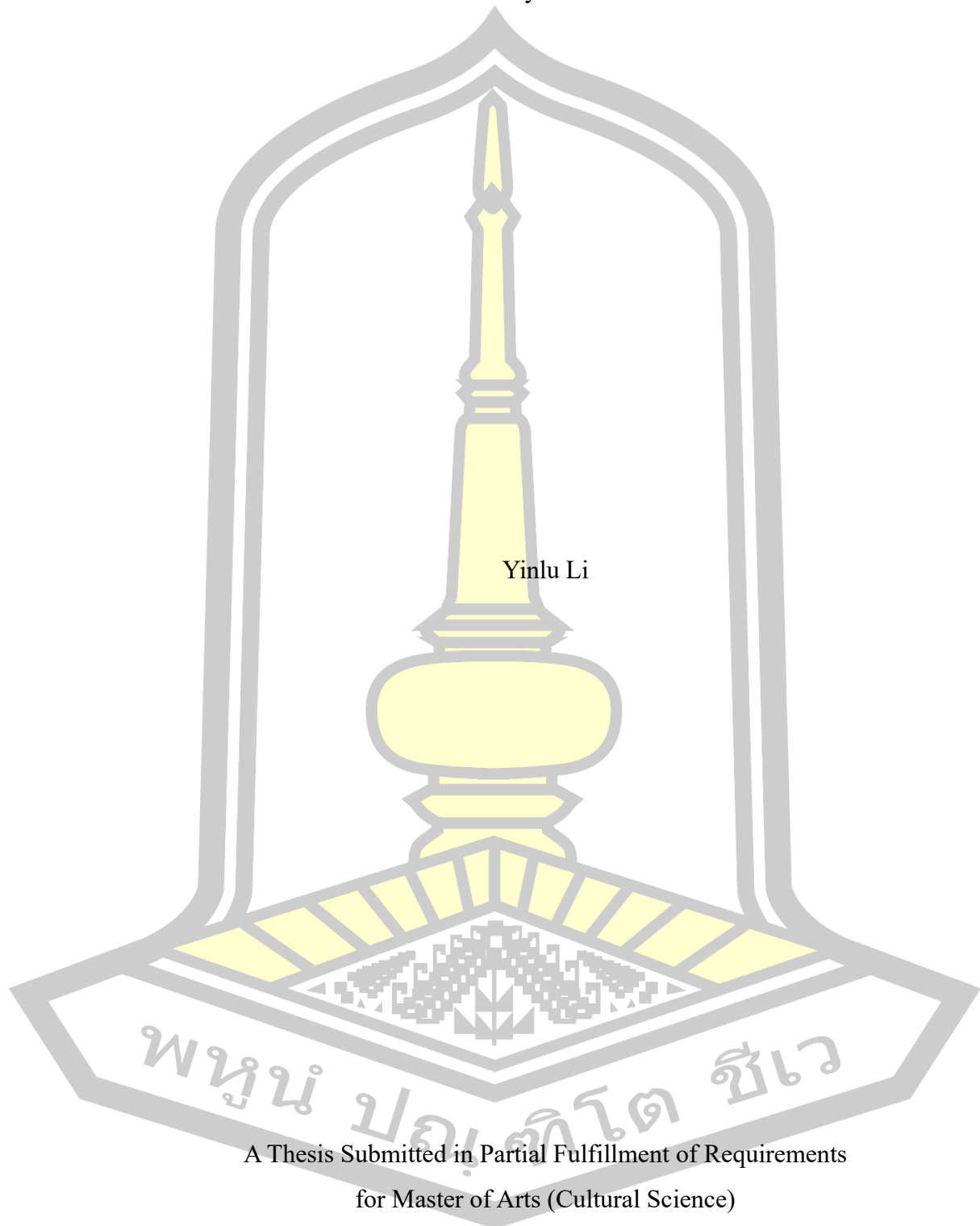
พูน ปอญ ดิโต ชีเว

เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาวัฒนธรรมศาสตร์

เมษายน 2567

ลิขสิทธิ์เป็นของมหาวิทยาลัยมหาสารคาม

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DEGREE	Master of Arts	MAJOR	Cultural Science
UNIVERSITY	Maharakham University	YEAR	2024

ABSTRACT

Lu Xi Yan Yoga Studio at Zhengzhou City : New Health Culture in the Popular Cultural Society Context of China is a qualitative research. To study yoga as China's new health culture. There are three research objectives: 1) To study the overview of Yoga's historical development in India and the relation to various contexts in China from the beginning to the present 2) To study the Yoga's phenomena as a new health culture in the process of popular culture. in the large cities of China and 3) To study “Lu Xi Yan”, Yoga Studio at Zhengzhou City in the dimension of research unit analysis. The research results are as follows.

1) An overview of Yoga's historical development in India and the relation to various contexts in China from the beginning is made through the spread of Buddhism. In the course of historical development, Indian yoga gradually changed from the mysterious philosophy passed on by mouth to the historical books of different periods, until after the independence of India, yoga was recognized as a symbol of India and introduced into the West to the process of modern yoga. Indian yoga was first introduced into China as Buddhism, and with the rapid development of China's economy, China's social structure and cultural policies were also affected and reformed to varying degrees. After the integration of culture, fitness yoga with Chinese cultural characteristics appeared. The core of yoga culture has never been changed, but the development of The Times yoga style has become the mainstream, and fitness yoga still reflects the Chinese people's pursuit of health and yearning for a better life.

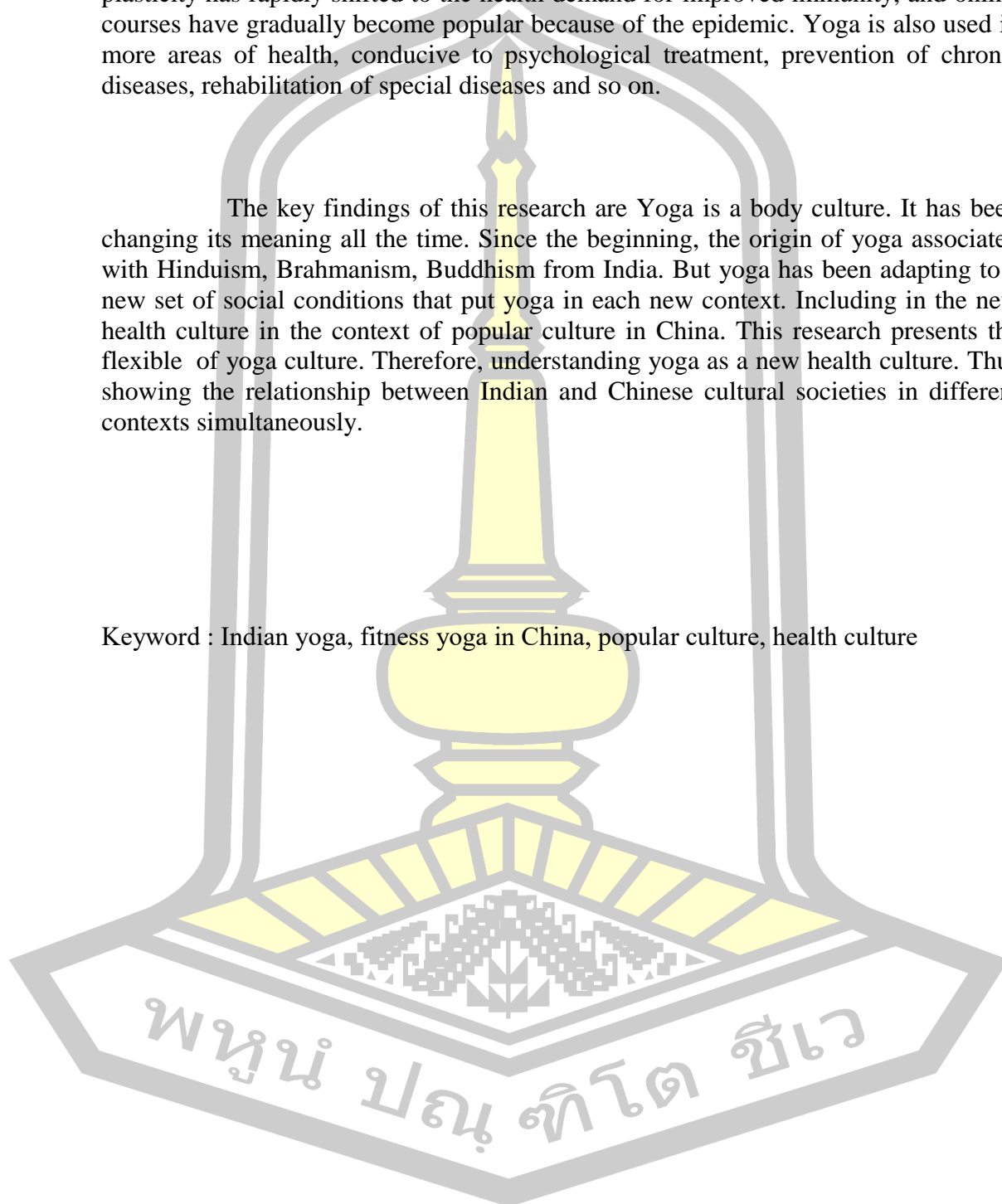
2) Yoga's phenomena as a new health culture in the process of popular culture in the large cities of China is in the process of China's modernization, yoga is integrated with the development of the city, and the rapid development of popular culture, with the urban public as the main body and the main consumption object, stimulating the consumption economy, and producing the unique female consumption economy for yoga in China, and national fitness drives fitness yoga. Yoga, as a space, presents a variety of lifestyles, no longer only popular sports for young people, but gradually approaches the middle-aged and elderly groups. People's pursuit of health makes yoga form a new healthy culture.

3) Yoga's phenomena as a new health culture in the process of popular

culture in the large cities of China is popular elements diversify, such as the combination of yoga and sports tourism, and yoga has become a new way of life. Especially during the COVID-19 period, people's pursuit of slimming and plasticity has rapidly shifted to the health demand for improved immunity, and online courses have gradually become popular because of the epidemic. Yoga is also used in more areas of health, conducive to psychological treatment, prevention of chronic diseases, rehabilitation of special diseases and so on.

The key findings of this research are Yoga is a body culture. It has been changing its meaning all the time. Since the beginning, the origin of yoga associated with Hinduism, Brahmanism, Buddhism from India. But yoga has been adapting to a new set of social conditions that put yoga in each new context. Including in the new health culture in the context of popular culture in China. This research presents the flexible of yoga culture. Therefore, understanding yoga as a new health culture. Thus showing the relationship between Indian and Chinese cultural societies in different contexts simultaneously.

Keyword : Indian yoga, fitness yoga in China, popular culture, health culture



ACKNOWLEDGEMENTS

The present research could not have been completed without the help of several people.

First of all, I would like to thank my supervisor, Dr. Supachai Singyabuth. Under his guidance and encouragement, I was able to stick to my study and conclude my thesis. All throughout my academic years, my research benefited from Dr. Supachai Singyabuth's insight. His open cultural vision, tolerant mind and noble artistic character will always be a model I shall refer to in the future. I would herewith like to express my respect and heartfelt thanks to him.

I would also like to thank all of the committee members who evaluated my dissertation and who offered valuable comments on the research at hand. I wish to express my gratitude to the teachers for my help during the whole of my studies and for the precious support and ideas offered for my research.

At the same time, I would like to thank my friends in Thailand for all their understanding and support. It is their friendship that made it possible for me to bear the pressure brought upon me by my studies.

Finally, I wish to thank my parents and my elder sister for all their love and support which accompanied me throughout my research. I am sincerely grateful to my yoga teachers and students for their special collaboration throughout my research. Their tolerance and understanding created the best atmosphere for me to conduct my research.

Yinlu Li

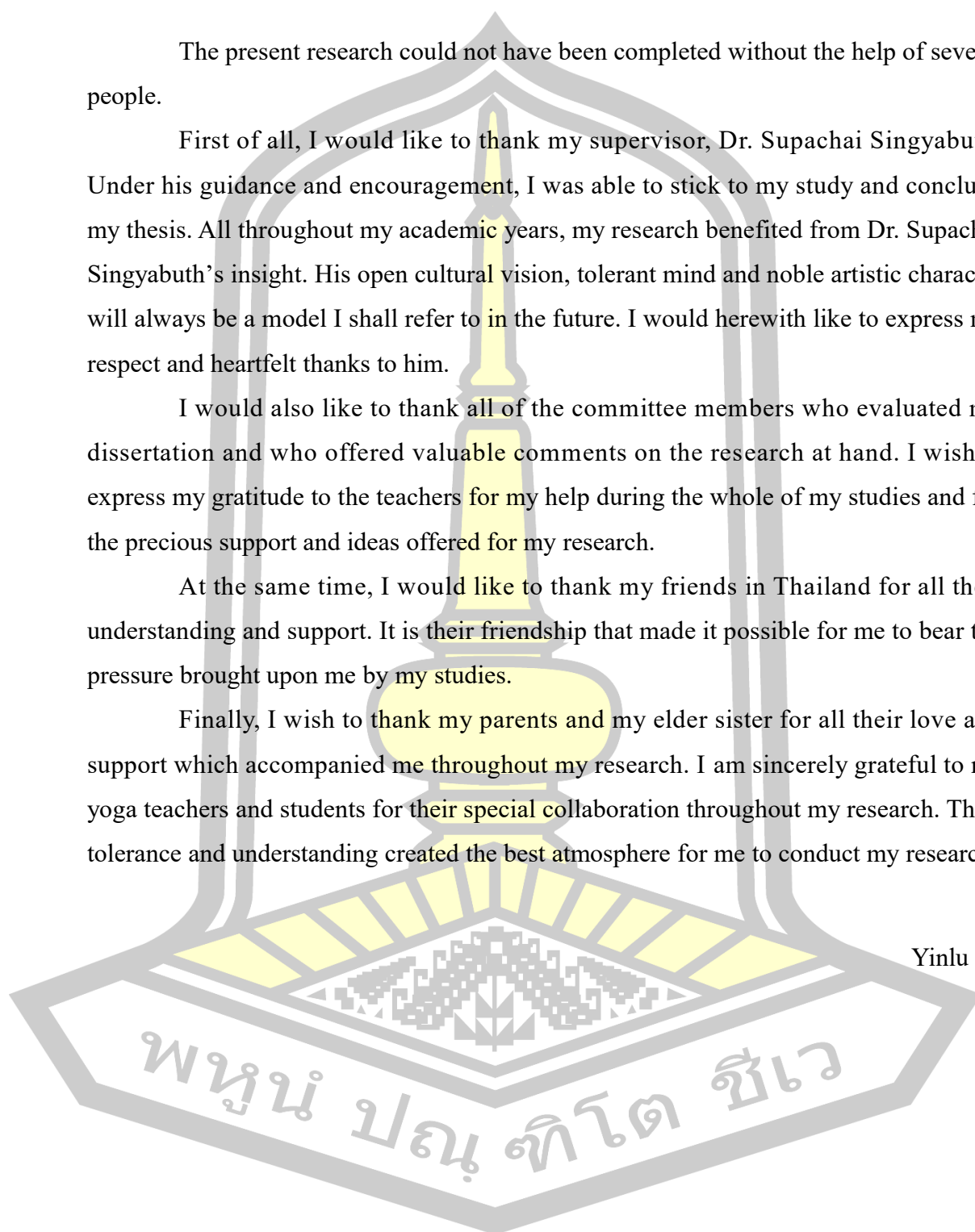


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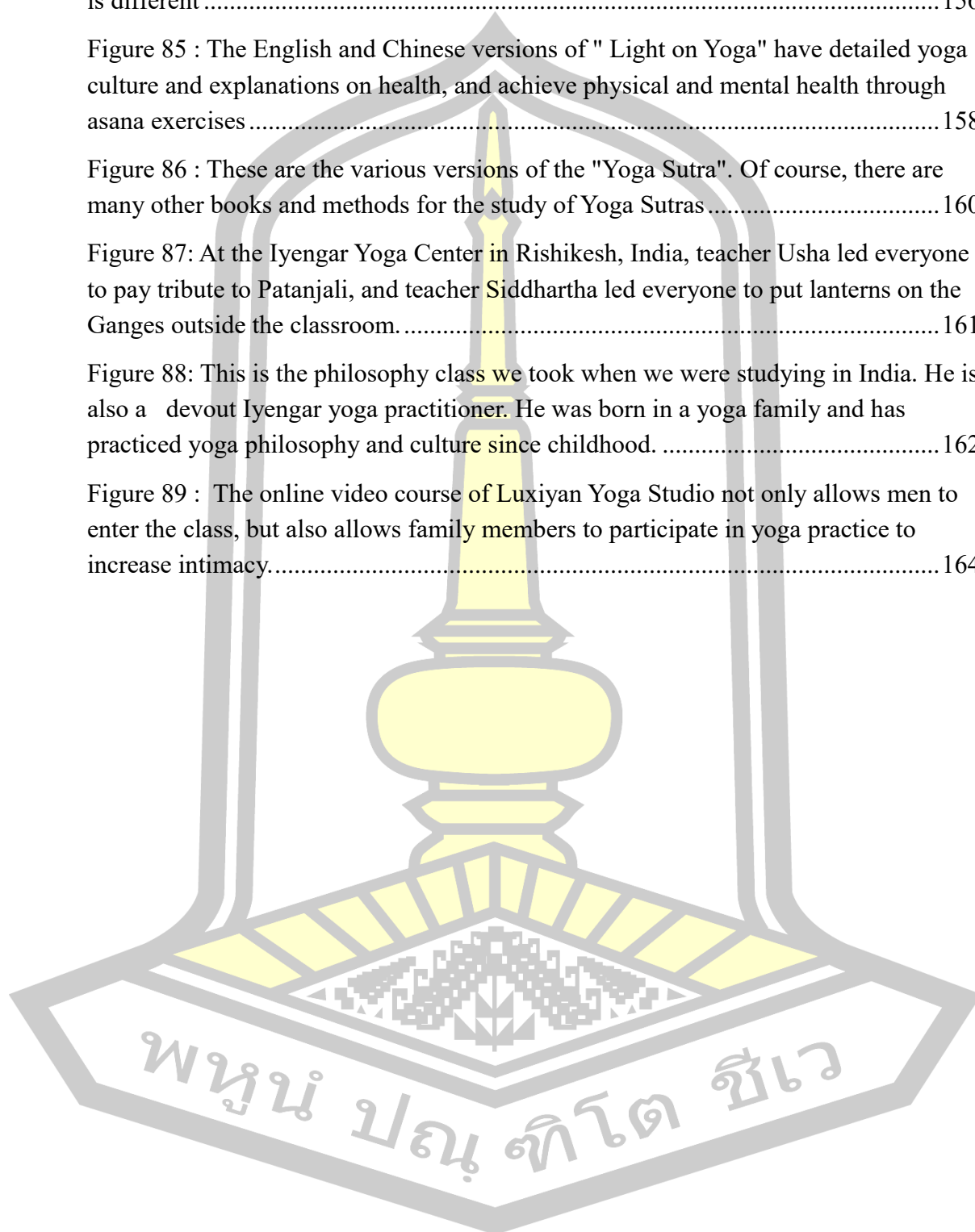
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CHAPTER I

Introduction

1. Research Background

China today is in a modern socio-cultural context. To continue the success of the country's economic development in relation to the international world system. China has been adopting popular cultural social patterns as part of daily life. In that modern context, the Chinese people have prioritized their health care. Most of the Chinese spend their time doing various forms of exercise, including Yoga. Yoga is becoming a popular trend of the new generation of health lovers. With Yoga, it can solve the health problems caused by the daily work of modern Chinese people. Such demand has influenced the emergence of many Yoga studios. Importantly, the Yoga studio has become an interesting part of the new health culture in the popular cultural society context of China. Especially in large and modern megacities, including Zhengzhou, which is the research area.

Yoga originated in ancient India. In the 1960s, modern Yoga was born, and gradually evolved into a highly popular way of mass fitness, which is regarded as a synonym for fashion and fitness and is popular in Western countries. In the 1980s, Yoga spread in China in the form of Qigong, and the craze of practicing Yoga rose quietly. Entering into the 21st century, Due to the popularity of national fitness campaigns, Yoga is further popular in our country in the form of fitness. Most of the world's Yoga schools have emerged in China, Yoga and fitness venues are distributed in large, medium and small cities. Many colleges and universities have added Yoga courses to their physical education teaching. Some PE colleges began to train professional Yoga teachers, Yoga practice population spread all over the country, The Yoga fever continues to heat up.

Yoga, although originating in India, However, the geographical advantages of China and India since ancient times, Long-standing economic, trade, scientific and cultural exchanges in history, And the essence of the development of the same river civilization, As a result, the two countries have the homogeneity, similarities and even similarity in their life and production mode, thinking mode, national psychology, humanistic concept and cultural temperament, As a result, the Chinese and Indian people can easily form a mutual admiration of cultural recognition. Combined with the 1980s, Yoga is featured in the domestic unique social, gender and cultural construction process, which has promoted the popularization and promotion of Yoga in the public fitness crowd (especially women) in China in the form of a sport.

The text I researched is Yoga. As a spiritual training, the word "Yoga" appears in the Partridge Upanishads in the 6th century BC. Archaeological findings show that Yoga practices have already appeared in India during the Indus Valley civilization (3300 BC-1300 BC). Writing Yoga completely into a book is Patangali's Yoga Sutra, which contains 196 scriptures, divided into samadhi, exercises, strength and relief. Yoga is a representative of a science, philosophy, and spirituality. Patangali's Yoga Sutra has individual links to the soul, mainly spiritual. Yoga has undergone many changes in the process of communication.

The first is the communication mode, from the beginning of the teaching of a disciple, to the current scale of Yoga training institutions to open a variety of classes for Yoga. In the spread, Yoga culture has also evolved, from word of mouth to written writing, from obscure Yoga philosophy to Yoga style, and from classic Yoga style to thousands of variants of Yoga style. At present, there are very professional books on the market and Master B.K.S Iyanger's "Yoga Light", which has theoretical parts and classical style explanation and arrangement. After Yoga was introduced into China, it was integrated with Chinese culture. Besides the religious part, it formulated the rules and regulations and assessment standards of Chinese fitness Yoga, which are divided into 108 individual types, nine section assessment, and the corresponding grade examination of Jin officials, coaches and judges, to improve the market demand of fitness Yoga in China.

In the original Indian Yoga was only available for men of high status, but mostly for female practitioners after entering China. In China's modern social relations, the weakening of class division and people to pursue their goals in a more liberal environment have nothing to do with racial beliefs. People can easily find Yoga studios and gyms to practice Yoga in the society, because Yoga people have also formed a new life circle. Yoga has evolved from a foreign culture to a commodity for people to consume and choose. When the Yoga market has formed a scale, this Yoga commodity has formed a new culture. The public believes that Yoga is a flexible stretching, a kind of exercise belonging to women to practice, and the definition of Yoga is more lean and plastic. (Daoli 2005)

This is because the market evolution into a new mass culture has a great impact on the traditional Yoga culture. Yoga has also formed a new healthy lifestyle in the communication. In the era of national fitness, people pursue not only physical health but also spiritual and spiritual improvement. This concept is consistent with Yoga. By maintaining regular Yoga exercises, to achieve a healthy attitude towards life, to develop a good and healthy lifestyle, through the control of the musculoskeletal body to achieve the control of the mind and mood, to achieve the spiritual level of health. The first question is the word use, whether it is contemporary or modern. After inspection, after May 4, 1919, became modern, the People's Republic of China was founded after October 1, 1949, became contemporary. Modern time includes contemporary time, which is closer to contemporary time in terms of article research, but it is sometimes translated into modern time, and sometimes into contemporary time in terms of translation software.¹

In recent years, there are relatively few studies on popular culture in China. The following are the references found for this question. This is a background that I studied on the development of modern Chinese pop culture, especially some influences in the process of urban development.

¹ The modern history of China began on October 1, 1949, and the founding ceremony marked the birth of new China. "Contemporary" is often synonymous with "modern". However, in the context of Chinese literary history, in order to distinguish it from "modern", "contemporary" specifically refers to the recent historical period after modern history and up to the present. These two words will be confused, but this article begins to describe the modern social background in 1949.

Here, "contemporary China" is, first of all, a time and field dimension. It means mainland China since the reform and opening up, especially since the 1990s. From the social level, Chinese mainland in this period is accelerating social transformation and building a well-off society in an all-round way. During this period, China's per capita gross national income has increased from less than us \$1,000 to us \$2,360, rising from low-income countries to lower-middle-income countries. The accession of the WTO and the signing of a series of international political, economic and cultural agreements have made China further integrated into the world and stepped into the era of economic globalization and cultural diversification. In addition, the analysis of "contemporary China" also has ideas, system construction and cultural environment dimensions.

Today we focus on contemporary Chinese pop culture is to generate in the process of modernization in our country and the socialist market economy development merger by the market rule to the city public as the main body and the main consumption object with popular and fashion as the basic function of modern mode of production production and operation and through the mass media of the new cultural form.

The secularization of Chinese social development is the political power of the generation of popular culture Contemporary Chinese pop culture has been developed in the process of China's modernization. In a sociological sense, the road of modernization is the road of "secularization". "Secularization refers to the process in which a cultural and social system is gradually separated from the guiding and metaphysical guidance and control of theological Western thought. In other words, secularization is the process in which the sacred authority and cosmology in theology and metaphysics are gradually replaced by ordinary views." In other words, is "secularization" refers to a process where religious belief and practice are gradually declining in people's lives as the process of industrialization accelerates. In particular, the continuous emergence and growth of science and technology and new ideas, and the resulting stable material environment have made people become less and less dependent on the moral and spiritual necessity supported by religion in the pre-industrial society.(Sadeghi-Yekta, 2018)

An open and confident cultural mentality is the spiritual driving force of popular culture.

"Cultural consciousness" is a cultural proposition put forward by sociologist Fei Xiaotong² at the end of the century, which shows a rational attitude to local culture and foreign culture. According to Fei Xiaotong, cultural consciousness means that people living in a certain culture should have "self-knowledge" of their culture. It also means that people living in different cultures understand other cultures and their relationship with their own culture on the basis of self-knowledge of their own culture. He emphasized the need to treat "different cultures" with tolerance, understanding and appreciation. Obviously, with the acceleration of China's modernization process, contemporary China has had the basic conditions for an open society. The relatively loose political and cultural environment and an open and

2 Fei Xiaotong (November 2, 1910-April 24, 2005), courtesy name Yijiang[1], a native of Wujiang, Jiangsu, Chinese sociologist, anthropologist, ethnologist, social activist, China One of the founders of sociology and anthropology.

confident cultural mentality have provided a strong spiritual impetus for the prosperity of popular culture.(Yao Dawei, Bu Jianhua 2013)

Consumer society and consumer culture are the market power of popular culture.

Although the context of the rise and development of pop culture in China is different from that of western countries, it is also inseparable from the global cultural concept of consumerism and the ecological environment. Although China is a developing country, since the establishment of the socialist market economic system, the modernization drive has continuously promoted the economic and social development, and bid farewell to the long-term shortage of plaque lack state factory has entered the well-off and rich stage. Experts believe that the middle and late century is a watershed of China's economy is the development from a shortage economy to a saturated economy, from a seller's market to a buyer's market.

Popular culture³ has both cultural and economic attributes. As a special cultural form, it embodies the cultural and cultural economic characteristics of economy. Cultural economy is a new concept relative to the material economy, which is the market confirmation of pop culture, a new cultural form full of consumption.

Cultural economy refers to the economy with the production and consumption of cultural concept products as the main pillar of the industry, which is mainly based on creating and selling certain cultural concepts, cultural symbols and providing cultural services. When proposing the concept of "cultural economy", John Fisk pointed out that all the commodities in the consumer society have both practical value and cultural value.

The process of circulation in a cultural economy is not the turnover of money but the spread of meaning and pleasure. Without the establishment of the market economic system, without the emergence of the consumer society. Without the formation of the consumerism culture, the popular culture will lose its living space and market power.

Urbanization, urban spirit and leisure are the social and environmental driving forces generated by popular culture. The advancement of urbanization provides the possibility to change the lifestyle of the urban masses. From the perspective of the world, the urban society has gradually entered the leisure era. Leisure activities are a kind of social activities that people consciously speak their deeds in order to meet the various spiritual and cultural needs after completing the necessary social labor time, and create cultural appreciation.

In a broad sense, leisure refers to "what people do happily and voluntarily in their own lifestyle". One is the divergence of residual energy motivation, that is, there are still a lot of surplus energy desire to spread in leisure after work. The second is the recuperation motivation is very busy, nervous, tired in the leisure liberation to restore the original state. The third is to eliminate dissatisfaction motivation, that is, in the work of dissatisfaction or negative emotions when anger, failure, frustration to "purify" in leisure to eliminate dissatisfaction. Fourth, the compensation motivation is the desire that can not be realized in the work to be realized in leisure. Fifth, the motivation to extend the work is in leisure in the same form of leisure as a means to

³ Marc L. Moskowitz.(2011)Popular Culture in Taiwan Charismatic modernity.

actively strengthen the work. Pop culture is not only the core form of leisure lifestyle, but also the cultural balance to regulate leisure and work.

1. The commerce of pop culture is an important cultural force to promote the development of market economy.

2. The Entertainment of popular culture is an important symbol of the quality of human life.

3. The replication of popular culture provides convenience for the popularization of culture.⁴

China is vigorously promoting the concept of healthy culture. Under the strategic background of "healthy China", China aims to improve the healthy level of the whole people, coordinates the struggle of man and nature and disease as the core needs, and is a collection of ideology composed of healthy ideas, healthy behavior, health system and healthy environment. Health culture aims to establish a healthy attitude towards life, spread healthy life knowledge, and cultivate a healthy lifestyle.

It should not only realize individual disease prevention and control and health care, but also enhance the public health level and the public health awareness. The construction of health culture in hospitals focuses on both the spiritual level and the institutional level. Spiritual level is mainly to advocate health concept, establish healthy attitude, popularize health knowledge and enhance healthy life cognition; system level is mainly to promote a series of rules and regulations with "health culture" as the core, striving to create a healthy working atmosphere. Yoga has become a health culture in the context of popular cultural society in China widely, especially in large cities including Zhengzhou.

The development of Yoga culture under market demand has given rise to a new health culture in modern Chinese society. Yoga studio became A new "social area" where urban people interact with each other through health activities. Yoga has become an integral part of the life and cultural society of China. Yet, Yoga studios in the context of this new wellness culture There is still a lack of research to decipher this new culture. To understand the characteristics of a set of popular culture in modern Chinese society. This will make it possible to understand the social code of popular culture in China that is enshrined in the Yoga studio.

In this regard, my research qualitative research methodology. Research text is "Lu Xi Yan", Yoga Studio at Zhengzhou City. Study under two main concepts, such as "Health Culture" and "Popular Culture". Present the research results in a form of descriptive analysis and research article in international journal.

2. Research Objectives

2.1 To study the overview of Yoga's historical development in India and the relation to various contexts in China from the beginning to the present.

2.1.1 Yoga in India culture.

2.1.2 Yoga in the relation to various contexts in China.

2.2 To study the Yoga's phenomena as a new health culture in the process of popular culture in the large cities of China.

⁴ John Storey.(2009) Fifth edition Cultural Theory and Popular Culture.An Introduction.

2.3 To study “Lu Xi Yan”, Yoga Studio at Zhengzhou City in the dimension of research unit analysis.

3. Research Questions

3.1 What changes in the cultural identity and cultural impact of the introduction of Yoga from India into China?

In the dissemination process of Yoga, there are many parts of the same culture, such as Buddhism, meditation, etc. After entering China, it is also integrated with Chinese Tai Chi, Baduanjin and martial arts, creating a new cultural atmosphere. However, the fitness Yoga promoted in China is based on the basis of fitness, abandoning some culture, or avoiding some Yoga cultural legends and beliefs. Such imported products are improved based on China's development and then promoted. Therefore, this is the first subject of my research, and the transformation generated under the cultural identity and cultural impact generated in the spread process of Yoga.

3.2 What has happened to Yoga in the context of popular culture in China's big cities?

With the development of the economy, people's lives are getting better and better, and the increase of material conditions and the impact of the overall environment on health make people pay more and more attention to health. Especially under the high intensity of life pressure in big cities, more chronic diseases and mental illness problems arise, and people's needs have also changed with the development of The Times. From meditation-based Yoga to physical practice, from the health of the body and mind to the pursuit of slimming and plasticity, from the arrival of the epidemic, people are coming back to the issue of immunity, then the corresponding Yoga courses will also change with people's needs. This is the second topic of my study, people's daily consumption and the transformation from cultural commercialization to commodity culture.

3.3 What are the dimensions of the development of a new healthy culture in China?

Health culture involves many dimensions, first of all, the dimension of economic development, social culture, and life cycle, etc. This paper will explore the new concept of health culture from multiple dimensions through field research.

4. Definition of Terms

4.1 Yoga

Yoga in this research refers to practicing yoga related to the new health culture of big city people in China. The case of Zhengzhou City. This yoga is related to the way of life of people and modern urban society. It has become a dominant trend of popular culture in today's big cities. This cultural phenomenon is my research text.

4.2 Yoga studio

The yoga studio in this research refers to sociocultural space formed by the relationship and interaction of people in modern Chinese society today. Yoga studio is a wellness business area that has become an important trend of modern Chinese

people. As for the yoga studio in this research, the focus is on “Lu Xi Yan”, Yoga Studio at Zhengzhou City.

4.3 New Health Culture

New Health Culture in this research means the yoga exercises of people in modern society in large cities of China. It is different from ordinary sports. A new era of yoga has created a social space for health lovers in yoga studios as a business along the way. The phenomena of yoga studios and yoga exercises has become a widespread trend in China's major cities. Thus, yoga in the new dimension of health culture is one of the popular cultures in China currently.

4.4 Popular culture

Popular culture in this research means Yoga exercise culture. Yoga is becoming popular and prevalent in the big cities of China currently. The emergence of yoga studios has become a new social-cultural health space. It is an area of relations and interaction between people in the modern society of today's China. The yoga studio has become one of the spaces that express the self identity and image representation of people and society involved, forming a type of popular culture in today's big cities in China.

5. Research Methodology

The qualitative research methodology, explained as follows

5.1 Research Population and population group (social structures in research)

5.1.1 Yoga trainees at Lu Xi Yan Studio

5.1.2 A well-known Yoga teacher in China a Famous Yoga teacher and operator in Zhengzhou

5.1.3 Zhengzhou Yoga market for a long-term practice of Yoga personnel

5.2 Method of Data Collection

5.2.1 Field work

- 1) Interview (formal-informal interview, focus group interview)
- 2) Observation (formal-informal observation, participatory observation)

5.2.2 Documentary data collection

To collect Data of research text and field of research.

5.2.3 Tool/equipment to collect the data

- 1) Research conceptual framework for considering research text and society situation.
- 2) Tool for taking voices and pictures, example camera, smart phone etc.
- 3) Book of field note or field note book

6. Data Collection

Since 1956 to search Yoga keywords literature 44918 results, Yoga related words are: Yoga teaching, Yoga exercise, Yoga culture, Yoga courses, Yoga status, Yoga development, Yoga, Yoga studio, Yoga practice, fitness, fitness, clothing, fitness, college Yoga, Yoga, pregnant Yoga, Yoga teaching, Yoga during pregnancy, India, Yoga, air Yoga, mindfulness Yoga, children's Yoga.

In the past five years, there were 2592 articles on Yoga in 2022 (172), 2021 (592), 2020 (20,2019 (552), 622), 2018 (654), and 241 articles in 2022 (8), 2021 (48), 2020 (62), 2019 (60) and 2018 (63).

7. Scope of Research

7.1 Place/Space of the research

Zhengzhou, Henan, China

Zhengzhou (Zhengzhou), referred to as "Zheng", is called "in heaven and earth" in history, and the commercial capital in ancient times, which is now called Greentown. Henan Province has jurisdiction over prefecture-level cities, provincial capitals, megacities, and the 13th Five-Year Plan for Promoting the rise of the Central Region clearly supports the national central city under construction. Zhengzhou is located in the central and northern part of Henan Province, at the middle and lower reaches of the Yellow River, located between east longitude 112 42' - 114 14', north latitude 34 16' - 34 58', covering the total area of 7567 square kilometers. The general terrain trend of Zhengzhou is high in southwest China and low in northeast China, which is a temperate continental monsoon climate. There are 124 rivers in the territory, spanning the Yellow River and Huaihe River. By the end of 2021, Zhengzhou had a permanent resident population of 12.742 million.

In October of the 37th year of the Republic of China (1948), after the Central Plains Field Army liberated Zhengzhou, Zhengzhou city was established in the urban area of Zhengzhou County, directly under the leadership of Henan Province. On October 30, 1954, the Henan Provincial government moved from Kaifeng to Zhengzhou, which became the capital of Henan Province. As of July 2022, Zhengzhou has jurisdiction over 6 districts, 5 county-level cities and one county.

Zhengzhou city is a national transportation hub of both public, railway, aviation and information service, and has formed a transportation network composed of railway, highway and aviation transportation modes. As of April 2022, Zhengzhou has 2 terminals, 2 runways, 162 air routes, 6 railway stations, 2 trunk railway lines, 6 high-speed rail lines, 22 rail transit, 11 expressways and 37 BRT lines.

Zhengzhou is an important birthplace of Chinese civilization, a famous national historical and cultural city, one of the six key sites supported by the state, and a member of the World Historical City Alliance. By the end of 2021, Zhengzhou has 83 national key cultural relics protection units, 97 provincial cultural relics protection units, 208 municipal cultural relics protection units, and 6 national intangible cultural heritage lists.

In 2021, the GDP of Zhengzhou reached 1.269.1 billion yuan, an increase of 4.7% over the previous year; the total local financial revenue was 1.92.9 billion yuan.

7.2 Unit of Analysis

"Lu Xi Yan" Zhengzhou Yoga Studio
I chose this Yoga studio for several reasons:

7.2.1 I have ten years of 10 years of Yoga practice and eight years of teaching experience. This studio is the second studio I opened. From the development of Yoga industry from the perspective of operators and professors, we can find the development of Yoga in China in these years.

7.2.2 The teachers of the studio have rich experience in working in other Yoga industry institutions in Zhengzhou market, which can compare the development of Yoga in the market with the development of the new healthy culture advocated by the studio.

7.2.3 The geographical location of this studio is superior in the natural environment, which is more conducive to physical and mental health, suitable for the development of pension, and can prepare for the doctoral project.

7.3 Time (Duration and length)

Research background time

Modern Chinese social background

Timeline template

The 1980s: Get enough food and clothing, but we don't know Yoga and has no need

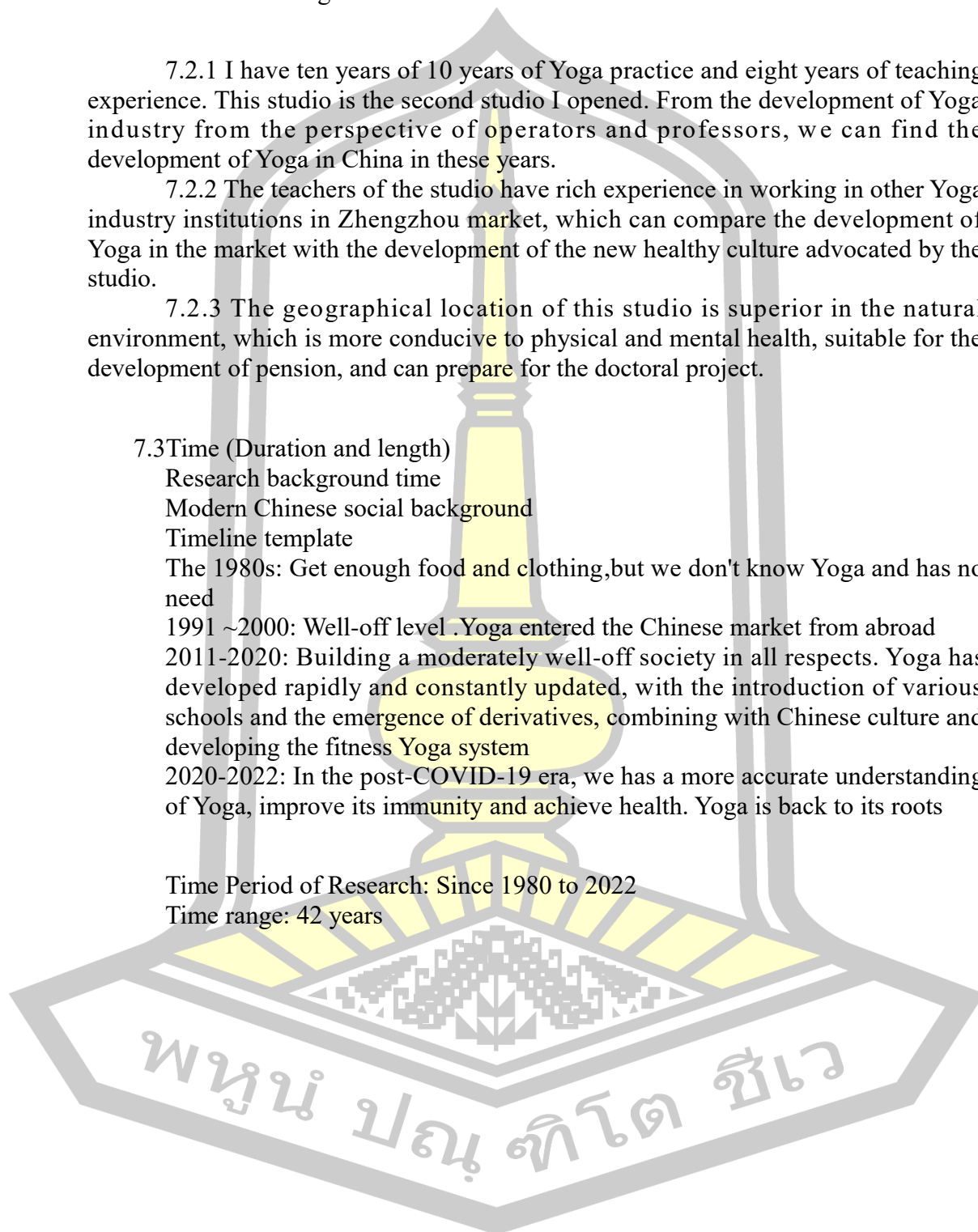
1991 ~2000: Well-off level .Yoga entered the Chinese market from abroad

2011-2020: Building a moderately well-off society in all respects. Yoga has developed rapidly and constantly updated, with the introduction of various schools and the emergence of derivatives, combining with Chinese culture and developing the fitness Yoga system

2020-2022: In the post-COVID-19 era, we have a more accurate understanding of Yoga, improve its immunity and achieve health. Yoga is back to its roots

Time Period of Research: Since 1980 to 2022

Time range: 42 years



8. Concept and Conceptual Framework

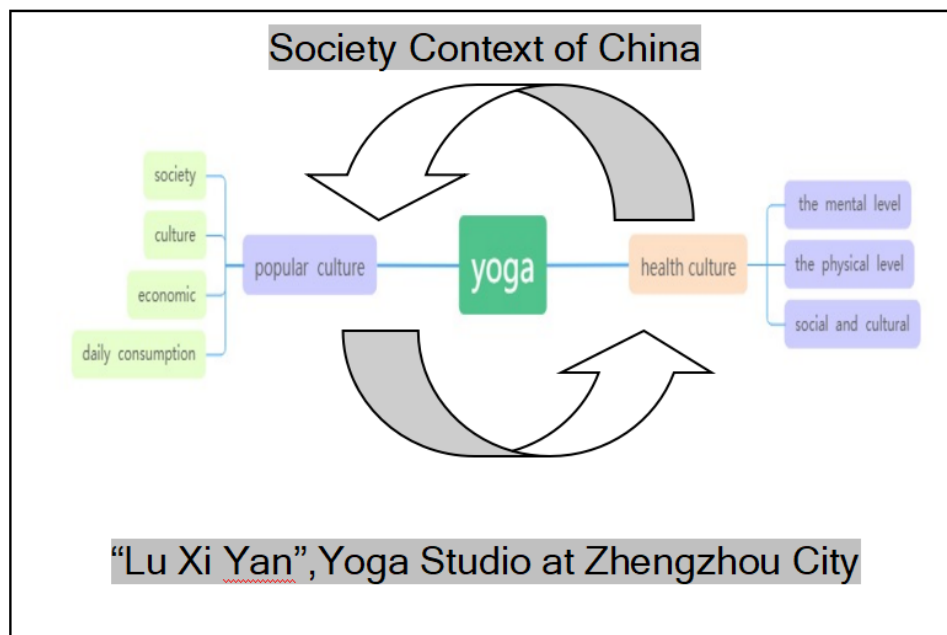


Figure 1: Taking yoga as the research text, using the concept of popular culture and health culture, study the new health culture under the dimension of Zhengzhou "Luxi Yan" yoga studio under the background of modern society, and explore the relationship between people and yoga, the relationship between people and society, and the relationship between people gathered by yoga.

Source: Designed alone in October, 2022

9. Literature Review

9.1 Yoga

Yoga⁵ originated in ancient India. The earliest "yoga" (y o g a) - -the words are from the ancient Indian book of the primitive yoga period (3 0 0 0 BC, 1 8 0 0 BC), Is a transliteration of the Indian classical Sanskrit text, yo g a, The root of the word is yuj, The original meaning was " to yoke a cow or horse, to yoke, Connecting, corresponding ", The old Chinese translation is "corresponding, Tao, Zen" and so on. Later, it turned to "control the senses" ¹, when yoga was closely linked to ancient mythology and primitive witchcraft. Pre-Classical Yoga and Classical Yoga Period (1 8 0 0 BC-2 0 0 CE), The ancient Indian books of the

⁵ Yoga, originated from the ancient Indian culture, meaning to explore the truth and method of "Vatican I as", among the six philosophical schools of ancient India yoga school. And the modern called yoga is mainly a series of cultivation and mental methods, including the adjustment of the body (refer to yoga position set), the breathing method, the mind of the mind, in order to achieve the unity of body and mind.

Upanishads and the Mahabharata strip yoga from mythology and witchcraft, Proposed the famous "Sanskrit and I am like" thought; and the yoga thought and practice, as described in the Bhagavad Gita, Yoga is practiced by the spirit of folk beliefs, and the practice is gradually integrated with Buddhism, Hinduism and Jainism.

In the post-classical yoga period (200 AD-1900 AD), yoga believed in different philosophical views^[2] and religious beliefs at the spiritual and cultural level, and gradually spread to different regions of W. Bian Xi (India), known by British historians as one of the leading founders of the modern world, practiced meditation and yoga at the first World Religious Council held in the United States in 1893. He was probably the first person to teach meditation and yoga in the West. In the modern and modern yoga period (1900 AD-present), yoga was completely separated from myth and witchcraft, and gradually evolved from an ancient secret practice into a highly popular fitness method^[3], which was really widely circulated in eastern and Western countries. (Wang Zhicheng 2013)

In the 1950s and 1960s, relying on the famous American violinist With Yehudi Menuhin and the western pop music idol British rock band The Beatles (The Beatles), the general public in modern European and American countries has further expanded their awareness of yoga. In 1966, The Indian yoga master, B. K. S Ajan Ge (B. K. S. Iyengar), has published the book, Yoga Light, This is the first classic in the history of yoga to introduce the yoga practice system to the people of the world, Published worldwide, after being translated into 19 languages, People evaluate it as "the western path to the ancient health road of the East". The public publication of "Yoga Light" marks the birth of modern yoga. Up to now, yoga has become a popular global "world sport", and is regarded as a synonym for fashion and fitness by people all over the world^[4].

Yoga was first spread in China in the form of Buddhism in the Western Han Dynasty. At that time, the discussion on yoga was scattered in some Buddhist collections, such as The Yoga Teacher on the Earth, translated by Tang Xuanzang. In the 1980s, yoga spread in the form of Qigong, when people called yoga as Indian Qigong. In 1985, CCTV broadcast a series of programs "Practice Yoga with Huilan" every morning and evening in prime time, and the craze of yoga practice was quietly rising in China.

Entering into the 21st century, Due to the popularity of national fitness activities, Yoga is further popular in our country in the form of fitness, Most of the world's yoga schools have emerged in China, Yoga and fitness venues are distributed in large, medium and small cities, Many colleges and universities add yoga courses in physical education teaching, Some PE colleges began to train professional yoga teachers, Yoga practice population spread all over the country, The Yoga fever continues to heat up.

In September 2014, General Secretary Xi Jinping said in an important speech at the World Affairs Commission of India: "Chinese Tai Chi has striking similarities with Indian yoga, Chinese Chinese medicine and Ayurveda, and the life philosophy pursued by the two peoples for thousands of years is deeply similar". General Secretary Xi's forward-looking speech not only profoundly revealed

the homogeneity of yoga and traditional Chinese sports culture, It also points out that in the context of globalization, Yoga is neither a closed doctrine of thought, or a form of fitness, Nor is it exercise unique to a country or nation, It is an open system and cultural product in which all countries and nations in the world can be embodied and localized. Historical experience has proved that any foreign cultural phenomenon or movement form must be integrated into the Chinese cultural context in order to achieve sustainable development vitality in China.(Xi Jinping 2014)

9.2 Society Context of China

After inspection, after May 4, 1919, became modern, the People's Republic of China was founded after October 1, 1949, became contemporary. Modern time includes contemporary time, which is closer to contemporary time in terms of article research, but it is sometimes translated into modern time, and sometimes into contemporary time in terms of translation software.

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9.3 Popular Culture

In order to define popular culture we first need to define the term 'culture'. Raymond Williams⁶ (1983) calls culture 'one of the two or three most complicated words in the English language'. Williams suggests three broad definitions. First, culture can be used to refer to 'a general process of intellectual, spiritual and aesthetic development'.

We could, for example, speak about the cultural development of Western Europe and be referring only to intellectual, spiritual and aesthetic factors – great philosophers, great artists and great poets. This would be a perfectly understandable formulation. A second use of the word 'culture' might be to suggest 'a particular way of life, whether of a people, a period or a group.

⁶ Culture and Society, 1780-1950, Raymond Williams, Columbia University Press (1983), The organizing principle of this book is the discovery that the idea of culture, and the word itself in its general modern uses, came into English thinking in the period which we commonly describe as that of the Industrial Revolution.

Using this definition, if we speak of the cultural development of Western Europe, we would have in mind not just intellectual and aesthetic factors, but the development of, for example, literacy, holidays, sport, religious festivals. Finally, Williams suggests that culture can be used to refer to 'the works and practices of intellectual and especially artistic activity'. In other words, culture here means the texts and practices whose principal function is to signify, to produce or to be the occasion for the production of meaning. Culture in this third definition is synonymous with what structuralists and post-structuralists call 'signifying practices'.

Using this definition, we would probably think of examples such as poetry, the novel, ballet, opera, and fine art. To speak of popular culture usually means to mobilize the second and third meanings of the word 'culture'. The second meaning—culture as a particular way of life—would allow us to speak of such practices as the seaside holiday, the celebration of Christmas, and youth subcultures, as examples of culture. These are usually referred to as lived cultures or practices.

The third meaning—culture as signifying practices—would allow us to speak of soap opera, pop music, and comics, as examples of culture. These are usually referred to as texts. Few people would imagine Williams's first definition when thinking about popular culture.

For 'Popular Culture', Williams (1983) suggests four current meanings: 'well liked by many people'; 'inferior kinds of work'; 'work deliberately setting out to win favour with the people'; 'culture actually made by the people for themselves'. Clearly, then, any definition of popular culture will bring into play a complex combination of the different meanings of the term 'culture' with the different meanings of the term 'popular'. The history of cultural theory's engagement with popular culture is, therefore, a history of the different ways in which the two terms have been connected by theoretical labour within particular historical and social contexts.

An obvious starting point in any attempt to define popular culture is to say that popular culture is simply culture that is widely favoured or well liked by many people. Something becomes popular culture, and below which it is just culture, we might find that widely favoured or well liked by many people included so much as to be virtually useless as a conceptual definition of popular culture. Despite this problem, what is clear is that any definition of popular culture must include a quantitative dimension. The popular of popular culture would seem to demand it. What is also clear, however, is that on its own, a quantitative index is not enough to provide an adequate definition of popular culture. Such counting would almost certainly include 'the officially sanctioned "high culture" which in terms of book and record sales and audience ratings for television dramatizations of the classics, can justifiably claim to be "popular" in this sense'.

A second way of defining popular culture is to suggest that it is the culture that is left over after we have decided what is high culture. Popular culture, in this definition, is a residual category, there to accommodate texts and practices that fail to meet the required standards to qualify as high culture. In other words, it is a definition of popular culture as inferior culture. What the culture/popular culture test might include is a range of value judgement on a particular text or practice. For example, we might want to insist on formal complexity. In other words, to be real culture, it has to be difficult. Being difficult thus ensures its exclusive status as high culture. Its very

difficulty literally excludes, an exclusion that guarantees the exclusivity of its audience. The French sociologist Pierre Bourdieu argues that cultural distinctions of this kind are often used to support class distinctions. Taste is a deeply ideological category: it functions as a marker of 'class' (using the term in a double sense to mean both a social economic category and the suggestion of a particular level of quality). For Bourdieu (1984), the consumption of culture is 'predisposed, consciously and deliberately or not, to fulfil a social function of legitimating social differences'.

Finally, what all these definitions have in common is the insistence that whatever else popular culture is, it is definitely a culture that only emerged following industrialization and urbanization. As Williams (1963) argues in the 'Foreword' to *Culture and Society*, 'The organization principle of this book is the discovery that the idea of culture, and the word itself in its general modern uses, came into English thinking in the period which we commonly describe as that of the Industrial Revolution'. It is a definition of culture and popular culture that depends on there being in place a capitalist market economy. This of course makes Britain the first country to produce popular culture defined in this historically restricted way. The argument, which underpins this particular period of popular culture, is that the experience of industrialization and urbanization changed fundamentally the cultural relations within the landscape of popular culture. Before industrialization and urbanization, Britain had two cultures: a common culture which was shared, more or less, by all classes, and a separate elite culture produced and consumed by the dominant classes in society (see Burke, 1994; Storey, 2003). As a result of industrialization and urbanization, three things happened, which together had the effect of redrawing the cultural map. First of all, industrialization changed the relations between employees and employers. This involved a shift from a relationship based on mutual obligation to one based solely on the demands of what Thomas Carlyle calls the 'cash nexus' (quoted in Morris, 1979:22). Second, urbanization produced a residential separation of classes. For the first time in British history there were whole sections of towns and cities inhabited only by working men and women. Third, the panic engendered by the French Revolution – the fear that it might be imported into Britain – encouraged successive governments to enact a variety of repressive measures aimed at defeating radicalism. Political radicalism and trade unionism were not destroyed, but driven underground to organize beyond the influence of middle-class interference and control. These three factors combined to produce a cultural space outside of the paternalist considerations of the earlier common culture. The result was the production of a cultural space for the generation of a popular culture more or less outside the controlling influence of the dominant classes. How this space was filled was a subject of some controversy for the founding fathers of culturalism. Whatever we decide was its content, the anxieties engendered by the new cultural space were directly responsible for the emergence of the 'culture and civilization' approach to popular culture.

9.5 Health culture

Health culture⁷ is to coordinate people and self. However and disease struggle as the core, in the prevention and treatment of disease, maintenance and improvement of the process of health. The sum total of the quality and spiritual results.

Both health culture and sports health culture have given new connotations to culture, which complement each other. Life lies in Exercise, exercise plays an important role in human body and mental health, is the most able to actively promote physical and mental health. a branch of academic or vocational study Learning healthy exercise can not only enhance the immune function of each human organ system, and comprehensively promote the new generation of the body metabolism and the normal development of the body, but also can temper the will quality, cultivate self-confidence, improve the resistance to frustration, edify Beautiful temperament. Healthy exercise can not only exercise physical fitness, promote people's mental health development, but also can improve the ability to adapt to the society, promote social exchanges and enhance friendship, to achieve physical, psychological and social exchanges Heavy health. Therefore, healthy exercise is closely related to physical and mental health.

9.6 Consumption and Identity: manufacturing choice

The ability to choose from a range of products is predicated on the distinction between products, and what is unique within a product must be made to stand out. By choosing certain products over others we are exercising our judgement of taste, through which we articulate our sense of class, background, and cultural identity. Hence the connection between taste, identity, and everyday acts of consumption. The choice of particular products over others, the judgement of taste, is therefore derived from our family background and the way we have been socializing. Thus 'lifestyle', the exercise of judgement of taste and our choice of products, is a mechanism for expressing identity. Lifestyle has a decisive link with consumption⁸ as, at least in part, we define who we are through what we buy

Lifestyle, the choice of products and the desire for certain goods, is not simply a function of high or low income. It is generated from the habits, the way that the perception of the social world is structured. Therefore, social distinction does not derive from social class directly, but is the result of socialization into a way of life, the 'habits'. Bourdieu here refers to a "systematicity", arguing that lifestyles are systematic products of habits, that is, habits is a system through which we surround ourselves with, and desire, certain objects according to our perceptions of the social world. The habits is therefore manifested in an orientation to the present, through surrounding oneself with certain objects and not others. It is also manifested in the

⁷ Culture, Health, and Sexuality is a peer-reviewed academic journal that mainly publishes interdisciplinary papers. They mainly analyze the impact of culture, health beliefs, system, social structure, and social stratification on sexual health, individual and collective well-being. It is the official publication of the International Association for the Study of Gender, Culture and Society (International Association for the Study of Sexuality, Culture and Society) with Peter Agton (Peter Aggleton).

⁸ Consumption and identification —— Exploration of an analytical framework of consumer sociology Wang Ning (2001)

future, such as the way certain groups stress instant gratification over delayed gratification.

9.7 Cultural identity

On the question of what is cultural identity, Huntington⁹ has pointed out that people of different nationalities often treat them with respect. The most meaningful thing is to answer "who we are", that is, with "ancestor, religion, language, history, price Values, customs, and institutions to define themselves, " and use some symbol as a symbol of their cultural identity, Such as flags, crosses, crescent moon, even the head cover and so on. Huntington argued that "cultural identity for the majority People are the most meaningful thing." In Zheng Xiaoyun's opinion, "cultural identity is the consensus and recognition of human orientation towards culture." Using the same cultural symbols, adhering to the common cultural concept, following the common thinking mode and behavior norms, and pursuing the common cultural ideal are the basis of cultural identity. In fact, cultural identity, as a common human identity, existed as early as the beginning of civilization. "When social organizations expand from families to clans and tribes, and the ties of members expand from blood relatives to the conceptual recognition of in-laws, the identity of clan members has initially had the cultural connotation." Culturalists often promote the study of cultural identity from both personal self-identity and social identity. Cultural identity in sociology has a certain ideological color, and has gradually evolved into a political concept. Charles Taylor identifies cultural identity with modernity. Sex is related to discuss the evolution process of cultural identity. Huntington believes that identity theory is based globally. The identity based on the confrontation and conflict between different civilizations in the chemical period is a kind of identity identity. StuyaTehall linked cultural identity with cultural subjects, and proposed a post-colonial policy with the theory of ethnic diaspora as the fulcrum Cultural identity theory. (Shan Qinghua, Liu Ying, Wang Zhentao, Bao Yong, 2009)

9.8 Intercultural communication theory

Edward T. Hall (US) pointed out as early as 1959 that "culture is communication, and communication is culture" which fully explains the isomorphism relationship between culture and communication, and communication is the nature of culture. Larry A. Samovar (US) and Richard E. Porter (US) propose that "intercultural communication" refers to the communication that people with different cultural perception and symbol systems interact with each other, and that their differences are enough to influence and change the communication events. W Ting-Tumei (S. Ting-Toomey) (US) describes it as "the exchange process of symbols of sharing meaning". In China, Tong Bing, a well-known scholar at Fudan University, defines it as "information dissemination and cultural exchange activities between individuals, organizations or countries belonging to different cultural systems." W Therefore, according to the expression of experts at home and abroad, we can simply understand

⁹ Samuel Phillips Huntington (April 18, 1927-December 24, 2008) was an American political scientist, consultant and scholar who spent more than half a century at Harvard University. Huntington was most famous for his book "On the Clash of Civilization" in 1993.

the cross-cultural communication as "the communication and communication between different cultures". Culture is not genetically determined, but is derived from human beliefs. Cultural diversity, difference and people's recognition and respect for some heterogeneous and universal cultural norms are the theoretical premise of cross-cultural communication. Its essence is the process of information transmission, communication and interaction in the multicultural context. The research objects are mainly aimed at the cultural others with culture and communication, and involve the cultural communication activities between different countries, regions and nationalities.



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11. Benefit of Research

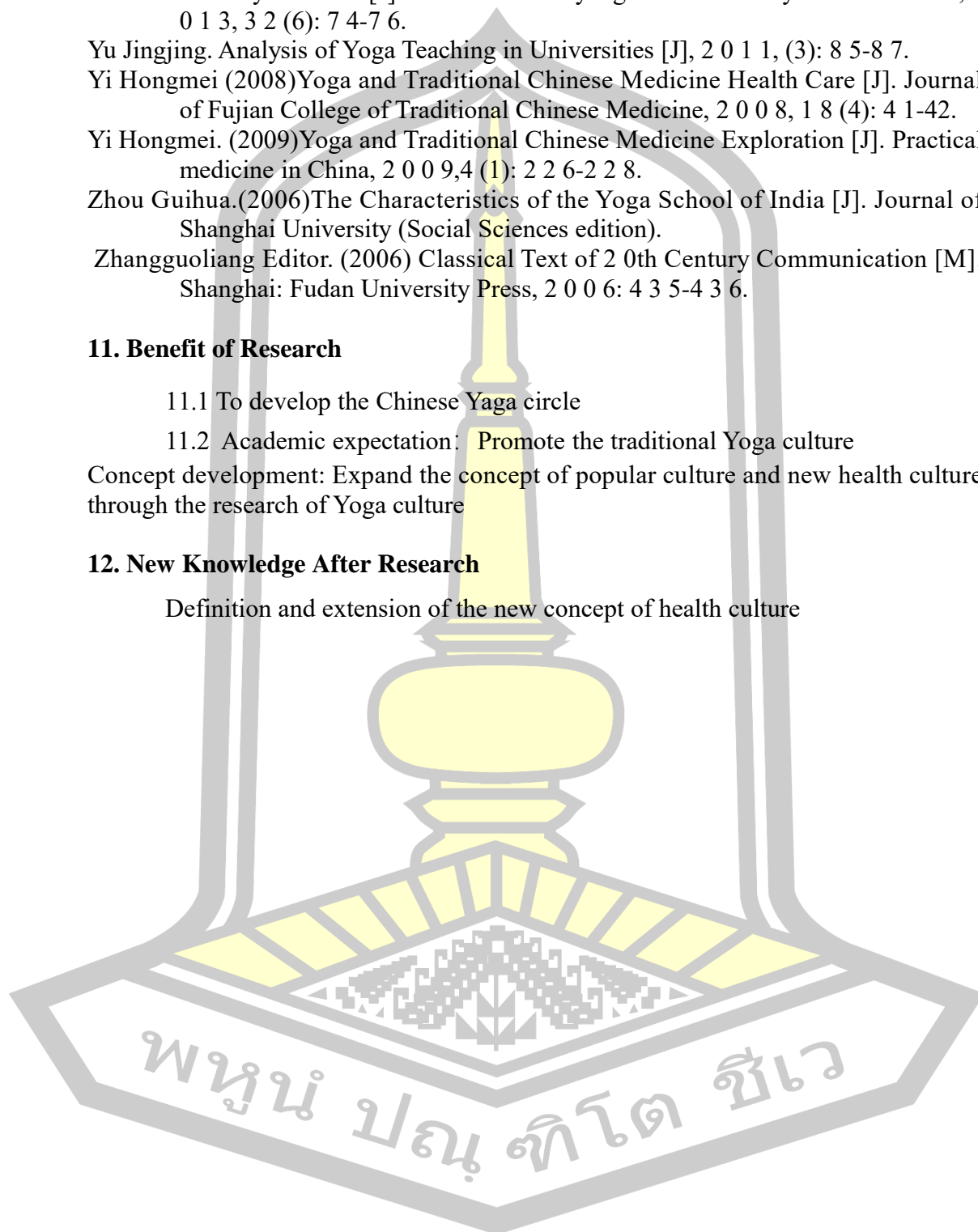
11.1 To develop the Chinese Yoga circle

11.2 Academic expectation: Promote the traditional Yoga culture

Concept development: Expand the concept of popular culture and new health culture through the research of Yoga culture

12. New Knowledge After Research

Definition and extension of the new concept of health culture



CHAPTER II

Yoga in India and China : Historical Development and the Interrelation in Various Contexts

Introduction

Chapter 2 presents the historical development of yoga. In the cultural dimension of India in a nutshell and presents the entry into Chinese civilization until it became a culture of yoga in China. This chapter, therefore serves to support the socio-cultural phenomenon between India and China, related yoga from the past to the present. Especially yoga in China. I have shown the social and cultural interactions of different periods of China with yoga in the modern Chinese social context.

Part 1 : Yoga in India culture

Yoga originated in ancient India 5,000 years ago. The early yogis practiced at the foot of the snow-covered Himalayas all year round, regardless of winter or summer. These historical cultures are called "treasures of the world". If you want to understand the history and culture of yoga, you must first understand the historical development process of India.

1.1 Development process of Indian history

As we all know, ancient India was a multi-caste country with a unique cultural style. Ancient India¹⁰, Ancient Egypt, Ancient Greece, Mesopotamia, and Ancient China are known as the birthplaces of the five major civilizations. The geographical scope of ancient India includes today's India, Pakistan and other countries. India is a melting pot of cultures. The unique historical background of this country makes it contain a variety of cultural trends from ancient times to modern times, from the West to the East, and from Asia to Europe. The Indus Valley can be described as a center of culture. The historical development and changes from ancient India to today's India illustrate the cultural transformation and the cultural development of yoga in different historical backgrounds. (Bourdieu, 2015)

India once created the famous "Ganges River Civilization" in the history of mankind, and was called "Holy River" and "Mother of India" by the Indian people. Many myths and legends have been passed down, and unique customs have also been formed. These myths make the Indian people have infinite reverence for the mother of the Ganges, and believe that they must bathe in the Ganges once in this life, so that the holy river can wash away all the sins of life after life. The birthplace of yoga is in Rishikesh, India, which is located by the Ganges River. Every day, people will bathe, pray and cleanse before practicing yoga.

¹⁰ <https://zh.wikipedia.org/zh-hans>

According to religious legends, the Ganges is called the "holy water river" because the water of the Ganges comes from the "sacred mountains and holy lakes". The upper reaches of the Ganges River are located in Mount Gangdise, Ngari Region, Tibet, China. On the southeast slope of Mount Gangdise, there is a large and secluded freshwater lake called Mafamu Co Lake. The bottom is as flat as a mirror. According to legend, the mountain here is the place where Shiva¹¹, the "God of Gods", practiced, and Hindus respected it as the "Sacred Mountain". Shiva's wife, Goddess Uma, is the daughter of the Himalayas. Mafamu Co Lake is the place where Shiva and his wife bathe. Come, so the whole Ganges is "holy water". For thousands of years, devout Hindus have traveled long distances, even crossed the Himalayas barefoot, to make pilgrimages to the "holy mountains and holy lakes" in China, and bathe in the lakes to cure diseases and prolong life; Get enlightenment from Lord Shiva.

Another legend says that in the history of India, a certain king asked the goddess in the sky to come down to earth in order to wash away the sins of his ancestors and repair the afterlife. However, the water of the Goddess was so fierce that the earth could not bear it. Lord Shiva stood on the upper reaches of the Ganges River near the Himalayas and let the water flow slowly from his hair, thus weakening the water potential and washing away the sins of the king's ancestors. , and can be made in human beings. As a result, Hindus believe that the Ganges is the incarnation of the goddess and "the source of redemption". No matter what kind of legend, almost all have something to do with religion, and in the yoga culture, Shiva is also believed in. As the god of destruction and destruction, Shiva naturally has the strongest fighting power among the gods. He has practiced yoga assiduously on Jibasa Peak in the Himalayas all year round, and obtained the most profound knowledge and magical wisdom through the most rigorous asceticism and the most thorough meditation.

Since the 1930s, the sculpture sites of Shiva religion in the Yuan Dynasty have been discovered many times in Quanzhou, Fujian, China. At the end of 1984, scholars discovered a stone carving of Shiva teaching near the city wall of Tonghuai Gate in Quanzhou. The stone is rectangular, with a volume of $47 \times 57 \times 22$ centimeters, and the stone is diabase. Its main part is carved into a house-shaped square niche, with a bell-shaped decoration in the middle of the top of the niche, a lion head on the top of the ridge, a multi-layered lotus column carved on the left and right sides of the house, and a tower-shaped grinding disc carved in the middle of the niche. Supported on the blooming lotus. There is a statue on the left and right of the tower-shaped millstone, wearing a crown, rosary beads on the neck, and bracelets on

¹¹ Shiva, one of the three main gods of Hinduism, along with Brahma and Vishnu, is the spouse of the snow mountain goddess. Shiva is the god of the universe and destruction. In Indian philosophy, "destruction" has the meaning of "regeneration", so it also plays the function of creation (transformation), which evolved from the heavenly god Utara in the Vedic era. It is one of the most feared gods of Indians. Its sect (Shiva sect) worship it as the highest god, with eight kinds of land, water, fire, wind, air, sun, moon and sacrifice. After this god was absorbed into Buddhism, it was regarded as the saint in the Mahayana Buddhism.

the wrists, sitting on the lotus seat in the same posture. The statue here should be Siva, the Hindu god of destruction, or his followers, and the tower-shaped grinding disc in the niche should be the most basic incarnation of Shiva, Linga (ie, the male root). Shiva teaches that creation must follow destruction. Although Shiva is the god of destruction, he also has the ability to create; Linga is its symbol. This stone carving belongs to the exterior decoration of the Shiva religion building, and is often embedded on the top of the inner hall. In the yoga asana practice, there is the lion body lotus pose, the upper body shows the shape of a lion, and the lower body shows the legs of the full lotus.



Figure 2 : Shiva, one of the three main gods of Hinduism, the god of destruction. Like many gods in mythology, due to Shiva's omniscience and omnipotence, Shiva's gender is not fixed, but changes at any time according to different phases. Shiva has a great influence on Buddhist esotericism, and some sects of esotericism even regard him as the incarnation of Dharmakaya Buddha Mahayana. In Indian yoga culture, there is also a hymn to Lord Shiva, which will be sung in class.

Source: <https:// Baidu Encyclopedia> (February 22, 2023)

From 1800 B.C. to 600 B.C., the Ganges culture was at its peak, and it was also the famous Vedic era in India. The Vedic era is divided into the early period and the late period. The early period is the Rig Vedic period, which is about 1800-1000 B.C.; the later period is about 1000-600 B.C.. Early classics seldom mentioned family, and the society was still tribal; the later tribal society was decomposed into four Varna societies. Among the four varnas, Sudra is the lowest level, Vaishya is the middle level, and Kshatriya and Brahman are the upper level. (600 B.C. to 800 AD) The history of ancient India is characterized by the establishment of the Varna system and its transformation into the caste system, the assimilation of tribal society and its transformation into the state, the rise of the land grant system and its transformation into the feudal system, the prosperity and decline of Buddhism, and the rise of Neo-Brahmanism and its transformation into Hinduism. (Tim Prentki and Sheila Preston, 2010)

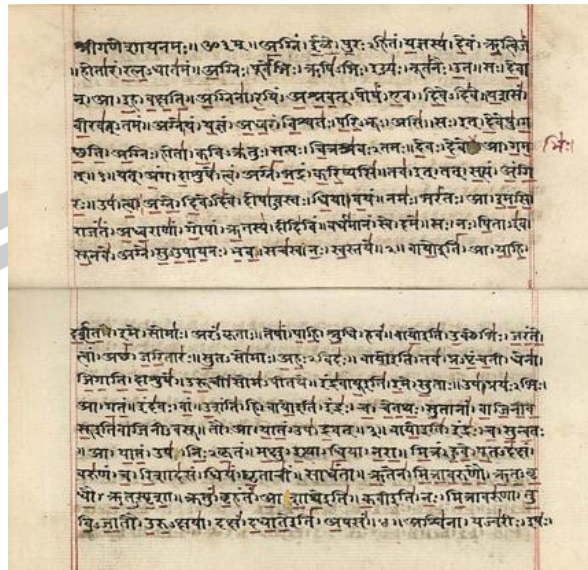


Figure 3: The Rig Veda, a Devanagari manuscript in the early 19th century "Rig Veda" (Sanskrit:, Romanization: rgveda), Sanskrit is composed of two roots rc ("song") and veda ("knowledge"), the full name "Rig Veda Collection", is the Vedic The earliest volume in the Tuo Sutra was written from the 16th century B.C. to the 11th century B.C.. It is the oldest book in the Indo-European language except for the Hittite literature. Unlike the ancient texts of other civilizations, it has been preserved orally.

Source: [https:// Wikipedia\(February 26, 2023\)](https:// Wikipedia(February 26, 2023))

There are no chronological records in the ancient books of India. According to the generation time of relevant ancient books, ancient Indian geography can be roughly divided into three periods: the Vedic and post-Vedic periods; the epic period; and the Purana period. Vedas is the general term for some documents in ancient India. It contains the knowledge of natural geography such as land, ocean, and atmosphere in the range of activities of ancient Indians and the description of human geography. The demons recorded in "Rig Veda" were deduced by later generations to be slaves of ancient India, and the Aryans from the West used "Varna" to distinguish their classes, and finally translated it into "caste". "Rig Veda" The four castes of Brahmin, Kshatriya, Vaishya, and Sudra appear in the last volume of Vedas. The writing time of "Rig Veda" was roughly between 2000 and 1500 B.C.. Since the local Indians did not have customary written records, "Rig Veda" was actually handed down from generation to generation by Brahman priests. only the manuscript. Xuanzang¹² had read the "Four Vedas" when he was in Kashmira. In the 19th century, Europeans published "Rig Veda" for the first time, with German, English, French and other translations.

¹² Xuan zang (April 6,602-March 7,664), the surname Chen, yi, luozhou Gou shi county (now Luoyang in Henan province yanshi south), from India that rotten tuo temple master, is the founder of Chinese Buddhism only, famous three Tibetan mage, known as China's four big translators, one of the greatest translation of Chinese Buddhism. The Records of the Western Regions of the Tang Dynasty, written by him and written by his disciples, is an important document for the study of ancient Indian history.

For example, the Rig Veda mentions the names of certain tribes, countries and rivers. Belonging to the post-Vedic period, the "Baidao Brahma Book", "Adaro Forest Book", "Adharva Veda", "Dharma Classic" and "Dharma Theory" describe the areas that the Aryans occupied continuously during their expansion. Both "Rig Veda" and "Adharveda" say that heaven and earth are two opposite hemispheres. Another place in the Rig Veda says that the earth hangs freely in the air. The first two books of all Puranas are about the origin of the universe (primary creation) and regeneration (secondary creation), and then the description of the habitable area on the earth's surface, as well as the astronomical aspects of the movement of the sun and the moon, and time calculation. Discussion of concepts. Another branch of the Puranas, the so-called Dazan, is devoted to the origin and location of places of pilgrimage, providing clues to the development of cities and roads in India. There are also discussions on the classification of clouds and the formation of rain in the Puranas; the "Vishnu Puranas" point out that the tides are related to the moon's waxing and waning; the "Fish Puranas" describe the measurement of the tidal range and so on. In the practice of Ashtanga yoga, you will practice and rest according to the tide and the moon's profit and loss. The Vishnu pose is named after the sage Vishnu. In today's yoga poses, there are many poses named after the sages or mythical figures. In short, these books record the historical development of India and all aspects of people's lives. (Boon, Richard; Plastow, 2004)

Ancient India implemented a strict caste system, which mainly exists in Hinduism, and has varying degrees of influence on Islam and Sikhism. In ancient India, because India was a slavery society at that time, there were four classes, namely:

Brahmin (mainly in charge of religious sacrifices, serving as priests of different levels. Some of them participate in politics and enjoy great political power)
 Kshatriya (level of military and political power)
 Vaishya (common people, engaged in agriculture, husbandry and commerce)
 Sudra (engaged in agriculture, animal husbandry, fishing, hunting and various occupations that were considered lowly at that time, some of them lost their means of production, became hired workers, or even became slaves)



Figure 4: The monk playing the music of worshiping the gods - Brahmin

Source: <https:// Wikipedia>(February 25, 2023)



Figure 5 Figure: A warrior with a weapon is also a feudal lord - Kshatriya
Source: <https:// Wikipedia>(February 25, 2023)



Figure 6: The businessman holding a weight to calculate money is also a farmer - Vaisya
Source: <https:// Wikipedia>(February 25, 2023)



Figure 7: The lowest slave - Sudra
Source: <https:// Wikipedia>(February 25, 2023)

This is because Brahmanism promotes the supremacy of the Brahman caste, saying that Brahma made Brahman with his mouth, Kshatriya with his hands, bark house with his legs, and Sudra with his feet, and stipulated social occupations for them, which cannot be changed forever. . Intermarriage is not allowed among ethnic groups, and people of the lower class are not allowed to engage in the occupations of the previous class. This strict hierarchy is regarded as a symbol of ancient Indian civilization. The caste system in the Vedic era had a great influence. The yoga master mentioned in the last part-B.K.S Iyengar is Brahmanism and belongs to the upper

class, so the spread of yoga. At the earliest stage, it was not something that the public could learn. When yoga entered the European and American markets, it was first practiced by the British royal family and people of status.

1.1.1 Time of Buddha (6th to 2nd century B.C.)

From the end of the Vedic era (600 B.C.) to the Maurya Dynasty of Magadha, the period of the Buddha of more than 400 years is the second period of urban prosperity after the prosperity of the Indus culture city. During this period, Sakyamuni founded Buddhism and Daxiong founded Jainism. According to Buddhist literature, there were 16 countries in India at the beginning of the 6th century B.C.. The main ones are Magadha, Kashi, Jisara, Bazhi, Julu, Panjara and Gandhara. In the Great Powers of this period, the Varna hierarchy replaced the tribal system. Monarchs and warriors became Kshatriyas, priests and teachers became Brahmins, farmers and taxpayers became Vaisyas, and laborers who served the above three levels became Sudras.

In the 6th century B.C., Buddhism also emerged in ancient India, and later spread to China, Vietnam, Japan, Thailand, Myanmar and so on. This laid the foundation for the introduction of yoga into China through Buddhism in the later period. From the perspective of the world map, China is adjacent to India. Although yoga originated in India, the geographical advantages of China and India since ancient times, and the long-term economic, trade, scientific, and cultural exchanges in history are the essence of the development of civilizations on the same river. Therefore, the two. Therefore, it is easy for Chinese and Indians to form mutual appreciation for cultural identity.

1.1.2 Maurya period (324-187 B.C.)

The founder of the Mauryan Dynasty in the Magadha Kingdom was Bibihara, who was at the same time as the Buddha. During the reign of King Ashoka, the totalitarian rule of India's ancient slavery monarchy reached its peak. In order to expand his kingdom, Ashoka fought for 11 years, but the bloody and cruelty of the war made him repent. Later Ashoka converted to Buddhism and established a new law based on Buddhist teachings of peace. (200 B.C. to 200 AD) After the demise of the Mauryan Dynasty, there were continuous foreign invasions in northwest India. With the support and protection of Kanishka, Mahayana Buddhism rose in India. Theravada Buddhism is popular in Ceylon, Myanmar and other places.

The ancient civilization of India was discovered in 1922, and its ruins were first excavated in the Harappan region of India, so this period of history is often referred to as the "Haraba culture". Such sites are mainly concentrated in the Indus River Basin, so they are also called "Indus River Civilization". The Harappan culture is the culture of the Bronze Age in ancient India. This age is about 2300 B.C. to 1750 B.C.. Judging from the excavated city ruins, the planning and architecture of the entire city at that time have reached a very high level. It represents a kind of urban

civilization. The civilization of this era lasted for hundreds of years and then gradually declined. It died in the 18th century B.C..

After the decline of the Harappa culture, the nomadic Aryans (Europa race) who invaded from the Central Asian region of Congling (now the Pamirs) and the South Russian grasslands to the northwest of the Indian subcontinent (near the Ali region of the Qinghai-Tibet Plateau) India created a more enduring civilization. The Aryans appeared in northwestern India around 2000 B.C. and gradually expanded southward. By the beginning of the 6th century B.C., according to legend, 16 countries had formed in India. After a long period of merger wars, in the 4th century B.C., a unified country with Magadha as the center was established in the southern Ganges River Basin.

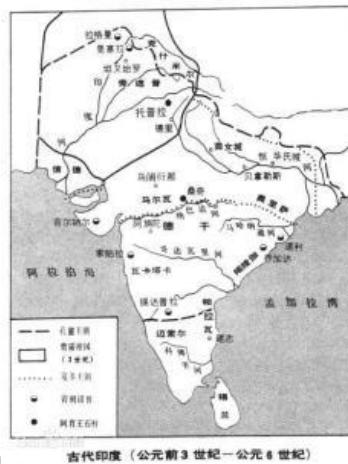


Figure 8: The territory of ancient India from the 3rd century B.C. to the 6th century AD

This is also the territory of the heyday of ancient India
Source: Baidu Encyclopedia pictures (February 22, 2023)

The Indus Valley in northwestern India was invaded by Cyrus and Darius I of the Persian Empire in the mid-6th century B.C. and 518 B.C., respectively. The ancient Persians ruled northwestern India for nearly two centuries. It was not until the late 4th century B.C. that they were conquered by Alexander of Macedonia from the Balkans in southeastern Europe. Chandragupta led the anti-Macedonian-Greek uprising. After seven years of struggle, all the Macedonian-Greek garrisons were expelled from the invaders and unified North India. Soon after, they overthrew the Nanda Dynasty of Magadha. Thus established the most powerful Mauryan Dynasty in ancient India.

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Figure 9 : Territory during the Mauryan Dynasty

In the early days of the Mauryan Dynasty, they controlled the Indus River Plain, the Ganges River Plain, the Bay of Bengal, the Deccan Plateau and a vast area as far as the Arabian Sea. During the reign of King Ashoka, at its peak, apart from the southern tip of the Indian peninsula, from the southern foot of the Himalayas in the north, to Mysore in the south, from the west of Assam in the east, to the Hindu Kush Mountain in the west, all were incorporated into the Maurya Empire territory. Mysore is also one of the ultra-sacred places of post-yoga.

Source: <https:// Baidu Encyclopedia>(February 22, 2023)

The Maurya Dynasty developed to its heyday during the Ashoka era. After years of fighting, he expanded the dynasty's territory to the entire South Asian subcontinent except the southernmost tip of the Indian Peninsula, including contemporary India, Pakistan and Bangladesh. The Maurya Dynasty is an empire of absolute monarchy. The king holds the highest power in all aspects, with the highest administrative power, the highest legislative power, the highest military power, the highest judicial power and the highest supervisory power.

Ashoka is the symbol of the Maurya Dynasty. He pushed the entire Maurya Dynasty to the peak of prosperity through continuous killing and war. The Battle of Kalinga had a great influence on Ashoka. After the end of the Battle of Kalinga, Ashoka thought he wanted to stop killing, so he changed his original policy of governing the country, gave up all harmful military operations, and began to adopt Buddhism to develop Economic and cultural, so that political stability will no longer wage wars against other countries, and send eminent monks to preach Buddhism. After a series of policy changes, Ashoka's image has also changed greatly, and he has become a benevolent and compassionate king.

In order to spread Buddhism, Ashoka would also send a large number of envoys and monks, including princes and princesses, to neighboring countries and regions to preach. When the Indian princess went to Ceylon (today's Sri Lanka) to preach, she not only brought many monks and Buddhist classics, but also brought the branches of the sacred Bodhi tree to them, and planted them in Ceylon herself.



Figure 10 Ashoka Stone Pillar King Ashoka declared Buddhism to be the state religion of India, and ordered stone pillars to be erected in the palace and various places in India, stone walls to be dug, and his edicts to be engraved on them. A large number of Buddhist eminent monks were summoned from all over the country, and Buddhist classics were compiled and compiled, and many Buddhist temples and pagodas were built.

Source: <https:// Baidu Encyclopedia>(February 22, 2023)

After a certain period of publicity and exchanges of envoys from various countries, Buddhism developed better and better, not only spread throughout Ceylon, but also quickly spread to Egypt, Syria, Myanmar, China and all over the world. Through continuous promotion of Buddhism and various humane ruling methods, Ashoka set up stone pillars all over the country, engraved imperial edicts, and implemented a series of policies and constructions that are beneficial to the people. He expressed his determination and hoped to win the support of the people.

Even if it is to promote Buddhism, ancient India is still a country with a caste system. In the age of nations, it was widely criticized and attacked because it could not adapt to the new situation of class differentiation. During the Ashoka period, it was restrained because it was not conducive to the unification of the empire, and it was not accepted by foreign nations because it was inconvenient to accommodate foreign nations (Most foreign nationalities believe in Buddhism). In order to adapt to the situation, Brahman legal documents made new additions and explanations to the caste system. The four major castes are still reserved as the basis of the caste system, but at the same time many "mixed castes" are recognized. In this way, different occupational groups, different tribes or nationalities can be arranged in these mixed castes. In the tenth chapter of "Manu Law", there are many explanations and explanations for the mixed castes. The Persians, Greeks, and Serbians who once invaded India were all said to be fallen Kshatriyas.

There are dozens of mixed castes mentioned in "Manu Law". "Manu Law" explained the reasons for the generation of mixed castes: the reasons for the generation of mixed castes are adultery among castes, marrying forbidden women and giving up their careers. "Manu Law" stipulates the occupations of various castes, but allows people of high castes to engage in occupations of lower castes to make a living when they have to, while people of lower castes are strictly prohibited from engaging in occupations of higher castes. It requires people of each caste to marry within caste. If it is necessary to intermarry with people of other castes, it only allows men of higher castes to marry women of lower castes, which is called civil marriage; while

women of higher castes are opposed to marrying men of lower castes, it is called reverse marriage. These regulations are in the service of the interests of the higher castes.



Figure 11: Indian Mahatma-Gandhi persuading the Indian people to abandon the caste system
Source: [https:// Wikipedia\(February 22, 2023\)](https:// Wikipedia(February 22, 2023))

Although these are ancient documents and ancient systems, they have already affected the lives of modern Indians. The caste system has always existed, and the same place cannot be unified in religion, and there will be conflicts in religious activities. In society, yoga has become India's international business card, but not everyone practices yoga or women are still not allowed to engage in work or yoga activities in many areas. The caste system has weakened with the development of the times, which has greatly promoted the development of society. More people can get education and a relatively more equal life. When life is guaranteed, people can consider whether to participate in yoga, etc. social activity.

1.1.3 Indian Modern History colonial period

Portugal was the first European country to establish a stronghold in India, after which the Dutch stepped in to defeat the Portuguese. By the 18th century, Britain and France became European powers pursuing interests in India, and after a series of struggles, the British gained the upper hand. But in fact, the main entity that manages British affairs in India is the British East India Company. This commercial trading company gradually occupied the territory of the Indian princes due to the split of the Mughal Empire at that time in India, and finally became the actual ruler of India. In terms of society and economy, the British made achievements in establishing a modern education system, building railways, and developing local industries in India. Since the mid-19th century, a large amount of British capital has been imported into India, and Indian capitalism has developed rapidly; on this basis, the Indian bourgeoisie has emerged, and its elite will affect the future of India.

Due to various unfavorable policies of the colonists, the famous Indian national uprising broke out in 1857. The direct fuse of the uprising was the rumor among Indian soldiers about the distribution of bullets coated with animal fat, which seriously violated the religious beliefs of Indians. Meat is now available in some parts of India, but in Rishikesh, India, the birthplace of yoga, it remains vegetarian, free of eggs and alcoholic beverages.

In 1877, Queen Victoria was crowned with the title of Empress of India (English: Empress of India), formally proclaimed the emperor in the way of Britain's succession to India's royal line, and established the British Empire. India under direct British rule (known as British India) was divided into 13 provinces, including Burma. The First World War had a major impact on the development of Indian nationalism. The Indian elite actively supported Britain during the war, hoping to obtain national autonomy in exchange; but Britain's behavior after the war disappointed them. In 1947, Britain proposed the Mountbatten Plan. According to this plan, the two autonomous dominions of Pakistan and India were established on August 14 and August 15, 1947, respectively, and the British rule in India came to an end.

Therefore, ancient India was the period when the earliest civilization in the Indian continent originated. India represented the geographical term of the Indian subcontinent for a long time. The modern Indian country refers to a country called India that became independent in 1947. There is a deep connection between them. But there are fundamental differences. On April 13, 1919, the Amritsar tragedy occurred in which the British army massacred Indians. These facts made Mohandas Karamchand Gandhi, who had become a major figure in the Congress Party, change his attitude towards the British government and reorganized the Congress Party in 1920. The Congress Party, which led the anti-British struggle several times between the two world wars, was guided by the non-violent non-cooperation advocated by Gandhi.

1.1.4 Republic of India

The independent Republic of India is facing a series of serious problems, especially the sequelae brought about by the Partition of India and Pakistan. The Sino-Indian border war that broke out in 1962 negated Nehru's diplomatic goals and had a long-term adverse impact on the relationship between India and China. (The relationship between India and China has fluctuated in recent years, which has a certain impact on the exchange of yoga development between the two countries.) Lal Bahadur Shastri's three-week battle with Pakistan in Kashmir. Afterwards, Mrs. Gandhi was in power for a long time. India won the third India-Pakistan war in 1971, but it also paid the political price of falling to the Soviet Union. India conducted its first nuclear test in 1974. Mrs. Gandhi was defeated by political rival Morarji Desai in the 1977 general election, but quickly managed to regain power until she was assassinated in 1984 for her hardline views on Sikhism. Mrs. Gandhi's son, Rajiv Gandhi, who succeeded his mother as prime minister after his mother's death, was assassinated by Sri Lanka's Tamil Tigers in 1991. From 1998 to 2004, when the Bharatiya Janata Party was in power, India's economy continued to grow at a high rate. In May 1998, it conducted five consecutive nuclear tests and became an open nuclear power. In the early 21st century, India has become the world's fourth largest economy (in terms of purchasing power) and is widely regarded as one of the potential superpowers. In the presidential election on July 19, 2007, Pratibha Patil won and became the first female president of the Republic of India.



Figure 12: Gandhi (Nonviolent Non-Cooperation Movement) The Satyagraha Movement (Satyagraha Movement) was a far-reaching movement led by Gandhi's Indian people against British colonial rule. During the movement, Gandhi advocated peaceful boycotts of the government, institutions, courts, schools, and non-violent means such as general strikes, boycotts of British goods, and tax resistance. There are four important times. Its characteristics are non-violence and non-cooperation, and in this movement, the Indian National Congress Party gradually became the leader and began its long-term rule in India from 1947.

Source: <https:// Baidu Encyclopedia, You Tube July 12, 2018>

Gandhi was a famous leader of the Indian National Liberation Movement. Born in the Kathiawar peninsula in western India to a family of a maharajah minister. Influenced by Hinduism and Jainism's "non-violence" thought since childhood. He enrolled at the University of London in 1888, studying law. After returning to India, he worked as a lawyer in Mumbai. Nonviolence is part of the first Yama of the eight limbs of yoga, which will be explained in detail below.

Precisely because India had a colonial period, most of the elites could speak English. In the last part, I introduced that Master Iyengar taught yoga to Western countries. It started with the British royal family, including many books published in English. Then translate it into other languages.

1.2 Three periods of the history of Yoga in India

Modern scholars divide yoga into three periods.

1.2.1 The first period is the pre-classical period, starting from 5000 B.C. until the appearance of "Rig Veda", which lasted for about 3000 years. It was the original development of yoga. During the period of written records, yoga has gradually developed from a primitive philosophical thought into a method of practice, in which meditation, meditation and asceticism are the center of yoga practice.

1.2.2 The second period of yoga development is the classical period, which was recorded in general in the "Vedas"¹³ in 1500 B.C., to the explicit record of yoga in the "Upanishads"¹⁴, and to the appearance of "Bhagavad Gita"¹⁵, completing the practice of yoga and the Vedas. The unity of Tantra philosophy has made yoga, a folk spiritual practice, orthodox, from emphasizing practice to behavior, belief, and knowledge. Around 300 B.C., the Indian sage Patanjali created the "Yoga Sutra", on the basis of which Indian yoga was truly formed, and the yoga practice was officially formulated as an eight-branch system. Patanjali is revered as the father of yoga.

1.2.3 The third period of yoga is the post-classical period. The "Yoga Sutra" was created by the Indian sage Patanjali around 300 B.C.. After that, it is the post-classical period. It mainly includes "Yoga Upanishad", Esoteric Buddhism and Hatha Yoga. There are twenty-one "Upanishads of Yoga". In these "Upanishads", pure cognition, reasoning, and even meditation are not the only ways to achieve liberation. Only by spiritual experience can we achieve the state of the unity of the Vatican and

¹³ The Vedas (Latin translated into the Veda Sutra, the Weida Sutra, the Weibo Sutra, etc.) is the oldest document and style form in India. Its main style is hymns, prayers and incantations, which are formed from generation to generation. "Veda" means "knowledge", "revelation". "Veda", written in ancient Sanskrit, is the basis of Indian religious philosophy and literature. Is the most important and fundamental classic of Brahminism and modern Hinduism. "Veda" is also translated as "Weida", which means "knowledge" and "revelation".

¹⁴ The Upanishads (Romanization: Upanisad, literal translation: sitting near, extended as "secret teaching"), the general term of the ancient Indian philosophical literature, is one of the broad Vedic literature. Although the Upanishads developed from the Veda and are thus often understood as the classics of Brahminism and Hinduism, the Upanisads are not all written by the Brahmin class, nor do they all fully reflect the Brahmin views. In practice, certain Upanishads are hostile to the Brahmin priests. To be precise, the Upanishad is a philosophical treatise or dialogue that discusses philosophy, meditation, and the nature of the world. Most Upanishads became works of mystical philosophy. The esoteric nature of the Upanishads is often reflected in their writings. The singer Upanishads says that knowledge of Sanskrit can only be taught to his son or his disciples, never to others.

¹⁵ The Bhagavad gita (romanization: Bhagavad Gita, literally means "Bhagavat (supreme god) praise, praise"), also known as the Bhagavad ode, is an important classic of Hinduism, describes one of the two epic dialogue in the Mahabharata (located in the "wet" 2340), also referred to as the song of god (Gita). Academics believe that it was written from the fifth century to the second century BC. The events described in the Mahabharata led to the arrival of the present struggle, and at the beginning of this era (about five thousand years ago), the dark sky told the Bhagavad Gita to his friend and devotee Aweek. It is the only classic that records the spokesman of God or the speech of the prophet. The Bhagavad Gita is considered sacred by most Hindus and, although part of poetic history, as one of the Upanishads, with a total of 700 sentences divided into 18 chapters.

the self. Therefore, dieting, abstinence, asanas, seven rounds, etc., combined with mantras, mudras and body mudras, are produced, which is the essence of yoga in the post-classical period.

1.3 Indian Yoga genre system

The orthodox Indian "Classical Yoga" includes five systems: Wisdom Yoga, Karma Yoga, Hatha Yoga, Raja Yoga, and Kundalini Yoga. Different schools of yoga have very different theories. Zhi Yoga advocates the cultivation of knowledge and concepts; Karma Yoga advocates inner practice and guides more perfect behavior; Hatha Yoga includes spiritual system and body system; Raja Yoga focuses on mind and breath adjustment; Kundalini Yoga obtains energy through practice, etc. . Yoga of these different system theories is a tool for the practitioners to lead to the spiritual world.



Indian Traditional Yoga:

1.3.1 Raja Yoga

Raja Yoga (Raja Yoga) means a way of yoga practice with a high status like a king. Wang Yoga attaches great importance to meditation and breath adjustment. It is the mainstream way for Hindu practitioners in India to lead to the spiritual world. Raja Yoga belongs to the main schools of several mainstream yoga schools (Raja Yoga, Bhakti Yoga, Wisdom Yoga, Hatha Yoga, etc.), and it is also the earliest school that existed and was born, mainly in its way of practice. Practitioners of Raja Yoga are called Vaisnavas (simple understanding means monk).

Personal Conditions for Practice:

- 1 Men and women had a low status in ancient India, and they were not allowed to enter some specific sacred places, let alone contact with Raja Yoga.
- 2 Believe in Hinduism, other religious gurus will never accept it.
- 3 Possess a sound, healthy and clean body, and have no blasphemy against the gods.
- 4 Willing to become ordained, willing to follow the Guru (Guru), and perform renunciation (renunciation of all possessions).
- 5 Know Sanskrit or Pali. Raja Yoga is a religion, and many classics are recorded in Sanskrit or Pali.

Practice conditions

- 1 Guru's (mentor) consent and acceptance.
- 2 Practice places, such as Guru's practice places, are of course mainly Hindu temples.

Meditation is usually done using some asanas such as the lotus position, which does away with most strict asanas. There are many methods of yoga meditation. When practicing meditation, you can feel the movement of the entity through the mind, control the circulation of Qi channels in the body, and produce different supernatural powers. One-point gazing method is a kind of meditation practice that yogis often like, which is usually in a quiet place, or in the mountains, lakes and seaside to focus on a fixed entity, such as the statue of Krishna or a candle, Leaves, wildflowers, or waterfalls, running water, etc.; completely immerse your spirit in the infinite and deep silence.

1.3.2 Karma Yoga

Sanskrit is Karma Yoga, also translated as Karma.

Karma means behavior. Karma yoga believes that behavior is the first manifestation of life, such as food and clothing, daily life, speech, manners, etc., and it will also become behavior yoga, action yoga or industry yoga. Indian philosophers believe that all human behaviors, no matter good or evil, will leave a fine trace, which will bring corresponding results according to the different nature of the behavior. This kind of thing is "karma". Karma Yoga advocates focusing energy on the inner world,

and guiding more perfect behavior through inner spiritual activities. Yogis usually adopt extremely restrained asceticism, go through good deeds, worship God and discipline themselves, persist in asceticism, and purify their minds with few desires. They think that a man's best friend and worst enemy is himself, determined by his own actions. Only complete devotion and conversion can make one's spirit, sentiment, and behavior reach the ultimate state of oneness with Brahma. The purpose of karma yoga is "total freedom of action" to achieve the state of "doing nothing without doing nothing" through "action". Gandhi is an example of a karma yogi.

1.3.3 Zhi Yoga

Zhi Yoga is an important part or one of the groups of Hindu wise men. Advocate the cultivation of knowledge concepts, free from ignorance, achieve sacred knowledge, and look forward to the unity with Brahma. Zhi Yoga believes that there is a difference between low and high knowledge. What ordinary people call knowledge is limited to the external manifestations of life and matter. This low level of knowledge can be acquired by direct or indirect means. However, the knowledge sought by wisdom yoga requires the yogi to turn his eyes inward, to experience and understand the God who created all things, Brahman, through the essence of all external things. By reading the ancient scriptures, which are considered to be revelation, understand the true mysteries in the book, and obtain the divine truth. Yogis use yoga practice to enhance the breath of life, open the Brahma chakra on the top of the head, and let Brahman enter the body to obtain supreme wisdom.

There are many ways of wisdom yoga in India. Religious figures in Hindu temples who are in charge of wisdom books, elders in large crowd gathering places, and think tanks of ancient Indian royal families can all be called wisdom yoga. They maintain ancient books and Wisdom, and grooming and debate from time to time.



Figure 13: A picture of Hatha Yoga, in which the colored parts in the middle of the human body represent the seven chakras. All modern yoga schools belong to Hatha Yoga or its derivative schools, but the actual content of Hatha teaching and training is also very different, and the content is deleted a lot.

Source: <https:// Baidu Encyclopedia> (2023-02-11)

1.3.4 Hatha Yoga

Hatha Yoga is traditional yoga again. In the word Hatha, "Ha" (ha) means the sun and "Tha" (tha) means the moon. He represents the balance of male and female, day and night, yin and yang, hot and cold, soft and hard, and any other pair of opposites that complement each other.

Hatha Yoga believes that the human body includes two systems, one is the spiritual system; the other is the physical system. Most of people's daily thought activities are disorderly and chaotic, which is a waste of energy, such as: fatigue, excitement, sadness, excitement, and only a small part of the human body is used to maintain life. Under normal circumstances, if the disorder is not too serious, the balance can be restored naturally through rest, but if the self-restraint and adjustment are not active, the disorder will gradually aggravate and lead to mental and physical diseases. Asana can break the original turmoil, eliminate the unstable factors of the body, and stop the vicious cycle of exercise; through breath adjustment, the stagnation of the nervous system in the body can be cleared, and the energy of the body can be controlled and utilized through Pangda.

In yoga, breathing through the right nostril is called the sun's breath, while breathing through the left nostril is called the moon's breath. Keeping the breath flowing in some way is crucial to any Hatha Yoga practice. The Hatha Yoga system starts from body postures, which is different from the traditional "eight-branch method", so it is also called "six-branch yoga". Hatha Yoga mainly practices how to control the body and breathing. The deeper effect is to make the body's various functions operate in an orderly manner, so that the mind can be peaceful and peaceful. Hatha Yoga in China mainly focuses on posture and breathing exercises, supplemented by meditation and bandha. Most yoga studios and gyms teach this system.

1.3.5 Kundalini

(Sanskrit: कुण्डलिनी, *kundalinī*), also translated as Kundalini, Jundali, Lingquan, and Kundalini. The original meaning of Sanskrit means curling. Indian Yoga believes that it is the tangible vitality and the source of sexual power. It is curled up in the human body. The position of the caudal end of the spine. In traditional India, goddesses or sleeping snakes are often used as symbols. Similar to the essence or innate qi of Chinese medicine and Taoism, Indian yogis believe that through practicing yoga, they will be able to awaken the Kundalini sleeping in the body, make it pass through the central channel, and finally reach the "unity of the Buddha and me". "Boundary.

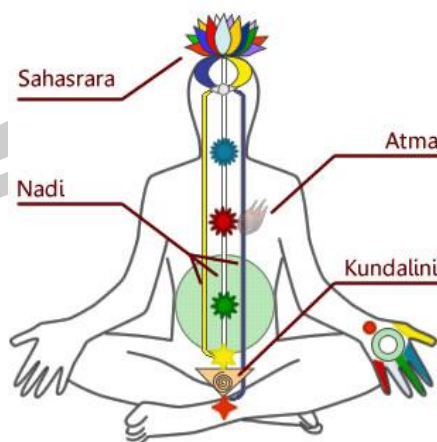
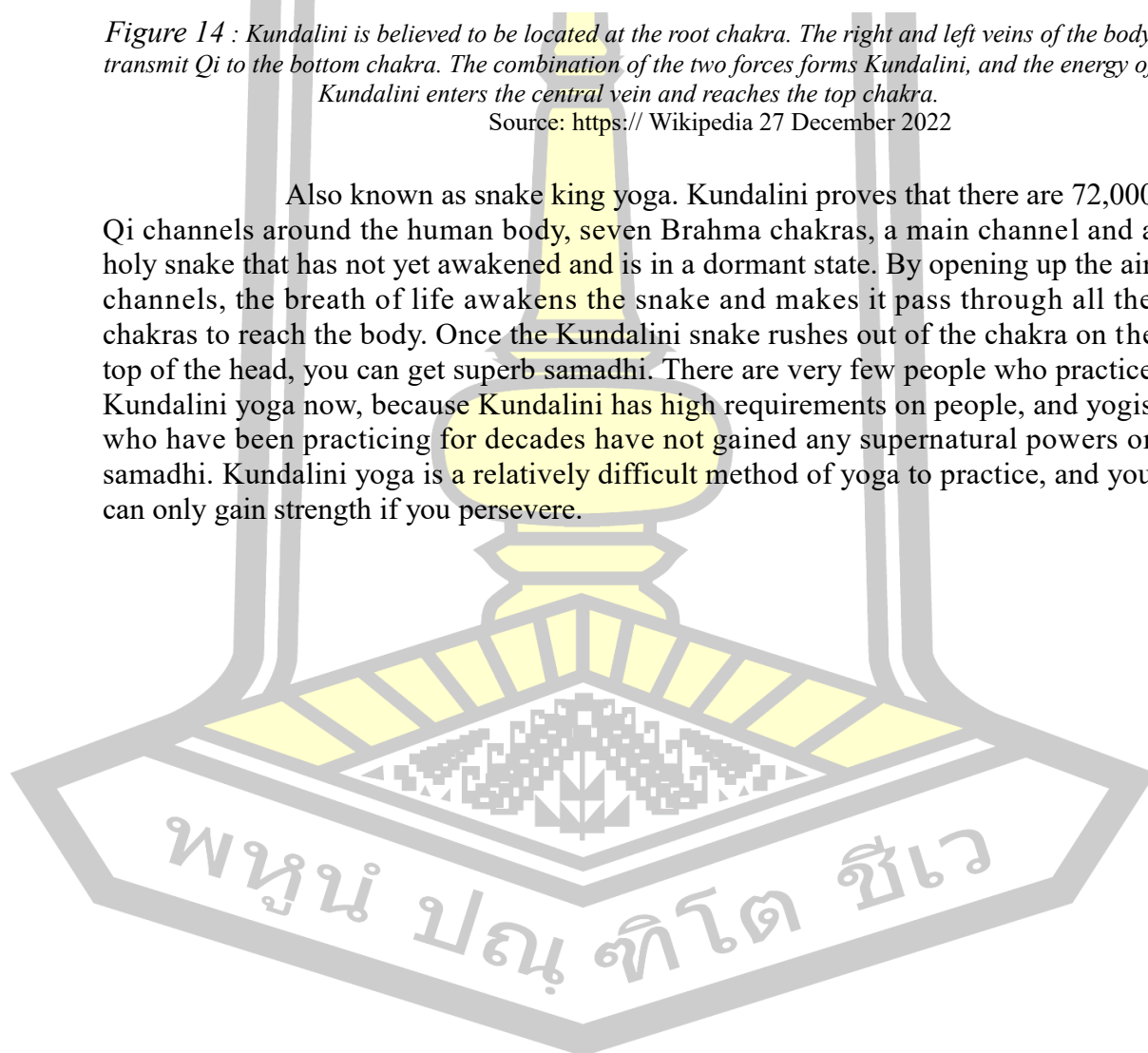


Figure 14 : Kundalini is believed to be located at the root chakra. The right and left veins of the body transmit Qi to the bottom chakra. The combination of the two forces forms Kundalini, and the energy of Kundalini enters the central vein and reaches the top chakra.

Source: <https:// Wikipedia> 27 December 2022

Also known as snake king yoga. Kundalini proves that there are 72,000 Qi channels around the human body, seven Brahma chakras, a main channel and a holy snake that has not yet awakened and is in a dormant state. By opening up the air channels, the breath of life awakens the snake and makes it pass through all the chakras to reach the body. Once the Kundalini snake rushes out of the chakra on the top of the head, you can get superb samadhi. There are very few people who practice Kundalini yoga now, because Kundalini has high requirements on people, and yogis who have been practicing for decades have not gained any supernatural powers or samadhi. Kundalini yoga is a relatively difficult method of yoga to practice, and you can only gain strength if you persevere.



1.3.6 Ashtanga

Ashtanga yoga is created and perfected by Pattabhi jois, who is revered as the father of modern Hatha Yoga, Krishnamacharya, based on the teachings of his teacher, in the last century It first inherited Ashtanga Vinyasa Yoga (Ashtanga Vinyasa Yoga), which was introduced to the West 40 years later and became one of the most popular yoga systems in the world.

Ashtanga Yoga was originally created to meet the needs of students. At that time, most of the students were young athletes, so the asana content was quite challenging and required a certain amount of physical fitness to complete. Technically, there are tandem poses, laryngeal breathing, forehead bandha, perineum bandha, gaze points, etc.

Ashtanga yoga is divided into three levels: basic level, intermediate level and advanced level. The choreography of each level is fixed, starting with 5 times of Sun Prayer A and B, with a lot of posture exercises in the middle, and finally ending with handstand and rest. The purpose of such continuous movement exercises is to consume a lot of calories to cleanse the body and expel toxins. In the West, this kind of yoga is also called "power yoga". At present, some domestic yoga studios have opened Ashtanga yoga courses, which are popular among young people, but most of them are for beginners.

Ashtanga is divided into six levels, and each level consists of about 60 positions, which are arranged strictly in a fixed order and cannot be practiced upside down. The intensity is very high, and if there is no guidance, it is easy to get injured. But you can skip the actions that you can't do at the beginning. But it may take 3-5 years to practice the first level well. This is still for people with relatively good conditions, who need to ensure about 3 hours of practice every day. At present, most of the people in the world who have practiced to level 6 have practiced for decades.

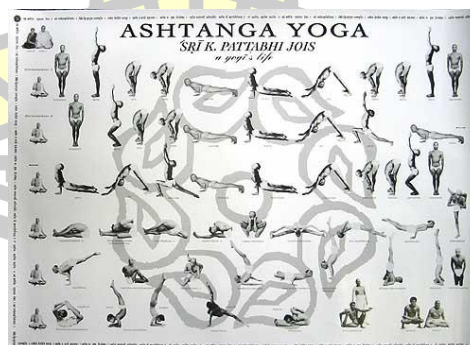


Figure 15 : Ashtanga Yoga – Shri K Pattabhi Jois . It can be seen from the picture that there is a fixed sequence of exercises, and the asanas are more difficult.

Source: traveling om website October 15, 2012

In Ashtanga Yoga, asanas are grouped into six series.

Junior Series

(Yoga Chikitsa): Removes toxins from the body and adjusts the body.

Intermediate Series

(Nadi Shodhana): Purifies the nervous system by opening, purifying energy channels.

Advanced Series

(Sthira Bhaga): A practice that combines strength and grace, requiring a higher level of flexibility and greater humility.

Each level is fully developed before proceeding to the next, and subsequent series of asanas continue in more detail. Each pose is a preparation for the next, and developing strength and balance requires more variety. Without a serious effort and emphasis on the practice of controlling desire (Yama), self-discipline (Niyama), anyway, the benefits of asana practice are very small.

After Ashtanga Yoga was introduced to Europe and America, yoga such as flow yoga (flow yoga) and power yoga (power yoga) were derived.

1.3.7 Flow yoga

Flow Yoga, also known as "flow yoga". Inherited from the West, it is a mixture of Hatha Yoga and Ashtanga Yoga. Its teaching and difficulty are somewhere in between.

The initial movements of each level of flow yoga also start with sun prayer poses A and B, practice several times, then perform single movement exercises, and finally end with handstand and rest techniques. The most classic and tiring Vinyasa action in Ashtanga Yoga is simplified or even eliminated, thus saving the physical strength of the practitioner. It is more physically demanding than traditional Hatha Yoga.

Flow yoga is more popular in European and American countries. There are also many yoga studios in China that teach flow yoga. Considering that the physical fitness of Chinese people is relatively average, this form of yoga is easy to accept.

1.3.8 Iyengar Yoga

Iyengar yoga (Iyengar yoga) is a Hatha Yoga course founded and taught by Indian yoga master Iyengar (B.K.S Iyengar), and named after him, it pays great attention to the correct placement of the human body, physiological structure, The functions of skeletal muscles, etc., emphasize the preciseness of posture and movement, and pay attention to the relaxation of body and mind.



Figure 16: Master Iyengar's practice picture in Pune General Hospital, India. It can be seen that he is still able to practice yoga with assistive tools at an advanced age

Source: <https:// Zhihu.com> 2020-04-30

Master Iyengar is a miracle, from a sick, dying child to a physically and mentally healthy teacher who is still spreading yoga at the age of 90. His name has become the most widely practiced yoga system today, and his name has been officially included as an entry in the Oxford Dictionary. In 2004, Master Iyengar was included in the list of "100 Most Influential People in the World" selected by the American "Time" magazine. Iyengar yoga is recognized as the most stressful posture practice method, it can coordinate the body balance, and has a good effect on the treatment of diseases. All kinds of auxiliary props are the biggest difference between Iyengar yoga and traditional yoga. Many of these poses are performed with aids such as blocks, benches, sandbags, blankets, bolsters, cloth belts, etc., which also allow for greater range of motion. It also makes many seemingly unreachable movements less complicated, so that students of different physical levels can benefit equally.

1.3.9 Hot yoga

Indian hot yoga founder Bikram Choudhury (Bikram Choudhury) founded the hot yoga system in the United States, and once it was launched, it caused a sensation in the entire yoga industry. Although this practice method is considered by some classical yogis to be inconsistent with traditional concepts and norms, hot yoga undoubtedly has loyal followers. Hot yoga has very strict requirements on the venue and temperature. Practitioners have to practice 26 basic postures in a high temperature environment above 38°C, and basically sweat profusely after 10 minutes. Hot yoga has good effects on weight loss, detoxification, and body sculpting. It is currently a popular innovative practice method. Hot yoga, also called high-temperature yoga, was once all the rage, but after the founder became a wanted sexual assault because of the sexual assault defendant, this genre gradually disappeared.

1.3.10 Tantric Yoga

Tantra Yoga. Esoteric Buddhism, also known as Esoteric Buddhism, also known as Tantra Buddhism abroad; also known as Mantra-Yana, Vidya-dhara-yana, Esoteric-yana, fruit Vehicle (Phala-yana), Vajra-yana (Vajra-yana). It is the

product of the combination of some sects of Indian Mahayana Buddhism and Brahmanism from the 7th to the 12th century AD. As Buddhism was introduced to China, so did yoga.

1.4 The relationship between the development of Indian history and yoga

Yoga originated in ancient India 5,000 years ago, with strong mystical thoughts. At first, most of it was passed on orally, from master to apprentice. From the general records of the "Vedas" in 1500 B.C., to the explicit record of yoga in the "Upanishads", and to the appearance of "Bhagavad Gita", the integration of yoga practices and Vedanta philosophy has been completed, making yoga this Folk spiritual practice has become orthodox, from emphasizing practice to behavior, belief, and knowledge. Around 300 B.C., the Indian sage Patanjali wrote the "Yoga Sutra"¹⁶, and he endowed all the theories and knowledge of yoga, where yoga formed a complete system for the first time. Patanjali is also known as the father of yoga in India. The greatness of Patanjali lies in his unbiased systematization of various sects that were popular at that time, combined with the philosophical system of classical number theory, so that yoga was recognized by Indian decent philosophy, and yoga also influenced various Indian philosophies And achieved the core position of Indian civilization.



Figure 17 : The Father of Yoga: Statue of Patanjali

¹⁶ The Yoga Sutra (Yoga sutra), compiled from the 2nd to 4th centuries AD by the Indian philosopher Patanjali, compiled the ancient Indian yoga tradition into 195 works. His ideas involved Buddhism, Jainism, number theory and Upanishads, and criticized the self-proof points of Buddhist only thought. The Yoga Sutra was the most widely translated ancient Indian text in the Middle Ages, covering 40 Indian languages and two non-Hindu languages: Old Javanese and Arabic. The book disappeared for nearly 700 years from the 12th century until the late 19th century, when it was rediscovered by British Orientalists and reinherited with the efforts of Swamevivekananda and others. This book has been valued by many yogis practitioners, and is an important classic of the philosophical yoga school of the six schools in ancient India.

Source: Quick Understanding Hundred 2015-03-19

Yoga originated in the foothills of the Himalayas in northern India. Yogis in ancient India practiced their body and mind in nature. Based on observing the state of animals and plants, and imitating their own experience, they created a series of exercise systems that are beneficial to physical and mental health, that is, asanas. Archaeologists have unearthed a well-preserved pottery in the Indus River Valley, which depicts the shape of yoga figures in meditation. This pottery has a history of at least five thousand years. It can be seen that the history of yoga can be traced back to older ages.

Rishikesh is a small town in the northern Indian state of Uttarakhand, at the foot of the Himalayas, known as the "Gateway to the Himalayas". The Ganges River flows through the town and divides it into two parts. There are many yoga schools and world-renowned yoga retreats on both sides. Rishikesh welcomes hundreds of thousands of pilgrims and tourists every year. The local law stipulates that everyone must be a vegetarian, give up smoking and alcohol, and the use of plastic bags is also prohibited.

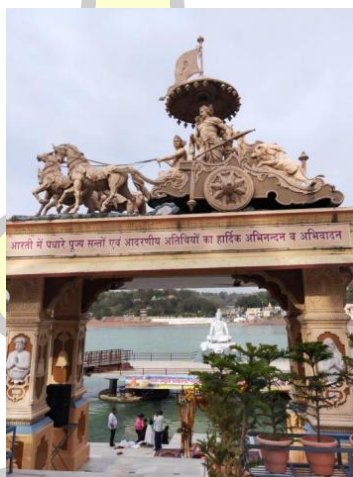


Figure 18: Rishikesh, India, the birthplace of yoga, people bathe, pray and hold various ceremonies by the Ganges River

Source: mobile phone shooting(February 20, 2019)

Rishikesh is India's premier yoga retreat and one of the most famous pilgrimage centers in India. The meaning of the place name is: Vishnu, the patron saint of Hinduism, once defeated the demon Madu here. It is said that several yoga masters and saints lived here. This small city is 250 kilometers away from New Delhi, the capital of India. It has become a famous tourist destination in India and the most yearning place for many yoga practitioners.

Rishikesh is located at the entrance of the majestic Himalayas, surrounded by mountains on three sides, and the sacred mother river in the hearts of Indians, the Ganges, meanders through the mountains. Compared with other cities in India, this small city has fresh air, fewer residents, and a quiet and mysterious atmosphere.

In 1967, under the strong inspiration of the Hindu leader Maharishi Mahesh Yogi, four members of the "Beatles" band also went to Rishikesh to practice yoga and practice meditation. Every morning, when the sun rises from behind the mountains and breaks through the clouds, the locals of Rishikesh also bathe in the Ganges. At this time, the temple bell rang, followed by the singing of hymns. From 4 o'clock in the afternoon until the Hindu worship time in the evening, carols are constantly flying on both sides of the Ganges. This is a grand ceremony in the local area - worshipping Lord Shiva (SHIVA). Shiva is the supreme creator of yoga in the legend, and also the god of creation and destruction of the universe.

There are hundreds of yoga colleges in Rishikesh, and the most authoritative yoga chain schools in India have opened yoga studios here. These yoga chain schools are often in the same line, adhering to the spirit of the founding teacher about yoga practice. For example, Biha Yoga University, the world's first tutor-based yoga university officially recognized by the Indian government, established the "Yog Vedanta Forest College" (Yoga Vedanta Forest Academy) here, adhering to the The spirituality of the practice of Indian yoga master Swami Sivananda (Swami Sivananda).

The Iyengar Yoga Center is also located here (OMKARANADA GANGA SADAN PATANJALA YOGA KENDRA), which is accredited by the "RIMYI" Iyengar Yoga Institute in Pune, India. Every year in the first week of February, Rishikesh hosts the International Yoga Festival. From October to April of the following year, the climate here is very suitable for yoga retreats and meditation. I also studied yoga at this Iyengar Yoga Center in February 2019.

Indian Prime Minister Modi loves yoga. When he came to power in 2014, he set up a special department to promote yoga, Ayurveda and other traditional Indian treatments. International Yoga Day was proclaimed by United Nations Resolution 69/131 on December 11, 2014. To raise awareness around the world of the many benefits of yoga practice, June 21st is celebrated annually as National Yoga Day.

The celebration of the first International Yoga Day was held at Peking University May Fourth Stadium. The event was co-hosted by the Indian Embassy in China, Peking University and Art of Life Yoga Workshop. In New Delhi, the capital of India, tens of thousands of Indians did yoga under the leadership of Prime Minister Narendra Modi to celebrate the first International Yoga Day. Indian officials said the figure set a new Guinness record.



Figure 19: Indian Prime Minister Narendra Modi took the lead to participate in the event, leading more than 50,000 people to do various yoga poses in the northern city of Dehradun

Source: <https://Baidu Encyclopedia> June 21, 2018

Since the 19th century, Indian modern philosophers represented by Bianxi have combined Indian mainstream philosophy Vedanta and yoga to form the systematic development of modern yoga, making yoga a popular philosophy spread outside India and exerting a wide influence. Indian Prime Minister Narendra Modi used yoga as a cultural calling card to bring Indian culture to the world. They are working to make yoga a mainstay of preventive health care delivery. "Efforts should be made to spread the practice of yoga from cities to villages," said the Prime Minister of India.

In 2016, UNESCO listed yoga as a world intangible cultural asset. Indian Prime Minister Narendra Modi launched the app "mYoga" on the occasion of the seventh International Yoga Day. The app, jointly developed by the Ministry of Ayush and the World Health Organization, aims to provide yoga training and practice courses for laypeople and enthusiasts. It can provide yoga training videos in different languages for amateurs from all over the world to help realize the concept of "same world, same health". The software was jointly developed by the Ministry of Yoga, Government of India, and the World Health Organization.

From ancient times to the present, the development of yoga has changed from a very small number of Indian practitioners to a way for the public to strengthen their bodies. This transformation has also verified a historical process and has become a healthy way of life.

1.5 Daily life in the context of Yoga in India

As mentioned above, the Indian caste system has a history of more than 3,000 years, and it began to sprout as early as the end of primitive society. Later, in the process of class differentiation and the formation of slavery, the original social division of labor became hierarchical and immobilized, gradually forming a strict caste system. Caste is hereditary. For thousands of years, the caste system has had a profound impact on people's daily life and customs, and racial discrimination has not been eliminated, especially in the vast rural areas.

After independence, the Indian government took many measures to eliminate caste discrimination. The first is to formulate relevant laws and regulations. In 1948 Congress passed a bill to abolish the caste system. Later, the Constitution and the laws of various states also made corresponding provisions to protect the interests of lower castes. The government also provides a lot of help to people of lower castes in education, employment, welfare, etc.

With the progress of society, the caste system in India is also changing. For example, the internal intermarriage system in the caste system has been impacted, such as high-caste women are also intermarried with low-caste men. People's views on occupations have also changed. The measurement of occupations is no longer based on religious ideas, but on money and power. In the city, contacts and exchanges between people of various surnames have been strengthened. This major change has also contributed to the extensiveness of yoga practice groups to a certain extent.

The first group of people who practiced yoga were Brahmins or men. Now, with the development of society, women are also joining in the practice of yoga. These have undergone tremendous changes after they were introduced to China. Not only women are the mainstream group of yoga, but the consumption of women's fitness yoga has also become a new consumption pattern, which will be introduced in detail in the next chapter.

In the last century, the arrival of the Beatles made Rishikesh in India famous. Now Prime Minister Modi practices and promotes yoga by example, making yoga recognized by the world. Yoga is no longer a traditional intensive or obscure philosophy, but a sport that everyone can touch, yoga has become a way of life.

Yoga has penetrated all aspects of Indian people's life, from daily diet, clothing, food and housing to the spiritual level. Real yoga life: live in a hut with simple facilities, wear plain and simple clothes, eat light vegetarian food, and you will never see eggs in Rishikesh. They also maintain equal respect for all animals, especially for cattle. Pedestrians need to give way to cattle when walking. Yoga requires people to live a simple life, and people and animals live in harmony with nature. Yoga has become a way of life, and this state has gradually influenced the introduction of yoga into China. From mysticism to a modern low-materialistic lifestyle, the most demanding higher spiritual level. (Usha. 2023:interviewed)

Part 2 : Yoga in the relation to various contexts in China

2.1 Buddhist and the process of introducing yoga into China

The inheritance system of Esoteric Buddhism is that Dainichi Tathagata taught the Dharma with gold attached to the Buddha. Eight hundred years after the death of Sakyamuni, Nagarjuna opened the Nanshan Iron Tower and received the Dharma

from Vajrasattva himself. Later, Longzhi passed on the Vajra wisdom and kindness. fearless. During the Kaiyuan period of the Tang Dynasty, Shanwuwei, Vajra Zhi and Vajra Zhi's son Bukong successively came to China to import Esoteric Buddhism and became one of the Chinese Buddhist sects.

It declined after two generations in the Han Dynasty of China. At about the same time that Esoteric Buddhism was introduced to Han, Esoteric Buddhism also spread to China's Tibet region. In the mid-to-late 8th century, the famous Tantric master Padmasambhava came to Tibet to help the Tibetan king Trisong Detsen (reigned from 755 to 797) who believed in Buddhism to "subdue all demons" and defeated the local primitive witch religion in Tibet - the Bon religion. (Bonpo), at the same time, Padmasambhava introduced the Vajrayana Tantric Buddhism of India's Indra Department, which already contains the highest stage of the Tantra four-part practice, to Tibet. At the beginning of the 13th century AD, after Buddhism disappeared in India, only Tibetan Buddhism retained the complete form of the four branches of Tantric practice. A hidden secret system was formed.

The physiological basis of the dual cultivation method of Tantric Supreme Yoga "Joy and Sky" is the theory of three chakras and seven chakras and "Jun Tu Li Snake". The so-called "shuangyun of happiness and emptiness" refers to the teachings and special practice methods of Tantric Supreme Yoga Tantra. Its theory is rooted in the Tantric "Da Nikkon" and "Diamond Sutra".

The characteristics of Tibetan yoga are complex mandala patterns (Yantra), detailed religious rituals, content that is not disclosed to the public, guru blessings, practice methods that use sexual energy to draw life energy, practice methods that transform substances, red Teach the Dzogchen method, Baijiao Mahamudra method and so on.

The "Yoga Sutra" written by Patanjali, the ancestor of yoga, endowed all the theories and knowledge of yoga. In this book, he expounded the definition of yoga, the content of yoga, and the changes that yoga brings to the body etc. Before Patanjali, yoga had been practiced for a long time, but no one gave yoga a systematic explanation, and Patanjali created a holistic yoga system. Patanjali pointed out that yoga is not a theory, it is not above the existence and theory, it is more of a practice, if you want to become a real yogi, it is not a theory of yoga, but a practice of yoga, so that you can truly Become a yogi. Patanjali's purpose of yoga is clear: Yoga teaches you how to control your brain (CHITTA).

So Patanjali is revered as the ancestor of yoga.

Religiously speaking, the "Yoga Sutra" belongs to the philosophy of Brahmanism, which is both different and related to Buddhism.

Brahmanism believes that all things have a highest noumenon - Brahman. (Emphasis on the attributes of the soul)

Buddhism believes that: things have no body, only reality. (Emphasis on the characteristics of the soul)

However, the content stated in the "Yoga Sutra" is basically consistent with the way of Buddhist meditation. Because yoga is a Buddhist practice technique. Just as Mr. Lu Sa, executive director of Greater China of Patanjali Yoga Institute Co., Ltd., said: "Yoga is the science of the soul, the science of practice, and the foundation of all religions. The most fundamental principles and methods of all religious practice are listed in " It's all said in the Yoga Sutra. Yoga is like flour, and various religions in the world are like buns, steamed buns, bread, cakes, etc."

The origin of Brahmanism can be traced back to the Indus civilization in 5000 B.C.. Brahmanism believes that all things have the highest entity - Brahman. Yoga is written in Sanskrit, which is very difficult to translate. There are dozens of existing English translations, but the translation methods are different, and sometimes the clauses are also different.

The "Yoga Sutra" written by the great yoga sage Patanjali is the fundamental classic of the yoga school. The scriptures record the profound discourses of the ancient Indian masters on almost all areas of holiness, human beings, self-nature, material views, body, spirit, and Sanskrit pronunciation.

Yoga was first spread in China in the form of Buddhism during the Western Han Dynasty. The earliest appearance in China was following the Buddhist classics "Yogi's Discourse"¹⁷, and yoga was synonymous with meditation or meditation. Not having asana practice is also a religious and philosophical thought.

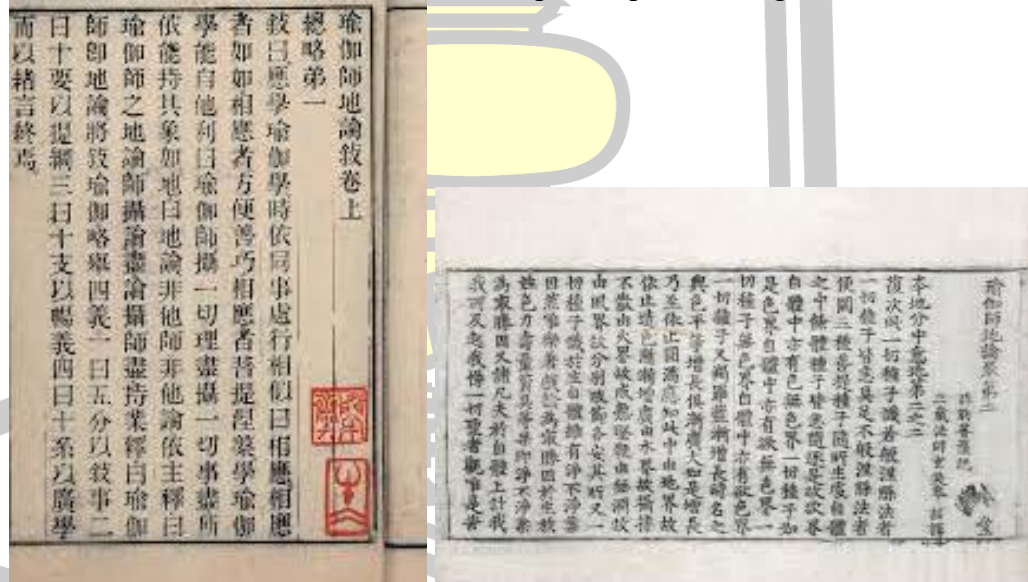


Figure 20: "Yogācāra-bhūmi-śāstra" (Sanskrit: Yogācāra-bhūmi-śāstra), also known as "Yoga Theory" and "Seventeen Ground Theory", is the fundamental book of the Mahayana Buddhist Yoga

¹⁷"Yogi's Discourse" (Yogācārabhūmi-śāstra), formerly known as "Seventeenth Theory", referred to as "Yoga Theory", is the fundamental theory of the Consciousness-only school of Buddhist yoga practice, and it is also the fundamental theory that Mahayana Buddhist yogis follow in their practice .

School of Consciousness-Only School and the Chinese Faxiang School. It is also an important classic that Xuanzang took on his journey to the west.

Source:<https://Know Encyclopedia Quickly> (February 22, 2023)

The yogi's place means the realm (the seventeenth place) that the yogi must experience in his practice, so it is also called "The Seventeenth Ground". According to legend, it was dictated by Maitreya Bodhisattva, but there is no record. Chinese Buddhism regards this sutra as one of the Five Classics of Cishi created by Maitreya, and Tibetan Buddhism traditionally recognizes the author of this theory as Wu Zang. Yoga is synonymous with meditation or samatha.

The so-called yoga practice is to practice all kinds of meditation and contemplation, among which the most commonly used is the concept of counting breath and impurity practiced by the Hinayana sect. As for the yogis, they are the teachers who do their own practice and even teach the teachings of yoga. Buddhist monks who practice various observations are honored as yogis or observation teachers. These yogis are the pioneers of the consciousness-only school of yoga. The yogi's place refers to the realm that the yogi relies on and acts on.

This treatise appeared in ancient India around the 4th and 5th centuries AD. According to legend, Asanga Bodhisattva ascended to the inner courtyard of Maitreya at night, heard Maitreya Bodhisattva's teaching, and after returning to the human world, he gave a speech to the public and recorded it.

At present, there are different translators and different book versions of "Yogi's Land Treatise" in different years. The central content of the book is to explain the nature of the six consciousnesses of eyes, ears, nose, tongue, body, and consciousness and the objective objects they rely on are people's fundamental consciousness. This coincides with the content concepts of related books published by Master Iyengar, such as "The Light of Yoga", "Yoga Garland", and "Yoga Mana Consciousness".

2.2 Yoga and self-improvement in China before modernization.

2.2.1 Historical development of Chinese sports

Chinese sports have a long history of development. There were more than 200 popular sports activities in different periods in ancient times, such as Cuju, Wrestling, Hammerball, Archery, Polo, etc. In the late Qing Dynasty, some traditional sports gradually declined. Later, as Western-style sports began to enter China, in the second year of Xuantong (1910), Nanyang Quanyehui was held in Nanjing, which was the first official international exposition in Chinese history. From October 18th to 22nd, the missionary Exner organized the "National School District Team First Sports League Meeting" at the Nanyang Quanyehui venue through the Shanghai YMCA, referred to as the National School Games.

This is the first national sports meeting held in China, which is defined as "the first national sports competition meeting in the Olympic mode". After the Revolution of 1911, it was regarded as the first National Games.

In 1930, the government of the Republic of China organized the Fourth National Games for the first time in the name of the government. With the development of women's liberation and foot movement, women also participated in sports. In October 1933, the Fifth Games held in Nanjing listed women's pentathlon as an official event for the first time, and female athletes appeared in swimsuits. However, under the influence of traditional thinking at that time, it was considered shameful for women to wear swimsuits.

On October 1, 1949, the Central People's Government of the People's Republic of China was established. While achieving historic development achievements in the first 30 years after the founding of New China, it also made mistakes of eagerness for success and "leftism", which made the country's development encounter difficulties. Serious setback.

Especially in economic construction, ignoring the role of objective economic laws and replacing the market mechanism with centralized planning has led to the lack of incentive mechanisms for production and labor at the micro level, low resource allocation efficiency at the macro level, unbalanced national economic structure, and the ratio of accumulation to consumption. Disadvantages such as imbalance. Especially during the "Cultural Revolution", the focus of the party's work was far away from economic construction. In the later period of the "Cultural Revolution", my country's national economy was on the verge of collapse, people's food and clothing were problematic, and national construction was waiting for prosperity.

According to data, in 1949 there were less than 5,000 sports venues (stadiums) in China. At the end of 1974, in the first national survey of sports venues, the total number of various sports venues (stadiums) in my country increased to 25,488, which was still very limited. In that era, removing the door panels and playing table tennis used to be one of the most popular ways to keep fit.

When the People's Republic was founded, sports was a distant and unfamiliar vocabulary for ordinary people. In that era when the vast majority of people struggled for food and clothing, the foundation of competitive sports in New China was as weak as the foundation of China's economy. In 1952, the People's Republic of China left its first mark in the history of the Olympic Games: swimmer Wu Chuanyu participated in the men's 100-meter backstroke preliminaries of the Helsinki Olympic Games, but unfortunately failed to advance.

On June 7, 1956, weightlifter Chen Jingkai wrote the name of a Chinese in the world record book for the first time; on April 5, 1959, table tennis player Rong Guotuan won the first world championship for China; On April 29,

sharpshooter Xu Haifeng achieved the "zero breakthrough" for China's Olympic gold medal.

Gradually after the founding of the People's Republic of China, the development of competitive sports was under the leadership of the government. On November 16, 1973, the People's Republic of China replaced the Republic of China and obtained membership in the Asian Sports Federation. In the 1974 Asian Games, the Chinese delegation won 33 gold medals. Since the Asian Games in 1982, athletes from the People's Republic of China (hereinafter referred to as China) have won consecutive first place in the total number of gold medals in all Asian Games. In the 23rd Olympic Games in 1984, shooter Xu Haifeng won the men's freelance pistol competition, which was China's first Olympic gold medal.

In 2008, in the 29th Olympic Games hosted by Beijing, the Chinese delegation ranked first with 51 gold medals. This is also the first time that an Asian country has won the first place in the Olympic gold medal list. In 2012, in the 30th Olympic Games hosted by London, the Chinese delegation ranked second in the gold medal list with 38 gold medals, after the United States. On July 31, 2015, Beijing won the right to host the 2022 Winter Olympics and will become the first city in the world to have hosted both the Summer Olympics and the Winter Olympics. Some people say that the Beijing Olympic Games is the greatest social legacy. The people have a deeper and more rational understanding of the modern civilization concept of national fitness, which has greatly improved people's awareness of voluntary fitness.

On June 22, 1995, the State Council of China promulgated the "National Fitness Program Outline" (National [1995] No. 14). The 2010 goal of the Outline is: strive to realize the coordinated development of sports, national economy and social undertakings, comprehensively improve the physical fitness and health level of the Chinese nation, and basically build a national fitness system with Chinese characteristics. In 1997, the basic standard of China's sports population was stipulated. According to this standard, in that year, the sports population over the age of 16 accounted for 15.5% of the total population. Ordinary people can also participate in sports, forming a trend of mass sports or mass sports.

According to the survey, after the 1990s, the construction of sports venues grew at an unprecedented rate. As of December 31, 2003, there were a total of 850,080 sports venues of various types across the country, with an average of 6.58 sports venues per 10,000 people, and an area of 1.03 square meters per capita. Compared with the United States, Japan and other developed countries that have an average of more than 200 sports venues per 10,000 people, we still have a big gap. However, it is no longer difficult for many people to enter the gymnasium to play badminton, basketball, and swim.

At the end of 2000, the first phase of China's national fitness program was completed. In December 2002, the State Sports General Administration released the second nationwide survey report - "Report on the Results of the Survey on the Current Situation of Chinese Mass Sports". According to the data in the report, in

2000, only 35% of people over the age of 16 participated in one or more sports activities in a year, an increase of 0.65% over 1996. The national sports population over the age of 16 has risen to 18.5%. The researchers believe that the Chinese people's awareness of sports activities is still in a superficial state. At the same time, restricted by economic conditions, group sports lack hardware guarantees and formal sports venues are insufficient. In 2009, the Chinese government established the National Fitness Day to promote national fitness.

2.2.2 Transformation from Buddhist Yoga to Modern Yoga



Figure 21: Feng Gongxia K. S. Fung (1903-April 24, 2000)

Feng Gongxia, a Hong Kong businessman and a figure in the Buddhist circle, was active in the Buddhist circle in Hong Kong from the 1950s to the 1960s, hosting many Buddhist activities, such as Buddhist seminars, temple openings and Buddhist conferences. One of the first promoters of Indian yoga to Hong Kong, China

Source: <https://zh.wikipedia.org> Wikipedia (February 26, 2023)

The first important figure is Feng Gongxia, whose ancestral home was in Xinhui, Guangdong. He was born in Guangdong Province in the Qing Dynasty in 1903. His father, Feng Shaolin (also known as Feng Zhenxiang, about 1881-1962), came to Hong Kong to settle in the early years and ran foreign trade. He was a devout Buddhist. Under the influence of his father, Feng Gongxia converted to the Tantric master Rongzeng Khenpo to learn Buddhism in 1937, and he enthusiastically participated in the Buddhist cause since then. Feng Gongxia was originally engaged in the grocery trade of foreign companies. He was the first businessman to obtain the agent of "Sunkist Orange" and introduce it to Hong Kong. He is very supportive of the development of Buddhism in Hong Kong. He has assisted in the establishment of Buddhist schools, promoted Buddhism as a board member of the Hong Kong Buddhist Federation, and has traveled overseas to attend Buddhist conferences many times.

Feng Gongxia, who has a long history of research on Buddhism and Yixue, wrote the book "Simple Divination of the Book of Changes", and once formed an editorial committee with Luo Shixian, Li Runsheng, and Tan Xiyong, and invited many Buddhist scholars in Hong Kong to compile "Introduction to Buddhist Scriptures and Commentary Series" and "Nyingma School Series" to promote Buddhism. Over the years, he has participated in many overseas Buddhist

conferences, including attending the World Buddhist Conference held in Tokyo, Japan, Nepal, Bangkok, Thailand and Cambodia in 1952, 1956, 1959 and 1961, and even attended the conference in 1961 Elected as Vice President. In 1963, at the invitation of the West German government, he formed a delegation with other religious figures to investigate local religious activities.

Feng Gongxia was one of the promoters who first brought Indian yoga to Hong Kong. As early as 1956, when he participated in the World Buddhist Conference held in Nepal, he visited yoga dojos all over India. During this period, he visited the yoga master Shifananda, and later invited his disciples to come to Hong Kong. Lam Temple (the predecessor of Shanox Facility Building) opened the first yoga class in Hong Kong. Feng Gongxia and Luo Qiu, who later became the third generation disciple of the Snow Mountain School of Yoga in India, were two Hong Kong disciples of Shihua Nanda. They later participated in the establishment of the Hong Kong Yoga Society in 1958, with Feng Gongxia as the president. The only yoga organization in Hong Kong.

The second important figure is Ms Shri Mataji Nirmala Devi who founded Sahaja Yoga. Sahaja Yoga is transliterated from Sanskrit Sahaja Yoga. The word Sahaja means "natural, innate", and the word Yoga means "union". The combination of the two words means "natural union", and it was officially released on May 5, 1970 teach.

Ms. Shri Mataji began to hold public lectures on Sahaja Yoga in Taiwan and Hong Kong in 1992, and then, these two regions began to establish free and voluntary dissemination centers.

In September 1995, at the invitation of UNICEF and the Women's Development Fund, she spoke about peace at the UN World Conference on Women. She was the only spiritual leader invited to the Beijing meeting. At the same time, she also met with Chinese citizens and presided over the Sahaja Yoga Symposium in Beijing for the first time. This marks the first time that Sahaja Yoga began to enter mainland China. the

In September 1996, at the invitation of the Chinese government, the Sahaja Yoga International Scientific Research Delegation participated in the Beijing International Epilepsy Conference and signed an agreement with the State Administration of Traditional Chinese Medicine to jointly study how to apply Sahaja Yoga to the health care of the people. . So far, there are group practice centers of Sahaja Yoga in Beijing, Shanghai, Guangzhou, Shenzhen and many provincial capitals, and there are more than 1,000 people who practice steadily in China.

There is also Wang Guangquan (1949-), a film and television character, who can be queried on the Internet, a native of Beijing, China. He once studied martial arts in the martial arts team of Shaobei National University. He entered the film and television industry in the late 1970s and played Jia Lian in "A Dream of Red Mansions". He began to study Tibetan Buddhism in the late 1980s, and quit the film industry in the 1990s. When learning Tibetan secrets, he took the Dharma name

Rinchen Gongga. Now he is the first enlightener of Tibet's "Great Bliss Kinkin" yoga, and a Tibetan Buddhist yogi.

I have to mention Hatha Yoga, the first professional yoga practice place in Shanghai. It was founded in 2000 by the disciples of the Indian master Iyengar. It is well-known and authoritative among domestic fans. The yoga system taught is extremely authentic. Yoga is relatively close to the original Indian yoga system, and has obvious effects.

Hada is committed to the promotion of yoga in China, co-organized the "Yoga" magazine, and hosted the annual China Yoga Competition, which provided a good communication platform for the domestic yoga industry and established Hada's authority in the industry. University, Jiaotong University, University of Traditional Chinese Medicine, Jiaotong University, Second Industrial University and other colleges and universities have given a series of lectures to promote yoga among college students.

Hosted the Lin Bishui beauty yoga show, the 2005 thousand-person yoga mobilization event, participated in the first "Sports and Leisure Exhibition" in Shanghai, and did continuous on-site yoga performances, and also participated in Huijin Department Store, Hongqiao Hotel, the first eighth Baihan, No. 1 Department Store, 2006 China Journalist Year, China Mobile Communications, China Sound of Music and other on-site yoga performances and cooperation, and worked for Shanghai Industrial and Commercial Bank, Roche Pharmaceuticals, Pacific Insurance, Putuo District Youth Federation and other units Collective yoga training has made some efforts for the promotion of yoga in China and achieved good results.

In fact, there were very few records about yoga before modernization. The main reason is that the whole society is still in a turbulent stage, and when people are still worrying about food and clothing, they don't think about how to do leisure sports. However, with the development of the times and the improvement of people's living conditions, sports activities have once again appeared in front of the public.

2.2.3 Yoga in context of Modern China (1980-2000)

The rise of modern yoga has to be mentioned - Krishnamacharya (Tirumalai Krishnamacharya, 1888-1989) and an ancient manuscript "Yoga Collection" (Yoga Korunta), including widely accepted and referenced yoga postures, breathing methods, yoga philosophy, etc.



Figure 22: Krishnamacharya demonstrates yoga at a yoga school in Mysore

Source: <https:// Baidu Encyclopedia> (February 26, 2023)

Krishnamacharya has taught yoga for nearly 70 years and is regarded as a yoga master by many people. However, he has always claimed to be a student, constantly learning, exploring and experimenting through practice, and applying his innovative yoga concepts and teaching methods. Credit to own teachers and ancient texts. He never set foot overseas in his life, but the students he taught spread knowledge all over the world. These include K. Pattabhi Jois (1915–2009), Iyengar (B.K.S. Iyengar, 1918–2014) and his son Desikachar (T. K. V. Desikachar, 1938–2016), and his first foreign female student, Indra Devi (Indra Devi, 1899–2002), known as the "First Lady of Yoga".

Pattabhi Joyce founded the Ashtanga Yoga Research Institute in Mysore in 1948. B.K.S Iyengar, as the founder of Iyengar Yoga, has published many books on yoga practice, including "Light on Yoga", which is known as the Bible of modern yoga practice. Westerners call it "the shortcut to the ancient oriental art of health". The yoga genre of these two masters is the closest to traditional yoga among the yoga courses currently on the market, and it has gradually been introduced into the Chinese market and has been welcomed by the mass market.

In the 1960s, modern yoga was born and gradually developed into a very popular way of mass fitness. It is considered synonymous with fashion and fitness and is very popular in Western countries.

The pre-modern period was before 1978, and the modern period is the beginning of a new period of socialist modernization. It is counted from 1978 to the present—this is the same as in the 1980s, when yoga was spread in China in the form of qigong, and the craze for practicing yoga quietly rose.

It was mentioned earlier that yoga was introduced to China in the form of religion, but the development of Chinese society has been banned for 30 years. From the "Cultural Revolution Prohibition" to "Freedom of Belief", pre-modern

China suffered from food and clothing. Stability has not yet been resolved. From the contradictions of the "Eighth National Congress of the Communist Party of China" to the ten-year Cultural Revolution, almost no one knows about yoga. According to current data, the earliest yoga academy was opened in Hong Kong in 1956.

Qigong (Qigong) is a traditional Chinese method of health care, health preservation, and healing. It is a method of physical and mental exercise that uses breathing adjustment, physical activity adjustment and consciousness adjustment (breath adjustment, body adjustment, and mind adjustment) as means, and aims at strengthening the body, preventing and treating diseases, keeping fit and prolonging life, and developing potentials. . Qigong has a long history in China. In ancient times, the content of Qigong was usually called Tuna, Xingqi, Distributing Qi, Convincing Qi, Daoyin, Alchemy, Taoism, sitting meditation and so on.

Until the end of the "Cultural Revolution", unprecedented changes took place in the qigong industry, and Zhengdao Gongpai developed into a unique science. Everyone knows that "Qigong" is not a mysterious thing, but a special knowledge. "Qigong" has become a synonym for a special knowledge about people's physical and mental health, and then set off a frenzy of practicing Qigong.

In 1985, with the aid of China Central Television, a 30-minute TV series of Cymbidium Yoga was broadcast almost every morning and evening, achieving extremely high ratings. He is the author of "Yoga Qigong and Meditation", "Cymbidium Yoga Lifestyle and Natural Healing", "Cymbidium Yoga: Relieve Stress, Center Your Mind, and Meditate on Happiness", "Cymbidium Yoga Basic Postures and Techniques Raiders" and other books. Chang Huilan grew up in Hong Kong and was the first person to introduce yoga to China. She is known as "the mother of yoga in contemporary China".

In the 1990s, foreign countries began to notice Huilan and her unique yoga practice. Since 1998, her yoga TV series has been broadcast across the United States through the PBS television network, setting off a modern yoga craze in the United States. Today, millions of people in dozens of countries have enjoyed or are enjoying Zhang Huilan's award-winning yoga TV series, DVDs, music CDs and books, making her one of the most famous yoga teachers in the world today.

Huilan and Bai Zhongyan, a contemporary orthodox yoga master, co-authored the 630-page bestseller "Yoga Qigong and Meditation", which combines Chinese Qigong and Indian yoga, and continues to be the best-selling book in China every year. One of the rankings for more than 20 years.

The time of modern yoga in western countries is earlier than that of modern yoga in China. There is also a gap of more than 20 years from the popularity of Cymbidium yoga to the popularity of Iyengar yoga. To narrow the gap, China is also gradually forming its own unique yoga style. Yoga in this historical period gradually appeared in front of the public and became a popular sport. People have a new understanding of yoga. Yoga in this period also gradually broke away

from religious overtones. Slowly, it has gradually shifted from popular to the pursuit of health, and gradually transformed into yoga with Chinese characteristics.

2.2.4 Yoga in the Dimension of New Health Culture and Sports of China (The transition period)

China is a part of the world. Globalization means that China has more and more frequent contacts with other countries. In the past, China was a communist society and had no contacts with other countries. Before that, there were obvious gaps with other countries. On October 10, 1978, when Deng Xiaoping received foreign guests, he talked about my country's "open policy". This is the first time that a leader of our party and state has clearly stated openness as a policy of our country in his speech.

On February 9, 1984, when Deng Xiaoping visited Xiamen, he clearly proposed and used the term "reform and opening up". From 1987 to 1993, the term "reform and opening up" was written into the party's basic line, party constitution, and constitution, and was confirmed at the party and state policy and system level, becoming an important part of the consensus of the whole party and the will of the state. An open social environment is the basis for foreign cultures like yoga to enter.

The founding of New China in 1949 opened the prelude to comprehensive modernization. According to its characteristics, it can be divided into three sub-stages. First, from 1949 to 1977, a planned economy was implemented and the construction of the "four modernizations" was promoted. Second, from 1978 to 2001, reform and opening up were carried out, with economic construction as the center and industrialization as the focus. The third is that since 2002, it has actively participated in economic globalization and promoted new industrialization, informatization and urbanization. Globalization is not just about population, economy, and infrastructure. The successful bid for the Beijing Olympic Games is also an important symbol of China's rising international status. The development of the economy, the opening of the country, and the development of cities have become a hotbed for the development of yoga. Gradually, foreign teachers will come to China to teach yoga. People have a preliminary understanding of yoga, and it is no longer integrated with Buddhism, and it is also different from Qigong.

The 2007 Report on the Current Situation of China's Urban and Rural Residents Participating in Physical Exercise released by the State General Administration of Sport shows that the number of people who "regularly participate in physical exercise" in my country accounts for 28.2% of the total population. In 2007, 340 million urban and rural residents nationwide participated. Physical exercise. Although the population ratio of 28.2% is not high compared with developed countries, it is not easy for a developing country with a population of 1.3 billion to reach the present level.

Now, with the upsurge of national fitness, people choose more and more colorful ways of fitness. In addition to traditional basketball, football,

volleyball, badminton, table tennis, running, swimming and other items, modern and fashionable yoga, taekwondo, Aerobics, tennis, bowling, and roller skating are rapidly gaining popularity. Leisure activities such as mountaineering and outings are popular. People exercising can be seen everywhere in the streets, parks, and residential areas.

National fitness has gradually become fashionable in China, especially in large and medium-sized cities. With the gradual improvement of living standards, Chinese people pay more and more attention to their own health, and sports are gradually changing from "appreciation products" to "consumer products". Physical fitness has gradually integrated into people's lives, and the concept of "treating people to eat is worse than asking them to sweat" has been recognized and responded by more and more people. This important change reflects the transformation of people's concepts.

In September 2014, General Secretary Xi Jinping stated in an important speech at the Indian Council of World Affairs: "Chinese Tai Chi has striking similarities with Indian Yoga, Chinese Medicine and Ayurveda. The philosophy of life is very similar." General Secretary Xi's forward-looking speech not only profoundly revealed the homogeneity of yoga and traditional Chinese sports culture, but also pointed out that in the context of globalization, yoga is not a closed-minded theory, or fitness, nor is it exercising a unique country or country, it is an open system and cultural product that all countries and countries in the world can embody and localize. Historical experience proves that any foreign cultural phenomenon or form of movement must be integrated into the Chinese cultural context in order to realize the vitality of China's sustainable development.

In view of the development status of my country's fitness and leisure industry, the content of the guidelines formulated by the China National Sports Bureau stated that: the fitness and leisure industry is an important part of the sports service industry, with sports as the carrier and participation experience as the main form to promote physical and mental health. For the purpose, a series of economic activities that provide related products and services to the public, covering fitness services, facility construction, equipment and equipment manufacturing, etc., are the main manifestations of the socialization, commercialization, and marketization of mass sports. In 2014, the State Council issued "Several Opinions on Accelerating the Development of the Sports Industry and Promoting Sports Consumption" (Guofa [2014] No. 46), stating that "to further optimize the sports service industry...focus on increasing the proportion of the sports service industry". As the main pillar of the sports service industry, accelerating the development of the fitness and leisure industry will play a positive role in implementing the national fitness strategy, expanding the scale of the sports industry, and driving the upgrade of sports consumption.

According to the survey conducted by the National Bureau of Statistics on people aged 20-69 in 2014, the proportion of people who engage in fitness exercises reached 51%, which was 1.5 percentage points higher than that in 2013; With 383 million people, such a large-scale fitness crowd will definitely bring huge

demand for the fitness and leisure industry. From the perspective of supply, my country currently has about 4,500 fitness clubs, with a total of more than 6 million members, and has formed well-known professional fitness club brands such as Welsh, Jade Bird, One Mega Wade, Megafit, and Zhongti Baili. In addition, the rapid development of the fitness and leisure industry has also led to the rapid growth of downstream industries such as sporting goods, sports equipment, and sports infrastructure construction, which shows that a consumption system centered on the fitness and leisure industry has initially formed. Fitness and leisure activities have become an important way for modern people to keep fit and strengthen health management.

During the "Eleventh Five-Year Plan" period, the average annual growth rate of the added value of the fitness and leisure industry was as high as 24.55%, much higher than the added value of the sports and related industries, and its proportion in the sports and related industries, the tertiary industry and GDP is on the rise. According to the estimates of the research group of the Chinese Academy of Social Sciences Institute of Economic Strategy, the total annual leisure and sports consumption of urban and rural residents in my country was about 254.3 billion yuan in 2010, and 287.4 billion yuan in 2011, with a growth rate of 11.68%. Relevant data show that each urban and rural resident in my country participates in an average of 3.45 sports activities, and 90% of them spend 50-100 yuan at a time at a fitness center. 10% of the payout. The rapid increase of my country's per capita income level has transformed the sports consumption mode from the physical type to the participation type, and the consumption scale and level of the fitness and leisure industry are also continuously increasing.

"Without the health of the whole people, there will be no comprehensive well-off." At the National Health and Health Conference held in August, General Secretary Xi Jinping put people's health in a strategic position of priority development from the perspective of realizing national rejuvenation and improving people's well-being, and deeply discussed It clarified the great significance, work policy and key tasks of promoting the construction of a healthy China. In October, with the release of the Communiqué of the Fifth Plenary Session of the Eighteenth Central Committee, a brand-new concept entered people's field of vision in black and white, and fell into people's daily life - Healthy China. The trend of diversification of fitness and leisure services is becoming more and more apparent. In 2016, the first year of the "13th Five-Year Plan" for sports, and the year when the "National Fitness Plan" starts a new cycle.

In 2016, the national fitness business, which has been promoted to a national strategy, has continuously enriched its connotations. National fitness has once again become a key word in the government work report, and a new requirement of "forming a new fashion for national fitness" has been put forward. National fitness has been integrated into the construction of a healthy China and has become an important content in the "Healthy China 2030" Planning Outline. The "Healthy China 2030" Planning Outline puts forward "improving the physical fitness of all people" in the entire chapter, and focuses on improving the public fitness service system for all,

extensively carrying out fitness campaigns for all, strengthening the integration of physical and medical care and non-medical health interventions, and promoting the development of key populations. Sports activities and other aspects have been elaborated in detail, making the deep integration of national fitness and national health another key content of sports work.

At present, 8 of the 13 prefecture-level cities in Jiangsu Province are promoting the use of personal account balances of medical insurance cards for fitness. Chen Gang, director of the Jiangsu Provincial Sports Bureau, said that national fitness has become a national strategy, and the significance of sports to health has become increasingly prominent. Opening up the fitness function of the medical insurance card is to put the medical insurance card's medical treatment function into disease prevention, and it is saving health.

In 2016, in the letter of the Social Sports Center of the General Administration of Sports about the revision of the fitness yoga competition rules and the review of the teaching syllabus, in order to summarize the fitness yoga promotion work, combined with the promotion of "Fitness Yoga 108 Asanas and Position Standards" and the implementation of "Competition Rules and Referee Law", Further promote the development of fitness yoga activities. The Social Sports Guidance Center of the State Sports General Administration is the leading unit, the National Yoga Promotion Committee, Anhui Jiarun Sports Culture Communication Co., Ltd., and the Jiuhuashan Fitness Yoga Camp of the China Bodybuilding Association are the organizers. From March 6 to 12, 2017 Kecun Water Street Hotel, Chizhou City, Anhui Province held a meeting to improve the "2017 Fitness Yoga 108 Posture Standards"; revise the "2017 Fitness Yoga Competition Rules and Judgment Law"; approve the "Fitness Yoga Beginner, Intermediate, and Advanced Coach Teaching Syllabus".

From March 26 to April 1, 2017, in order to improve the fitness yoga competition management system and further promote the orderly development of fitness yoga, it was decided to hold a national fitness yoga referee training class. In order to improve the management system of fitness yoga technicians, the Social Sports Guidance Center of the State Sports General Administration actively promotes the "108 Posture Standards of Fitness Yoga", and held 4 training courses for senior fitness yoga trainers in 2017. The training content includes: professional ethics of fitness yoga instructors; brief history of yoga development and school characteristics; fitness yoga system and exercise principles; fitness yoga 108 posture standards; fitness yoga 108 posture teaching; fitness yoga competition rules and referees. Those who pass the exam will be issued a fitness yoga senior trainer certificate, obtain fitness yoga elementary and intermediate trainer teaching qualifications, and participate in the 2018 fitness yoga training instructor examination qualifications.

The 2017 China-India International Yoga Festival opened in Kunming, Yunnan Province. During the 5 days, yoga lovers experienced wonderful content including yoga performances, Tai Chi performances, yoga public welfare experience classes, Indian yoga master classes, etc. The theme of this yoga festival is "the charm of oriental culture and the beauty of healthy life", which includes four parts: the

opening ceremony, yoga public welfare experience class, yoga master class and closing ceremony.

At the opening ceremony, the Tai Chi performances and yoga performances brought by the Tai Chi College of Yunnan University for Nationalities and the China-India Yoga College respectively also showed the grand occasion of sports and cultural exchanges between China and India in recent years. "Through sports, the bilateral relations between China and India have opened up a new situation. Through yoga, the vast number of sports fans in China and India have a new connection." Wu Yamin, deputy director of the Sports Bureau of Yunnan Province, said that this event will promote fitness yoga projects Culture has played a very good role in promoting it, and it has become an example of implementing the national fitness-for-all strategy and the active participation of the public in sports.

In addition to the performances of Indian yoga and Chinese Tai Chi at the opening ceremony, there are also free public yoga experience classes open to the public, and yoga master classes carefully prepared for yoga lovers by 9 top yoga masters from various schools in India.

The yoga management of the fitness yoga open competition is becoming more and more standardized. Such a formal and scientific development model has been affirmed by Mr. Qin Yuequan, who is researching fitness yoga as a provincial and ministerial topic. Students at the University of Medicine take this course more than any other elective.

August 15, 2018 Shetizi (2018) No. 126 Notice of the Social Sports Center of the General Administration of Sports on Printing and Distributing the Implementation Rules (Trial) for the Management Measures for Referees in Fitness Yoga Competitions Social Sports Center of the Sports Bureau (Sports General Secretariat, Fitness Yoga Association): According to the relevant provisions of the State Sports General Administration's "Sports Competition Referee Management Measures" (2015 No. 21 Order), in order to strengthen the fitness yoga referee team construction, ensure fitness The yoga competition is conducted in a fair, impartial, and orderly manner. The "Implementation Rules for the Management of Referees in Fitness Yoga Competitions (Trial)" are now issued to you. Please implement them conscientiously.

Hosted by the People's Government of Yunnan Province, the Chinese Embassy in India, and the India-China Cooperation Promotion Center, and co-organized by the People's Government of Kunming, the Foreign Affairs Office of the People's Government of Yunnan Province, the Federation of Literary and Art Circles of Yunnan Province, and Yunnan University for Nationalities, the 2019 China Yunnan-India The Cultural Week Kunming China-India Yoga Conference was held in Kunming, a colorful ancient city in Yunnan. Yunnan University for Nationalities established the "Fitness Yoga Theory Research Center", Kunming University, Kunming Nostar Enterprise (Group) Co., Ltd. and India signed a memorandum of cooperation on the integration of Chinese and Indian traditional medicine research and talent training projects; Yunnan University for Nationalities and Indian cultural

relations The committee signed a memorandum of understanding to jointly build a China-India Yoga Academy; signed a cooperation agreement with India's Bihi Yoga University; signed a strategic cooperation agreement with China Sports Industry Group Co., Ltd.

China Sports Daily reported on the National Fitness Day on August 8, 2019: The Social Sports Center of the General Administration has determined the promotion and guidance strategy of "Fitness Yoga", and established the "National Fitness Yoga Instructor Committee" for specific implementation guidance. With the rapid development of fitness and yoga projects, the number of people participating in yoga fitness and the total number of yoga training institutions have increased year by year. According to Internet statistics, nearly 50 million people have purchased related yoga products, and nearly 200 million people have searched for yoga knowledge. There are more than 100,000 yoga studios of various types, which gives fitness yoga a broad development space and prospects.

The traditional way of yoga practice consists of eight branches, which can also be regarded as eight stages, namely:

One :Yama

Also known as external. When you choose to practice Raja Yoga, enter a Hindu temple, or

choose a mentor to follow, the precepts that the mentor will give. The constraints given by

Guru (the meaning of the teacher) have been fixed in five major constraints during the thousands of years of Wang Yoga teacher-student inheritance, namely: no killing, no lying, no stealing, no adultery, no greedy.

Two :Niyama

Self-restraint and behavior control, better follow Guru practice. Observing purity, contentment, asceticism, studying and reciting Vedas, and worshiping gods.

Three: Asnan

This is also the entry point of the mainstream Hada school. In the distant ancient Indian yogis and Hindu sages, they believed that loving gods should also love their own body and soul. Keeping the body clean is the most basic cleanliness, and this kind of exercise will make the body healthier and cleaner, making it more qualified to approach and serve God.

Four:Pranayama

The sages of yoga believe that only by controlling one's breathing can one better control one's thoughts and life. So there is such a link to practice advanced breathing techniques alone.

Five: Senses of Pratyahara

To control your senses, the first four steps are seemingly simple, but it is difficult to move forward here. How to draw in your senses and observe your thoughts, breath, and body more clearly. A deeper level is to directly close one's sense organs under the condition of proficiency in practice.

Six: Focus on Dharana

Focus on your own inner world, focus on the imagination of God, and focus on thinking about life.

Seven: Meditation Dhyana

This does not refer to resting and doing meditation, but to meditation that can already be done at will, such as borderline meditation. Of course, the real traditional meditation is not to focus on situational meditation as it is now, but to meditate on the gods one believes in.

Eight: Samadhi

The combination of personal spiritual soul and God, the supreme joy, the stay and travel of the soul in another world. These are the traditional descriptions of samadhi. Samadhi is also what we often say in Buddhism. Science also conducts research on samadhi, and the conclusion is to enter a controllable vegetative state, completely stop personal time and thinking, and reduce metabolism.

The "Fitness Yoga Posture Standards (Trial)" approved by the Social Sports Center of the State Sports General Administration of China is based on traditional yoga as a reference, combined with my country's national conditions and public fitness needs. Individual style. The body position standard is divided into nine grades from low to high according to the difficulty of posture completion. Grades 1 to 6 are the basic postures of fitness yoga, and grades 7 to 9 are elective postures. Among them, there are 16 postures for each of the first to third grades, and 18 for each of the fourth to sixth grades. There are 24 poses for each of the seventh to ninth grades. Yoga has gradually merged with foreign culture and Chinese culture. Practicing yoga has become a popular trend in modern life. Through development, a fitness yoga system in line with China's national conditions has been established. This yoga system has made the yoga market more standardized. National fitness and With the support of the concept of great health, fitness yoga has gradually moved from popular culture to the direction of healthy culture.(Xie Congcong. 2022:interviewed)

Part 3 : The relationship between Indian yoga and Chinese fitness yoga

For the cognition of yoga, Indian yoga and Chinese fitness yoga have a close relationship, but also have a big difference. The sage Patanjali (Patañjali) wrote the "Yoga Sutra" in 300 BC, which compiled the oral yoga into an important theoretical classic, so Indian yoga can also rely on it. No one has given a systematic explanation of yoga, but the "Yoga Sutra" expounds the definition of yoga, the content of yoga, the changes that yoga brings to the body and mind, and so on. Yoga is a general term

for physical and mental exercise, and is honored as a Yogi (Yogi, Yoginī for women) regardless of any faction in India.

There are many schools of religious philosophy in ancient India, but there are three books that are regarded as classics by most Indians, one is the "Upanishads", the other is "Bhagavad Gita", and the third is "Ayurveda", and the "Yoga Sutra" gathers all the classics Unify the eight limbs of yoga. Yoga is originally a kind of physical and mental practice. On the surface, it seems to have nothing to do with religion. It can also be said that any religion in ancient India used it. Its highest purpose is to realize all possibilities of human beings, from the unity of spirit (small self) and nature (Vatican, big self, highest consciousness) (that is, "the unity of Brahman and self"), until becoming a Buddha or immortal, or other The highest purpose that the sect says, yoga is one of the ways to be recognized. Brahmanism in ancient India advocated the theory of "the unity of the Vatican and the self", which was popularized by Hinduism and still has a religious color in its dissemination.(John Leebord. 2023:interviewed)

There is an old Indian saying: There are two ways to surpass the orbit of the sun (obtain eternity), one is to abandon the world in yoga; the other is to abandon the body on the battlefield. This is actually in line with traditional Chinese values, such as the Taoist theory of "merit and virtue become gods" and the Confucian belief in the "Martyr's Shrine".

As one of the Indian religions, Buddhism attaches great importance to the practice of yoga. As far as Buddhism is concerned, any practice that belongs to meditation and meditation and achieves the corresponding physical and mental state, state of mind or reason can be said to be yoga. Yoga, that is, the corresponding practice of body and mind. Yogi, yogi (yogi), is a general term for Dinghui practitioners. However, Buddhism takes the common Hindu meditation as the study of meditation, and uses the different four mindfulness and the thirty-seven bodhisattvas as the wisdom study, and deeply observes that all dharmas are empty and have no self-nature, so as to achieve liberation from selflessness and selflessness. This is different from the Hindu practice of God and Self, where the Brahman and Self are united to achieve the liberation of existence alone, and the principles of practice are different. "Practice the Road and Earth Sutra" (Yujia-zha-fumi), "Practice Convenience Zen Sutra" (Yuga-zheluo-fumi) and "Yogā-cāra-bhūmi" are all based on "A treatise on Buddhist meditation named after "Yoga".

Charles Haanel (CHARLS E HAANEL), who was born in Michigan, USA in 1866, has a very famous book called "THE AMAZING SECRETS OF THE YOGI" and "Silicon Valley Forbidden Book V: The Secret of Yoga". This book was published by China Overseas Chinese Publishing House in 2008. The book introduces the current popular yoga, whether it is the "Master" in China, the "Master Asan" in India, or the "Master Foreigner" in Europe and America. Their yoga, from the beginning to the end, is far from the purpose of yoga. This book contains a lot of valuable things about how to practice to lead to more health, greater success and unlimited happiness. How some of the yoga practices mentioned in the book can make people active, courageous and passionate, while others can make people timid,

humble, meek and deep, so that people can open the way to health, success and happiness. The road to prosperity. Yoga can also bring comfort to people in times of depression.

On December 1, 2016, the meeting of the UNESCO Intergovernmental Committee for the Protection of Intangible Cultural Heritage held in Addis Ababa, the capital of Ethiopia, passed a resolution to include Indian yoga in the organization's "Representative List of Human Intangible Cultural Heritage".

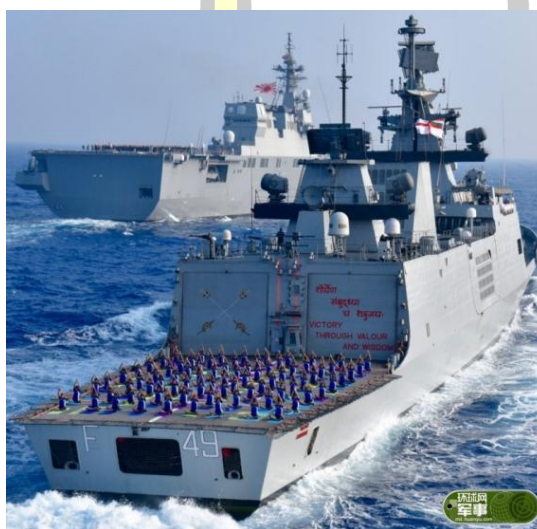


Figure 23: Soldiers on the China-India border practice yoga together on Yoga Day. The spokesperson of the Ministry of National Defense, Senior Colonel Wu Qian, confirmed that on the International Yoga Day, the Chinese and Indian border officers and soldiers practiced yoga together, and the Chinese officers and soldiers also performed martial arts for the Indian officers and soldiers. The relationship between China and India is friendly, and the development of yoga has also been recognized by the country.

Source: <http://mil.news.sina.com.cn/Sina Military Network> June 21, 2018

In recent years, cultural exchanges between China and India have achieved remarkable results. In June 2015, Yunnan University for Nationalities established China's first yoga academy - China-India Yoga Academy. 37-year-old Subrakshmi Velusami worked at a yoga academy in Chennai, the capital of Tamil Nadu in southeastern India, and was then selected to teach at the China-India Yoga Academy. She came to Kunming at the end of 2015 and quickly adapted to the climate and life there. In her words, the local diet in Yunnan is light, which is very suitable for yoga practitioners and vegetarians.



Figure 24: Rishikesh, India, the birthplace of yoga, people will add various spices to their diet, they are all vegetarian, and they will not watch mobile phones or play games during meals, keep silent and chew slowly, and use diet methods To maintain good health, yoga instructors will teach that behaviors such as overeating, dieting, and talking while eating can cause gastrointestinal stress. These stresses should be resolved in daily life, rather than relying entirely on yoga asana exercises to relieve, maintain a good diet Habits are part of yoga practice.

Source: Li Yinlu Mobile phone shooting in February 2019



Figure 25: In Rishikesh, India, people from various countries will come to practice yoga, and there are students of different age groups. The picture on the right shows that the locals live by the Ganges River, and they will go to the Ganges River to bathe, pray and sing scriptures at any time. This is already their daily homework. So there are not only yoga schools everywhere, but also yogis everywhere. But in China, almost all yoga is indoors, with modern decoration, mainly to complete yoga postures.

Source: Li Yinlu Mobile phone shooting in February 2019

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Figure 26 : In Rishikesh, India, there are yogis everywhere on the streets. They are not only people who practice yoga postures, but also some ascetic monks and other people who spread yoga. The essence of yoga is love, and they will spread love through philosophical thoughts, about the existence of art, self-realization, worship of ancient gods, etc. They will have many places to provide such learning and services. At present, there are very few philosophical teachings on yoga in China.

Source: Li Yinlu Mobile phone shooting in February 2019





Figure 27: In Rishikesh, India, this is a bridge connecting yogis on both sides of the Ganges River. On both sides and above the bridge, local people singing yoga classics can be seen everywhere. Sometimes they are happy and sometimes they feel sad. They are very Friendly, the chanting is almost non-stop, and the chanting takes turns. (I didn't take a photo of the front, because of the issue of religious respect) Homeless people can be seen everywhere, even if they are begging, they still have happy expressions, and they don't care whether they donate or not. This is very different from China. In China, most people who are sick and suffering go to beg and live a miserable life. It is reflected in the two different cultural backgrounds. The situation is quite different.

Source: Li Yinlu Mobile phone shooting in February 2019

Domestic people's understanding of yoga mainly starts with yoga postures. In fact, yoga postures are only a part of yoga. It is an ancient philosophical system in India. It includes moral norms, physical exercises, and thinking about human and nature, human and The philosophy of social and personal life relationship issues, yoga is a way for ancient Indians to understand themselves and the world, a way of combining body and mind, and a philosophy of life.

The establishment of the Yoga Academy has become a favorable platform for Sino-Indian yoga. The arrival of Indian teachers not only provides academic exchanges but also displays Chinese culture. In just four years since the establishment of the Academy, the Academy has developed from public welfare classes and training classes to the current undergraduate students. And the scale of the Sino-foreign cooperative education master program.

Conclusion

The development of yoga in China is already a new cultural phenomenon. When this foreign culture enters the Chinese market, the first thing we need to do is to

learn the traditional yoga culture, and then combine it with the current development of China to find new ideas on the basis of Chinese culture. To the new model of fitness yoga with Chinese characteristics, there is the integration of traditional Indian yoga culture and the confident Chinese traditional culture of the Chinese nation. Because the ideas advocated by yoga have many similarities with traditional Chinese philosophy, "Yama" and "Niyama" are similar to traditional Chinese moral concepts, and asanas are similar to Chinese Wu Qin Xi, Tai Chi, and martial arts, etc. But the pursuit and praise of God is particularly important in Indian culture, but the people-oriented ideology in Chinese culture pays more attention to humanistic care. It is not only the people who practice yoga in China and India that are connected through yoga, but also the cultures between India and China. On the basis of ancient civilizations, yoga culture is also constantly updated and developed to become popular. The popular way of yoga has also become a healthy way of life.



CHAPTER III

Yoga as a Popular Culture in the Large Cities of China

Introduction

Chapter 3 introduce the development of yoga in the big cities in China. In short, in China's big cities, yoga went from the introduction of Buddhism to becoming the popular culture in China with the development of The Times. Therefore, this chapter aims to describe the social and cultural phenomena in big Chinese cities, involving the people's way of life, the transition from traditional to popular. In particular, this popular culture has developed into a new healthy culture, and under the background of popular culture in big Chinese cities, people's demand for health has become a new way of social and cultural interaction.

Part 1 : People, society and lifestyles of people in metropolitan China

The emergence of modern yoga forms a popular culture

Today we pay attention to contemporary Chinese popular culture, which is produced in the process of my country's modernization. The market rules of the merger of the socialist market economy take the urban public as the main body and the main consumer objects, and the public and fashion as the basic functions of the modern production, production and management model, and through New cultural forms of mass media.

The secularization of Chinese social development is a political force produced by popular culture, and contemporary Chinese popular culture has developed in the process of China's modernization. In the sociological sense, the road to modernization is the road to "secularization". Secularization refers to the process in which a cultural and social system gradually breaks away from the guidance of Western theological thought and the guidance and control of metaphysics. In other words, secularization refers to the process by which divine authority and cosmology in theology and metaphysics are gradually replaced by common views. In other words, "secularization" refers to the process by which religious beliefs and practices are gradually reduced in people's lives as the process of industrialization accelerates. In particular, the constant emergence and development of science, technology and new ideas, and the resulting stable material environment, made people in pre-industrial societies less and less dependent on the moral and spiritual imperatives supported by religion.

The word "Yoga" appears in the Partridge Upanishads from the 6th century B.C.. It is recorded in Sanskrit that the Partridge Upanishad is about the content of life philosophy, not just one book, and it is constantly updated with the secret transmission. Archaeological finds indicate that yoga was practiced in India during the Indus Valley Civilization (3300 B.C. - 1300 B.C.). The earliest transmission of yoga

was word of mouth, belonging to the Tantra category, and most of them would be hidden in the mountains.

The yoga explanation here is more inclined to traditional yoga, and there are some differences between the emergence of modern yoga and traditional yoga. Regarding the beginning of modern yoga, there are two key dates: 1849 and 1896. According to the information available on the Internet, there is a Westerner who thinks he is a yoga practitioner, and the time recorded is in 1849. After 1896, modern yoga became popular in India and spread abroad.

At the beginning of the 21st century, China gradually became a global country. The country opened its doors to accept foreign cultures, but it was mainly concentrated in developed coastal cities, where foreign teachers taught yoga on a small scale, and due to the underdeveloped Internet at that time, it was difficult for yoga to enter the Chinese market. There are few records, and there are large gaps in history.

Modern yoga postures mainly refer to those yoga practice styles that emphasize yoga postures or certain yoga postures. People's cognition also equates yoga with a new kind of body gymnastics. It is obvious that the concept of modern yoga originated from the West. In fact, for China's development, the time will be later. Take Master Iyengar's international yoga influence as an example, the first country was in the UK, when his last international lecture was at the China-India Yoga Summit in China in 2011, there was a time difference of about fifty years time.

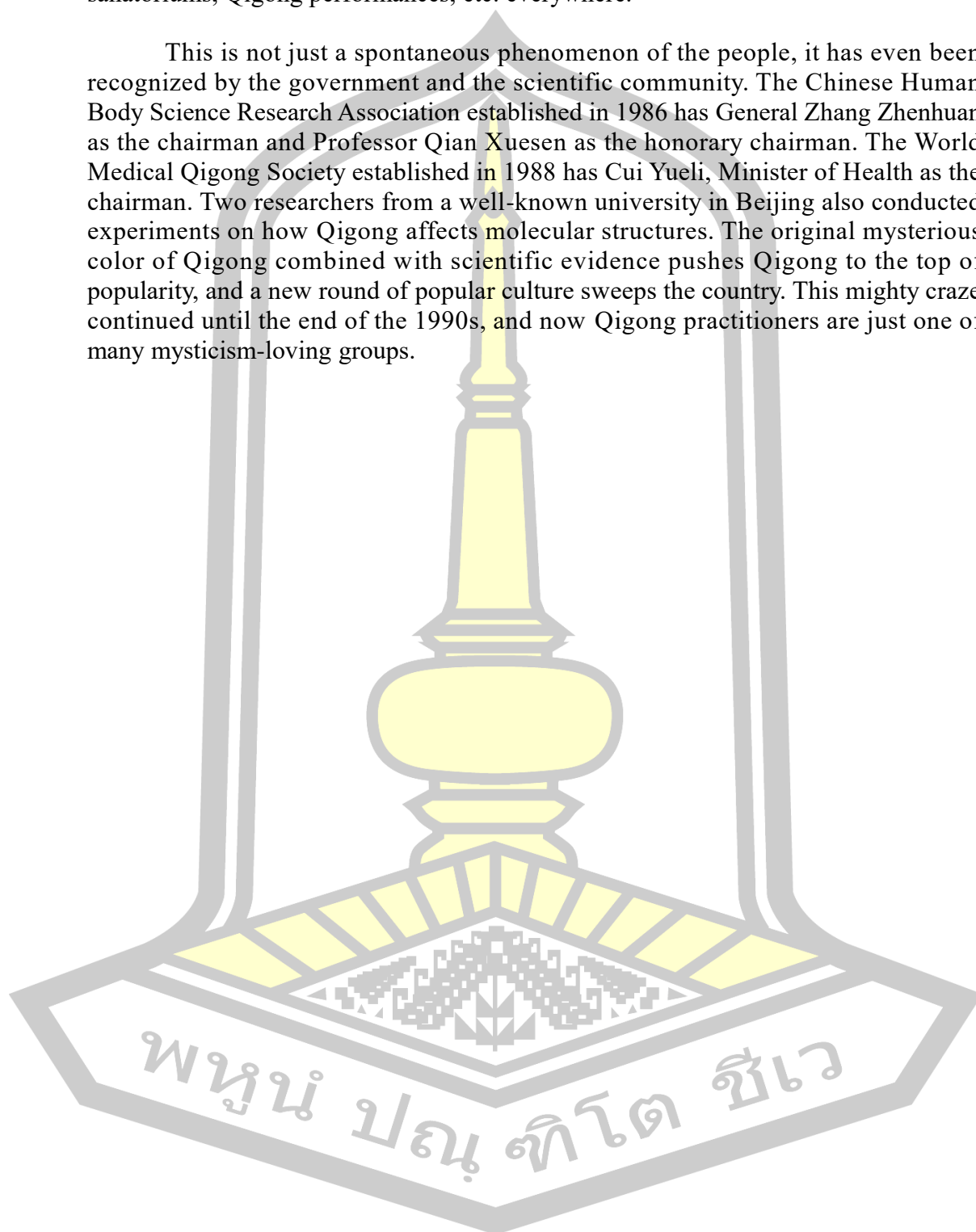
Yoga was first widely recognized by people not as an independent yoga culture, but entered the Chinese market similar to Tai Chi in the 1980s, and the craze for practicing yoga quietly rose in China.

It was mentioned in the previous chapter that yoga was introduced to China in the form of Buddhism, but the historical development of China experienced great turmoil. Here, the pre-modern refers to the time before 1978. The modern era is the time from 1978 to the present when the new period of socialist modernization began. During this period of development, the development of Chinese religion has gone through three stages from "prohibited by the Cultural Revolution" to "religious freedom". ten years. In the pre-modern period, because China was in a stage where food, clothing and stability had not yet been resolved, from the contradictions at the Eighth National Congress of the Communist Party of China to the ten-year Cultural Revolution, almost no one knew about yoga. Current information shows that the earliest yoga academy was opened in Hong Kong in 1956, and there are no more records about yoga.

When people's lives began to improve, they began to frantically pursue immortality, and Qigong became an important cultivation method. There has been a "Qigong craze" in China, and tens of millions of people across the country practice Qigong. The Qigong masters at that time were as sought after as the current stars, and there were dozens of newspapers and periodicals and a large number of academic

researches and books on Qigong in the country at that time. You can see Qigong sanatoriums, Qigong performances, etc. everywhere.

This is not just a spontaneous phenomenon of the people, it has even been recognized by the government and the scientific community. The Chinese Human Body Science Research Association established in 1986 has General Zhang Zhenhuan as the chairman and Professor Qian Xuesen as the honorary chairman. The World Medical Qigong Society established in 1988 has Cui Yueli, Minister of Health as the chairman. Two researchers from a well-known university in Beijing also conducted experiments on how Qigong affects molecular structures. The original mysterious color of Qigong combined with scientific evidence pushes Qigong to the top of popularity, and a new round of popular culture sweeps the country. This mighty craze continued until the end of the 1990s, and now Qigong practitioners are just one of many mysticism-loving groups.



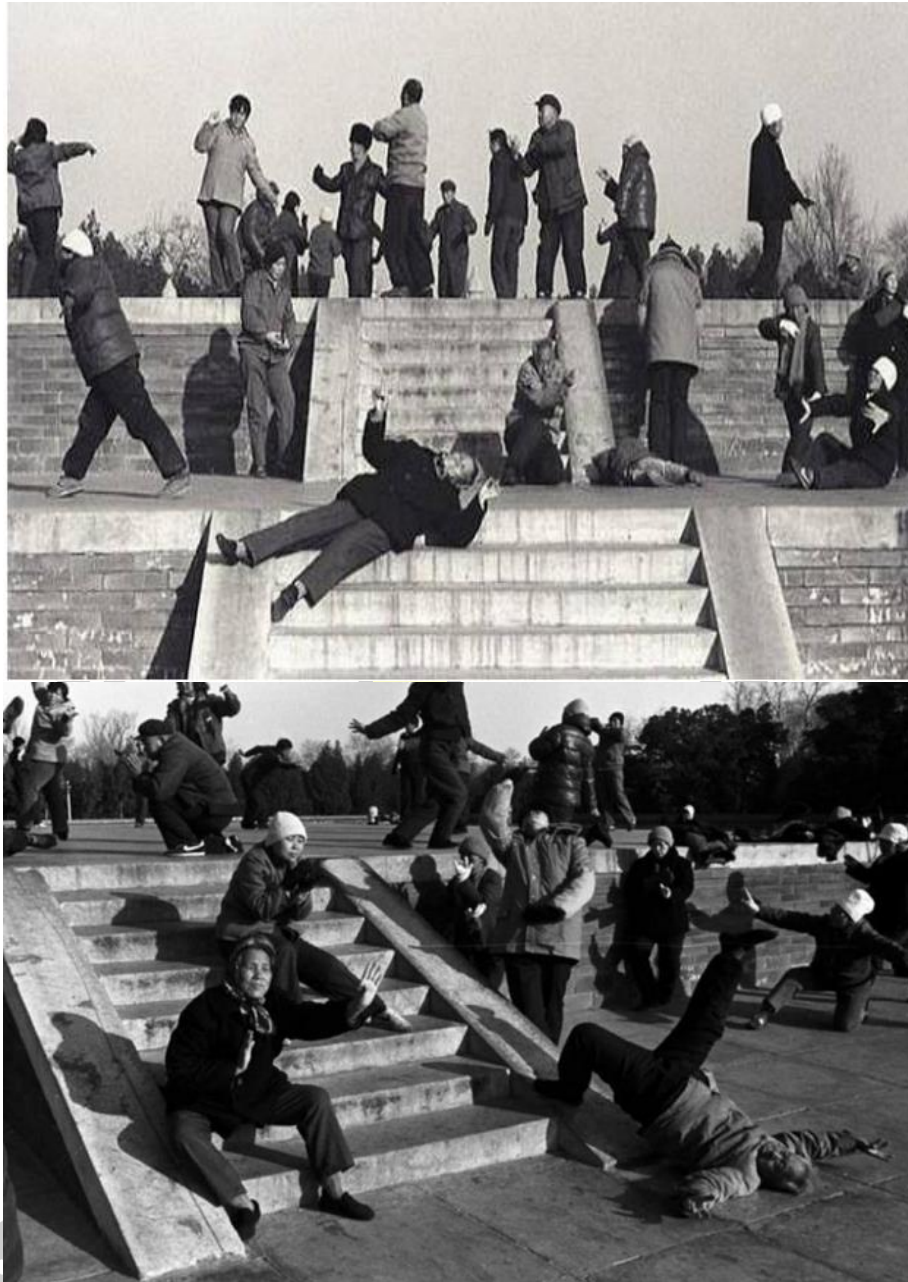


Figure 28 "Qigong craze" in the 1980s: Scientists take the lead in research, and common people are obsessed with practicing. It is thought that Qigong practice can lead to a long life
 Source: <https:// Baidu Encyclopedia> (February 22, 2023)

David A. Palmer, a professor of sociology at the University of Hong Kong, published the book *Qigong Fever: Body, Science and Utopia in China* in 2007. This book was written by him after studying the Qigong phenomenon in China with the method of social history in Sichuan, China. It examines the development of Qigong as a social movement in China from 1949 to 1999: In the post-Mao era, Qigong became a Chinese urban movement. One of the main ways for people to express their social and spiritual needs. Qigong fever is more like a social movement. It is neither an institutionalized religion, nor a rural folk religion, nor is it a new religious movement with a unified organization.

(After consulting in journals, it became modern after May 4, 1919, and was established after October 1, 1949, becoming contemporary.)

Combination of Yoga and Qigong

Chang Huilan grew up in Hong Kong and was the first person to introduce yoga to China. She is known as "the mother of yoga in contemporary China". In 1985, with the aid of CCTV, the 30-minute TV series of Cymbidium Yoga was broadcast almost every morning and evening, which achieved extremely high ratings, as evidenced by the uninterrupted broadcast from 1985 to 1999, which makes it one of the longest-running TV series in Chinese TV history. Huilan Yoga is a public yoga class that appeared in China, and then yoga gradually became practiced in small groups.

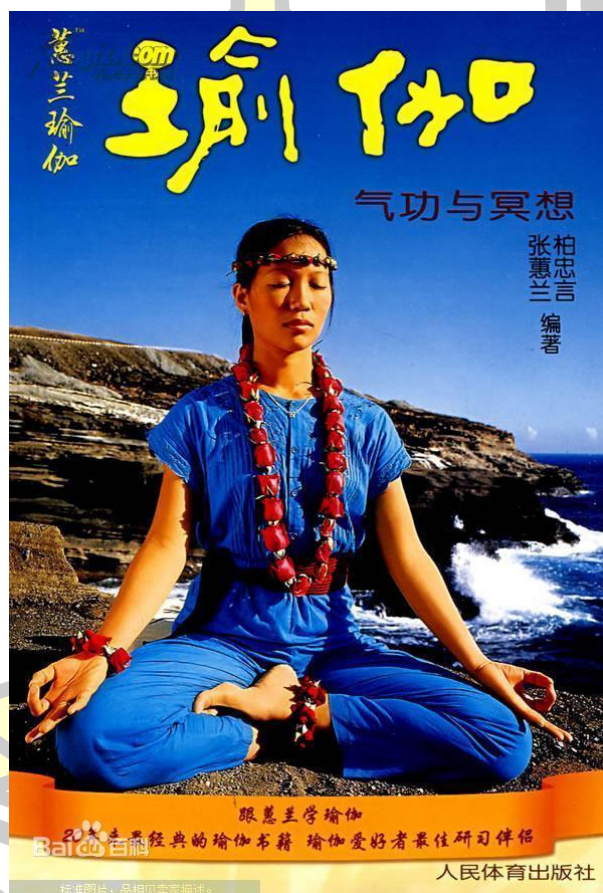


Figure 29: Zhang Huilan's book "Yoga Qigong and Meditation" Gradually change from Qigong fever to yoga practice

Source: <https:// Baidu Encyclopedia>(February 22, 2023)

In addition to the TV series, Hui Lan co-authored the 630-page best-selling book "Yoga Qigong and Meditation" with Bo Zhongyan, a contemporary orthodox yoga master, and continues to rank 20 among the best-selling books in China every year. more than a year. In addition, she also published "The Gift of Yoga", "Cymbidium Yoga Lifestyle and Natural Healing", "Cymbidium Yoga Relieving Stress, Concentrating and Happiness Meditation", "Cymbidium Yoga Basic Postures

and Techniques Raiders "wait. Gradually refine yoga, from yoga postures to daily life, from yoga meditation to pranayama, bandha, and fit exercises, from yoga diet to yoga sleep, follow the yoga lifestyle and organize common diseases bring health. The audio of Cymbidium Voice Meditation and Cymbidium Yoga Relaxation has been used by many people until now.

In recent years, the development of the Chinese yoga market has advocated the teachers and theories of European and American countries, especially the introduction of anatomy. It is inappropriate to explain Indian yoga with Western anatomical ideas.

The cultural development of yoga is in line with the concept of popular culture. In the process of secularization of Chinese society, it has gradually separated from the influence of Indian theology and religion. Now the health brought by yoga is explained from a scientific point of view. practicality. However, the development of popular culture and health culture in the process of spreading yoga is not absolutely equal. For example, in the beginning yoga was popular because meditation is stretching, which has a healthy part, but excessive stretching can also cause harm. When a healthy lifestyle becomes a popular trend, it is not necessarily a large-scale popularity. This is related to the development of each era background. In the following chapters, we will introduce the role of popular culture and healthy culture in accordance with the development of the times. Transitions and Alternations in Yoga Development.

The popularity of yoga creates a more urban space



Figure 30: EGO Supreme, an urban hotel lifestyle brand, and BULA, a shared lifestyle platform

under the
naked Group, held an event on the roof of the Swatch Building in Shanghai Peace Hotel to explore the limits of "urban practice——yoga

Source: Author: Sun Wenjie Editor: Sun Wenjie 2018-06-20 17:29

What people release in sports is not only a sports venue but also a kind of urban space. Doing yoga on the top floor of the century-old Peace Hotel on the Bund in Shanghai. The downstairs is busy with traffic, and the upstairs is full of powerful yoga practice. It is intended to encourage more people to practice and experience

different lifestyles in different parts of the city. This popular way is diversified and youthful, and yoga has become a "new way of life".



Figure 31: Yoga enthusiasts from 40 cities across the country challenge the world record in Zhuhai
Source: Hong Kong Commercial Daily 2019-10-14

The event held in Zhuhai is a new model that combines "culture + tourism + sports", which promotes fitness and yoga culture, promotes the development of culture, tourism, leisure, and health care industries, and also promotes the image of the entire city. Realize the practical support for "National Fitness" and "Healthy China", and help the development of the yoga industry and the good development of the sports industry.



Figure 32: The 2021 Dujiangyan Panda International Yoga Festival kicks off. On July 18, at Yangtianwo Square in Dujiangyan City, the giant "Selfie Panda" landmark sculpture attracted the attention of tourists. In the morning, more than 200 yoga enthusiasts gathered.

Source: Sichuan Online Editor: Yuan Dongshan 2021-07-18

Sichuan combines yoga culture with local panda elements on the International Yoga Day. The collision of multiculturalism strengthens the construction of panda IP and promotes the healthy development of yoga. The integration of yoga has promoted the industrial development of health tourism in Dujiangyan City.



Figure 33: Refreshing life with exercise, Keep launches #城市YOGA CHALLENGE# to celebrate International Yoga Day

Source: Tencent.com June 21, 2022

Not only offline practice, online yoga can also be clocked in, participate in activities, and there are more and more software about yoga. There are online applets, APPs, and fitness mirrors. People can learn in front of mirrors and videos. There are more and more ways. The development of technology has pushed traditional yoga to a new top and become a popular trend.

China's modernization process is developing rapidly. While people's quality of life is constantly improving, the pressure of urban life is also constantly increasing. The hasty pace not only damages people's physical health, but also affects their mental health. Modern people try moxibustion, traditional Chinese medicine, acupuncture, moxibustion, running, hot springs, yoga, etc. for their health. People are gradually realizing the importance of health and looking for a fitness method that suits them. Yoga is not easily restricted by places or age and time in big cities, and it has gradually become a popular way of fitness.

To sum up, the development and influence of yoga in different eras are different under the social background of China. So far, it is a multi-cultural existence in modern big cities. There can be more integration models to integrate yoga and urban development. Integration has become a popular trend, national fitness has become a new popular lifestyle, and the concept of healthy China has also made healthy culture a popular culture.

Yoga has not only undergone a radical transformation over the past century; the radical nature of this transformation has influenced the way "classical" yoga is

understood. This understanding, in turn, has directly influenced the way Indian culture is considered, at least in the popular imagination - almost exclusively to do with the transcendental nature of "classical" yoga, while "modern" physical yoga is considered Western The product of "misunderstanding". In other words, an albatross of Indian spirituality and contemplative mysticism might say that, in a sense, yoga as "physical culture" is considered a product of Western "degeneration" and misunderstanding. In fact, as this book aims to show, things are much more complicated and interesting than that.

When yoga develops into a popular culture, it must be different from Indian traditional yoga. The market-oriented dissemination needs to be replicable and quickly generate economic benefits, so the popular trend of yoga also follows the same way. Is this method suitable? Reproducibility, whether it can quickly expand the market, and occupy the market share of big cities have become the main popular directions. When yoga becomes popular in popular culture, it needs to rely on the development of the market, so Indian traditional yoga and modern asana yoga will inevitably be different. It cannot be said that market-oriented management has obliterated the essence of traditional yoga, and it is market-oriented management that makes yoga so Accepted by the general public, this will be explained in the next section on the difference between types of yoga studios.

Part 2 : Yoga in the context of an exercise business system

2.1 Yoga and Consumer society and consumer culture are the market force of popular culture

An open and confident cultural mentality is the spiritual power of popular culture. "Cultural awareness" is a cultural proposition put forward by sociologist Fei Xiaotong at the end of this century, which shows a rational attitude towards local culture and foreign culture. Fei Xiaotong believes that cultural awareness means that people living in a certain culture should have "self-knowledge" about their own culture. It also means that people living in different cultures learn about other cultures and their relationship to their own culture based on their self-knowledge of their own culture. He emphasized the need to approach "different cultures" with tolerance, understanding and appreciation. Obviously, with the acceleration of China's modernization process, contemporary China already has the basic conditions for an open society. The relatively relaxed political and cultural environment and an open and confident cultural mentality provide a strong spiritual impetus for the prosperity of popular culture.

Just because China possesses the basic conditions of an open society and shows a tolerant attitude towards the entry of foreign cultures such as yoga, the development of yoga has gradually shown diversity, not only combining with traditional Chinese martial arts, Tai Chi, silk and satin, etc. , Also with the development of the times, new practice methods and methods have emerged.

The combination of fitness yoga and other cultures has become a popular trend.

2.1.1 Tai Chi Yoga: A Combination of Tai Chi and Yoga



Figure 34: Prime Ministers of China and India talk about Tai Chi Yoga at the Temple of Heaven
Source: Central Government Portal www.gov.cn 2015-05-15

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2.1.2 Five Elements Yoga: The Combination of Chinese Five Elements and Yoga



Figure 35: Five-element meridian yoga, a new practice method that combines the Chinese five-element theory with the five elements of Indian yoga
Source: Happy Learning Network

2.1.3 Aerial yoga: Chinese acrobatics, silk performances and yoga



Figure 36: Aerial yoga, originally from ballet dancers learning yoga, an evolution of wall rope. But in fact, low-altitude movements are related to ground movements and yoga postures. High-altitude movements are related to Chinese silk performances and acrobatics. The evolution of aerial yoga also changes cloth to other types, such as ring yoga and umbrella yoga.

Source: Li Yinlu mobile phone shooting in April 2017

2.1.4 Ball Yoga: Big and Small Balls Combined with Yoga Asana Practice



Figure 37 : Big and small ball yoga. Big and small ball yoga is a new practice method that combines the elasticity and rolling of the ball according to the traditional asana. Compared with traditional yoga, big and small ball yoga is more interesting. It can be used to help exercise the sense of balance of the body and improve the flexibility and coordination of the body. When people are in full contact with the ball, it will effectively massage and relax the muscles and improve body functions.

Source: Sohu.com 2019-01-28

2.1.5 Aqua Yoga: A form of practice in the pool or by the sea



Figure 38: Water yoga can relieve joint pressure and muscle soreness

Source: Encyclopedia knowledge

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2.1.6 Dance Rhythm Yoga: A Combination of Yoga and Dance



Figure 39: A kind of yoga that combines the softness of dance with yoga movements and changes postures according to the rhythm of music, dance rhythm yoga

Source: Bilibili.com 2018-11-02

2.1.7 Tea Yoga: The Combination of Tea Culture and Yoga



Figure 40: Zen tea yoga performance appeared in the tea expo, combining yoga and tea culture

Source: Shenzhen Ladi International Yoga Academy official website, release time: 2016-12-29

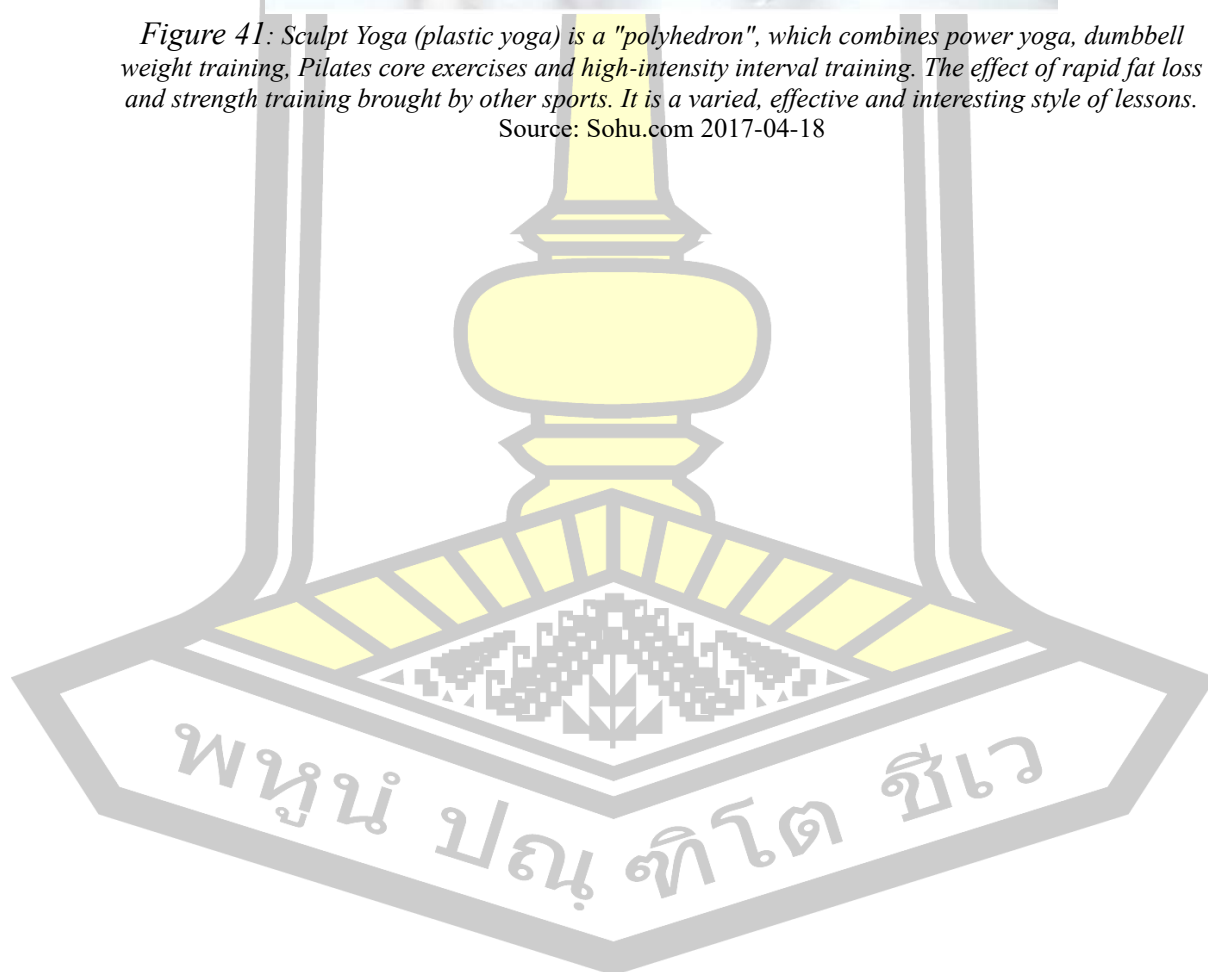


2.1.8 Plastic yoga: through the combination of fitness equipment and yoga



Figure 41: Sculpt Yoga (plastic yoga) is a "polyhedron", which combines power yoga, dumbbell weight training, Pilates core exercises and high-intensity interval training. The effect of rapid fat loss and strength training brought by other sports. It is a varied, effective and interesting style of lessons.

Source: Sohu.com 2017-04-18



2.1.9 Pilates Yoga: Combining Pilates Equipment Exercises with Yoga



Figure 42: Pilates yoga, in fact, Pilates is an independent system, including Mat Pilates and large equipment Pilates. The combination of yoga poses forms a new way of practice.

Source: <https://www.ciwf.com.cn/> April 30, 2020

2.1.10 Victoria's Secret Shaping: through the practice of various small equipment to achieve the effect of slimming and shaping



Figure 43 : Victoria's Secret Classroom, a new practice method to achieve the perfect figure, often appears in the courses of yoga studios, but the actual courses may not have yoga posture exercises.

Source: Google Web Maps

2.1.11 Maternity Yoga: A Yoga to Practice During Pregnancy



Figure 44 : A type of yoga practiced during pregnancy, which also includes exercises for pregnancy preparation and postpartum recovery.

Source: <http://k.sina.com.cn/> March 22, 2018

2.1.12 Wheel yoga

The inventor of the yoga wheel (English: Yoga wheel) is a father and son practicing yoga in New York. After seeing the shape of this wheel, it just fits the contour of the human back and can be used to assist in the practice of stretching and backbending , and gradually evolved into the current yoga wheel.



Figure 45: The yoga wheel has many uses and can be derived from many practice methods, and the size of the wheel is also different according to the needs of the body.

Source: Photo credit by Pinterest HELLO yogis website

2.1.13 Paddle Yoga: A Combination of Paddle Board and Yoga



Figure 46 Paddle board yoga is a combination of ordinary yoga and surfing, and it is done on a surfboard floating and on the water.

Source: Yuelanglaisi website December 14, 2019

My country's National Sports Bureau published an article on the development and popularization of paddle board yoga in the water sports management center on May 8, 2021. The main role in the training work is to hold the first training course for national paddle board yoga instructors in the annual training program in 2021, which also laid the foundation for the favorable development of paddle board yoga.

With the development of the times, more and more new yoga practice methods have emerged. In fact, the most fundamental practice is the support of Hatha yoga postures, and then many practice methods are derived. This combination of yoga and other new things has become a new fashion trend, and this popularity has driven a lot of economic consumption. For example, the cost of courses, the cost of practice venues, the cost of equipment used in practice, etc., have also brought about the development of surrounding industries, such as food, accommodation, and the reproduction of equipment. Gradually, a phenomenon of social consumption has formed, which has also formed a new consumption culture. It has become a new trend of consumption culture that people use their disposable income on sports and fitness.

This is a way to stimulate economic consumption, using popular things to drive the development of venues and local economies, and it is updated very quickly. A new practice method combined with yoga will not last for many years, so the cycle of popularity is short, needs to constantly innovate new ways, which not only bring more people's awareness and influence on yoga, but at the same time, it will damage the essence of historical and cultural parts in yoga. Popular culture promotes consumer society, novelty and fun. The popular trend is higher than people's demand for cultural heritage.

2.2 Yoga and modern sports consumption of people in the large cities

Although the background of the rise and development of Chinese popular culture is different from that of Western countries, it is also inseparable from the cultural concept and ecological environment of global consumerism. Although China is a developing country, since the establishment of the socialist market economic system, modernization has continuously promoted economic and social development, saying goodbye to the long-term shortage of national factories and entering a stage of prosperity. Experts believe that the middle and late stages of this century are a watershed for China's economy, from a shortage economy to a saturated economy, from a seller's market to a buyer's market.

Popular culture has both cultural and economic attributes. As a special cultural form, it embodies the cultural and cultural economic characteristics of the economy. Cultural economy is a new concept relative to material economy. It is a market confirmation of popular culture and a new cultural form full of consumption. Cultural economy refers to an economy based on the production and consumption of cultural concept products as the main pillar of the industry, mainly based on the creation and sale of certain cultural concepts, cultural symbols and the provision of cultural services. When proposing the concept of "cultural economy", John Fisk pointed out that all commodities in consumer society have both practical value and cultural value. The circulation process in the cultural economy is not the turnover of money, but the spread of meaning and happiness. "Without the establishment of a market economy system, a consumer society has not emerged. If there is no formation of consumerist culture, popular culture will lose its living space and market power."¹⁸

Gyms and yoga studios are being added every year in big cities. Most of them have roughly the same business model and sales strategy. If you want to occupy market share, you must highlight the uniqueness of each venue, which reflects the cultural and economic attributes of popular culture. . For example, the publicity slogan of a certain gym is: "The purest yoga from India". It uses the concept of selling Indian pure yoga to attract customers, improve the professionalism and credibility of the museum, and constantly spread the concept of yoga culture. Provide cultural services. Yoga courses are a kind of commodity in the consumer market. They can be sold externally to gain benefits, and they also have cultural value. This cultural value is actually a kind of invisible consumption.

¹⁸ Marc L. Moskowitz,(2011)Popular Culture in Taiwan Charismatic modernity



Figure 47: Yoga OM ring. Yoga chanting will start with OM, which is equivalent to a cultural symbol, which can be made into rings, necklaces, calendars, clothing logos, and even tattoos.

Source: Li Yinlu Mobile phone shooting on August 26, 2015

Of course, the cultural value produced by yoga can produce numerous cultural derivatives, such as yoga clothes, yoga equipment, yoga pens, yoga notebooks, yoga cups, yoga mats, and so on. Creating and selling these cultural concepts and cultural symbols has become a major part of modern sports consumption in big cities, and consumption is growing, because the market economy will promote the continuous innovation of this cultural economy to stimulate growth. Therefore, in some yoga studios, the economic benefits of the surrounding culture of yoga may be higher than the economic value of the yoga cultural courses themselves.

Urbanization, urban spirit and leisure are the social and environmental drivers of popular culture. The progress of the urbanization process provides the possibility to change the lifestyle of the urban masses. From the perspective of the world, urban society has gradually entered the era of leisure. Leisure activities are a kind of social activity in which people consciously express their behavior, create happiness and cultural appreciation in order to meet various spiritual and cultural needs after completing the necessary social labor time.

In a broad sense, leisure refers to "things that people do happily and voluntarily in their own way of life". One is the difference in surplus energy motivation, that is, the desire to still have a lot of surplus energy spreads in leisure after get off work. The second is to restore the motivation to be very busy and tense, and to restore the original state during leisure and relaxation. The third is to eliminate the motivation of dissatisfaction, that is, in the work of dissatisfaction or negative emotions, when anger, failure, and frustration are "purified" at leisure to eliminate dissatisfaction. Fourth, compensatory motives are wishes that cannot be fulfilled in leisure work. Fifth, the motivation to prolong work is to use the same form of leisure in leisure as a means of actively reinforcing work. Popular culture is not only a central form of leisure lifestyle, but also a cultural balancer that regulates leisure and work.

1. Popular culture business—an important cultural force to promote the development of market economy

2. Entertainment in popular culture—an important symbol of the quality of human life
3. The reproduction of popular culture facilitates the popularization of culture

The urban leisure industry takes tourism, culture, sports, transportation, catering and other related industries as the main body, and integrates tourism, entertainment, service industries, and cultural industries into a leisure industry system. Urban leisure refers to a specific geographical range - city, leisure concept and leisure behavior unique to leisure subjects. The urban leisure industry is the sum of supply and consumption demand related to the formation of urban leisure concepts and leisure activities, and it is the sum of all industries that provide goods and services for the formation of urban leisure subject concepts and the development of leisure activities.

Now the social development of the urban leisure industry is showing a trend of diversification, and it will not be limited to one or a few specific industries, but various behaviors that can adjust people's life and psychological state are separated from the framework of traditional industries. Separation, that is, a comprehensive industry with leisure products as the leader and people's leisure consumption as the market. At present, the main purpose is to meet the leisure requirements of modern people such as travel, fitness, clothing, entertainment, seeking wisdom, leisure, and home decoration. Because it is close to life and will follow the fashion trend, conform to the customs of the public, keep up with the pace of the times, rely on advanced science and technology, and help to quickly transform high-tech into productivity, it is called a vibrant "sunrise" industry.

Especially since the Chinese government advocates the goals of national fitness and healthy Chinese year, the sports and fitness industry is known as the new darling of the urban leisure industry. With the improvement of the quality of life, people pay more and more attention to health. People are gradually willing to spend their leisure time and disposable income on physical fitness, so the concept of "spending money to buy health" has become the trend of big cities. Public sports equipment, 24-hour gyms, yoga studios, swimming pools, tennis courts, badminton courts, ice skating rinks, golf courses, bowling alleys, basketball courts, billiard halls, etc., which can be seen everywhere in modern big cities, have become frequented by people. place. As we all know, people in big cities have a huge consumption space for yoga and sports market, and the prospect of this leisure market is also a sunrise industry.

2.3 Yoga and National fitness Growth in sports consumption

Since the 18th National Congress of the Communist Party of China, under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, my country's sports industry has advanced by leaps and bounds. In 2012, the total scale of my country's sports industry was 952.6 billion yuan, with an added value of 313.6 billion yuan; in 2020, the total scale of the sports industry increased to 2,737.2 billion yuan, with an added value of 1,073.5 billion yuan. The proportion of the added value of the sports industry in the gross domestic product (GDP) of the same period has risen from 0.60% in 2012 to 1.06% in 2020... Since the 18th National Congress of the Communist Party of China, driven by a series of policy measures, my country's sports market The number of subjects continues to increase, the potential of sports fitness and sports consumption is accelerated, and the scale of the sports industry continues to reach new levels.

In the past ten years, sports and fitness consumption has increased significantly, and sports tourism is becoming a new way for people to enjoy health and leisure. These gratifying changes all demonstrate the vitality of the development of the domestic sports industry, and also show that with the gradual realization of my country's goal of building a well-off society in an all-round way, participating in sports and enjoying health have become the basic needs of the people's yearning for a better life.

National Fitness and Hot Sports Consumption

In 2019, the General Office of the State Council issued the "Opinions on Promoting National Fitness and Sports Consumption to Promote the High-quality Development of the Sports Industry", clearly proposing to promote new growth in sports consumption. According to the "2020 Chinese Consumer Survey Report" released by McKinsey, in 2019, 72% of urban consumers increased their fitness-related expenditures, and sports shoes and sportswear were among the top ten categories of goods with the largest increase in consumption expenditure. According to the "2019 Sports Consumption Trend Report" released by Tmall, 400 million sports enthusiasts have gathered in the Alibaba economy, and the annual growth rate of sports consumption on the Tmall platform is close to 40%.

During the "May 1st" period in 2021, the sales of fitness equipment suitable for home use on our platform will increase significantly. Among them, the sales of yoga mats, hula hoops, fitness sticks, weight-bearing sandbags, and calf stretchers have increased by nearly 30% compared with the same period last year. The sales of sit-ups, fascia guns, and push-up stands have increased by more than 60% compared with last year, and the sales of yoga balls have increased by nearly 8 times compared with last year. The person in charge of the Dewu client told the reporter that after the "May 1st" this year, the sales of home fitness equipment on the platform continued to grow. It is also rapidly increasing. Small and medium-sized fitness products suitable for home scenes, such as waist contouring machines, fat-removing machines, and dancing mats, have been sought after by consumers as soon as they are launched.

"China's Fitness Industry Data Report 2021 Fifth Anniversary Collector's Edition" shows that China's fitness industry will gradually pick up in 2021, and the

penetration rate of fitness members and fitness population has shown a trend of five consecutive years of growth. As of 2021, the rate also increased from 3.46% in 2017 to 5.37% in 2021. In the past ten years, with the rapid development of my country's sports industry, China has not only become a big manufacturer of sporting goods, but also a big consumer in this field. During the "Double Eleven" period in 2019, on the Tmall platform, 15 brands with a total sales of more than 1 billion yuan included two sports brands; the total sales of Anta Group's platforms exceeded 100 million in one minute on the "Double Eleven" day; Keep The sales of Tmall flagship store exceeded 10 million in just 85 minutes...

In the research report on the development trend of China's yoga industry in October 2021, due to the impact of the epidemic in 2020, the market size of China's yoga industry will be 38.7 billion. In the future, with the improvement of health awareness and the popularization of yoga concepts, China's yoga industry will continue to develop steadily, It is estimated that the market size will exceed 50 billion in 2023. This is content from the Internet, but the development of the epidemic has accelerated the reshuffle of the industry.

In fact, the economy in some areas has declined during the three years of the epidemic. The long-term epidemic control has affected the development of various industries. People's disposable income Austerity, when the epidemic was just unblocked, people still feared the impact of the epidemic, and yoga classes in gyms and yoga studios were greatly affected. However, from a long-term development perspective, due to the impact of the three-year epidemic, people pay more and more attention to health and demand, coupled with the increase in the original population aging, the future development of fitness yoga is still very impressive.

2.4 Yoga and gender in a new fitness culture

There is a huge difference between the development of fitness yoga in China and India: the early Indian yoga can only be practiced by men, and it is gradually accepted by women, while the Chinese yoga market is mainly dominated by women, and has formed a unique female consumer market phenomenon, becoming The arrival of "her" economy.

Generation of new consumption patterns (life and daily consumption)

Women have become the main force of consumption in this emerging market. According to Zhu Yiling, head of Decathlon China's public affairs, the sales of Decathlon's small fitness equipment increased by 40% compared with the New Year's Day period and increased by 51.5% compared with the same period last year. Among them, the most popular category is the yoga mat with female consumers as the absolute main force. It is reported that in 2014, there were only 10 million yoga practitioners in China, but by 2018, the number of yoga practitioners has exceeded 20 million, of which 90% are women.

In the past, male users were the absolute main force of sports consumption. Now, with the country's strong support for the development of the sports industry and

the in-depth expansion of the national fitness field, female users are narrowing the gap with male users in the sports goods consumption market, especially in sports shoes and clothing, small fitness equipment and other fields. The performance is particularly outstanding. At the same time, the fitness enthusiasm of female consumers is also becoming an important new increase in the participatory sports consumption market. In recent years, many women have regarded participating in sports as a kind of enjoyment of fashionable life. They are not only keen on buying sporting goods, but also often participate in various sports.

With the general enhancement of people's awareness of fitness and the upgrading of living consumption, more and more women have begun to join the army of fitness, and they are more willing to invest in sports consumption. The age of this group is generally under 50 years old. Most of the fitness programs are swimming, badminton, aerobics, yoga, Pilates and so on. "The main purpose of women's fitness is not only self-cultivation and beauty, but also many young and middle-aged women will choose to "accompany their children to grow up" in the form of parent-child exercise on weekends, making exercise a living habit of children and the whole family."

Women are the most important growth point in the sports consumption market at present and in the future. With the continuous expansion of the Chinese women's sports consumption market, relevant subdivisions of the sports industry have also begun to target the "she economy" and exert their strength in this market. Last year, a number of domestic yoga mat production lines came online, which once again increased the production capacity of related products. At present, the domestic monthly production capacity of yoga mats of various materials has reached more than 18 million. In recent years, domestic and foreign sports brands have long discovered the potential of the Chinese women's market with their keen market insight. Brands including Nike, Anta, Li Ning and other brands have already laid out the women's consumer market in China.



Figure 48 :FITURE. People can perform fitness exercises in front of the mirror, which can accurately capture the trajectory and functions of the human body, and scientific data analysis can help people practice at home

Source: FITURE website

FITURE will mainly promote two new fitness mirror products specially developed for female groups in the sportswear conference, featuring the "hardware + content + service + AI" model. According to the staff, these two magic mirrors equipped with 43-inch high-definition screens adopt self-developed technology equipped with high-precision AI sensors, which can accurately capture human body movement trajectories, and can monitor and correct user movements in real time to ensure that training movements are standardized and effective. It can also realize the interaction with professional coaches and enhance the fun of fitness. The two magic mirrors have provided interactive content smart fitness experience for nearly 10,000 households across the country. In addition, the first show of FITURE magic mirror MINI version in the sportswear fair also received high attention. This new product featuring exquisiteness, compactness, and 32-inch screen has completed pre-sales of hundreds of units on "Double 11".

Sports retail and service operator Jinlang Sports quickly established a women's fitness club after feeling "her power", and presented related services at the Chengdu Sports Club. At the Jinlang Sports booth, there are professional fitness coaches who customize exclusive sports plans for women, and tailor-made "small classes". For a long time, "sports retail + sports service" has been the direction of Jinlang's transformation and upgrading, and the service model for female groups has also been effectively improved. In its mini-programs, there are not only fitness courses popular among women such as Pamela, yoga, and Pilates, but also an exclusive purchase section for women.

The "2020 Women's Consumption Trend Report" previously released by JD.com shows that women's sports methods are more diversified, and the proportion of women's consumption in sports categories such as squash, baseball, table tennis, aerobics, and yoga has increased significantly. When female users in the sinking market become the largest source of incremental Internet retailing, and when brands start to implement "her customization", these all mean that the era of "her economy" of sporting goods has arrived. (Reposted from page 03 of "China Sports Daily" on October 29)

Women's consumption has become the main force in the yoga industry. This phenomenon is a huge change in cultural transformation. Because yoga was only practiced by men at the beginning, until now in India, the social status of women is still worrying, let alone become the main force of consumption in the market economy. Although there have always been men practicing yoga in China, they have always been a minority. Chinese yoga clothing brands have never had clothes specially designed for men, and they will increase the number of sizes on the basis of the original version for sale. Therefore, China and India have obvious gender differences in the development of yoga culture and economy, and for a long time in the development of Chinese culture and society, the survival mode of "men dominate outside, women dominate inside" has been advocated. Men have more opportunities to participate in work and Social entertainment, weak awareness of health, fitness equipment will also be the main choice, and there are many exercise methods

targeting large muscle mass, just like women in a certain aesthetic period regard thinness as beauty, and the aesthetics of appearance is not the same as healthy body.

In the development of the new health culture, people will start to pay attention to diet, work and rest and exercise instead of relying on external decorations, and people's consumption concepts will also undergo a huge change. For example, I used to rely too much on health care products to maintain my health, but now I will actively move my body, achieve health through fitness yoga, and gradually change my lifestyle through fitness, making yoga a healthy way of life. (Chen Xinxu.2022:interviewed)

2.5 Yaga and Sports tourism

2.5.1 Sports tourism has become a new way of life.

In the present, China's tourism market is transforming from traditional sightseeing to leisure and vacation. This kind of sports tourism is not a competitive competition in nature, but is the direction of leisure and entertainment, the connection between people and nature. Many tourists are no longer satisfied with the traditional way of traveling, and are more willing to participate in some sports and leisure projects that are both fitness and pleasing to the eye in nature. In this context, sports tourism is undoubtedly becoming a new highlight of tourism consumption, and people are increasingly choosing to "burn calories" to spend their holidays.

During the National Day of 2019, driven by the outdoor sports circuit in Chongli, Zhangjiakou, Hebei, Chongli District received a total of 143,300 tourists, with a total tourism income of 100.31 million yuan, an increase of 10% and 15% over the same period in 2018.

During the Spring Festival holiday in 2021, Qiandao Lake's sports and leisure tours received a total of 251,000 tourists and realized tourism revenue of 350 million yuan. Xu Yuejin, deputy director of the Culture, Radio, Television, Tourism and Sports Bureau of Chun'an County, Hangzhou City, Zhejiang Province, told reporters that Qiandao Lake sports and leisure travel has always been popular with tourists, especially during the Spring Festival, the Qiandao Lake sports and leisure travel market is booming, green road riding Hiking, mountaineering and leisure, and sports tourism are in full bloom, and the Qiandao Lake National Mountaineering Trail has become a must-see check-in point for tourists.¹⁹

2.5.2 The combination of fitness yoga and sports leisure tourism.

On May 15th, it was sponsored by the Social Sports Guidance Center of the State Sports General Administration and the National Fitness Yoga Steering Committee, co-organized by the Henan Provincial Social Sports Affairs Center, Xinxiang Sports Bureau, Huixian Municipal People's Government, Huixian Sports Development Center, Henan Bao The 2021 China·Baoquan Fitness Yoga Carnival,

¹⁹ The General Administration of Sport of China, <https://www.sport.gov.cn/>

hosted by Spring Tourism Resort and operated by Nanjing Shanpao Sports Technology Co., Ltd., opened grandly in Baoquan.

A yogi is as healthy as a mountain, and a yogi is as beautiful as water. China·Baoquan Fitness Yoga Carnival, as the first stop of China Fitness Yoga Carnival in 2021, is a national fitness and yoga event. One is the large scale of participation. Thousands of yoga managers, health industry experts and scholars, and yoga enthusiasts from all over the country gathered in Baoquan to participate in the event; second, the lineup of guests is strong. Famous teachers gathered at the scene, represented by Zhang Shuang and Wang Yuan. The top yoga teachers airborne Baoquan to lead the yoga dance. Multi-level, multi-dimensional, and multi-space exciting content such as open classes by famous teachers, aerial yoga performances, and Baoquan "Yoga Night" happy party are staged in turn; the fourth is high media exposure. Well-known domestic portal websites and media such as Sina.com, Sohu.com, Dahe.com, and Tencent.com participated in the report. Especially since the beginning of 2021, Baoquan Scenic Area has made great efforts to build a Chinese fitness yoga base, form Baoquan's characteristic fitness yoga culture, and become the promoter and leader of Chinese landscape fitness yoga.

The 2021 China·Baoquan Fitness and Yoga Carnival is a beneficial attempt to deeply integrate culture, sports and tourism. Xinxiang, experience Henan culture.

In fact, the combination of fitness yoga and tourism has already appeared before the epidemic, but the difference between this combination lies in which kind of promotion and development is the main body. The first is the yoga tourism mode with tourism as the main body. There are already tourist attractions in the local area, creating a leisure vacation or a relaxing environment, and providing yoga courses, mainly for relaxation and leisure. This kind of audience is relatively wide, but most of them The age is slightly older; the second is the yoga tourism model that focuses on yoga. This model focuses on professional yoga courses, sets up popular yoga topics, hires professional and famous yoga teachers to teach, and chooses places with beautiful environments, such as Seaside or characteristic city tourism organizes tourism activities outside the curriculum. This kind of audience is small, and generally relatively young yoga enthusiasts and yoga teachers are the mainstay.

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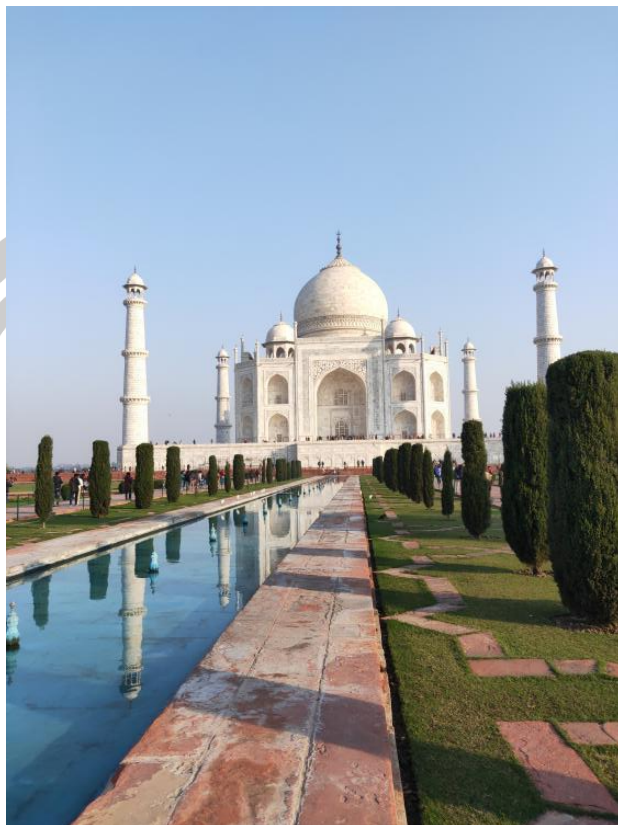


Figure 49: Taj Mahal, India. Visited the Taj Mahal before taking an Indian yoga class to learn about Indian history and culture.

Source: Li Yinlu. Mobile phone shot in February 2019

The Indian yoga learning course I participated in in 2019 is equivalent to the second model. We will first consider the professionalism of the teacher and course content of the course, and then consider whether there is an opportunity to visit the local scenery, so we mainly focus on Rishikesh Poetry learning is the main focus, but the organizer will also take us to visit the famous Taj Mahal in India to experience the local cultural characteristics. The topic I did during my undergraduate period was about health tourism. The company to which my studio belongs will also plan to organize similar yoga tourism activities in the future to spread yoga health culture.

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2.6Ages and yoga exercises

Yoga as a space presents a variety of life Style

Whenever people mention yoga practice, there will be a stereotype that this is young people and this is female sports. However, with the popularization of health culture, more and more middle-aged and elderly people start to practice yoga, and the yoga training market has also grown from young people to young people. The transition of the market to the senior market. Three cases are described below.

Phoenix Satellite TV reported in the column "A Closer Look at China" about entering the first yoga village in China - Yugouliang Village. Yugouliang Village is located in Zhangbei County, Zhangjiakou City, Hebei Province. It is a typical "hollow village" in the alpine area of Bashang. Most of the villagers fell into poverty due to illness, and young people also went out to work. Only the elderly stayed in the village. In 2015, the per capita annual income was only 2,700 yuan. In 2016, Lu Wenzhen, a teacher from Shijiazhuang Vocational and Technical College of Posts and Telecommunications, came to Yugouliang to serve as the first secretary in the village, leading the villagers out of poverty and towards a well-off life.

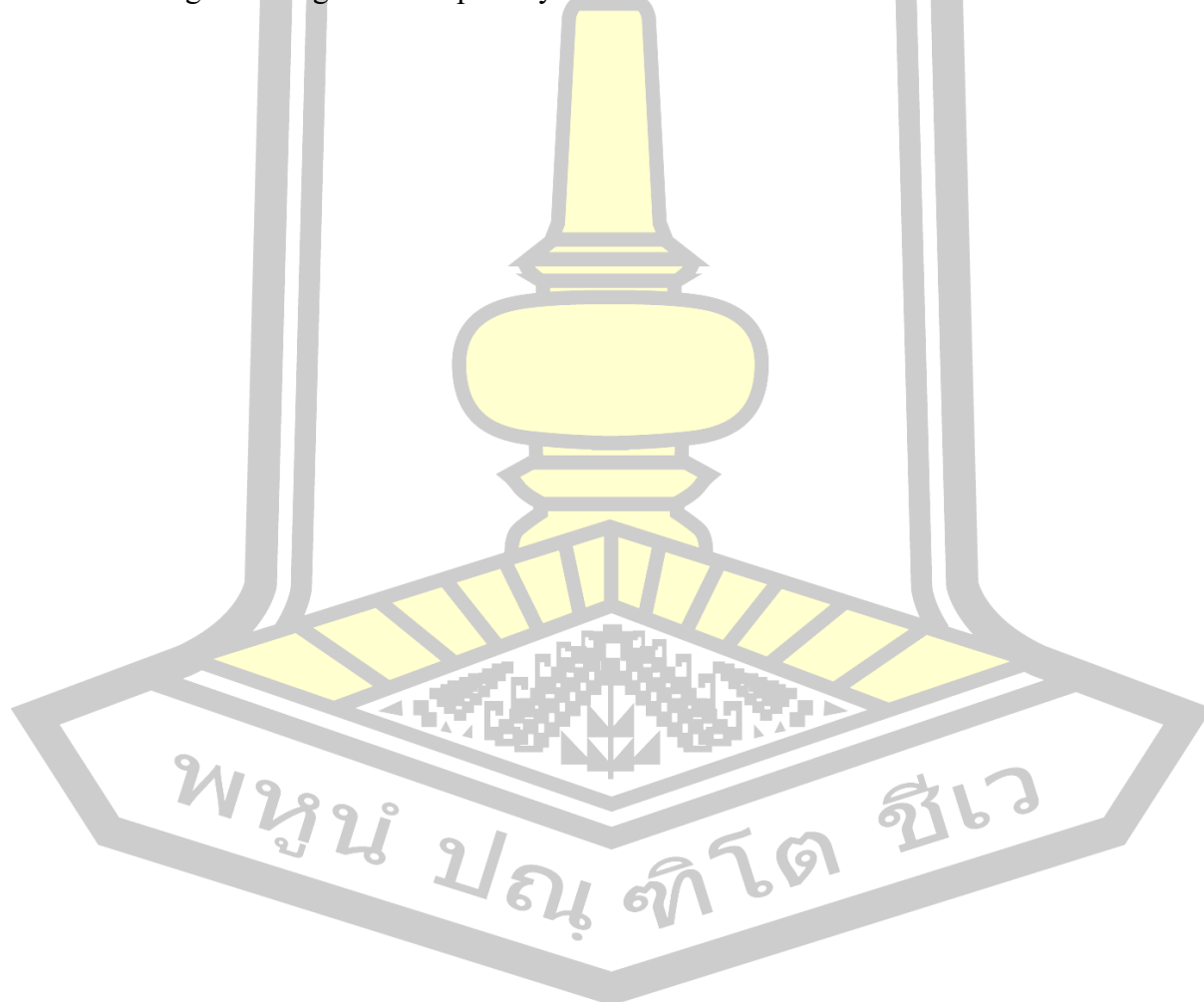




Figure 50: Yugouliang Village Zhangjiakou Hebei.Chinese Yoga Village: The elderly in the village can do the splits at the age of 70 and stand on their hands at the age of 80

The Chinese thought is more than ten years, through stretching can dredge meridians; the inverted can help the body fast blood circulation, let the body increase vitality, balance the body hormones, make the body internal reduction and other benefits, these postures are to achieve the health of the body, prevention and treatment of disease effect.

Source: Netease home page April 3, 2022

Lu Wenzhen changed the fate of these hollow villages through yoga, and helped and changed the lives of empty nesters. These changes not only represent an effective result of poverty alleviation, but also have material gains and spiritual gains. They have a very good state of mind and health, which greatly reflects the life of the Chinese people in a modern well-off society. In all aspects, it is no longer just food and clothing in the early days of reform and opening up.

Gradually with the popularity of yoga for middle-aged and elderly people, fitness yoga training courses for middle-aged and elderly people gradually appeared in the market. The National Sports Bureau has reduced the difficulty and set up a training mechanism and system for the elderly on the basis of the original training assessment.

Nearly 80 people signed up for the fitness training class for the elderly of Nanchang County Senior Sports Association, Nanchang City, Jiangxi Province. The training was conducted in two phases. The purpose of this intensive training is to meet the diverse fitness needs of the elderly, and to train a team of counselors for local yoga fitness projects in the county. The training class invited the deputy secretary-general of the Jiangxi Provincial Yoga Association, a national first-level referee, and three Chinese fitness yoga six-stage coaches to serve as coaches. For the elderly friends who first came into contact with yoga, the teaching started from zero, step by step, from the teaching theory, precautions, warm-up before exercise and breath adjustment after exercise, and systematically taught yoga sun salutation routines. After the training, the County Yoga Association distributed yoga cards to each student, and the follow-up students will continue to consolidate their practice and spread the scientific method of practicing yoga.

On July 19, 2022, China Sports Daily released the first online training for senior sports and fitness enthusiasts across the country. The local senior sports associations attached great importance to it. Many local senior sports association leaders signed up for the training in person. It has attracted more than 2,000 elderly fitness enthusiasts from all provinces, autonomous regions, municipalities directly under the central government and the Macao Special Administrative Region to sign up. During the three consecutive days of online live teaching, Li Hongfang, a key member of the training instructor group of the Anhui Fitness Yoga Association, the deputy director of the technical department of the Yoga Committee of the Anhui Senior Citizens Sports Association, the sixth stage of China Fitness Yoga, and a senior trainer of China Fitness Yoga For many elderly friends who are exposed to yoga for the first time, the teaching starts from zero, step by step, starting from the simplest movements, and teaches everyone to master the basic breathing of yoga and warm up the small joints of the body in advance. Li Hongfang said: "I often remind everyone that you should not have a mentality of comparison when exercising, and you must do what you can. Elderly friends should focus on simple exercises for fitness, and truly achieve scientific fitness."

On October 18, 2022, China Sports Daily published relevant content on Anhui training middle-aged and elderly yoga instructor referees. The Anhui Sports

Association for the Elderly recently held a three-day yoga training for middle-aged and elderly people in Jiuhua Sports and Leisure Town, Chizhou City. The training course is sponsored by the Anhui Sports Association for the Elderly and the Anhui Fitness and Yoga Association, and undertaken by the Special Yoga Committee of the Anhui Sports Association for the Elderly. More than 60 yoga backbones were selected from 12 municipal-level senior sports associations and senior university systems in Anhui Province to participate in the training. This training course is divided into three stages: theoretical study, skill training and skill assessment. The content includes the introduction to yoga for middle-aged and elderly people, the key points of yoga posture standards for middle-aged and elderly people in level 1-2, and the first-fifth set of yoga posture practice routines for middle-aged and elderly people. , middle-aged and elderly yoga skill levels, coaches, referees level evaluation management methods (trial), etc.

To sum up, yoga is no longer just a sport for young people, and there is a lot of room for the elderly market. There are not only offline course learning but also online course training, so that more middle-aged and elderly people can actively participate in fitness activities through this middle-aged and elderly yoga project, and obtain the health and happiness brought by exercise. People have gradually changed the idea that yoga is not suitable for the elderly. After the age range of people attracted by yoga has expanded, the social space it has brought has also continued to expand outwards, and people have presented a variety of lifestyles.

Part 3 : Yoga as new health culture

3.1 Yoga has become a new type of health culture

The emergence of new health culture is in the context of modern China. China's modernization is an integral part of globalization and cannot be separated from the background of globalization. Globalization has had a profound impact on China's social modernization process. With the development of modern society, yoga has moved from a popular way of fitness to a mode of demand for health. From the demand for slimming and plasticity in the popular market to the more important transformation of focusing on one's own health, after many years, fitness yoga is no longer stretching and plastic, but gradually moving towards health and order, forming a new healthy cultural model.

Due to the long-term impact of the epidemic, in January 2022, the Shaanxi Provincial Institute of Sports Science launched a series of fitness methods "Home Anti-epidemic Scientific Fitness", advocating urban and rural people to exercise scientifically at home and work together to fight the epidemic. Among them, Deng Shilin, a professor of physical education at Wuhan University of Technology and a certified exercise prescriber of the Chinese Society of Sports Science, shared with you how to exercise at home, and recommended 6 yoga movements, which can improve gastrointestinal function in an orderly manner.

The specific yoga practice therapy is mainly pranayama and meditation. The main postures are:

Vajra sitting

Sit on your knees, keep your knees together, sit on your buttocks on your heels, keep your waist and back straight, fold your hands below your navel, concentrate your strength on your thighs, center your pelvis, extend your spine upwards, and expand your chest. This pose can effectively promote pelvic blood circulation, relieve sciatica, eliminate fatigue, relieve bad mood, and improve symptoms such as gastric ulcer, hyperacidity, and gastrointestinal discomfort.

lying hero

Sitting posture, knees bent, knees together, put your hands behind your body for support, slowly lie on the mat and inhale, extend your hands to the top of your head, bend your elbows and embrace, feel the stimulation of the stomach, hold for 5 to 8 seconds, exhale. Exhale, open your hands to grab your feet, support your body with your arms and return to the sitting position. This posture can stretch the spine, fully extend the chest cavity, help relieve sciatica and rheumatic pain, flex the knee and hip joints, speed up blood circulation, and promote the digestive system.

Single leg back stretch

Sitting posture, bend the right knee, put the sole of the foot on the inner side of the left thigh, straighten the left leg, point the toes upward, inhale, lift the arms up to the ears; exhale, bend the hip, and move the left abdomen, chest, and forehead to the left. On the front side of the leg, grab the left foot with both hands and hold for 5 to 8 seconds. This pose can stretch the back muscles of the legs and back, squeeze the abdominal cavity, enhance digestion, and promote gastrointestinal motility.

Seated Spinal Twist

Sitting in mountain pose, inhale and prepare. Exhale and lean back, place your hands behind your hips, with your fingertips facing back. Inhale, extend the spine, bend the right knee to drive the torso to turn horizontally to the left, turn the head horizontally to the right, and look down to the right. Hold for 3 to 5 seconds. Exhale, return to sitting position. This pose can flex the spine and relieve back discomfort; massage the abdomen to promote digestion and improve gastrointestinal function.

Balavaga

Sitting posture, straighten your legs, bend your right knee and place your right foot on the outside of your right hip, with your instep on the ground, bend your left knee and instep on the root of your right thigh, inhale to extend your spine, exhale and turn your torso to the left, and grab your left toes with your left hand, put the back of the right hand on the outside of the left knee. Center your pelvis, extend your spine, keep your shoulders parallel, and keep your knees on the ground for 3 to 5 seconds. Breathe back into the mountain pose. This pose can flex the ankle, knee, hip, and shoulder joints, promote blood circulation in the pelvic area, flex the spine, and relieve back pain.

Supine Twisted Back Pose

Lie on your back, keep your legs together, spread your arms at shoulder height, inhale, bend your right knee and put your right foot on top of your left thigh, exhale, drop to the left and down on the ground, turn your head to the right, and keep your shoulders tight. On the padded surface, look at the fingertips of the right hand, keep breathing for 3 to 5 groups, inhale, return the right knee and head to the normal position, and perform the exercise on the opposite side. This pose stretches the spine, improves the function of the digestive and circulatory systems, strengthens the lower back, relieves lower back pain, energizes and releases stress.

In August of the same year, China Sports Daily reported on yoga health preservation. The "Scientific Fitness Lecture Hall" of the Sichuan Provincial Social Sports Center recommended yoga as a gentle exercise suitable for autumn. Yoga Practicing yoga is not only for self-cultivation, fitness and shaping, but also for health preservation. Health yoga can massage the internal organs of the body through various postures, which can not only promote blood circulation, stretch stiff muscles, make joints flexible, but also balance gland secretion and strengthen nerves.

In fact, in 2015, Shanghai Jiaotong University Press published the book "Yoga and Health", written by Wang Huiru and Zhang Yunya, based on the stress of modern people's life and sub-health problems. At present, there are many books on yoga and health published in China, including translations of foreign books, and people pay more and more attention to scientific health awareness.

From the point of view of the practice of yoga itself, it is designed for a healthy body and mind, which is a part of the healthy culture in yoga; there is also a new social group formed because people practice yoga, this group focuses on health and interacts with each other. Communication forms a new social and cultural phenomenon. This health culture will change with the changes in the community's awareness of health and will continue to be updated with the development of the times. (Sun Zehong.2022:interviewed)

3.2 Yoga and Pain relief

Modern people spend a long time looking at mobile phones and working at desks for a long time in front of the computer screen, which is extremely easy to cause the phenomenon of forward-looking, cervical spondylosis, insufficient blood supply to the brain, compression of blood vessels and nerves, insomnia, hair loss, memory loss, vision loss, etc. Problems such as decline, these chronic problems cannot be ignored.

China Sports Daily reported an article on alleviating cervical spine problems on July 6, 2022. Tingting, a yoga instructor from Shanghai, gave yoga exercises about neck stretching and confrontation, which can help improve shoulder and neck stability, relieve soreness and stiffness, and improve bad posture.

Sitting and adjusting breath

The calves are naturally staggered, the abdomen is retracted, the buttocks are sitting on the mat, the soles of the feet are kept hooked back, and the strength of the core and the spine is extended upwards, and the hands are relaxed on the knees. When exhaling, relax your shoulders and sink down, adjust your breathing naturally, and feel the stability of your body.

Simple Sitting Ten Fingers Interlocking Uplifting Pose

Squeeze your abdomen, inhale and raise your hands above your head, interlock your fingers, turn your palms and push upwards, feel your shoulder blades sinking, your back straight and upwards, draw your ribs and abdomen in, and the inner sides of your palms continue upwards, and you can feel the opening of your chest and armpits, Exhale, untie the hands and fall back to the sides of the body.

Easy side bend

Sit cross-legged, put your hands on your knees, and keep your spine straight up. Raise your arms when you inhale, bend your body to the right when you exhale, drop your right hand to the ground, put your left arm against your ear, and extend your fingertips to the upper right. Turn the body to the right, lift the left side of the sit bone, slowly lower the body, and look forward. Exhale back to a sitting position, and repeat on the opposite side.

Seated Neck Stretch

Sit cross-legged, keep your back straight, and place your right hand on your knee. Inhale, straighten your left hand upwards, and touch your right ear. Exhale, hold the head, bend sideways to the left, feel the stretch of the neck and shoulders, the strength can be controlled by yourself. Return slowly, switch to the opposite side and repeat.

Cat-cow

With your hands forward, your knees are on the mat, and your hands and knees are pelvis-width apart. When inhaling, bend the waist, raise the buttocks and open and stretch the neck between the clavicles; when exhaling, retract the abdomen, bow the back and lower the head, look at the navel, and push the middle of the shoulder blades to fullness.

Snake pose

Drop your knees onto the mat, press the tops of your feet down, and bring your hands to your ribs. When exhaling, rotate your shoulders back; when inhaling, push your body up with your hands, exert force with your arms, and lift the front of your chest up, feeling the stretching of your abdomen, chest, and neck.

Locust pose

The body lies prone on the ground, the arms are stretched back, close to the ground on both sides of the body, and the head is raised. Inhale, bring your legs together and lift up, exhale, sink your shoulders, and lift your arms off the ground. Feel the force in your back, hips, and legs at the same time.

Baby pose

Put the hands on both sides of your ribs, retract your abdomen, prop up your body with your hands, drop your knees on the mat slightly forward, press the back of your feet down, and push your buttocks toward your heels with your hands. If you can't do it, you can also use the power of hand pushing to find this direction. When you inhale, continue to move your hands forward and far; when you exhale, rotate your shoulders outward, away from your ears, try to put your forehead on the mat to relax and breathe, and you can send more breath to your entire back.

Baby side bend

Stay in a neutral position in Baby's Pose, tuck in your stomach and keep your hips on your heels. The hands drive the body to extend obliquely forward on the right side, feel the stretch of the left waist and back, and can continue to move forward and far. When inhaling, retract your abdomen and bring your body back upright with your hands, then switch to the opposite side and repeat.

Vajra sitting breath adjustment

Keep knees together, abs tucked in, shoulders relaxed, hands resting naturally on thighs or front of abdomen. Close your eyes, stretch your eyebrows, relax your breathing, feel the physical changes brought about by a whole set of exercises, and slowly open your eyes when you exhale next time. (Reposted from July 6th "China Sports Daily" page 06)

In addition to cervical pain, there are many chronic disease pains, such as low back pain caused by lumbar disc herniation or herniation, leg pain caused by varicose veins caused by long-term sitting or standing, self-obesity and long-term incorrect posture. Knee pain due to knee joint wear and tear, abdominal pain caused by cysts or adenomyosis, etc. These chronic pain problems have not reached the point where surgery is needed immediately, and drug treatment is not available or the effect of drug treatment is not obvious. Choose to change the chronic diseases of the body through fitness, and yoga is a gentle and effective way.

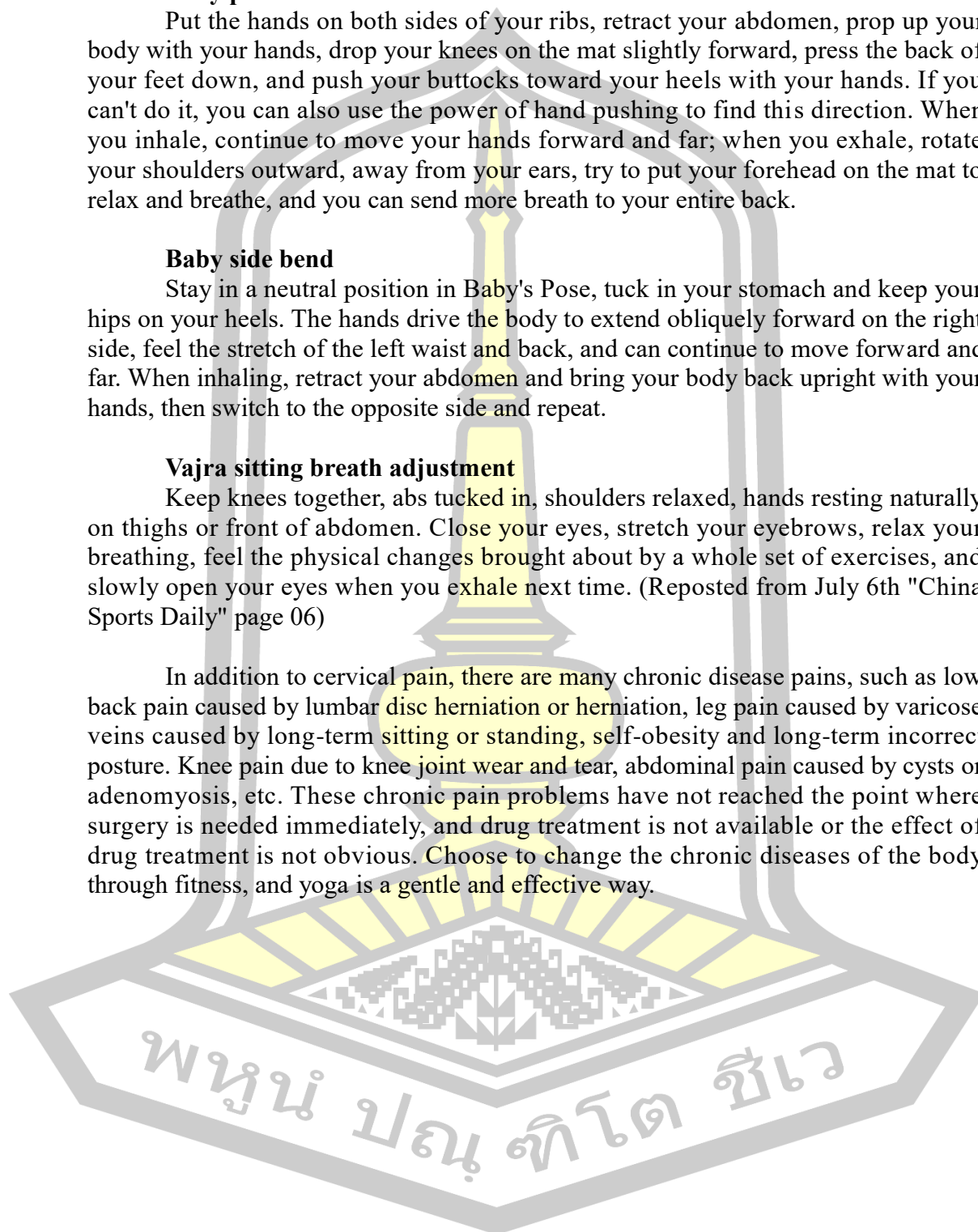




Figure 51 : Iyengar yoga wall rope practice, relieve lumbar pressure, create spinal space to relieve body pain

Source: Li Yinlu. Mobile phone shot on December 22, 2020

These courses for pain and chronic disease physiotherapy have become one of the favorite courses of modern people, and the life of urban people will achieve health and physical and mental relaxation through yoga practice.

3.3 Yoga and disease treating

The "2022 White Paper on Healthy Sleep in China" released by the China Sleep Research Society on "International Sleep Day" shows that nearly three-quarters of the respondents have had sleep disturbances. From the perspective of different age groups, teenagers do not get enough sleep and young people stay up late. Much, the elderly cannot sleep. Sleep problems have become a common pain point for social groups, and mobile phones are the "number one killer" of sleep problems. An article published in the "Journal of the American College of Cardiology" showed that compared with those who slept 7 to 8 hours a day, those who slept less than 6 hours a day had an increased risk of systemic atherosclerotic plaque formation²⁷ %.

Not just the cardiovascular arteries, but the whole body, and in healthy middle-aged adults aged 40 to 54, not older adults. Lack of sleep also has effects on the immune system and metabolism. An experiment on sleep and the flu virus showed that people who slept an average of 5 hours had an infection rate of nearly 50%, while those who slept more than 7 hours a night had an infection rate of only 18%. At the same time, the less you sleep, the easier it is for people to eat, the burden on your body will increase, your metabolism will become busy, and your body will not be able to effectively control blood sugar levels, leading to increased chances of weight gain, obesity, and type 2 diabetes.

According to data released by the China Sleep Research Association last year, more than 300 million people in China suffer from sleep disorders, but only 10% of exercisers suffer from insomnia. It can be seen that exercise is helpful to sleep, and a powerful weapon to improve sleep quality is reasonable and appropriate exercise. However, with changes in the pace of life and lifestyles, when exercise and sleep cannot be combined, the majority of office workers can only go to the gym to seek "health salvation" during busy intervals. Long-term insomnia or lack of sleep while exercising can also bring harm.

Professionals from the "Scientific Fitness Gas Station" of the Shanghai Institute of Physical Sciences said that if you don't get enough sleep and still keep exercising, the risks you will bring are unpredictable. Staying up late or insomnia, the human body will be in a relatively tense state, and the body needs more high-quality sleep to help restore the imbalanced metabolic state, damage and relieve stress. If you don't get enough rest when you should rest, it is easy to cause abnormal vasoconstriction and increase blood pressure. If you continue to perform high-intensity exercise, it will be a great challenge to the cardiopulmonary function of the human body.

Secondly, in the state of insufficient sleep, the effect of fitness will be greatly reduced. Sleep is considered the best way to rest. Sleep can provide enough rest time to restore the tired body after exercise and repair the muscles damaged during exercise. Exercise can indeed relieve work pressure, and the secretion of dopamine will quickly bring the body into a short-term relaxation and free atmosphere. For fitness enthusiasts who lack sleep but want to continue exercising, they can choose low-intensity exercises such as yoga to help release stress without causing excessive physical and psychological burden.

Bozkel, President of the 75th session of the United Nations General Assembly, said in a video speech that the word "Yoga" comes from Sanskrit, meaning "union" or "connection", which symbolizes the unity of body and mind, which is a comprehensive and holistic approach. The idea of looking at health in a different way has brought physical, mental and spiritual health to countless people around the world.

Bozkel: "COVID-19 has highlighted the serious consequences of poor global health, with disastrous social and economic impacts, and for many, yoga has been a lifeline during lockdown, helping them maintain their physical and mental health. Health, ease the stress and uncertainty caused by isolation. As the world gradually recovers from the epidemic, yoga can also further inspire us to deal with challenges in a holistic way and work together through the multilateral system to achieve stronger, a greener and a better recovery."



Figure 52: Dr. Raman from India started practicing yoga at the age of 14. He learned from Iyengar, the Indian yoga master, and innovatively combined modern medicine with yoga practice to help patients relieve pain.

Source: UN News, June 23, 2021

Raman said yoga's physical and mental health benefits are not "miraculous" but based on universal scientific principles such as human anatomy, medicine and physics. Raman: "To be clear, yoga is not a miracle. It is a scientific system based on physiology, anatomy and biology. As long as you understand the mechanism of human body movement and operation, you can understand this. As a doctor, through Using ultrasound, I can see very clearly which yoga poses can help improve blood circulation and nerve conduction in the body, even down to which arteries." People like Dr. Raman who combine medicine and yoga are in There are many, and they explain how yoga can bring health to the human body from a scientific point of view.

3.4 Yoga and psychological counseling

Due to the impact of the new crown epidemic, in addition to physical reactions, psychological problems have gradually become the object of attention. I have personally experienced the epidemic for three years, and have experienced long-term risk control management and centralized isolation. To a large extent, problems such as anxiety, tension, panic, worry, and insomnia have occurred. After interviews and surveys, most people who experienced the epidemic All have varying degrees of mental health problems. Therefore, the problem of psychological protection has become an urgent and long-term problem.

In terms of national government policies, hotlines for psychological counseling have been set up in every place, and dedicated psychological counseling doctors have been set up in each centralized isolation hotel or hospital, and some publicity about relieving mental health will be sent out from time to time. Encourage everyone to move at home and set up online courses to practice yoga, Baduanjin, Tai Chi and other sports. But in fact, it was mainly publicity, because at that time the psychological problems caused by the epidemic could not be solved by psychological counseling, such as the pressure of being unable to work without income and housing loans, long-term online courses, children's academic performance problems at home, due to the epidemic The problem of risk control and the failure of daily supplies to arrive on time, etc., when the basic needs of life are affected, people's psychological pressure continues to increase.

In response to these, the Shaanxi Institute of Physical Medicine also recommends some commonly used psychological adjustment methods: yoga breathing adjustment method. But in fact, due to the impact of the epidemic, the offline yoga courses were transformed into online courses. At the beginning, the students were very motivated to participate. After the epidemic has been controlled for a long time, the status of the students teaching online will also be affected. Then we will increase the courage of the students to face difficulties through the practice of asanas, and we will also relieve tension and stress through restorative exercises.

In fact, before the epidemic, there were already many studies on the psychological impact of yoga. There will be studies on the psychological impact of yoga practice on female college students, and the impact of yoga practice on psychological counseling for people in pregnancy and childbirth cycles.

A study by Duke University in the United States showed that yoga can alleviate mental illness, many mental health problems. Murali Doraiswamy, a professor of psychiatry at Duke University School of Medicine, said that the aerobic component of yoga and meditation can reduce the symptoms of several mental disorders. He said that the aerobic activity of yoga can enhance blood circulation and promote Endorphins are released, and meditation can focus and focus, while also helping us relax throughout the body. Doriswami said that no matter what kind of yoga you practice, it is actually beneficial. If you practice it three times a week for half an hour, you can feel the changes in your body. Even if you only practice it once a week, it is also beneficial.

A study released by Asia Yoga Network on January 7, 2018 showed that a classified survey was conducted for different groups of people and problems, and it was concluded through regular yoga training every week that yoga can relieve depression, overeating, and memory loss Insomnia, schizophrenia and other problems.

Whether it is domestic or foreign, there are studies that have confirmed that yoga can improve mental illness, and on the contrary, yoga practice can prevent and alleviate mental illness.



Part 4 : Yoga activities and adaptation in the COVID-19 crisis

4.1 The transformation from offline teaching to online activities in the epidemic era

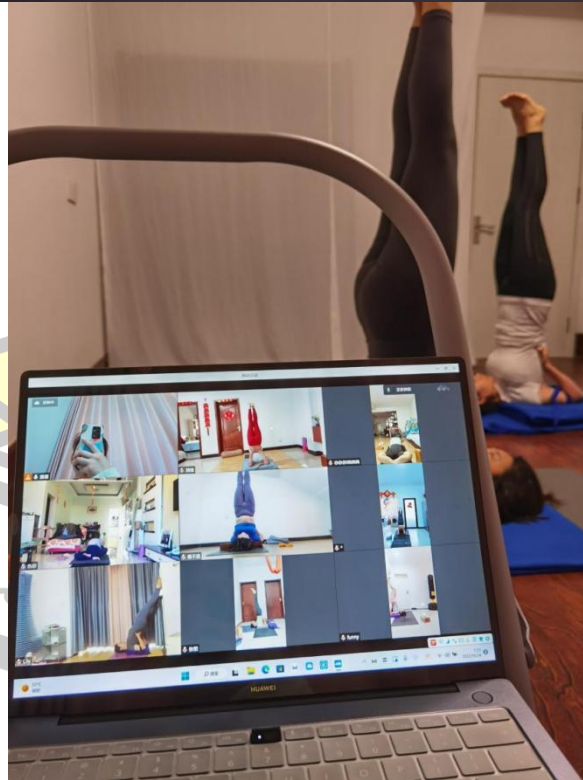
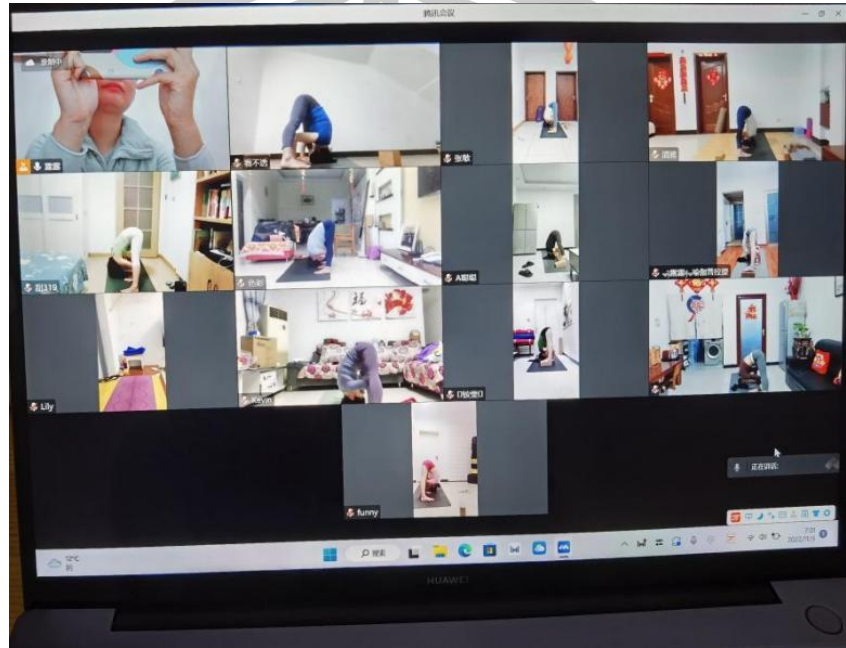


Figure 53: Due to the epidemic, the online courses offered by Luxiyan Yoga Studio have changed from offline courses to online courses, and there is also a combination of online and offline courses.

Source: Li Yinlu.Mobile phone shot on December 3, 2022

The development of fitness yoga in the epidemic era

With the outbreak of the new crown epidemic at the end of 2019, people's perception of health has undergone tremendous changes. On February 5, 2020, according to the "Diagnosis and Treatment Plan for Pneumonia Infected by Novel Coronavirus (Trial Version 4)" issued by the National Health and Medical Commission, cardiopulmonary function is an important indicator of human health. In this epidemic, although the population is generally Susceptible, but the elderly and those with underlying diseases are more seriously ill after infection. In this regard, Gao Xiaolin, a researcher at the Sports Rehabilitation and Physical Training Research Center of the Sports Science Institute of the State Sports General Administration, said in an interview with reporters: "Usually people with good cardiopulmonary function will also have stronger immunity at the same time, which is more conducive to resisting various diseases. Invasion of viruses and bacteria. People who usually insist on exercising and exercising will have a lower risk level than those with low immunity in the face of this epidemic."

On January 23, 2020, with the spread of pneumonia caused by a new type of coronavirus, Wuhan, a transportation hub in central China and a core city in central China, ordered the city to be closed. At present, the best "specific medicine" for the treatment of new coronary pneumonia is the body's own immunity. Fitness yoga is a natural and comprehensive way of fitness and exercise. After practice, it can promote your own metabolism, enhance immunity, and at the same time improve people's multiple pressures in terms of physiology, psychology, spirit and emotion. The Social Sports Guidance Center of the State Sports General Administration, The National Fitness Yoga Steering Committee has filmed four sets of "Teaching Videos of Fitness Yoga to Fight the Epidemic" for front-line medical workers and patients with mild pneumonia in Wuhan Fangcai Hospital, so that more medical workers and patients can practice scientifically, which will help Relieve stress and enhance your immune system.

Experts who participated in the creation and compilation of the teaching video told reporters that for patients with mild pneumonia in Wuhan Fangcang Hospital, the two sets of themed courses organized by the Social Center are respectively fitness yoga teaching videos for improving immunity and soothing sleep and decompression. Try to practice and find that yoga breath adjustment can relieve and stabilize the nervous system and relieve tension. Considering the shortage of space in the shelter hospital and the lack of yoga mats, the center also compiled a set of teaching videos for standing exercises, so that patients can use the limited space to practice anytime, anywhere.

Two sets of fitness yoga teaching videos for medical workers. Considering that medical staff stand for a long time, the shoulders, neck, back and back will feel sore, and the pressure on the legs will be high. When creating and editing, they mostly use sitting and lying positions. Through stretching Practice to relieve fatigue, and relieve the tension and stress of medical staff through targeted rest techniques.

Yoga practice can not only improve the body's immunity, relieve tension and stress, but also bring people strength and hope. The social and sports center will

further improve the sports guarantee work of "fighting the epidemic", and entrust more than 100 domestic referees and senior coaches to provide free fitness yoga personal training guidance and Online fitness and yoga classes. (Reposted from page 07 of "China Sports Daily" on March 5)

In order to implement the spirit of the "Notice of the General Office of the General Administration of Sports on Carrying out Home Fitness and Online National Fitness Events", give full play to the positive role of sports in epidemic prevention and control, and make full use of the Internet platform to meet the needs of the majority of fitness people for scientific fitness at home, combined with Due to the development status of fitness yoga, the Social Sports Center of the General Administration of Sports has decided to continue to carry out the 2021 fitness yoga online training and examination activities for ranks, promotion officers, and grade coaches.





Figure 54 : This is the certificate obtained from the fitness yoga-related examinations and training organized by the National Sports Bureau during the epidemic period, which also shows that the National Sports Bureau can quickly make adjustments to the development of fitness yoga during the epidemic period. The online assessment system promotes the sustainable development of fitness yoga.

Source: Li Yinlu. Sea Fitness Certification Page 2020-2021

At 21:00 on August 8, 2022, the "8.8 National Fitness Day" 2022 National Social Sports Instructor Exchange and Exhibition Conference will be broadcast live for 12 hours non-stop online, with nearly 3 million views. The social sports instructor from Lingshui, Hainan, spent half a month in the local revolutionary relics and scenic spots, and carefully shot exquisite fitness videos. Whether it is Qingshui Bay, Nanwan Monkey Island, Daidai Island, Hongjiaoling, or Linghe, the most beautiful coastal road, and Happy Ocean World, viewers can enjoy fitness, yoga, sports while feeling

the beautiful scenery at 18 degrees north latitude. The charm of different sports such as dance, figure skipping, fitness Qigong, taekwondo, street dance, square dance, roller skating, running, etc., shows the unique splendor of "integration of sports and tourism" from a new perspective.

The impact of the new crown epidemic has almost stagnated the entire fitness industry, but the development of online courses is a new rise and development direction, which can be used not only in the epidemic era, but also for later publicity and online course development.

4.2 The mass consumer market has recovered in the post-epidemic era

During the three years of the epidemic, people's demands for health have reached a new level. In addition to the continuous improvement of the medical and health system, the health barrier has been moved forward, and the transformation from curing the disease to preventing the disease has been generally recognized. An important way to be healthy is to promote the deep integration of national fitness and national health, which has also become an important focus of sports consumption.

The mass consumer market will usher in a recovery, and promoting healthy sports consumption has also become an important part of it. Sports training, physical fitness training, and ice and snow sports training for teenagers are ushering in an upsurge in registration for winter vacations; fitness, yoga, Swimming, physical fitness and other fitness training institutions are also increasing their horsepower online and offline, constantly creating new forms of consumption and new scenes to attract the public to join the ranks of fitness; and for people who exercise at home, the three-year epidemic has caused the consumption of home fitness equipment to continue to rise. A sports holiday and a healthy holiday are also inseparable from home fitness equipment, and the purchase of home fitness equipment will continue.

Part 5 : Yoga as a medical specialty

During the heyday of Orientalist scholarship in the early twentieth century, they attempted to revive yoga in practice, separating it from magic and mysticism, and focusing directly on the body. However, as we will see, they focused on the physical aspects of yoga, but were somewhat ambivalent about the implications of what they were doing. In any case, these people are not like the key players in the revival of yoga, namely Sri Aurobindo and Vivekananda. The "anti-mystics" approach to the body is based on physical fitness, applied medical research, and pragmatic populism rather than mystical philosophy and spiritualism. Although in the shadow of Vivekananda and Aurobindo, these men have in fact had a profound influence on the history of yoga. Even a casual awareness of what's going on in the global alternative medicine and self-help remedies market suggests that over the past century, the body has become increasingly central to yoga practice.

Not only does the West have exclusive yoga practice methods in hospitals, but some hospitals in China have also introduced yoga practice methods for rehabilitation

training. This will introduce the rehabilitation function of yoga in the yoga course setting in the next chapter. From mystery to the public, from popular to the field of specialized research.



Figure 55 A doctor in a hospital is doing rehabilitation physical therapy for a patient, using shoulder bridge pose and locust pose of yoga to practice.

Source: Zhihu.com

The practice of yoga is applied to other special fields

First brought to the "consciousness" of American readers by Henry David Thoreau, who was inspired to contemplate Eastern modes of meditation (Demichelis n.d.: 2), and then by a series of masters in the early 1900s America and Europe. Some elements of yoga are now taught in physical education programs at many American universities. Other elements were used in weight loss programs, reforming and relaxing incarcerated prisoners, motivating administrators, and helping drug addicts rehabilitate. As Gerald Larson readily points out, the "universal possibilities" of yoga are virtually endless, ranging from Pata Figali to the YMCA (1978; cited in Whicher 1998: 6) . He was a professor of chemistry at Allahabad University who wrote the first "popular" commentary on the Yoga Sutras: "There is no subject so mysterious that one can write about whatever one likes without being proven wrong." (Britain)



Figure 56: In the women's prison in Iowa, USA, female prisoners are taking a yoga class, and everyone is doing it seriously. Launching yoga activities in prisons is a new attempt in recent years. People hope that yoga can be used to bring spiritual baptism and spiritual improvement to female prisoners. And the fact is, the effect is very obvious.

Source: Zhihu.com

พหุ ประโยชน์ ชั่ว



Figure 57: Inmates at Athi River Prison practice yoga together in Kitengela, Kenya. Prisoners practice yoga, which can calm them down and keep them away from the stress in the prison. Everyone needs to be given a second chance in life.

Source: Reported by Zhihu.com on November 2, 2016 (the specific shooting time was October 26)



Figure 58: Hefei City, Anhui Province, China, on the plastic playground of the Anhui Female Labor Rehabilitation Management Center (Provincial Female Compulsory Isolation and Detoxification Center), accompanied by simple passwords from the police in the detoxification center, 40 female students in compulsory isolation detoxification dressed in fitness clothes Following the rhythm is practicing a kind of exercise called "yoga". Help criminals improve their awareness, control and resolution of their anger, so that they can return to society and continue to apply.

Source: Baidu Tieba April 15, 2018

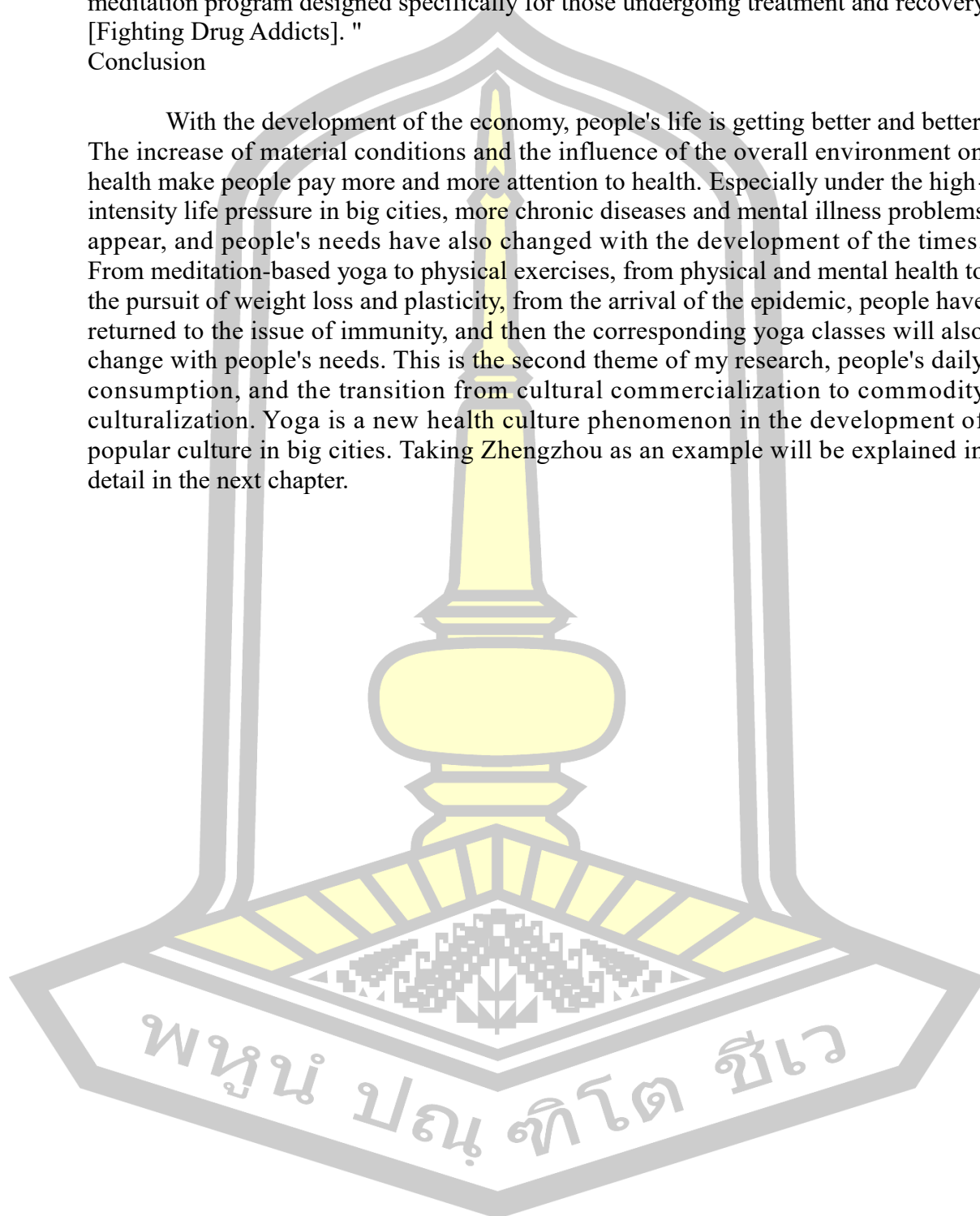
Father Joe Pereira has been practicing meditation for 50 years and applies the discipline in his Kripa Foundation. Mumbai (AsiaNews) - Practicing yoga can fight drug addiction. This is the mission of Fr Joe Pereira. He is the chairman of Kripa Foundation, an NGO in Mumbai, India, which cares for AIDS patients and drug addicts.

The priest noted that he has practiced the method of Iyengar yoga for 50 years and has been a student of its founder, Bellur Krishnamukari Sundara Iyengar.

Likewise, for the past 30 years, his foundation has used yoga “to help recover people with alcohol and drug problems.” The Kripa Foundation offers an intense yoga and meditation program designed specifically for those undergoing treatment and recovery [Fighting Drug Addicts]. "

Conclusion

With the development of the economy, people's life is getting better and better. The increase of material conditions and the influence of the overall environment on health make people pay more and more attention to health. Especially under the high-intensity life pressure in big cities, more chronic diseases and mental illness problems appear, and people's needs have also changed with the development of the times. From meditation-based yoga to physical exercises, from physical and mental health to the pursuit of weight loss and plasticity, from the arrival of the epidemic, people have returned to the issue of immunity, and then the corresponding yoga classes will also change with people's needs. This is the second theme of my research, people's daily consumption, and the transition from cultural commercialization to commodity culturalization. Yoga is a new health culture phenomenon in the development of popular culture in big cities. Taking Zhengzhou as an example will be explained in detail in the next chapter.



Chapter IV

Lu Xi Yan”,Yoga Studio at Zhengzhou City

Introduction

Chapter 4, Lu Xi Yan”, Yoga Studio at Zhengzhou City is a case study for understanding Yoga in the dimension of New Health Culture in the Popular Cultural Society Context of China. In this chapter, I will introduce the new health culture in China. In short, under the social background of Chinese pop culture, take the "Luxi Yan" yoga studio in Zhengzhou as an example to explore the new healthy culture dimension of yoga. Therefore, the new health culture phenomenon in this chapter in a modern society involves the transformation of the content and curriculum of a yoga studio. Especially after people's experience of COVID-19, people's demand for health, and the development space of yoga under the future health culture.

Part 1 : The development of yoga fitness in Zhengzhou city, Henan Province

1.1 Fitness development process in Zhengzhou city

Zhengzhou City, Henan Province

Zhengzhou (Zhengzhou), referred to as "Zheng", was called "in the middle of heaven and earth" in history, was called Shangdu in ancient times, and is called Green City today. Support the national central city under construction.



Figure 59 : The map of China, Henan is located in the Central Plains, the circle position in the left picture, Zhengzhou is located in the north-central map of Henan Province, the yellow marked position in the picture

Source: <https:// Baidu Encyclopedia>(February 26, 2023)

Zhengzhou is located in the north-central part of Henan Province, at the boundary between the middle and lower reaches of the Yellow River. It is located between 112°42'-114°14' east longitude and 34°16'-34°58' north latitude. The total area of the city is 7567 square kilometers. The general trend of Zhengzhou's topography is high in the southwest and low in the northeast, and it belongs to the temperate continental monsoon climate. There are 124 rivers in the territory, which span the two major basins of the Yellow River and the Huaihe River. As of the end of 2021, Zhengzhou has a permanent population of 12.742 million.

In October of the thirty-seventh year of the Republic of China (1948), after the Central Plains Field Army liberated Zhengzhou, Zhengzhou City was established in Zhengxian City, directly under the leadership of Henan Province. On October 30, 1954, the Henan Provincial Government moved from Kaifeng to Zhengzhou, and Zhengzhou became the capital of Henan Province. As of July 2022, Zhengzhou has jurisdiction over 6 districts, 5 county-level cities, and 1 county. Zhengzhou City is a national transportation hub that combines highway, railway, aviation and letter, and has formed a transportation network consisting of three transportation modes: railway, highway and air. As of April 2022, Zhengzhou has 2 terminals, 2 runways, 162 air routes, 6 railway stations, 2 main railway lines, 6 high-speed rail lines, 22 rail transit lines, 11 expressways, 37 BRT lines.

Zhengzhou is an important birthplace of Chinese civilization, a famous national historical and cultural city, one of the six major heritage areas supported by the state, and a member of the World Alliance of Historic Cities. As of the end of 2021, Zhengzhou City has 83 national key cultural relics protection units, 97 provincial-level cultural relics protection units, 208 municipal-level cultural relics protection units, and 6 national intangible cultural heritage lists. In 2021, Zhengzhou City will complete a GDP of 1,269.1 billion yuan, an increase of 4.7% over the previous year at constant prices; the total local fiscal revenue will be 192.9 billion yuan.

Zhengzhou is a new first-tier big city, located in the core of the Central Plains. It has a long history and a modern construction and development model. The service industry and fitness industry are both booming. With the development of the local social economy, people's awareness of health has gradually increased. In the overall health environment, people are no longer satisfied with dancing square dances, going to the park to play Tai Chi and other activities, and gradually began to enter the gym and try equipment exercises. and study of specialized courses.

With the improvement of our country's economic level and the growth of national income, people's quality of life is also gradually improving, personal health and family health are getting more and more attention from people, people began to gradually enter the gym to exercise. In fact, the gym industry only started to develop around 2000, and showed explosive growth in 2004. However, after the economic crisis in 2008, the entire market gradually flattened out. After 2010, the gym industry across the country has gradually experienced a period of survival of the fittest, and

many operating gyms have chosen to close due to unfavorable operations and loss-making states.

However, during this period, there were also cases of investment in some gymnasiums. After recruiting money through pre-sale activities, the stores quickly closed and disappeared, which caused great damage to the interests of consumers. Then the hidden dangers were buried in the continued development of the industry, making it no longer easy for consumers. Trust the people in the fitness industry, market chaos affects the development of the industry.

After 2015, the market economy gradually recovered, citizens became more aware of health, and the gym industry once again ushered in the sun. In recent years, major gym chains have blossomed everywhere, and the entire market has also seen diversified development and business models. According to Deloitte's research, the market size of China's top 18 cities in 2019 is nearly 34 billion yuan. The number of gym memberships has grown rapidly, and the entire industry has begun to transform into a customer-centric business model. The development of gyms has also shown a diversified model. China's unique Internet model has also begun to develop rapidly.

However, from the end of 2019 to the beginning of 2020, the outbreak of the new crown epidemic had a huge impact on the entire fitness industry. At the beginning of the home isolation, people still maintained an optimistic attitude, but with the severity of the epidemic, venues in the entire fitness industry had to suspend classes for a long time, and some venues began to teach online video courses to maintain old customers through live broadcast courses. Some gyms have made successful transformation directly through online courses, but there are still many gyms facing the pressure of cash flow, rent and employee wages, and choose to transfer or directly declare bankruptcy.

After three years of the epidemic, after the country announced its full liberalization, the entire fitness industry seemed to have gained new hope. However, the open environment ushered in the first large-scale COVID-19 positive patients. Seriously affected people dare not appear in public places, and no one cares about the gyms and yoga studios that are open for business. However, with the end of the new round of illness, the entire industry has shown a new state of recovery. It is through the long-term epidemic that people think how important health is. Treating health is no longer an appearance, but an improvement of immunity and long-term A healthy living condition has become the direction pursued by the public.

As a new first-tier city, Zhengzhou's overall fitness industry development is basically similar to that of other big cities in China. However, in addition to the new crown epidemic, Zhengzhou has also experienced severe flood disasters, serious casualties, and serious damage to infrastructure such as vehicles and houses. A major blow also led to the paralysis of the entire service industry. Moreover, compared with other first-tier cities, Zhengzhou's cultural background and social development are relatively conservative, and it is not as fast-growing as the coastal first-tier cities, so the development of the fitness industry lags behind other first-tier cities. But because

of this, the development of the Zhengzhou market tends to be stable, conservative but constantly updated.

At present, most of the commercial gyms in Zhengzhou City have been established for a short time and have uneven regional distribution. They are mainly chain-operated, mainly medium and large-scale gyms. The fitness programs set up are relatively comprehensive, but the homogeneity of service content is serious. The sports coaches show a trend of youth, and their lack of professional background and working experience leads to the average level of guidance and affects the quality of service. Compared with the first-tier cities, the fitness industry in Zhengzhou started relatively late. Most enterprises in the industry lack management experience, rigid management level, lack of product innovation and service characteristics, and single means of publicity. Due to the failure to clarify the competent department of the fitness industry and define the responsibilities of relevant departments, and the establishment of a unified fitness industry association, the lack of industry standards and management methods has resulted in frequent chaos in the fitness industry, price wars, vicious competition, chaotic training markets, and running away. Frequent occurrence, the lack of industry supervision leads to the short life cycle of enterprises, and it is difficult to protect the rights and interests of consumers.

On April 17, 2020, at the 53rd press conference on the prevention and control of the new crown pneumonia epidemic in Henan Province, the Henan Provincial Sports Bureau announced to the public relevant measures to promote sports consumption. Arrange a special fund of 6 million yuan to carry out a pilot program in Zhengzhou, Luoyang, Xinxiang, and Jiaozuo to issue coupons for consumption subsidies and boost the sports consumption market.

On August 31, 2020, according to the "China Sports Daily" report, according to the "Henan Province Sports and Fitness Coupon Pilot Work Plan", this issuance will be issued in the form of four-city linkage and regular issuance, and the coupons will be issued within half a year. Subsidy items include football, basketball, volleyball, badminton, tennis, table tennis, fitness, swimming, yoga, skateboarding, fencing, archery, rock climbing, ice and snow, and karting, a total of 15 sports items. A total of more than 170 venues and enterprises in the pilot cities have participated in relevant service activities. Participating enterprises will encourage the masses to actively participate in physical fitness and promote the resumption of work and production in the sports industry by issuing discount coupons, sporting goods coupons and other preferential items.

On May 11, 2022, the China Sports Daily reported on strengthening the construction of public sports facilities in Zhengzhou. It has established a beautiful environment, diverse methods, safe and reliable physical exercise and fitness venues.

Today, the construction coverage rate of Zhengzhou National Fitness Path Project has reached 100%. During the "13th Five-Year Plan" period, Zhengzhou used sports lottery public welfare funds to build 2,628 fitness paths for 923 urban communities and 112 new rural communities. Take advantage of the opportunity and

requirements of creating a national "National Sports and Fitness Model City" to upgrade the widely used fitness paths.

In Jinhe Park, Zhengzhou High-tech Zone, the sports lottery public welfare fund has been successively invested in the construction of a smart fitness trail with a length of 1,200 meters, and 12 smart fitness equipment have been installed along the way, creating an innovative "China Sports Lottery Health Theme Park". Installed 2,237 farmers' sports and fitness projects for 1,792 administrative villages in the city. The farmers' sports and fitness projects have been solidly carried out, and the coverage rate has reached 100% in the province. Township sports projects have been built in 86 towns and towns in the city, truly making the national fitness project benefit all the people.

The country and the government are actively building fitness projects, popularizing fitness equipment, and actively advocating fitness for all. Almost every community has covered fitness equipment. However, when visiting various communities or residential areas, the fitness equipment has been exposed outdoors for a long time and no one has used it. Through field visits, there are two main reasons, one is too busy to use it in life and work, and the other is not knowing how to use and practice it correctly. Only government units or companies with better conditions will have indoor practice places and special project funds to hire professional teachers and professors to provide employees with benefits.

Since Zhengzhou City issued the No. 73 notice on epidemic prevention and control on May 3, 2022, the sports system of Henan Province has arranged Tai Chi, Ba Duan Jin, aerobics, More than 200 pieces of fitness video materials such as yoga have been released through platforms such as TV, website, public account, and video account to widely publicize and popularize relevant policies and professional knowledge such as scientific fitness exercises and epidemic prevention and control. According to statistics, the number of views and viewings of related videos has reached more than 5 million, and nearly 300,000 people participated in the exercises. At the same time, the sports system of Henan Province also made full use of the advantages of the Internet to hold online chess competitions and national sports video display competitions to enrich people's cultural and sports activities during the anti-epidemic period at home, and played a positive role in improving the health of the masses and soothing their emotions. .

1.2 Selecting Reasons choose Zhengzhou City as a study area

Today's China is in the context of a modern society and culture, and China has always made popular cultural and social models a part of daily life. In this modern context, the Chinese people prioritize their healthcare. Most Chinese spend time doing various forms of exercise, including yoga. Yoga is becoming a popular trend for a new generation of health enthusiasts. Yoga can solve the health problems (sedentary, social pressure, anxiety) brought about by the daily work of modern Chinese. This need has influenced the emergence of many yoga studios. Importantly, yoga studios have become an interesting part of the new wellness culture in the context of Chinese pop

culture society. Especially in large and modern megacities, including Zhengzhou, this is an area of study.

Zhengzhou City, Henan Province was selected as the study area mainly based on the following factors:

First, from an economic point of view, Zhengzhou belongs to the new first-tier cities and is an important transportation hub city. In recent decades, the economy has been gradually rising, and the inflow of a large number of talents has also increased more employment opportunities. The improvement of the quality of life has a great impact on Health has more demands. The improvement of Zhengzhou's economic level can be used as one of the sample areas in the development of Chinese popular culture.

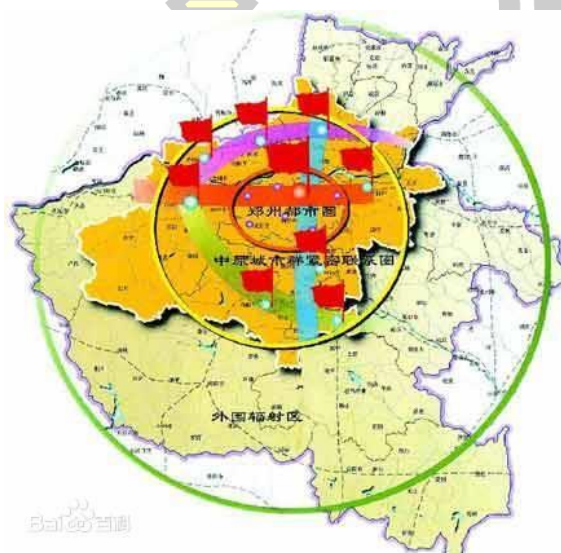


Figure 60 : The Zhengzhou metropolitan area has newly included four cities: Luoyang, Pingdingshan, Luohe and Jiyuan. From the original "1+4" to "1+8". Use Zhengzhou to influence the surrounding market, and use the surrounding area to cover the development of the entire Henan.

Source: <https:// Baidu Encyclopedia>(December 27, 2021)

The Zhengzhou metropolitan area is located in the central part of China, in the middle and lower reaches of the Yellow River. It is an urban functional area composed of Zhengzhou and Kaifeng, Luoyang, Pingdingshan, Xinxiang, Jiaozuo, Xuchang, Luohe, Jiyuan and other eight peripheral cities with close social and economic ties. As of 2021, the GDP of the metropolitan area will be 3.28 trillion yuan and the permanent population will be 46.7 million. Zhengzhou is the capital city of Henan Province. It represents the level of economic development and social civilization of a province. It is also representative in the fitness industry, and the rise of the Zhengzhou market actually means the expansion of the entire Central Plains market. development of.

By 2035, Zhengzhou will basically be built into a national central city with international influence, and the Zhengzhou metropolitan area will be built into a modern metropolitan area with high-quality economic development, high-level openness and innovation, high-quality public services, high-level ecological environment, and efficient collaborative governance.

Second, in Zhengzhou, besides Xuanyuan Yellow Emperor, the ancestor of humanities, Xu You, the originator of the hermit, Dayu, the hero of flood control, Zi Chan, a politician in the Spring and Autumn Period, Liezi, a representative of Taoism in the early Warring States period, Shen Buhai and Han Feizi, representatives of Legalism in the Warring States period, and peasants in the late Qin Dynasty Chen Sheng, the leader of the uprising army, Pan An, a writer of the Western Jin Dynasty, Du Fu and Bai Juyi, poets of the Tang Dynasty, Li Jie, an architect of the Northern Song Dynasty, Xu Heng, an educator and Neo-Confucianist during the Jin and Yuan Dynasties, and so on. Henan, my hometown, has also become a cultural symbol. Zhengzhou has many deeds about humanities and history, as well as new modern tourist attractions. It is not only a tourist center city but also a tourist transit center.

In January 2017, the National Development and Reform Commission issued the "Guiding Opinions on Supporting Zhengzhou's Construction of a National Central City", which positioned Zhengzhou as an "international cultural metropolis". Relying on the advantages of Shaolin cultural resources, Zhengzhou has built a brand of "Chinese Kung Fu". World martial arts look at China, and Chinese martial arts look at Henan. Zhengzhou Song and Dance Theater staged "Shaolin in the Wind" and "Shaolin Heroes", and Henan TV Station launched "Wulin Wind", which helped to promote the continuous spread and prosperity of Shaolin culture.

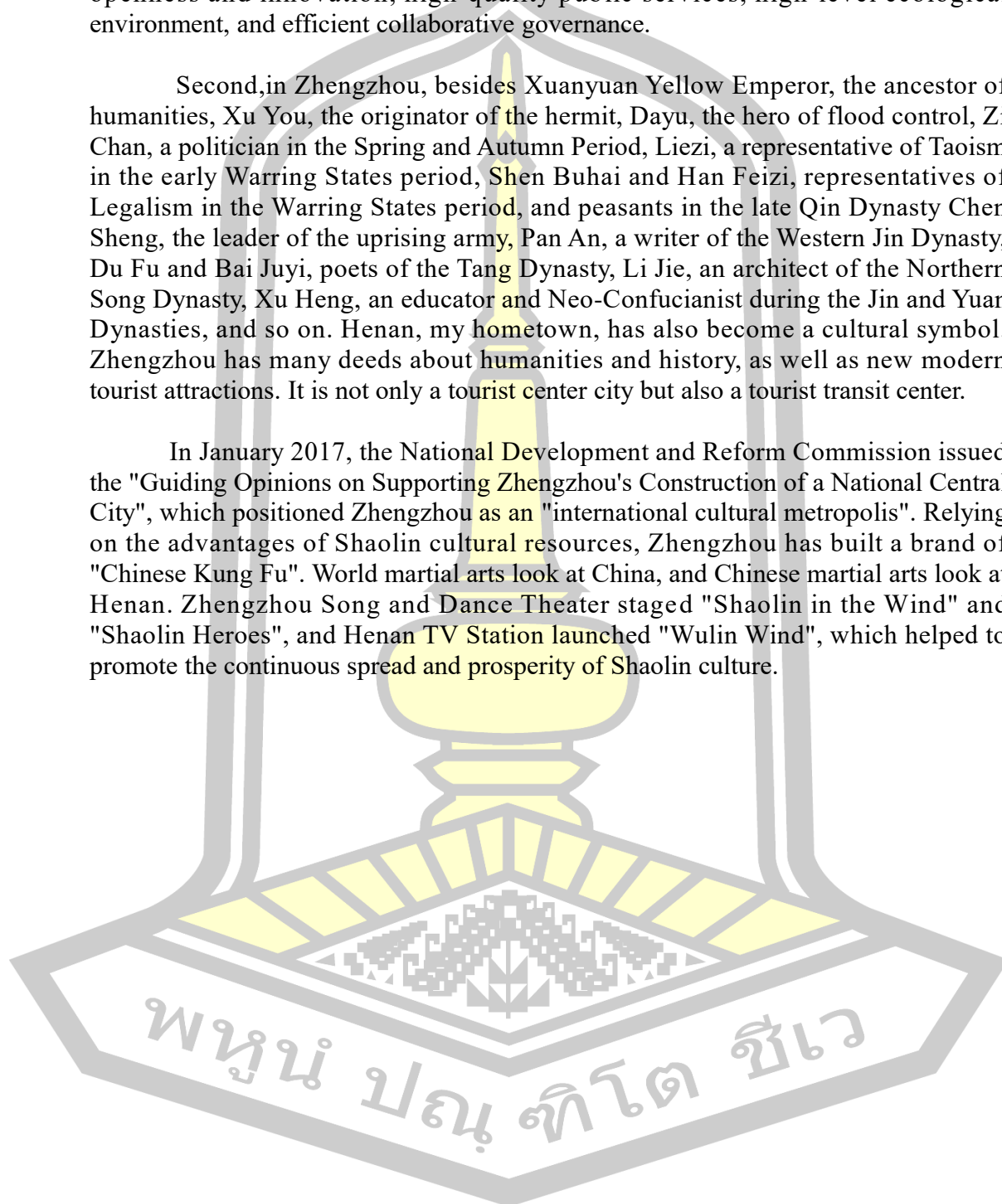




Figure 61 : "Kung Fu Yoga" movie poster. The Kung Fu comedy film co-produced by China and India has brought Chinese Kung Fu to the world, and made Indian yoga a favorite fitness sport for the Chinese people.

Source: <https:// Wikipedia> (January 20, 2017)

From a cultural point of view, Zhengzhou is an important birthplace of Chinese civilization, a famous national historical and cultural city, one of the eight ancient capitals of China, and one of the six national heritage areas. Therefore, the spread of yoga culture has a similar part of culture in the development of Zhengzhou market, which can reflect cultural identity and cultural differences.

Last, from the perspective of Chinese health culture, Henan is a province with a large population, and Zhengzhou also has the largest hospital and numerous medical institutions in the country. With the development of life, people pay more and more attention to health, and disease prevention is more important than treatment. Therefore, Zhengzhou is selected as a representative survey area of the new healthy and cultural city.



Figure 62: Zhengzhou Wan'an Street community opens a yoga class, the elderly enjoy a healthy life
Source: Fenghuang.com Henan Comprehensive (October 24, 2019)

Currently in Zhengzhou, whether it is a community hospital doctor or an ordinary person, they are very active in participating in yoga activities. The stable yoga practitioners in the Zhengzhou gym market are generally middle-aged and elderly people, because they have more spare time in their overall life, and they are more interested in yoga activities. Health needs are also greater.

Zhengzhou belongs to the new first-tier cities, that is, the pursuit of popular culture in big cities, and the demand for health with its own pragmatic spirit. Therefore, the entire health market in Zhengzhou is in its infancy and there is still a lot of room for development.

1.3 Development status of fitness yoga in Zhengzhou city

Zhengzhou currently has Zhongyuan District, Erqi District, Guancheng Hui District, Jinshui District, Shangjie District, Huiji District, Zhongmu County, Gongyi City, Xingyang City, Xinmi City, Xinzheng City, Dengfeng City and Zhengzhou Airport Economic Complex Experimental Zone, Zhengdong New District, Zhengzhou Economic and Technological Development Zone, Zhengzhou High-tech Industrial Development Zone. However, the main urban areas are Zhongyuan District, Erqi District, Guancheng Hui District, Jinshui District, Huiji District and Zhengdong New District. There are no specific statistical values for the places where yoga courses are offered. There are about 415 yoga results in the Google map search. There are 2,935 companies related to Zhengzhou fitness through the Aiqicha website. Henan Luxiyan fitness services are limited. The company is one of them, and this is also the company where the "Luxiyan" yoga studio to be studied next is located.

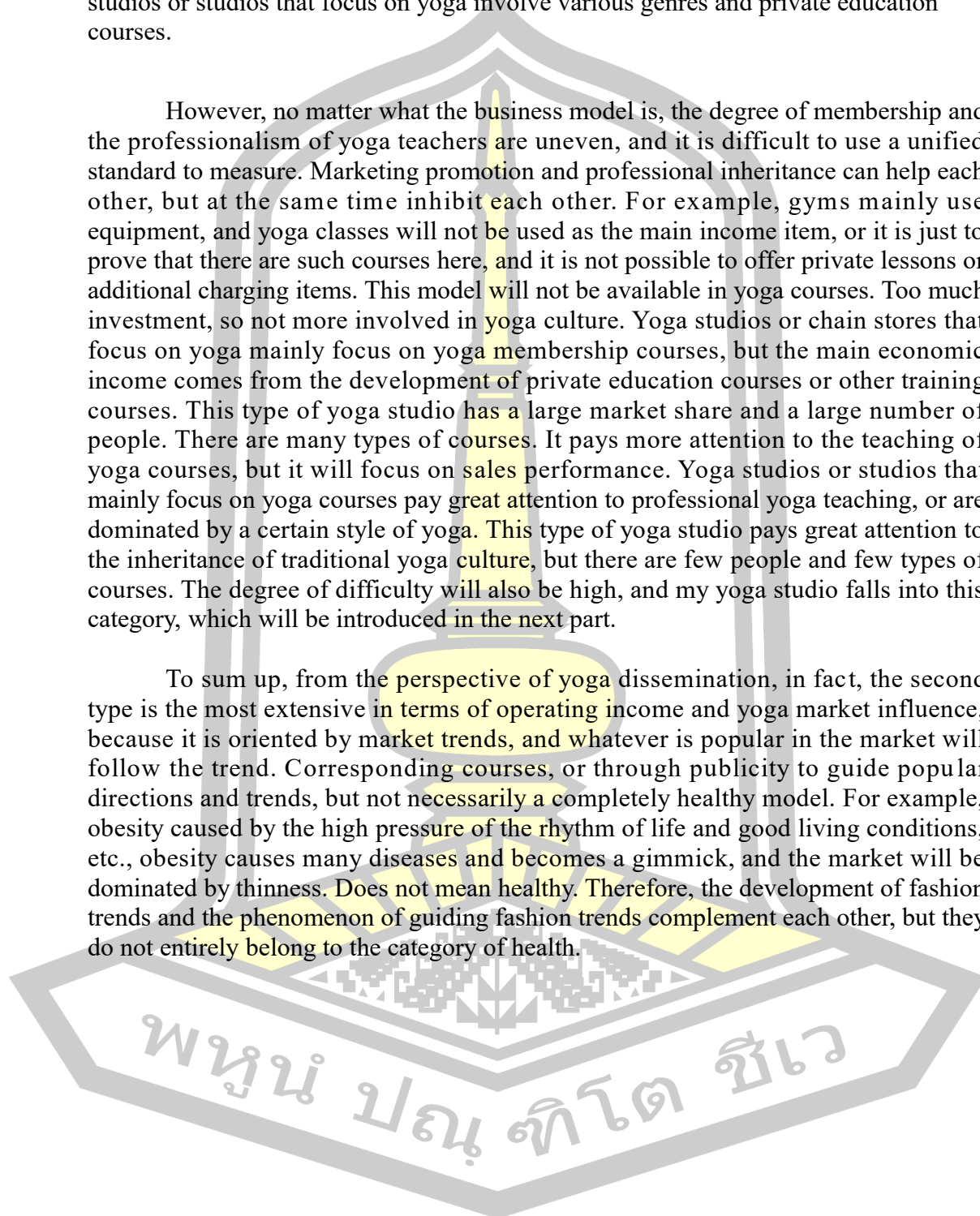
The venues for fitness and yoga in the Zhengzhou market can be divided into the following three categories:

The gym-based business model offers yoga group courses;

Yoga classes offered by yoga-focused yoga chains, including popular classes like Prata Equipment and Victoria's Secret; Professional yoga courses offered by yoga studios or studios that focus on yoga involve various genres and private education courses.

However, no matter what the business model is, the degree of membership and the professionalism of yoga teachers are uneven, and it is difficult to use a unified standard to measure. Marketing promotion and professional inheritance can help each other, but at the same time inhibit each other. For example, gyms mainly use equipment, and yoga classes will not be used as the main income item, or it is just to prove that there are such courses here, and it is not possible to offer private lessons or additional charging items. This model will not be available in yoga courses. Too much investment, so not more involved in yoga culture. Yoga studios or chain stores that focus on yoga mainly focus on yoga membership courses, but the main economic income comes from the development of private education courses or other training courses. This type of yoga studio has a large market share and a large number of people. There are many types of courses. It pays more attention to the teaching of yoga courses, but it will focus on sales performance. Yoga studios or studios that mainly focus on yoga courses pay great attention to professional yoga teaching, or are dominated by a certain style of yoga. This type of yoga studio pays great attention to the inheritance of traditional yoga culture, but there are few people and few types of courses. The degree of difficulty will also be high, and my yoga studio falls into this category, which will be introduced in the next part.

To sum up, from the perspective of yoga dissemination, in fact, the second type is the most extensive in terms of operating income and yoga market influence, because it is oriented by market trends, and whatever is popular in the market will follow the trend. Corresponding courses, or through publicity to guide popular directions and trends, but not necessarily a completely healthy model. For example, obesity caused by the high pressure of the rhythm of life and good living conditions, etc., obesity causes many diseases and becomes a gimmick, and the market will be dominated by thinness. Does not mean healthy. Therefore, the development of fashion trends and the phenomenon of guiding fashion trends complement each other, but they do not entirely belong to the category of health.



Part 2 :Lu Xi Yan”,Yoga Studio at Zhengzhou City

The process of establishing the "Lu xi Yan" yoga studio



Figure 63: This is a picture of me studying at the Iyengar Yoga Center in India, accepting the learning of traditional Indian yoga
Source:Li Yinlu. Mobile phone shooting in February 2019

I started to contact and practice yoga in 2012, and studied with different teachers at home and abroad. Successively obtained Hatha Yoga Advanced Instructor Certificate, Aerial Yoga Certificate, Physiotherapy Yoga Certificate, Pilates Large Equipment, 3D Sports Anatomy and other related certificates. Since 2015, I have been majoring in Iyengar Yoga, from the first intensive course to the second intensive course, TTC for three years, and the intermediate course for three years so far. The current level is elementary one. Beginning in 2020, he will obtain the six-stage fitness yoga, intermediate promotion officer of fitness yoga, and senior fitness yoga instructor issued by the China National Sports Bureau. Opened the first yoga studio in 2016, entered the Zhengzhou market two years later, worked as a training assistant in the only Iyengar Center in Henan Province, and became the head teacher of the largest yoga studio chain store in Zhengzhou four years later. "Luxiyan" yoga studio was established in May 2021, which is the second studio opened by me. "Deer" represents happiness and auspiciousness; "Stream" represents water, which is endless; "word" represents the expression of yoga practice through body language, and everything will follow through yoga practice. This studio mainly focuses on the teaching system of "Iyengar Yoga". In the first chapter, I introduced the levels of Iyengar Yoga and the

whole system. Each level corresponds to different asana exercises and difficulties as well as corresponding theoretical knowledge.

Modern people try moxibustion, traditional Chinese medicine, acupuncture, moxibustion, running, hot springs, yoga, etc. for their health. From the perspective of human nature, people are more willing to enjoy pleasure than physical training, so relatively speaking, the consumer group will be more willing To choose can achieve the so-called healthy purpose without any effort. Therefore, the same is true of the popular orientation in the market. Yoga practice is mainly based on relaxation, or other quick-effect methods. It is not reasonable to use quick results as the standard for measuring the professionalism of a course and a yoga teacher.



Figure 64: The studio's brand - "Luxi Yanshe", uses retro shapes to guide people's exploration of nostalgia. This nostalgia refers to the pursuit of history and culture, and establishes an atmosphere for cultural learning.

Source: Li Yinlu. Mobile phone shooting in June 2022

This is the brand of the yoga studio. It is located in a villa area in the suburbs. The natural landscape is rich in the forest oxygen bar. There are hot springs, golf courses and other corresponding facilities and equipment in the community. This brand is also different from other yoga studios. The purpose is to highlight relaxation and tranquility. The environment is a base for retreat and a place for cultural exchange.

I arrived at the Iyengar Center in Rishikesh, India in early 2019 and was deeply affected. I have a deep understanding of the differences between Indian yoga,

European and American yoga, and Chinese yoga. After returning to China, I have further updated and improved the curriculum setting, which will be described in detail below.



Figure 65: One of the classrooms in the Luxiyan Yoga Studio, using Master Iyengar's asana diagram as a reference teaching, with wall ropes and other tools to assist teaching
Source: Li Yinlu. Mobile phone shooting in June 2022

First of all, in the layout of the venue, it is mainly simple and suitable for practice. The use of mirrors in ordinary gyms and yoga studios will affect people's visual judgment or concentration in practice. The auxiliary tools used are all the same as the specifications of the Iyengarpu General Hospital. They no longer blindly pursue the brand effect, but are more in line with the specifications used by human body practice. Especially regarding the use of yoga mats, because the materials and specifications of yoga mats are varied, the gym also chooses thinner yoga mats to train the arch and stability of the soles of the feet.

The upstairs and downstairs of the field management are full of photos of Master Iyengar's asanas, which can be viewed and studied at any time during courses and visits.

Developments in the use of yoga mats

On November 28, 2019, the China Sporting Goods Industry Federation launched the formulation of the industry standard "Requirements and Inspection Methods for Fitness and Yoga Sports Equipment Part One: Yoga Mat". After nearly a year of advancement, the development of yoga mat standards has achieved preliminary results. The basic framework of relevant standards has been basically completed and is already in the stage of soliciting opinions.

Impact Product Technology Seminar held in Shanghai on September 28, 2020. Representatives of many domestic sporting goods inspection agencies and technical leaders of domestic and foreign yoga manufacturers attended the seminar.

The National Sporting Goods Standardization Technical Committee and the China Sporting Goods Industry Federation have obviously paid continuous attention to the rapidly growing yoga industry in recent years, and conducted research and investigation on related yoga equipment and manufacturers in the market. The survey found that the other side of the prosperity of the yoga equipment market is the long-term concerns of professionals about the uneven quality and lack of standards of all yoga products in the entire market-the current situation of the industry corresponding to the hot sales momentum of yoga mats on e-commerce platforms. However, the products lack corresponding national standards, industry standards and industry-related norms, resulting in uneven product quality in the market, which affects the standardized, orderly and healthy development of the yoga industry as a whole. In this context, it becomes very necessary to organize a seminar related to yoga product technology and standards, and the Body Expo is a high-quality platform for holding seminars on body product manufacturing sub-sectors.

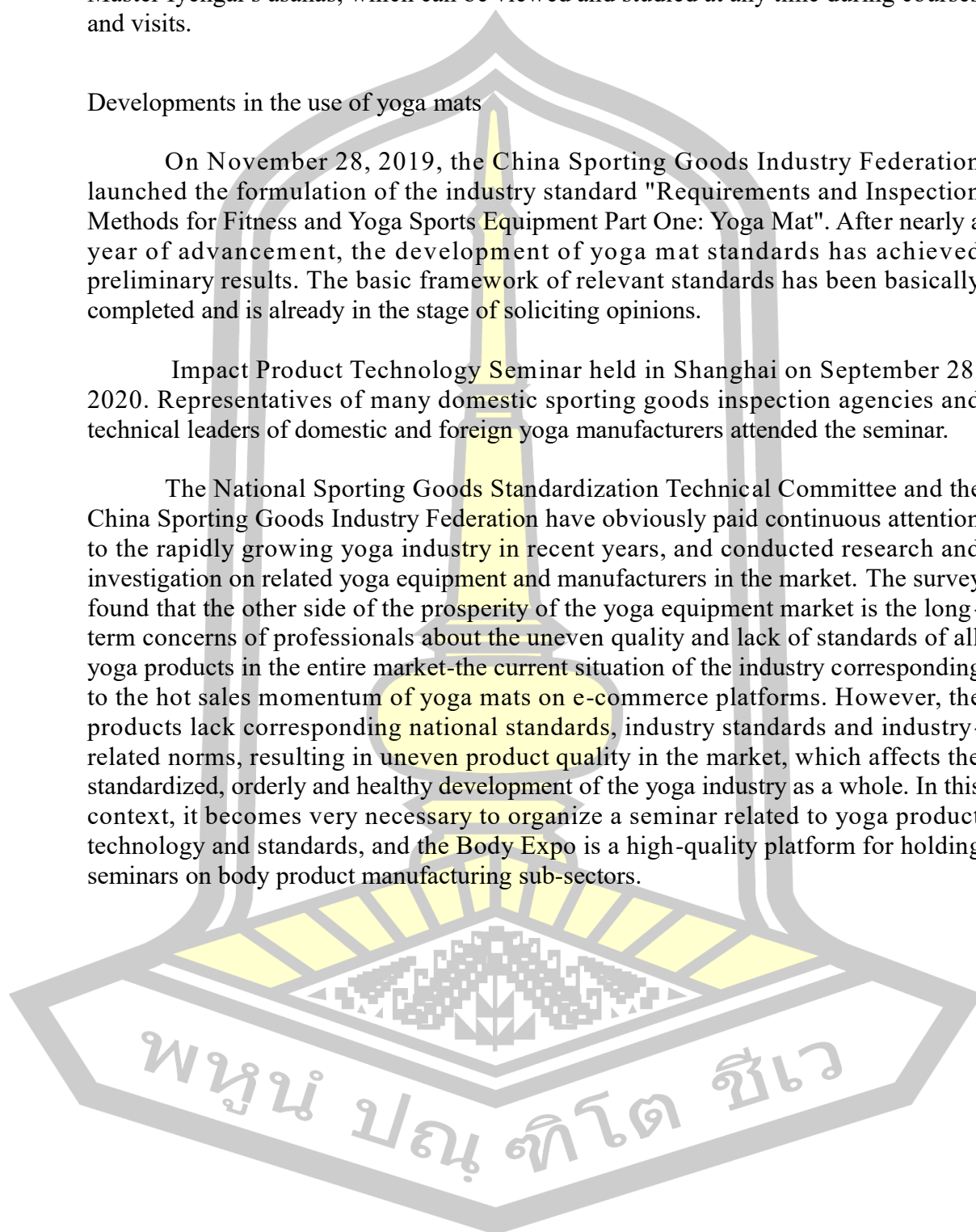




Figure 66: The yoga mats used in the Iyengar Yoga Center in Rishikesh, India, are made of very thin materials. The teacher does not allow us to use the thick yoga mats that come with us. After practicing, we found that thinner mats are more conducive to practice. The perception of the body will make the awareness of the body higher and closer to the health of the body.

Source: Li Yinlu. Mobile phone shooting in February 2019

This picture was taken while studying in India in February 2019. This yoga mat is about one millimeter thick, but domestic professional yoga mats are 4-5mm thick, and ordinary yoga studios or gyms use 6-10mm. But in fact, the thicker the thickness, the worse the stability of the person, but beginners will think that it will be too hard to damage the joints. The fact is that the thinner the mat, the better the perception of the soles of the feet, the more elastic the arch, and the higher the stability of standing. . However, it is difficult to customize thin yoga mats in China, and there are few merchants, mainly because there are few users. It takes time for beginners to accept this kind of hardness practice.

2.2 "Lu xi Yan" yoga studio and other fitness yoga



Figure 67: Most of the gyms are mainly fitness equipment, supplemented by yoga courses. These members have a short practice time and a relatively low level of practice

Source: <https:// Baidu Encyclopedia>(February 26, 2023)

The first is the gym mode, which is mainly based on fitness equipment, supplemented by yoga classes, and even professional fitness places do not have yoga classes. Students who practice yoga through field surveys are generally older, retirees over the age of 45-50. There are three main reasons: the first is because the time for class scheduling in the gym is mostly in the afternoon or evening, and it is not easy for people who go to work to have time to practice at this time. The second reason is that the gym prefers group aerobics classes, mainly other aerobic classes. There are more young people who prefer such classes, which are a bit boring compared to yoga classes. The third reason is that there is a lot of staff turnover in the gym, not just the turnover of members. Most of the teachers are part-time. In this way, yoga classes are not continuous, and there is no continuous effect on the practice. As time goes by, there will be fewer and fewer students.



Figure 68 : Zhengzhou yoga studio class picture, there are many types of classes, but the overall practice quality is not high. The following picture is about the training of Ayengar yoga intensive course, which will be more difficult than ordinary yoga member courses. The shoulder inverted stereo in the picture is conducive to thyroid and accessory thyroid, and balance the stability of body hormone level and endocrine system, but most ordinary members cannot do it.

Source: Li Yinlu Mobile phone shooting in March 2021

These are large-scale yoga studios and yoga chain stores, focusing on yoga, with membership courses, private education courses and training courses. The courses cover a wide range of areas and have a great influence on the entire yoga market. However, the quality of yoga teachers and members of each gym is uneven, especially

in Zhengzhou, a big market, where the business model and course development of each region are different, so the fashion trends formed are also different. I have been working in Zhengzhou for several years, and I have gone to the yoga studios in each region to attend classes and research on the spot. The overall popularity of the eastern district is higher than that of the western district, but in terms of stability, the western district is an old city, and the mobility of personnel is not so stable good.
(Wu Nana. 2023:interviewed)



Figure 69: This picture is the Iyengar Yoga Center in Zhengzhou, which only teaches Iyengar Yoga courses and related training, and does not involve other genres or courses. To some extent, there is not much flow of people, which has certain limitations, but it also attracts students who come to learn Iyengar Yoga professionally.

Source: Li Yinlu.Mobile phone shooting in 2017



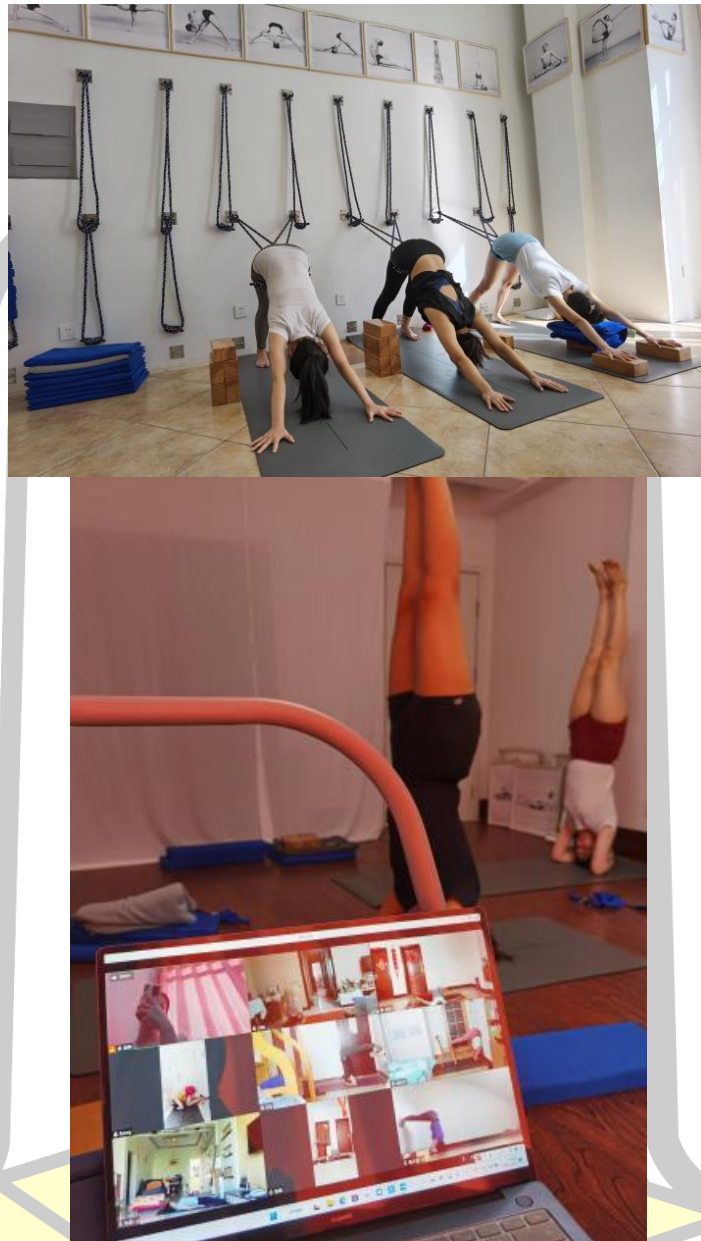


Figure 70: Offline training courses and online video courses of Luxiyan Yoga Studio. However, no matter online or offline class, the course level of the museum is higher than the practice level and difficulty of most yoga studios. In particular, the online course is almost always followed by the students of yoga teachers. The difficulty of the course and the degree of membership complement each other.

Source: Li Yinl. Mobile phone shot in October 2022

These two pictures are the offline courses of Luxiyan Yoga Studio and the online courses opened due to the epidemic. It is mainly based on the Iyengar yoga genre, but it is also different from the Iyengar yoga in the Chinese market. This starts with the entry of Iyengar Yoga into the Chinese market. Master Iyengar has made great contributions and influences on the global yoga culture. This was introduced in the first chapter and taught at the China-India Yoga Conference in 2011. I took a three-day course, and since then Iyengar yoga has become a major trend in the entire

yoga circle. Because the first batch of Iyengar Yoga certified teachers were approved to teach Iyengar courses, and the yoga circle called it the most stringent examination hierarchy, there were only about two hundred certified teachers in the next ten years of development. , while other yoga training institutions can train a yoga teacher in as little as three or five days, and as long as one or two months. In 2017, the Iyengar Puna General Hospital in India stopped the application for Iyengar yoga training places, which also led to the scarcity of Iyengar yoga teachers, because in the Indian tradition, yoga learning needs at least ten years. You can only teach independently when your tutor approves of you.

Because Iyengar Yoga's concept of precise alignment and the use of auxiliary equipment have greatly helped yoga practitioners to practice yoga better, since 2011, it has been authorized by India's Pune to build Iyengar Yoga Academy and There are more than 20 Iyengar centers so far, and different levels of courses are offered according to different levels. Practicing Iyengar yoga has become a trend and a new popular way. Iyengar Yoga has a complete teaching system and training system in the Chinese market, and gradually flourished until 2017, when grade examinations and certifications were gradually canceled, because this popularity gradually violated the inheritance and development of traditional yoga, It even affects people's health. This is why I still came to India to seek the origin of yoga and the inheritance of yoga culture after studying the elementary and intermediate advanced courses in China.

Since then, I have made great adjustments in teaching and curriculum setting, and have worked harder to get closer to Indian yoga culture, developing and guiding the popular model of yoga into a healthy model.

2.3 Lu Xi Yan ,Yoga Studio in the dimension of New health Culture at the large city of Zhengzhou

Wikipedia defines health as the level of functionality and metabolic efficiency of an organism. Buying health for any living organism is a kind of homeostasis. It's a state of balance: a balanced input and output of energy and matter (even allowing growth). Health also means having the expectation of continued existence. Health and illness are not absolute opposites, but a relative state with a transitional stage, and people in this stage become sub-healthy. According to the global survey of the World Health Organization, only 5% of the population in the world is in a healthy state, 20% are diagnosed by doctors as sick, and 75% of the population is in a sub-health state. Being in a sub-health state for a long time, but unable to rule out factors that affect health, may lead people to get closer to a sick state. The main factors of sub-health are the following four points: 1. Excessive fatigue 2. Cardiovascular disease (no symptoms, no symptoms) 3. Aging 4 Biological cycle.

Baidu Encyclopedia defines health as a person who is in good condition physically, mentally and socially. Health includes two aspects: first, there are no diseases in the main organs, the body shape is well developed, the body shape is uniform, the various systems of the human body have good physiological functions, and there is strong physical activity and labor ability. Basic requirements; second, strong resistance to diseases, able to adapt to environmental changes, various

physiological stimuli and the effects of pathogenic factors on the body. The traditional concept of health is that the absence of pain is healthy, while the modern concept of health is overall health.

The World Health Organization proposes that health is not only the absence of physical disease, but also mental health, good social adaptation and morality. Therefore, the health content of modern people includes: physical health, mental health, spiritual health, social health, intellectual health, moral health, environmental health and so on. Health is a basic human right.

The concept of health in "Ci Hai" is: "The state of the human body with well-developed organ systems, normal functions, strong physique, energy and good labor efficiency. It is usually measured by anthropometry, physical examination and various physiological indicators." This formulation is more perfect than "health is the absence of disease", but it still treats people as biological organisms. Because although it puts forward the concept of "labor efficiency", it still does not treat people as social beings. The understanding of health is recognized as correct in the era of biomedical models.

When people are the most social beings, they will play multiple identities and roles, so the definition of health in social groups is more extensive, which also includes the health of interpersonal relationships, the health of the working environment, the health of the living environment, etc. .

We can go to the hospital for a physical examination to check whether we are healthy. There are measurable values about height, weight, blood pressure, blood, vision, etc., and even psychological evaluation, but they cannot form a unified standard. Therefore, it has not reached the concept of health mentioned in the constitution of the World Health Organization (WHO) in 1946 when it was founded: "Health is a state of physical, mental and social perfection, not just It is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity." (Health is a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity.) WHO1948.

In fact, it is very difficult to give a clear definition of health. People have a lot of subjectivity about how they feel when there is no obvious disease, especially when it is brought into the personal living environment, and social roles are even more complicated. This article agrees with the above definition of health, a person is in a healthy state physically, psychologically and socially, but it is a state of relative dynamic balance, which will be dynamically balanced with changes in the environment.

At present, there are few studies on health culture in domestic literature, and the relevant health culture is also related to Chinese medicine. In recent years, literature has gradually focused on the health brought about by exercise, but it has not yet formed a cultural phenomenon.

Culture is a phenomenon of human society, which involves many aspects such as material, system and concept. The modes of culture affecting health are divided into intellectual culture, normative culture and ideological culture. Different types of culture affect people's health in different ways.

The first is intelligent culture: including science and technology, knowledge of production and life, etc., which mainly affect the living environment and working conditions and affect the health of the crowd. This is especially obvious in modern society. With the development of science and technology, countless so-called smart products have been developed, such as electronic equipment. Big data can quickly capture human interests and make quick judgments to stimulate people to spend more on electronic equipment. A lot of time and money, including short-term emotional pleasure.

The second is normative culture, including social system, education, law, customs, ethics, etc., which mainly affects human health by dominating behavior and lifestyle. For example, the uneven distribution of educational resources has resulted in low educational attainment in certain areas and extremely limited awareness of diseases, while people in big cities can obtain good educational and medical resources, which have led to great differences in social structures, can also pose a threat to health.

Finally, ideology and culture, including literature and art, religious beliefs, ideology, etc., mainly affect health through psychological processes and spiritual life. At present, when people's food and clothing have been solved, they begin to pursue the spiritual world.

The impact of culture on health is invisible, and Luxiyan Yoga Studio also has its own unique understanding of health culture in the context of Zhengzhou, a big city. First of all, one of the most important courses in Luxiyan Yoga Studio is yoga training, because the current fitness yoga market is still in the development stage, and it can even be said to be still in the groping and chaotic stage. The reason why training courses are an important part is that one person's influence is limited, but more people can be influenced through training, and they can spread the concept of health in yoga culture. Because education affects people's lifestyle choices, people's utilization of health services, and people's employment opportunities and income.

The living environment of modern people leads people to have a great demand for material desires, buying non-essential items, smoking and drinking, and many other habits that affect health. However, this studio will present a simple life from the decoration style to the teachers themselves, and it is reasonable to go to bed early and get up early. Diet, including the cleanliness of speech, will affect students' perception of yoga culture.



Figure 71: Iyengar Yoga Center in Rishikesh, India, after the asana practice in the children's yoga class, the teacher will teach the non-greedy and clean part of the yoga philosophy part. The teacher said: Today's practice clothes are dirty, I will go to bed at night Wash it off and wear it the next day. Teachers will lead by example to influence students, starting from an early age.

Source: Li Yinlu. Mobile phone shooting in February 2019

Therefore, the teaching of yoga is not just a job, but also a process of disseminating concept education. Only the correct concept can guide the concept of health, and only when people have awareness of health can the influence of health culture be formed.

During the teaching process, some students have congenital diseases or acquired illnesses. Yoga practice can help them relieve their illnesses, but because of the long-term illnesses, psychological and mental pressures come, and they rely too much on medical services. What's more serious is that pharmacies and community hospitals are now popular after interviews and investigations, and they are mainly for sales purposes. They recommend too many antibiotics or inappropriate drugs to seek benefits and magnify the disease. The relationship between doctors and patients has been tense for a long time. The yoga teachers I contacted were not trustworthy enough, overestimated the role of medical treatment, and underestimated the need to bring about healthy effects through exercise.

(Huangmin. 2023:interviewed)

The last is to provide students with better employment opportunities and income through training courses. There are many yoga training institutions in the market, but they are mixed, and most of them focus on the asana process. Without in-depth explanations, the trained teachers cannot work normally. Employment will be based on sales, and when the practice and teaching time are too long, the whole health industry will be doubted, which is a vicious circle. Therefore, correct educational concepts and cultural awareness will have a great impact on health, especially yoga itself belongs to the health industry. If the courses just started are not well guided to the people who will become yoga teachers in the future, then they will It is also a common phenomenon in the training market now to deviate from health in the health industry, or even leave the industry. There are a lot of people who participate in

training every year, but few people can continue to learn in this industry for ten or twenty years.

The advancement of science and technology has also had a great impact on health. Science is a knowledge system for understanding world things accumulated by human beings in the process of understanding and transforming the world for a long time; while technology is human beings based on production practice experience and application of scientific principles. Various process operation methods and skills as well as materialized various production means and material equipment. Its positive effect is to change people's living patterns and improve living standards, but the negative effect is that high-tech also improves consumption levels, and people pursue the health brought by technology too much. For example, people with flat feet can customize Shoes with high arch resilience; due to long-term tension caused by the lifting of the trapezius muscle, people will use medical injections to make the shoulders thinner for the sake of appearance, but it does not solve the pressure on the cervical spine, and even affects the surrounding nerves of the cervical spine and other phenomena. The health advocated by yoga is more natural, and the results can be obtained through self-practice and correction of bad behavior habits. Therefore, in the studio, we abandon many modern technologies and use professional accessories to adjust the alignment of musculoskeletal and body joints. space to achieve health goals.

Customs and habits can also have an impact on health. Customs are behavior patterns or norms that have been observed by generations of people in a specific social and cultural area. They also refer to actions that have been consolidated due to repeated exercises and become necessary. Luxiyan Yoga Studio chose a leisure and vacation-type senior care community in the Missing Green International Community in Zhengzhou City. This community has complete facilities and services, and provides quality life from the perspective of cultural implication and human care. It has 5,400 acres of precious natural wetlands, about 420,000 rare native ancient trees, more than 600 kinds of rich vegetation, and a coverage rate of 100. There are 169 species of wild birds in 68/1000 mu of landscaped forest. It also includes community hospitals, teahouses, bookstores, commercial streets, jogging paths around the lake, comprehensive gymnasiums, golf courses, hot spring hotels, and a condensed 3.7-kilometer "Little Yellow River", Big Wild Goose Pagoda, Heque Tower, Dukang Restaurant, Longting, Shaolin Temple and other miniature landscapes vividly express the Yellow River culture and Chinese civilization.

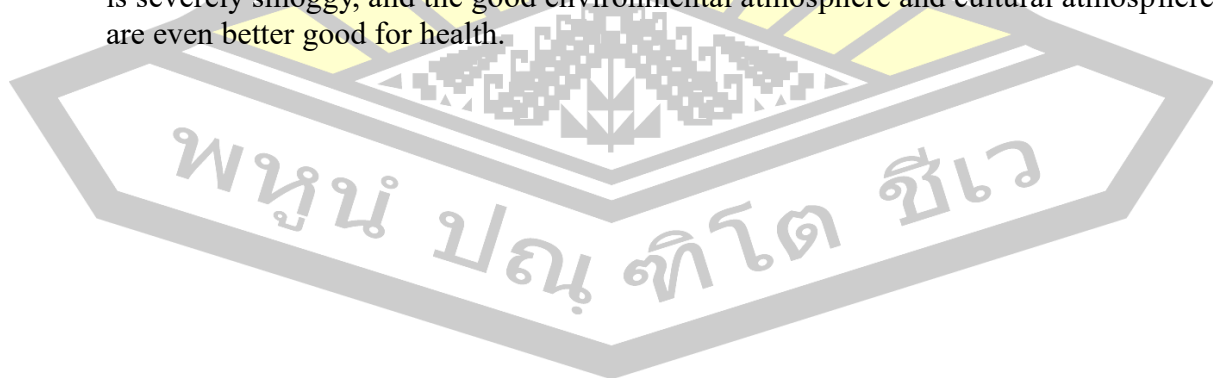
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Figure 72: The picture on the left shows the trees outside the studio, the students will go out for a walk after practice. The picture on the right is the rosemary I planted myself, which can repel insects and be eaten. The studio will plant flowers and green plants and seasonal vegetables for self-sufficiency or for students. Regardless of the external environment or venue planning, it creates an atmosphere that makes people happy physically and mentally, and there is also rural life in a big city.

Source: Li Yinlu. Mobile phone shot in October 2022

Because it took me nearly six years to visit the Zhengzhou market, I taught classes in yoga studios in six areas, visited and investigated, and the health and needs of people in each area are different. Most people choose yoga studios or gyms nearby. Practice yoga, but you can't let go of yourself when you practice, and focus on the current practice. The Missing Green Community was chosen as the location of the studio in the hope that this social and cultural area will have a certain impact on the lives of modern urbanites, and that they can breathe fresh air, because Zhengzhou City is severely smoggy, and the good environmental atmosphere and cultural atmosphere are even better good for health.



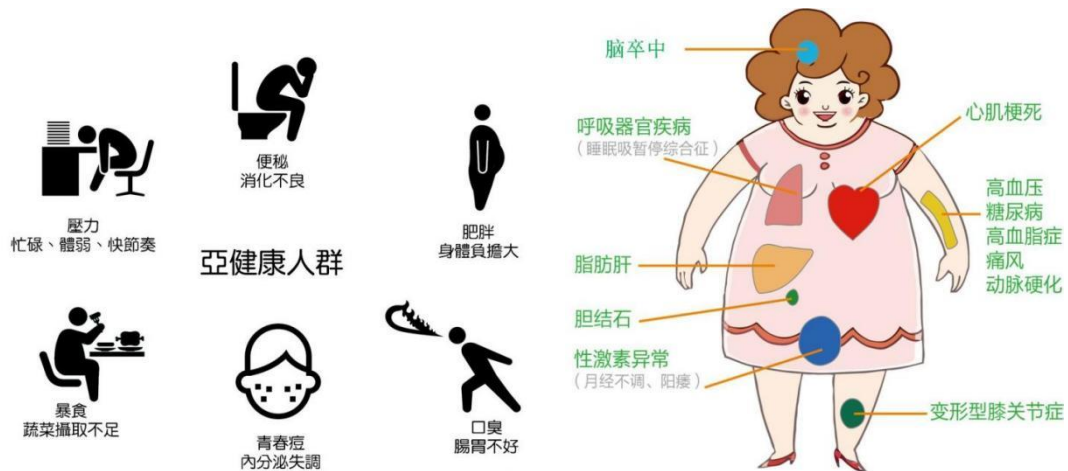


Figure 73: The sub-health status of the modern population is obvious, and there are many problems. People begin to pay attention to health and avoid the occurrence of more serious diseases
Source: <https:// Baidu Encyclopedia>(February 26, 2023)

Common health problems such as backaches and backaches caused by sedentary work, and the prejudice that the practice of obesity is to lose weight is gradually changing. People want to quickly solve pain through yoga exercises to actively use yoga to strengthen their bodies to prevent pain. This small concept change is actually a manifestation of a huge change in the health market. People pursue slimming because of obesity, and then change their deep thinking about obesity, such as respiratory failure, cardiopulmonary function pressure, fatty liver, high blood pressure, diabetes, gout, sex hormone abnormalities, joint deformation, etc. caused by obesity. Start to solve the problems of these chronic diseases by practicing yoga, instead of blindly pursuing weight loss, and take health as beauty instead of thinness and morbidity as beauty.

This major shift is the result of continuous trial and error in the market, and people realize that popular aesthetics do not represent health. Especially in the three years after experiencing the new crown pneumonia epidemic, people have become more and more aware of the importance of immunity, and they are no longer eager for success in the pursuit of health, but slowly shifting towards improving their own immunity. Then in yoga There has also been a huge change in practice. In the past, slimming and plastic classes were more popular and more popular, but now courses like Iyengar yoga that are biased towards physical therapy are more popular.

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Figure 74: The picture on the left is my yoga pose for publicity (left), and the picture on the right is the practice picture of Master Iyengar. The biggest difference is that people shift from the pursuit of advanced postures to the pursuit of long-term and lasting health. Photo shooting is also a way of promoting yoga culture, and the dissemination of modern social media is conducive to the promotion of yoga culture.

Source: Li Yinlu Camera Shot 2020

The picture on the left is my practice picture, and the picture on the right is a picture of Master Iyengar who still insists on practicing yoga every day in his nineties. Because expanding the spread of yoga culture not only depends on membership courses, but also on training courses. When trained yoga teachers teach courses, they can influence more people's understanding of health. In the beginning, we needed to attract students to learn through difficult postures, just as Master Iyengar first performed yoga postures in the UK in Europe, through difficult postures to show the health and flexibility of the body, but as time goes by, the human body Aging will happen, and only long-term practice and learning can achieve health. This kind of health is not only the health of the body, musculoskeletal, but also the health of the mind and mental health. These need to be slowly infiltrated by culture. So Master Iyengar said that being aware and practicing asanas without interruption for a long time will bring you success.

Therefore, Luxiyan Yoga Studio was born under the background of general health. It spreads the cultural concept of health by teaching yoga, and keeps learning and innovating closely following the development of the times, so as to suit the yoga practiced by modern people. This kind of health It is not the current health, but the lasting health state based on the whole life cycle, forming its own unique new health culture concept.

Part 3: B.K.S. Iyengar: Indian yogi who contributed old yoga to modern Society in the world (1918-2014)

3.1 The Development of the Iyengar Yoga School

"Iyengar Yoga" is a yoga method practiced and taught by Master B.K.S. Iyengar in India. It is famous for its science, precision, alignment and use of auxiliary tools. In order to distinguish other schools, the disciples called it "Iyengar Yoga".

Iyengar (Bellur Krishnamachar Sundararaja Iyengar) was born on December 14, 1918 in a poor family in Karnataka, India. He is the 11th of 13 children in the family. In 1918, when Iyengar was born, there was a worldwide influenza outbreak. His mother contracted the flu and infected it to Iyengar. Successively infected with malaria, typhoid and tuberculosis. His physical background determined his later generations to pay attention to the adjustment of counterpoint and antagonism in teaching, and to use the method of auxiliary work to help students adjust their body structure to achieve the goal of health.

In 1966, after his book "The Light of Yoga" came out, it became the "Bible" for yoga asana practice. It was translated into 18 languages and published around the world, with a cumulative sales of more than 1 million copies. In 2003, the word "Iyengar" was officially included in the Oxford English Dictionary.

He has made great contributions to the promotion of modern yoga throughout his life. He is known as the founder of modern yoga. In 2004, he was selected by "Time" magazine as one of the "100 most influential people in the world". On August 20, 2014, Iyengar died in hospital of kidney failure at the age of 96. "Time" magazine praised Iyengar's efforts to promote yoga and made a major contribution to the national fitness movement of mankind. British B.B.C. Radio appraised him as "Master Michelangelo in the yoga world."

"He was the first yoga master who left India to teach yoga in the West since the 1950s. Before him, most people in the world had the impression that yoga was just a mysterious ascetic practice in Indian jungles and snow-capped mountains." (The New York Times, October 2005)

Iyengar has been weak and sick since he was a child. He first practiced Hatha Yoga to strengthen his body, and once reached a very high level. When Iyengar was in his mid-60s, he was in a car accident and suffered serious injuries that left him unable to perform even the simplest of postures. After nine years, with extraordinary perseverance and hard work, Iyengar finally recovered his health. Iyengar deeply understands the pain of illness and the miraculous recovery effect brought by yoga, thus creating the famous Iyengar yoga system with therapeutic effect. Iyengar yoga is recognized as the most stressful posture practice method, it can coordinate the body balance, and has a good effect on the treatment of diseases.

All kinds of dazzling auxiliary props are the biggest difference between Iyengar yoga and traditional yoga. Many of these poses are performed with aids such as blocks, benches, sandbags, blankets, bolsters, cloth belts, etc., which also allow for greater range of motion. It also makes many seemingly unreachable movements less complicated, so that students of different physical levels can benefit equally.

As for himself, he sometimes does 5 exercises a day. He smiled and said: "Sometimes I am like a lunatic. I can practice yoga from morning to night, and I don't even have time to eat." Iyengar has traveled around 25 countries in his life and has been received by many heads of state. His yoga philosophy spread to every corner of the world. During his visit to Russia, Russian President Dmitry Medvedev received him in person, and thousands of yoga professionals came from all over to meet him.



Figure 75: In 2011, the "First China-India Yoga Summit" was held to commemorate the 60th anniversary of the establishment of diplomatic relations between China and India. Master Iyengar, who is regarded as a god by the international yoga circle, was invited by the Indian government to attend the China-India Yoga Summit. This is the only time that Master Iyengar came to China, and it is also the last stop of his 50 years of global teaching. He brought his family and disciples and conducted a three-day professional yoga teaching in Guangzhou Gymnasium. This course influenced the development of yoga in China for the next ten years.

Source: <https://www.sohu.com> (June 25, 2018)

In 2011, Iyengar came to China for the first time, gave a speech in Guangzhou, and shared his practice experience with yoga lovers. At 93 at the time, he was still practicing yoga. In an interview, he said that he was confused by the term "Iyengar Yoga", and said with a smile, "I'm not dead yet! How could there be such a name? The accurate statement is that they are learning the yoga taught by Teacher Iyengar. My yoga is also passed down from generation to generation from my guru, and from my guru's guru."

Master Iyengar never said that he taught Iyengar yoga, but in the real yoga market, even people who have never studied this genre will say that he is teaching Iyengar yoga, because this can attract more students to practice, in order to obtain economic benefits, but in fact the Iyengar system has strict requirements and normative systems, and it is very difficult to enter the certification exam.

3.2 Iyengar Yoga Teacher Certification System

Iyengar Yoga Teacher Certification is an Iyengar Yoga teacher certification system founded and inherited by Master B.K.S. Iyengar. It is the "qualification certificate" of Iyengar yoga teacher (except in India). The Iyengar Yoga Institute is located in Pune, India, where Master B.K.S. Iyengar founded the Institute: Ramamani Iyengar Memorial Yoga Institute (hereinafter referred to as "the Institute"). All Iyengar Yoga teacher certification certificates around the world are issued from here, signed by Master Iyengar or his eldest son and eldest daughter, and then sent to the Iyengar Yoga Associations of various countries. It is the only recognized Iyengar yoga teacher certification in the world. No other institution is authorized to issue Iyengar Yoga certificates.

There are 13 levels in the Iyengar Yoga Teacher Certification System:

Elementary 1, 2

Intermediate level 1, 2, 3

Advanced Intermediate 1, 2, 3

Advanced 1, 2, 3

Senior Senior 1, 2

3.3 Domestic Iyengar Yoga Certified Teacher

Eligibility criteria for teacher training:

To be a student/practitioner, at least 3 years of Iyengar Yoga study practice. Attend classes at least 3 times a week and practice on your own every day. It is up to the certified teacher to determine whether the student can start the teacher training course.

Primary courses (levels I and II) are 2-3 years. Practitioners take the Level I examination (internal) after the first year of training. After passing, you can enter level II study, and the course time of level II is at least 1 year.

After 2-3 years of study, practitioners can sign up for the international certification exam. After passing the exam, they will get the first certification certificate of Iyengar Yoga—Iyengar Yoga Teacher Primary II (Introductory II) certificate, officially becoming an Iyengar yoga teacher. Iyengar yoga teacher.

After completing the elementary II study, you can enter the middle and elementary courses. The interval between each small-level examination must be at least 6 months, and the interval between cross-level examinations must be at least 12-18 months.

After studying the Intermediate I and passing the exam, you can get the second Iyengar Yoga certification certificate - Junior Intermediate I (Junior Intermediate I) certification. and so on.

Iyengar Yoga Institute stipulates that only certified teachers (at least passing the primary II level examination) are eligible to use the name of "Iyengar Yoga" to teach courses.

In 2011, the first batch of Iyengar Yoga certified teachers in China obtained the Introductory II (Introductory II) teacher qualification certificate from Master Iyengar.

Since then, Iyengar Yoga has flourished in China, and there are more than 250 certified teachers so far. The name, level and city of the certified teacher can be found on the official website of the China Iyengar Yoga Association (<http://www.iyengaryoga.org.cn>).

At present, the highest certification level of Iyengar yoga in China is Junior Intermediate III (Junior Intermediate III), and a total of 9 teachers have this level of certification.

3.4 Relationship Change between Guru and Apprentice (Guru-Shishya)

Traditionally, Indian knowledge was taught through the mentoring system of "ancient Confucianism-apprentice" (Guru-Shishya). This is also similar to the ancient word of mouth, with the big tradition, the small tradition is rarely recorded by writing. And the teaching of yoga, an ancient skill, is to follow this tradition, has always been directly from the apprentice to the ancient Confucianism, the process also have to endure all kinds of unreasonable demands almost abuse. Yoga is popular in the West, and the first obstacle to overcome is the traditional mentoring system. The earliest misunderstanding of Iyengar yoga is that the teacher teaching Iyengar yoga has a bad temper and will beat people, but in fact it is not so, but the teacher will strictly tell you not to do the wrong practice to cause harm, these injuries are irreversible, not without reason to scold.

In 1947, India became independent and Menuin, a famous Jewish violinist in London, decided to visit India in 1952. At the time, one of Iyanger's students was the organizer of the event, who asked Iyanger to demonstrate yoga to the violinist Menin. This karma opened the relationship of "ancient Confucianism and apprentice" between He and Menuin for more than ten years.

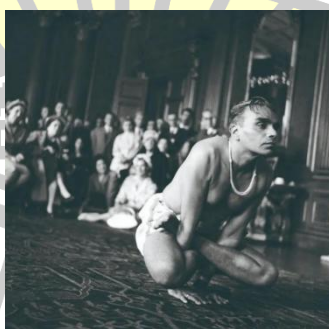


Figure 76: In 1960, yoga master Iyengar showed off yoga movements. From 1960 to 1974, Menuin sponsored Iyengar to London for a month a year, allowing him to teach himself and promote yoga in Britain. Iyengar began giving group classes in London, where the first students were mostly relatives and friends. He also began what today calls "distance teaching".

Source: <https:// Baidu Encyclopedia>(February 26, 2023)

In 1966, Iyengar's students in London assisted him in publishing the first book in history to explain yoga in clear and concise English, — "Light on Yoga". The book teaches beginners how to do difficult movements through chairs, ropes, and blankets, without getting hurt. After the war, the British government established many adult education institutions to help with employment and promote physical and mental health. Inner London (12 of London's 33 administrative districts are in the central area, known as "Inner London") Education officials were inspired by Light Yoga to include it in the physical education curriculum. In 1969, the London Bureau of Education and Iyengar agreed that the "ancient scholars" with the following conditions: first, physical focus, not religion and spirituality; second, safety first, avoid injury. His students have also designed a standard curriculum suitable for beginners, and a sound grading system.

By 1978, junior and intermediate ancient Confucianism could be directly certified in the UK, but the certification of senior ancient Confucianism still needed to be tested and approved by himself and by Trump. By the 1990s, this yoga tradition had largely left the Indian tradition and become a modern gym.

Here have to mention is the relationship between guru and students, traditionally students need to follow guru lifelong learning, but the current yoga market, students can choose any teacher to learn, second yoga into the Chinese market and soon, not many guru, most teachers are only training for a time began to teach postures, did not reach the ability of guru, so it is difficult to have the relationship between guru and apprentice.

Up to now, China can complete the primary and intermediate certification, but the examiners are senior international teachers, higher level certification needs to go to Puna for the examination, but the global Iyengar Yoga teacher training and certification exams are on hold. The Indian General Institute has requested the Global Iyengar Yoga Association to stop running teacher training courses in January 2017. The certification exam was also suspended due to the impact of the new system reform and the epidemic.

My learning experience in yoga mainly in yoga set periodic course is given priority to, yoga studio set course also reference to the curriculum system, so we need to know the content of the system, learned that both Zhengzhou market and the national yoga market, most yoga training in three or five days, the longest is a month or so, but if you need to get the primary certification of yoga needs at least six years, even more than ten years, so the domestic and foreign about yoga teaching training time difference is very big, also far in the content. However, because of yoga's rigorous teaching and complete curriculum system, and continuous improvement of content, it occupies an important position in the yoga market, and has been recognized by other schools. Yoga Light, written by Master Iyengar, has also become a yoga dictionary used by yoga teachers of various schools.(Sansoen.2023:interviewed)

Part 4 "Lu xi Yan" yoga studio curriculum setting

The setting of the course works with the development and confrontation of popular culture trends

4.1 Ritual before yoga class



Figure 77: The left picture is the statue of Patanjali, and the right is the chant and meaning
 Source: Shenzhen Samadhi Iyengar Yoga Academy official website November 5, 2018

The chanting before the class includes paying tribute to the sage Patanjali, paying tribute to the guru Grujji, paying tribute to the god of the nose, and chanting the "Yoga Sutra" and other rituals. With the development of the market, this ritual has gradually disappeared. There are many reasons: 1. Students do not understand Sanskrit chanting, and cannot remember all the content in irregular classes, so they are embarrassed to follow the chanting. 2. The teacher who taught the class did not learn this kind of chanting during the yoga training period, or forgot it after learning it, and did not keep this link but started to practice directly. 3. Special belief issues, unable to accept Namaste and chant other languages.



Figure 78 : Patanjali statue in the classroom of Iyengar Yoga Center in Rishikesh, India

When studying in India, you need to sing to the gods every day, and you will present flowers or kneel to the gods on special festivals

Source: Li Yinlu. Mobile phone shooting in February 2019

This is the statue of Patanjali, the sage who wrote the "Yoga Sutra". Before the class, we will sing our tribute and gratitude to him, but this process is rarely done in China.

Asanas can be used to purify the body, breathing can be used to purify the meridians, but the subtler part of life needs sound patterns to adjust, and that is chanting. Chanting is not just the vibration of the vocal cords and the use of breath, but a complete physical and mental experience and gratitude and respect for the gifts of yoga sages and yoga masters. Chanting allows us to listen to our hearts, dismantle our ego defenses, and focus our thoughts on the present moment in times of turmoil and hustle and bustle. Let us better feel the expression of the body in the practice of yoga, and gain insight into the inner intuition.

So why do we chant, first of all, because Sanskrit is the ancient language system of yoga, and each note is equivalent to a mantra, which cleans the brain and nerves, allowing people to quickly calm down and enter the classroom; secondly, chant is a tribute to the sages, Thank them for bringing yoga to us, and learn an attitude of gratitude; finally, for the teacher, Sanskrit chanting will show the teacher's more professional teaching ability, and in the subsequent training, Sanskrit names will also become the main language.

4.2 OM as a symbol of yoga culture symbol

If it is difficult for students to learn to chant scriptures, they usually chant OM before class, start a yoga class with three OM, or end the class with OM.



Figure 79: The OM symbol, a symbol of yoga
Source: <https:// Baidu Encyclopedia>(February 26, 2023)

OM first appeared in the Hindu classic "Vedas" Everything in the world has its vibration frequency and the sound it produces, but most of us can't see or hear it with our naked eyes, and ancient India believed that OM is the origin of all things in the universe. The first vibrating sound at the beginning of the universe represents the beginning of all things, and the foundation of all things is a very powerful existence.

In the book "The Light of Yoga" compiled by Master Iyengar, it is written that yogis should focus on "Aum" (AUM), the symbol of the true self, so as to achieve a state of mind.

Aum: According to Sri Vinoba Bhawe, both the Latin Omne and the Sanskrit word Aum are derived from the same root meaning all, all, and both words convey the omniscience, all-pervasive In the meaning of omnipotent. Another word for Aum is pranava, the root na means "praise", and the prefix pra means "excellence, excellence". Hence, the word means "best praise or best prayer".

ALM consists of three letters, A, U, M, and is written with a crescent and a dot on top. There are different interpretations of these three letters:

The letter A symbolizes the waking state (jagrata-avastha), the letter U symbolizes the sleeping state (svapna-avastha), and the letter M represents the sleeping state (susupta-avastha). The whole word, together with the upper crescent and dot, represents The fourth state (turiya-avastha) combines in this state the previous three states and transcends them. This state is trance or samadhi.

The letters A, U and M represent speech (vak), spirit (manas), and breath of life (prana), and the whole word represents living beings, which are part of the universal spirit.

The three letters represent the three-dimensional space of length, breadth and depth, and the whole word represents the Holy Spirit of the universe, which transcends any form and mode.

The three letters represent the absence of desire, fear and anger, and the whole word represents a perfect human being (sthita-prajna). His wisdom is firmly rooted in the Holy Spirit.

The three letters represent the three genders, namely male, female and neuter, and the whole word represents all living beings coming together with the Creator.

The three letters respectively represent the three attributes (gunas) in nature, namely pure substance, turbulent substance and negative substance, and the whole word represents a person who transcends the pull of character.

The three letters correspond to the three tenses, namely past, present and future, and the whole word represents the Creator who transcends time limits.

They also represent the teachings given by the mother, father and guru respectively. The whole word represents self-knowledge, an immortal teaching.

The three letters represent the three stages of yoga training, namely, posture (asanas), breath control (pranayama) and control (pratyahara), and the whole word represents samadhi (also known as "Samadhi"). The purpose of yoga The first three stages are the steps to achieve this goal.

They represent the trinity of gods, Brahma the creator, Visnu the guardian and Siva the destroyer. The whole symbol is said to represent Brahman (Brahman, also known as "the Holy Spirit of the universe"). The universe emerges from Brahman, grows, completes and finally returns to Brahman. Brahman is immutable, and many things will change and disappear, but it is the only one that is eternal.

The three letters A, U, and M represent a sentence in Sanskrit: "Tat Twam Asi", which means "that is you", that is, "knowing the inner divinity of human beings". The entire Sanskrit AUM represents this awareness. It frees the human spirit from the constraints of the body, spirit, intellect and ego.

After realizing the importance of Sanskrit AUM, the yogi will focus on the god he loves. He added the Sanskrit sound of AUM to the name of the god. Sanskrit AUM contains a wide range of meanings and is also very abstract: so he focused on the name of the god and added Sanskrit AUM with absolute piety, so that his senses,

will, intellect, spirit and reason became one. From this, he experienced the feelings and meanings contained in the Sanskrit AUM.²⁰

The yogi recalls a passage from the Mundakopanisad: "My friend, make the great weapon of the Upanisad a bow. The yogi should put on his bow a Meditate on the sharpened arrow. Aim at the '(the divinity within man), draw the bow with thought, and shoot at the goal of the eternal consciousness' (the Imperishable). The mysterious syllable AUM represents this bow, and the arrow is true. I (Atma), Brahman (Brahman) is the target. Only those who are focused can shoot through the target (that is, Brahman). Practitioners should unite Brahman and me, just like the unity of the arrow target.



Figure 80: Clothes and accessories with the OM logo, necklaces, earrings, etc. People wear items with the OM symbol to express their admiration for God and their devotion to yoga, which is also a kind of identity for the yoga community.

Source: <https:// Baidu Encyclopedia>(February 26, 2023)

This book explains in detail the different meanings of OM, and also explains the goals of yogis and the different states of practice through OM. Gradually, OM has become a symbol of yoga culture. When people see the place with OM logo, they will naturally know that there are yoga practitioners here, and even some yogis will tattoo the totem of OM on their bodies to express their faith and devotion to yoga. Heart.

²⁰ In 1966, Master Iyengar's book "Light of Yoga" was the first global comprehensive introduction of the practice methods of yoga, which caused quite a stir in western countries and was evaluated as "a shortcut for westerners to the ancient healthy art in the East." It is called one of the classic works in the history of modern yoga, and has been translated into 19 languages and published worldwide. Yoga Light is a book published on April 1, 2011, aiming to describe the asanas and breath control methods as simply as possible in the context of our knowledge and unique needs. The book includes 200 complete techniques with 592 photos to help practitioners master the relevant asanas.

Understanding the pronunciation of Chinese characters through the pronunciation of Sanskrit characters is a method of Chinese phonology research. For details, see Antiphonal.

Sanskrit counting numerals

Numbers from 1 to 10:

1. éka-
2. dvá-
3. trí-
4. catúr-
5. pāñcan
6. ṣaṣ
7. saptán
8. aṣṭá
9. návan
10. dáśan

All courses in this museum are taught in Sanskrit. Because yoga is from India, it was introduced from India to European and American countries and then into China. There will be many errors in translating from Sanskrit names into English and then into Chinese. It is essential to guide students to learn Sanskrit posture names, but almost all yoga courses in the Zhengzhou market do not have Sanskrit posture names. Here is a simplified version of the Sanskrit name:

Such as Parivṛtta Parsvakonasana side angle twist stretch

Parivṛtta means twist. Parsva means sideways. Kona means horn. Asana means asana. That's why this pose is called the Side Angle Twist Stretch

The explanation in Sanskrit is more conducive to the students' understanding of the structure of the posture. The repetition of the name of the Sanskrit posture every time is also a process of chanting, and the scriptures can be understood by reading Sanskrit.

Here is the asana sequence we use in class:

11th & 12th week

- | | |
|---|------------------------------|
| 01. Utthita Trikoṇāsana | 16. Ūrdva Prasārita Pādāsana |
| 02. Parivṛtta Trikoṇāsana | 17. Paripūṇa Nāvāsana |
| 03. Utthita Pārsvakoṇāsana | 18. Ardha Nāvāsana |
| 04. Parivṛtta Pārsvakoṇāsana | 19. Sālamba Sarvāṅgāsana I |
| 05. Vīrabhadrāsana I | 20. Halāsana |
| 06. Vīrabhadrāsana II | 21. Kārṇapīdāsana |
| 07. Vīrabhadrāsana III | 22. Eka Pāda Sarvāṅgāsana |
| 08. Ardha Chandrāsana | 23. Jaṭhara Parivartanāsana |
| 09. Pārsvōttānāsana | 24. Ujjāyī Prāṇāyāma |
| 10. Prasārita Pādōttānāsana I | 25. Śavāsana / Mṛtāsana |
| 11. Prasārita Pādōttānāsana II | |
| 12. Pādānguṣṭhāsana (level1) | |
| 13. Pādahastāsana (level1) | |
| 14. Uttānāsana (level1&level2) | |
| 15. Parighāsana | |



Figure 84: Practice sequence of Sanskrit posture names, each cycle of practice posture is different

Source: Li Yinlu. Shenzhen Samadhi Iyengar Yoga Academy "Light of Yoga" course sequence

4.4 The course was set based on the entire physiological cycle

The Iyengar system has several characteristics: precise alignment, timeliness, sequence and integration, and these characteristics also complement each other. The books published by Master Iyengar have detailed sequence practice time and steps. For beginners, these are boring and boring, but for long-term practitioners, they are very beneficial, comprehensive and reasonable.

The development of yoga in the market hopes to get quick results, just like western medicine, which treats headaches and feet. Traditional yoga is more like traditional Chinese medicine. It treats diseases, prevents diseases through physical exercises, and then treats diseases, such as treating some intervertebral disc herniation, adenomyosis, heart problems, etc., and finally prevents diseases when there are diseases. Continue to worsen, such as tumors and cancer problems. In the Iyengar yoga system, physical therapy yoga requires senior teachers with at least 20 years of practice and teaching experience before it can be taught. However, as long as the yoga on the market relaxes muscles from shoulder pain to no pain in this class, it is considered physical therapy. It's extremely unscientific.

Exercises based on the entire menstrual cycle are more suitable for the body of modern people. Infants and young children can participate in pregnancy and childbirth yoga with their parents, and 4-14 years old can participate in children's yoga, youth yoga, adult yoga, middle-aged and elderly yoga, and elderly yoga, etc. It can be subdivided into different times of every year, every month, and every day to practice periodically. This is a very complicated system, but Master Iyengar is teaching through a lifetime of yoga practice, and the whole family is now engaged in the spread of yoga health culture.

In the previous chapter, we discussed popular culture and health culture. Obviously, the course setting of this studio does not belong to a popular model in the current market. However, with the extension of yoga practice time, students have more awareness of yoga. Sometimes I will choose this kind of teaching mode. Secondly, because the epidemic has affected the development of the entire yoga market, resulting in a rapid decline in economic effects, but it is also through the three-year epidemic that people's awareness of health is getting deeper and deeper, and improving immunity has become the mainstream direction now. The pursuit is no longer eager for success, which is a major change. How to achieve a balance between market popularity and healthy development, and let more people participate in the learning and practice of yoga culture is the direction that this studio has been working hard on.

Therefore, in setting the course, we base on the teaching of traditional Indian yoga, take the sequence of Iyengar yoga as the foundation of the course, and make reasonable adjustments to the bodies of different students. practise. Think of your life as a large practice framework system, and then assign it to different age groups to practice, and then subdivide it into practice every year, every month, and every week.

Yoga on the market is generally scheduled on a weekly or monthly basis, and there is no complete system of teaching. The most serious thing is that the managers may arrange professional yoga teacher courses for people who do not understand yoga. And the gym is also frequent.

For the integrity of the course, the professionalism of the teaching teacher is very high. It takes years of uninterrupted study to continuously update the course and inherit yoga. Yoga training teachers in the market don't have so much time for study and further study, especially those who have just entered the yoga market. They don't have more time, energy, money and perseverance to invest in learning. Survival is the first element, not a profession. Knowledge is also a common phenomenon in the market. Therefore, the sustainability of the course depends on many factors: the professionalism of the teacher, the cooperation of the venue, the acceptance of the students, and so on.

4.5 Yoga eight branches of theory —— the foundation of health culture

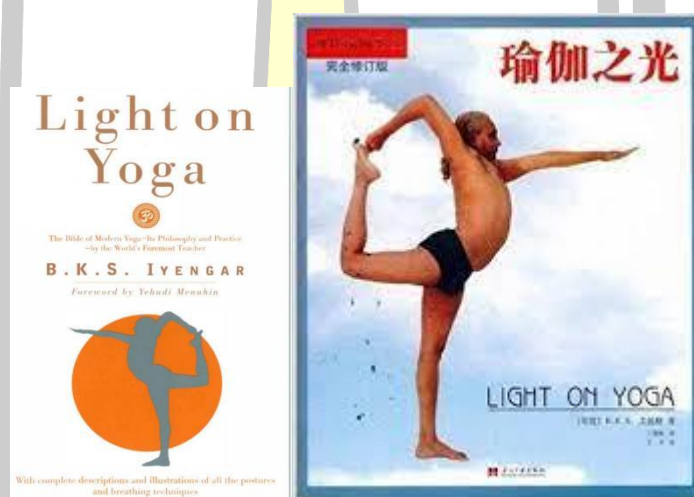


Figure 85 : The English and Chinese versions of "Light on Yoga" have detailed yoga culture and explanations on health, and achieve physical and mental health through asana exercises

Source: <https://Amazon.com> (February 26, 2023)

This is the book "The Light of Yoga" published by Master Iyengar translated into yoga in various countries and has become a dictionary for yoga practitioners. It contains the part of yoga culture theory and asana practice.

Theoretical part of the eight limbs of yoga

The yoga on our market generally refers to the practice of yoga postures, which is to follow the password to make certain movements, but in fact yoga includes eight parts, namely: Yama (Yama), Niyama (Niyama), posture (Asana), Pranayama, Pratyahara, Dharana, Dhyana, Samadhi. Most of us only know the third asana, but the first and second are particularly important.

Yama precepts are precepts that transcend creed, country, age and time. They are non-violence, truth-seeking, non-stealing, temperance and non-greed. These precepts are the norms of social and personal morality, failure to observe these norms will bring chaos, violence, deceit, theft, debauchery and greed. The roots of these evils lie in the three emotions of greed, lust and attachment, which bring suffering and ignorance.

In real life, violence does not occur when there is a crime. Violence occurs when there are thoughts of harming others. For example, during yoga practice, it is a phenomenon of violence if the body temporarily cannot do the movements and insists on doing them now, resulting in strains or other problems. Therefore, if you want to practice yoga to be healthy, you must maintain the concept of non-violence. As introduced in the first chapter, Gandhi governed the country through non-violence in the historical development of India. Seeking truth is not only true in words and actions, but also in thinking, which is difficult to achieve in complex social relations. The second is not to steal, temperance, and not to be greedy. We often need a lot of material things to fill our lives, such as beautiful clothes, a lot of food, possession of things that don't belong to us, etc. All of these will actually lead to an unhealthy life.

Niyama internal systems are those codes of conduct used to restrain individuals and are generally used moral principles. Includes: purity, contentment, passion or self-denial, self-study, and worship of God. Purity includes cleanliness of body, mind, and speech, as well as cleanliness of food and the observance of cleanliness in the manner in which it is obtained. It is advocated here that yogis will eventually adopt a vegetarian way in order to gain focus and spiritual growth. The first chapter introduces that Rishikesh is a pure vegetarian city, and the life in our big cities will be irregular or unhealthy. The overall social atmosphere has a great influence, especially China is a humane society, and we need to talk about feelings at the dinner table .

The practice of yoga postures will make the body clean and eliminate harmful substances. With long-term practice, the body will naturally choose suitable food, which will form a new social phenomenon. Long-term practitioners will also form A new social group, diet rules and work and rest rules, this group will also form a new fashion trend and become synonymous with self-discipline groups.

Therefore, the theory of yoga and asanas are complementary to each other. The simple pursuit of asanas will form a group of people who will pursue the difficulty and variety of asanas; the overall learning of yoga will be more comprehensive, requiring both physical and mental exercises. , but this is a small group of people. These people will choose more individual studios or professional yoga studios to learn. This trendy culture is niche, but it is what the public yearns for. They will think that what is popular is not advanced. For example, blindly pursuing the difficulty of asanas while ignoring the essence of real health. Health is far more important than fashion trends. (Shang Jinlong. 2023:interviewed)

4.6 Self-study is a necessary for physical and mental health



Figure 86 : These are the various versions of the "Yoga Sutra". Of course, there are many other books and methods for the study of Yoga Sutras

Source: Li Yinlu.Mobile phone shot in December 2022

Classical study is also a very important part of yoga. The above reference to self-study means study or education. Education is to promote the best development of a person's inner potential. Self-study is different from pure teaching. There is a kind of teacher who ignores whether his audience is interested or not, and still shows off his talents endlessly. When people study themselves together, the speaker and the listener respect each other, there is no preaching, and there is no dogmatic learning. This point is explained in detail in the "Yoga Teacher's Guide" published by Master Iyengar.

So the classic study is first of all the classic study on yoga books, such as "Yoga Sutras", "Bhagavad Gita", "Hatha Yoga Light", "Yoga Light", "Yoga Garland", "Glory of Life" and so on. The studio will organize the students to read together and develop good habits. Recently, they are reading "Patanjali's Yoga Sutras" every day, with a total of 196 scriptures. In addition to leading the students to read books about yoga, we also often recommend other books and courses to expand the education of the students.

When a good atmosphere is created and a group emerges, then the ideas and courses will be promoted accordingly. Turning reading and learning into a trendy culture of small groups, when the mind is healthy and full, is also the formation of a new healthy culture model. Because the current Chinese yoga market is still dominated by women, a correct guidance can allow everyone to realize their potential, instead of living in vanity, comparison and complaints apart from yoga. Therefore, it seems that the classic study cannot be realized quickly, allowing students to generate new consumption, but it is a very good invisible wealth, which is also a sustainable part of the development of yoga.

4.7 Other ritual sections

When studying in India, we have many traditional ceremonies, such as putting lanterns, putting bowl-shaped things with flowers and wicks into the Ganges River for

blessing; also in tribute to the sage Patanjali A wreath made of flowers is put on the statue, and lanterns are lit and placed at the foot of the statue. Some teachers will bow down devoutly and even kiss the instep.



Figure 87: At the Iyengar Yoga Center in Rishikesh, India, teacher Usha led everyone to pay tribute to Patanjali, and teacher Siddhartha led everyone to put lanterns on the Ganges outside the classroom.
Source: Li Yinlu. Mobile phone shooting in February 2019

People often see people bathing in the Ganges. They think that the Ganges is the mother river and a sacred river. Bathing can cleanse the body and soul. There will also be some chanting ceremonies along the Ganges, and even 24-hour chanting without stopping.

Because of Chinese culture, we don't have to kneel and worship, and we will put our hands together in class to show respect and devout courtesy, but now the handmaste has gradually disappeared. When we join hands, we say Namaste, which means respect and hello. At the beginning of the practice, OM will be chanted. OM is the sound of the beginning of heaven and earth. After the practice, three shangti will

be chanted to represent peace and calm. These expressions have almost disappeared in the current classroom.

In particular, Indian teachers believe that eating is also a ritual. You should not look at your mobile phone or talk, eat fast food without chewing enough, and think about other things while eating. These will affect people's gastrointestinal digestion, so we keep quiet and peaceful when eating. Respect for food. This is not yet popular in China, and even vegetarianism is difficult to promote.

4.8 Teaching of the philosophical part



Figure 88: This is the philosophy class we took when we were studying in India. He is also a devout Iyengar yoga practitioner. He was born in a yoga family and has practiced yoga philosophy and culture since childhood.

Source: Li Yinlu. Mobile phone shooting in February 2019

There is a philosophy class every day when studying in India. Teacher Siddhartha is also a yoga family. He studied with his parents and studied philosophy and culture since he was a child. This is almost unheard of in China. Philosophy courses require a high level of experience and knowledge, with a deep understanding of things. And the philosophy course is not just for adults, it also includes philosophy courses in the children's yoga class. The 90-minute course has 60 minutes of asana exercises and 30 minutes of philosophy courses. The teacher will teach patiently, and explain the essence of things with practical actions, such as what is cleanliness, cleanliness includes whether the yoga mat you use is clean, whether the clothes are clean and tidy, and will pack up auxiliary tools to achieve. The classroom is clean, no rubbish is generated, no greedy possession of more clothes, etc. In the children's yoga class, the youngest can start practicing from the age of four. Not to mention the children's class, there will be no philosophy courses in the adult class. It has not yet become popular in big cities, and a trendy culture has not been formed. , Even for

beginners, they just want to move their bodies, they don't need to understand yoga in depth, and they are not interested in understanding it. This is what the Chinese market lacks, and it is also what our studio needs to work hard on.

In short, the inheritance and development of yoga first requires the professional guidance of yoga teachers, because students' knowledge of yoga also comes from the teacher's knowledge. Secondly, yoga studios and gyms, which are mainly based on the sales model, actually play a big role in the spread of yoga. To a certain extent, the professional level of yoga is not high, but the effect of chain stores is far greater than that of individual studios. So they let more people into the practice of yoga. In terms of capital investment and publicity, large yoga studios and gyms will attract more people to yoga classes, which is a good way to expand the market. However, excessive publicity or even excessive publicity in the market will distort yoga culture and impose popular culture on yoga culture, which will affect consumer groups' understanding of health.

How to balance the conflict between popular culture and health culture is the key to the success and development of yoga culture in the future. For example, for obese students, it is possible to lose weight to a reasonable body weight through reasonable asana exercises, but the market trend is excessive weight loss, thinness is considered beauty, and it is unhealthy to keep losing weight. If you are not thin, it proves that this kind of exercise is invalid Or this yoga teacher is not good at teaching, but health not only includes physical health, weight is within the normal range in proportion to height, and whether it is affected by external publicity, this also requires psychological health.

So the new health culture is not only physical health, but also mental health and mental health. The new health culture does not necessarily become a trend culture, but we can guide people to have a reasonable understanding of health through the trend of popular culture.

Part 5 : Diversity and development of yoga in the post-epidemic era

Due to the epidemic, our studio has opened online video courses, including online face-to-face interactive classes, one-on-one yoga private teaching classes, yoga public welfare sharing classes, yoga posture intensive lectures, yoga sequence practice classes and reading sharing sessions.

In the previous chapter, it was introduced that the increase in online courses due to the epidemic has brought more traffic, which is faster than offline promotion to let people know about yoga. Practicing yoga following videos has also become popular. Everyone will Share video lessons with each other. Online courses can have more choices. People who don't know yoga can also learn about yoga practice at any time without going out to the store to learn. You can start practicing at home anytime and anywhere. This new classroom model has greatly promoted yoga. , but online

courses also have great limitations. They cannot observe the students' practice in all directions and are prone to injury.



Figure 89 : The online video course of Luxiyan Yoga Studio not only allows men to enter the class, but also allows family members to participate in yoga practice to increase intimacy.

Source: Li Yinlu. Mobile phone shot in October 2022

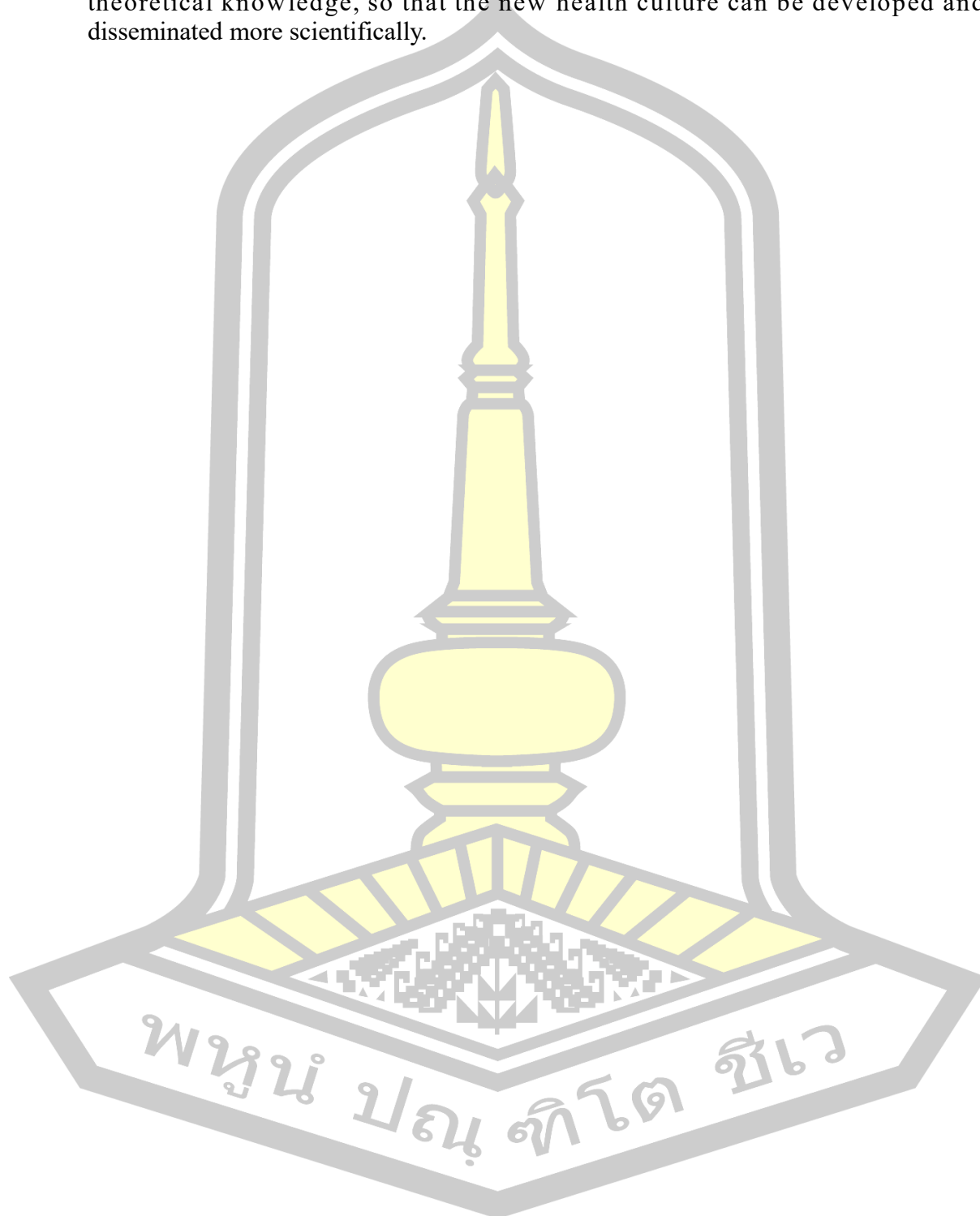
There is a big change in the spread of yoga from the big tradition to the small tradition. The great tradition is word of mouth, a teacher leads a disciple, and the beginner disciples receive guidance, which belongs to a very small range of transmission, and there will be no popularization without written records. Small traditions are recorded in writing and gradually become a model for widespread dissemination. With the development of modern technology and big data, people can learn about everything through the Internet, but because of the rapid spread of these videos, it is almost difficult to cover all the content of yoga, and these spreads are one-sided.

The epidemic is over, the entire fitness market is gradually recovering, people are paying more and more attention to health, and the pursuit of health has become a trend. This new health culture is no longer a trend of pursuing thinness as a virtue, but a long-term focus on improving immunity. Long-lasting health model, through the practice of yoga to bring physical health and healthy living habits and life patterns.

Conclusion

Through the experience in the yoga industry and the development of the health business, I believe that the popularity of the new health culture will become an inevitable trend in the future, but if we want to achieve positive and sustainable development, we need to monitor the entire fitness market through the management and control of the National Sports Bureau. It is also necessary for major colleges and

universities to set up relevant professional courses to cultivate more professional fitness talents. Fitness is no longer an external physical state but also includes cultural theoretical knowledge, so that the new health culture can be developed and disseminated more scientifically.



CHAPTER V

Summary Discussion and Suggestion

Research summary

The research on "Chinese Fitness Yoga: “Lu Xi Yan”, Yoga Studio at Zhengzhou City : New Health Culture in the Popular Cultural Society Context of China" is a qualitative research. The research text is "Chinese Fitness Yoga: “Lu Xi Yan”, Yoga Studio at Zhengzhou City". Two main concepts are New health culture and popular culture. Research data collected through documentary studies and field work. Presenting research results in a descriptive analysis with photographs. The research results are summarized as follows:

1. Yoga’s historical development in India and the relation to various contexts in China from the beginning to the present.

1.1 Yoga in India culture.

Yoga originated from ancient India, and the development of yoga from ancient times has also become a name card of India facing the world. India has many myths and legends, created the famous human history civilization, the Ganges culture is also the famous vedic era, the late vedic tribal society decomposed into four walna society, ancient India gradually to caste society, respectively is the bottom of the first Buddha, middle bark, the upper level of temple and brahman. The tribes gradually assimilated to the state, the rise of the land system and its transformation to the feudal system, the Buddhism from prosperity and decline, and the rise of the new Brahminism and its transformation to Hinduism. India went to the Republic of India after a long colonial period, retaining numerous religious beliefs. The development of yoga also appeared with the appearance of the Pear Veda in the pre-classical period, from the general record of the Vedas in 1500 BC to the clear record of yoga in the Upanishads, to the emergence of the Bhagavad Gita making the spiritual event of yoga orthodox. Until 300 BC, the Indian sage Patangali wrote the Yoga Sutra, which officially recorded yoga in text, defined as controlling the fluctuation of the mind as yoga, meaning combination, meaning bonding, all about the classical theory and practice of yoga.

With the development of The Times, the traditional yoga schools have gradually evolved, from the eight parts to the practice of yoga postures, but with the in-depth practice of yoga culture is an indispensable content. India's Rishikaishi has become a holy place in the eyes of many yogis, and Indian Prime Minister Narendra Modi has taken the lead in

practicing yoga. The United Nations has designated June 21 as the International Yoga Day. Yoga has become the name card of India and a way of life for people.

1.2 Yoga in each social context of the China

Yoga entered China with the spread of Buddhism. Yogi takes yoga as a synonym for meditation or meditation. Initially, it was a religious and philosophical thought. In fact, China has a long history of sports, but in the decades of the founding of new China, the prohibition of religion for 30 years, almost few records about yoga. With the development of economy and society, the Chinese government advocates national fitness. Yoga spread from India gradually adapts to Chinese culture and moves to fitness yoga with Chinese cultural characteristics. The State Administration of Sport of China has issued a series of policies on the development of fitness yoga and the professional grade assessment system to improve the yoga market.

2. Yoga's phenomena as a new health culture in the process of popular culture in the large cities of China.

China is a very inclusive country, and the entry of yoga culture began in coastal cities. In the 1980s, with the upsurge of Qigong, yoga appeared again in front of the public, and the emergence of modern yoga gradually affected the domestic market and gradually became a popular fitness way for the public.

In the process of China's modernization, the rapid development of popular culture, with the urban public as the main body and the main consumption object, stimulates the consumption economy, producing a unique female consumption economy for yoga in China. After getting rid of the religious color, integrating with the development of the city, producing more popular trends, such as the combination of yoga and sports tourism, popular diversification and young, yoga has become a new way of life.

Popular culture has stimulated the development of the leisure industry in the whole city and formed a unique consumption economy. National sports consumption continues to grow, and national fitness also drives fitness yoga. Yoga, as a space, presents a variety of lifestyles. It is no longer only popular sports for young people, but gradually close to the middle-aged and elderly groups. People's pursuit of health makes yoga form a new healthy culture.

Especially during the COVID-19 period, people quickly shifted from the pursuit of slimming and plasticity to the health needs of improved immunity. It is also because of the epidemic that online courses are gradually becoming popular. Yoga is also used in more areas of health, conducive to psychological treatment, prevention of chronic diseases, rehabilitation of special diseases and so on.

After the epidemic, the mass consumer market recovered, and yoga, as a health-promoting exercise, once again became a trend, forming a new health culture in the epidemic of big cities.

3. “Lu Xi Yan”, Yoga Studio at Zhengzhou City in the dimension of research unit analysis.

Zhengzhou, Henan province, referred to as "Zheng", is called "in heaven and earth", known as the commercial capital in ancient times, now it is called Greentown. Henan province has prefecture-level cities, provincial capitals, megacities, and the 13th Five-Year Plan for promoting the rise of central China clearly supports the construction of a national central city. Zhengzhou is located in the central and northern part of Henan Province, at the middle and lower reaches of the Yellow River, located between east longitude 112 42 '-114 14' and north latitude 34 16 '-34 58', with a total area of 7,567 square kilometers. The general terrain trend of Zhengzhou is high in southwest and low in northeast, which is a temperate continental monsoon climate. There are 124 rivers in the territory, which span the Yellow River and Huaihe River. By the end of 2021, Zhengzhou had a permanent resident population of 12.742 million. As a megacities, Zhengzhou has a certain economic foundation, a long history and culture and cultural identity, and a certain cognitive basis for health. Luxi Yan Yoga Studio was founded in this city to explore new health culture in the process of modern popular culture.

This studio on the basis of his yoga genre, in many gyms and yoga studio has its own characteristics and ideas, adhere to the traditional Indian yoga philosophy as the foundation, draw lessons from the Ai Yang yoga genre practice method, set the practice course for different students in different periods, intended to spread yoga culture knowledge, health culture concept, make healthy practice become a trend.

As a megacity, Zhengzhou's development will be slower than places such as Beijing, Shanghai, Guangzhou and Shenzhen, but the Central Plains culture has a unique and calm atmosphere, and its market development is actually more profound than that of other cities. Whether it is the popular Tai Chi yoga, tea culture yoga, martial arts yoga, etc., are closely related to this city. "Luxiyan" yoga studio has always been adhering to the culture-based yoga method. The practice and teaching of the Iyengar yoga school are very traditional yoga. Before class, OM will be chanted, and Sanskrit will be used in each class. After class, we will read philosophical books such as "Yoga Sutra" together, aiming at better inheriting the eight limbs of yoga. And the eight parts of yoga are the foundation of health. The first is the inner moral precepts and guidelines. If there is no restraint, overeating, stealing, greed, uncleanness, etc., will not reach health. These will be manifested in yoga postures, and there will be gastrointestinal discomfort, drowsiness, Inattention and other phenomena, but this affects our daily life. The yoga teacher in this museum will lead by example and guide students how to change their bad lifestyle through yoga practice, so as to achieve a healthy state.

"Luxiyan" yoga studio advocates self-study. Yoga teachers are not only teachers who teach, but also students. As a yoga teacher in the classroom teach students how to practice yoga, at the same time the teacher also keep learning attitude, to observe each student's physical state, to find everyone's problems and good at place, this is also a learning process, only constantly teaching summary to improve in the next course, so yoga teacher is yoga students. The methods of asanas and the stories and meanings behind each asana, maintain the alignment of the body's musculoskeletal alignment and inner cleanliness through asanas, and quickly point out the problems of the practitioners, and are good at tapping the potential of the practitioners, so it is not popular in the market. A modernized yoga teacher only makes poses or performs poses. The inheritance of culture is not an action or class to express, but a long-term way of life. Under the impact of popular culture, we will return to the traditional guru and apprentice mode and improve it. Guru is the person who guides students to the light. There is still a big gap between yoga teachers and traditional guru. This is also the direction of our efforts in the future. First of all, be yourself, and teach students the yoga culture correctly, in order to better spread the healthy culture. Actively develop fitness yoga under the influence of popular trends, but still insist on the

significance of yoga in health culture, not only to strengthen the body, but also to regulate emotions, so that the mind and body can achieve a long-lasting healthy state.

Research Discussion

From this research work. I can discuss new knowledge from the research results on 2 main issues:

1. Yoga as a New Health Culture in the Modern Society

“Lu Xi Yan”, Yoga Studio at Zhengzhou City : New Health Culture in the Popular Cultural Society Context of China, In my thesis, I learned the historical and cultural change process of yoga, and discussed the concept of "pop culture" and "health culture", as well as the discussion based on yoga culture. The relationship between man and society.

In this study, it discusses how yoga develops as a part of popular culture in the social background of big cities, and with the development of social economy, how yoga serves as a new healthy demand in the background of national fitness in the process of modern society. Through field research and literature review, people's demand for health is increasing, the economic level and quality of life are improving, and the consumption patterns are also changing from the popular trend of leisure and entertainment to the investment in health. However, in the process of development, the influence of culture, the change of social background and the change of people's cognition are ignored, which is found that the development of society affects the direction of popularity, and different cultural phenomena develop in different directions. The pursuit of health from the visual aesthetic to the internal culture of the exploration needs a long process.

Through the domestic Internet literature research, since 1956, there are 44,918 results, related to yoga teaching, yoga practice, yoga exercise, yoga culture, yoga courses, fitness yoga, yoga clothing, maternity yoga and so on. In the past five years, there are 241 articles about yoga, but almost few from the cultural perspective to explore the influence of the development of modern society in China, more is data collection and about the effects of yoga practice on physical health, this is the same with this study, there are very few studies on Indian Sanskrit and Indian yoga scriptures, also involved in this paper.

In addition to these similarities, the innovation of this study is that, through the review of Chinese and Indian history, in the social background in the form of yoga, in the process

of the spread of change, by word of mouth (guru and apprentice model) to have written records, from the obscure yoga classic to the development of the popular.

As a researcher, I am also a part of the research. The field survey includes ten years of yoga practice and teaching experience, as well as the industry experience of running two yoga studios. Through the study of cultural knowledge, I objectively analyze the development direction of pop culture from the perspective of practitioners. It will not only consider the research method of yoga as the main body, but also think about the relationship between man and nature, the relationship between man and society, and the relationship between people brought by yoga. Through the spread of yoga culture, the popular yoga will become a healthy way of life, so the people gathered will form a new healthy cultural group. Pop culture will change with the change of The Times, but a healthy lifestyle is what people have been pursuing, and healthy culture is also deeply rooted in people's hearts. Because of the change of epidemic trend, people's cognition and demand for health will also change.

In 2015 about tai chi yoga fitness value and its mechanism of experimental research, through quantitative research through questionnaires and digital analysis, using the questionnaire method and mathematical statistics method, through the experimental data comparison, about the body composition, physical quality, shoulder joint flexibility, spine function and cardiopulmonary function and related indicators before and after the comparison and analysis, it is concluded that about the tai chi and yoga practice of the same and difference. The new point of this paper is tai chi yoga is a new "Mind-Body" fitness program, the research on it is still in the blank stage, this and this research is tai chi yoga as the fusion of Indian yoga and Chinese tai chi, the leaders of the two countries vigorously support to promote cultural exchanges make tai chi yoga become part of the popular culture. But the experimental content of the article focuses on tai Chi, About Yoga early tha Yoga late 8 weeks Ashtanga, This method of practice is not persuasive to the results, The innovative point in the study of this paper is that, Not only consider this new type of practice, And also consider and social context and curriculum design, In the process of social and economic development and cultural changes, people's thoughts and physical conditions will also change, The cycle on practice should be longer, Short-term practice effect will become a popular trend, but how to become the health that people pursue in the long

term, It is feasible to consider the whole socio-cultural structure and set a detailed curriculum plan according to the function of human body age.

In the 2016 study on health culture with sports health as the core, we concluded that sports health should pay attention to the education of health culture, strengthen the construction of sports health culture, and health culture should pay attention to the combination of theory and practice. From the perspective of cultural philosophy, the formation and development of cultural view is the product of the promotion of the connotation of the human spiritual world. This point is the same as the views studied in this paper. The formation of a culture must consider the social background at that time, and a healthy culture reflects the humanistic spirit needed by people in contemporary society. However, the chaos of modern culture is more limited by the discourse power of philosophy. We should change people's thinking and life style, values and aesthetic consciousness, and actively guide people to optimize their real life state and lifestyle as the main purpose. But the study of this paper only the phenomenon theory analysis, and my study through learning to India experience philosophy course, and applied to the "deer" yoga studio curriculum and yoga health culture communication, action, from the perspective of philosophy to interpret the connotation of health culture, and to promote the new health culture way of life, expand the influence and vitality.

In 2020 for the development of Chinese fitness yoga system research, through the literature review analysis of domestic and foreign level system development history, using qualitative research method according to the development status of fitness yoga yoga level level modified content, promotion and jin modified content, committee for examination and assessment of modified content, certificate and badge and the results of the difference, the conclusion is that the state general administration of sports issued documents adopted more than 83%, through three rounds of modified content, China fitness yoga system jin period work in constant modify and perfect, improve the authority of the implementation rules in constantly improve. The same part of this study as this study is about the development of yoga in Chinese sports circles, with fitness yoga. But the innovation of this paper is through the promotion of fitness yoga to study the development of the social historical background, through the introduction of foreign culture and the integration of Chinese culture to analyze, Chinese fitness yoga about posture and part of the lack of philosophy and culture and art, but in fact the underlying culture is communication, in the

future fitness yoga in the development of Indian yoga culture in the history of Chinese culture, the culture of fitness yoga has deeper development not just stay in the fitness and exercise body level, need to rise to the mind and mind consciousness level.

In 2022, a journal "What is Yoga: Cultural Misappropriation and Symbol Exchange of Traditional Medicine", yoga is not an unchanging image, on the one hand, it is an officially recognized school of traditional medicine in India; on the other hand, it is also a popular fashion trend in the mass media. Yoga in history and yoga in today have seen a huge symbol break. This is the same as the study of this paper, for the historical development of yoga twice into China, combed the yoga is cultural appropriation and symbol replacement, the cross-cultural communication is the intervention of western rights, India yoga first into the west to enter the Chinese market, even if now China fitness yoga still rely on the principle of western anatomy, let yoga tradition and modern, local and global symbol boundary between become blurred. The study of this paper draws on the article thinking point of view, through the "LuXi words" yoga studio case analysis, to see India yoga in the change of cross culture spread, not only yoga become a trend culture, also to think in the yoga culture behind the reaction of the traditional Chinese culture, values, health concept changes such as the spread of health culture system.

The term "Popular Culture" was used in the 19th century or sooner. Traditionally, this refers to the education and education level of the lower class, relative to that of the official culture or the ruling class. Some things ignored by the mainstream society may gradually form popular culture after being strongly concerned by a small number of people. However, the process of a few people moving towards the majority is regarded as the mystery of research in the social circle. In particular, why most things are not popular, only a few things, even very weird.

For example, yoga entered China through Buddhism, but in the process of modernization, China's social background experienced the turbulence in the early days of the founding of the People's Republic of China, while advocating atheism and banning religious activities. But yoga did not disappear, and in the 1980s was the qigong craze. However, the development of Qigong has gradually moved from scientific theory to superstition and myth, people bring special hats and movements to pursue immortality, and Qigong in the whole country has also become a key place to fight counterfeits. However, yoga, as a foreign culture, is

promoted by CCTV media, and achieves the state of physical and mental unity through asana practice and meditation. Yoga by a small range of people practice gradually formed popular culture, practice yoga has become a fashion.

Richard Dawkins, an evolutionary biologist at Oxford University, adopted the theory of extended evolution and proposed that popular culture would be spread in society according to the law of "natural selection, survival of the fittest": the most popular cultural products in society could survive and continue to reproduce. In the study of historical development, it is true that people do not have the time, energy and money to enjoy leisure and entertainment activities before they have enough food and clothing. Therefore, the historical development of yoga, in both India and China, may be popular for a period of time, fade for a period of time and then continue to be popular, and the rise of cultural bias is different, which is closely related to the development of the social background of the country.

But from the sociological point of view, popularity is strictly not directly associated with business operation, for example, German sociologist in his thesis on fashion that fashion is the interaction between the elite structure and the substructure; can only say that in capitalism, business operation more accelerated and deepened the popularity.

In the field research, it is true that there are many contradictions and conceptual conflicts in the development of yoga due to the different roles of the society. Part of yoga teacher will closely follow the trend of culture to learn and choose yoga practice, such as to learn slimming plastic course, because life pressure caused by obesity and good living conditions of obesity cause people demand for thin body increases rapidly, slimming courses become popular at the same time both ordinary member courses and yoga instructor training courses are full, but gradually deviate from the track of yoga. Another group of people who practice traditional yoga thinks the epidemic is far away from the health benefits of yoga.

The operation of capital and marketing also to thin for beauty, the promotion of a large number of thin plastic yoga courses makes yoga known by people. So, after years of market analysis, the conclusion is that does not deny the operation of the capital market, capital market for yoga in the direction of the direction of popular culture and promotion, but not conducive to the correct guidance of yoga culture, even the wrong health culture, when yoga is known after natural shunt of yoga more understanding of people, the correct way of guide and

practice, spread health culture. Pop culture has quickly promoted healthy economic consumption. For example, people tend to wear casual clothes and yoga clothes, and their lifestyle will be simpler, including adjusted diet and rest. Here, the clothing can be distinguished from yoga schools, such as tight body suits used for air yoga; shorts and short sleeves used for Eyengar yoga schools, white loose yoga clothes used for Kundalini yoga, etc., the status symbol can be seen through the clothing.

2. Yoga as a Fitness club in the Popular Culture

Popular culture is generally regarded as relatively superficial. Cultural programs that require prolonged immersion, practice, and reflection are fewer products of popular culture. In some people's cognition, that the popularity is superficial and the public, with the classic just belong to both ends. But in fact, popular many times through certification and operation, can still become a classic. If pop and classics really want to judge, it should be able to observe from the fading period: epidemics must have a period of decline, but classics can last for a long time because they are recognized. Some popular culture was eliminated by time, and some popular culture became a part of modern culture.

The same is true of the development of popular culture during the spread of yoga. At first, people thought that practicing yoga is superficial, but with the development of The Times into a classic. But the development of branches such as shaping yoga, air yoga gradually entered the decline period with the development of the popular, and even such as hot yoga because of the founder of the scandal and this once swept the market yoga school was eliminated by time. But classics such as Ashtanga Yoga, Iyengar Yoga and Hatha Yoga can last for a long time.

In terms of pop culture in the academic world, the earliest sociologist Shi encer once discussed the relationship between pop and imitation. Zimmel, a German sociologist, also wrote on Popular in his short work, believing that popularity has a dual characteristic: both convergence and need to win the same bid. The former is the external feature of popularity gathering individuals, while the latter is the means for the leader to get rid of group imitation and then maintain their social status. Zimmel's view was widely accepted by later generations as a popular basic cognitive structure, but some debate about its distinction, that the popularity of the 20th century may be from the bottom up, not one-way guidance or imitation of the upper class.

When yoga the foreign culture into the Chinese market, is developed into under the background of Chinese culture derived fitness yoga, retained the yoga original style, also abandoned the religious part, into the yoga trend of Chinese culture characteristic pattern, created a unique fitness yoga system, set up different levels of assessment standards, make jin officer, coaches, referees and other industry training personnel standards. The current fashion pattern is not fixed from the bottom up, but also from the top down, which can guide and imitate each other, not just a single form of transmission and influence.

The symbolic interaction theory proposed by Brummer in the United States explores the popularity from the perspective of collective choice and collective taste. That the biggest feature of popularity is as Zimmel said, is the so-called convergence. Especially when the group chooses an object together, there is a huge selection pressure for the individual. This problem in this paper is the choice of yoga genre, when a large number of collective selection popular trend, so adhere to the traditional yoga genre faces huge selection pressure, is to choose practice more schools or choose to adhere to the traditional genre, is to cater to the market development, or adhere to the people-oriented health safety way professor yoga, practitioners have to face the pressure.

Hokheimer also said: " Mass culture is never directly determined directly by the masses, but often by the representatives of the masses in other social classes."This is reflected in the formation of new social groups through the relationship between people connected by yoga. For example, the leaders of a unit practice yoga, which can drive her colleagues to practice together, and the representatives of social class have a certain influence.

With the increasing complexity of technology and culture, the degree of superficial and dehumanization also increases. Modern society practice yoga will have wide clean and comfortable venues, is no longer the early mountains, with the progress of science and technology, people can learn through the network, and the development of the era of open cultural environment to create the complexity of the culture, shallow thin plastic demand can not meet the needs of people, began to turn to inner exploration, deeper exploration of culture. In human nature, the laziness and enjoyment of human nature are contained instead, and the improvement of this degree of dehumanization is also a symbol of cognitive progress.

According to the World Health Organization (WHO) definition, health is "not only the elimination of disease or weakness, but also the complete health of the body, spirit and society". Women's health is also listed in the body of knowledge cited by institutions such as the World Health Organization, in which gender is listed as a social determinant of health. Women's health is influenced not only by their physiology, but also by their social situations, such as poverty, work, and family responsibilities, which should not be ignored. This point is mentioned in the study of this paper. In the spread of yoga, women were not recognized or allowed to practice yoga due to their social status and role. After it was introduced to China, female practitioners became the mainstream and formed a unique female economic consumption. Through women become yoga practice group trend also shows in the Chinese society under the background of women's social status in improving, in the social role and self-recognition consciousness in improving, in addition to the family and social responsibility is independent individual, the first is his second is other roles, which is yoga culture, by the personal transformation to influence the development of external things, thus affect the whole social values.

This is also the innovation of this paper, from the spread of the yoga culture phenomenon to explore a trend culture, to personal self growth, also in turn from "LuXi words" yoga studio to the development of the whole fashion change and people treat the pursuit of health, since small and from a wide range of small topics to think about the social phenomenon behind the health culture.

Article 25 of the Universal Declaration of Human Rights says: " Everyone is entitled to the standard of living required to maintain the health and welfare of his own person and his family. This is actually a hidden part of this study, which is the right to health. The right to health (English: Right to health), also known as the right to physical and mental health (English: Right to physical and mental health), is a human right related to physical and mental health. The right to health summarizes both freedom and right. However, in today's society, how to judge freedom and rights is in the period of COVID-19, and when the country is closed as a whole, there is no freedom or even no rights.

The freedom of health means that everyone has the right to control their health and body without any interference. The right to health refers to the right of everyone to a certain

health protection system, so that everyone has equal opportunities to enjoy the highest level of health. The General Opinion of the Committee on Social and Cultural Rights No.14 states: "Health is a fundamental human right essential to the exercise of other human rights. Everyone is entitled to the highest standards of health that can be achieved for a decent life... ". However, when the labor and income do not match, there will be no decent life, such as high housing prices, education resources and medical resources dumped into big cities, so that there is still a long way to go for everyone to have a decent life.

On the concept of health culture is few, and it is very difficult. This is because with the change of times and the development of national economy, the concept needs of health culture are also constantly changing. The initial understanding of health is to survive, no longer affected by social unrest, can solve the problem of food and clothing no longer worry about livelihood. Then, as the living conditions become better, people's understanding of health is not sick, no serious diseases and can have guaranteed medical facilities in the place where they live, but the concept of sub-health is not clear. Then, with the rapid development of the society and economy and the rapid improvement of living standards, people began to enjoy life under the condition of material life security, participate in various entertainment projects, and gradually enter the gym, but women take thin for beauty, participate in the slimming course; men with large muscles as the target, began to participate in the fitness program. With the rapid development of The Times, the sub-health problem is gradually obvious, people begin to realize the importance of health, and gradually receive more professional and formal training, and the courses are also diversified. However, the rapid economic development also brings greater social competitiveness, which leads to psychological and emotional diseases, and people begin to pay attention to the inner. Until the outbreak of COVID-19, people have a new awareness of health, believing that human immunity is the most important, diseases should be prevented, starting on the basis of their own physical health, but also pursue psychological and emotional health. At this time, yoga is like a health intermediary, separating people from disease and sub-health to the process of health.

Under different social backgrounds, people have different understandings and demands for health, so the cultural phenomena are also different, which causes fluctuations in the cognition of health culture. This study adopts qualitative research method, through field investigation and ten years of experience, to analyze the whole process of health culture change

from the perspective of the research object and the perspective of objective outsiders. Through yoga as the text, then the new health culture is defined as: under the background of modern Chinese society, the body is normal, there are certain social material security (including adequate supply of safe food, nutrition and housing, safe drinking water and appropriate health facilities), has a healthy occupational and environmental conditions, can obtain health education information related to their own life to adapt to the natural and the surrounding environment, body, spirit and society into the subconscious external expression of the cultural phenomenon and groups, called the new health culture.

This innovative concept, based on the original physical health, sees the dynamic changes developing in the socio-cultural context, including mental health and emotional health. In this way, its use is more extensive, and the social environment or personal growth background must be considered.

Therefore, Yoga in the Popular Culture as a Fitness club a form of exercise is not only a part of fitness, but also different from other ways of fitness. It is not only a popular aesthetic on the outside of the body, but also a kind of internal self-recognition. Internal beauty is also a trend.

Research suggestions

1. The Suggestion for Academic Circle

This research has indicated that the researchers should get rid of the original bias against yoga, not only to focus on the practice of asanas, but to study and explore the cultural value of yoga and its influence on social development. Secondly, the research in this paper provides new research perspectives for further understanding and research, studying the relationship between people and yoga, and exploring the social relationship between yoga people and people. Researchers should broaden their horizons and research ideas, and conduct a more in-depth analysis. From the perspective of human sociology, we can understand the influence of the background and historical development process of a culture on the spread of popular culture in the whole society.

The view of this paper is not only the social lifestyle of yoga, but also can be used to study the transformation and integration of any other foreign culture in the world into the homeland. For example, western western medicine, animation trend and so on. This study can also

be discussed with the health or sports circles in China, not only in the body but also in the cultural heritage. Yoga is not only an independent way of practice, it can also be other warm-up and recovery exercises, such as Kabadi warm-up, such as competitive competition repair practice and so on.

However, as I have studied yoga in this research topic. I also found the dissue of interesting research points. In this regard, I would like to suggest issues that should be further studied are example gender, image and representation, social network, feminism etc.

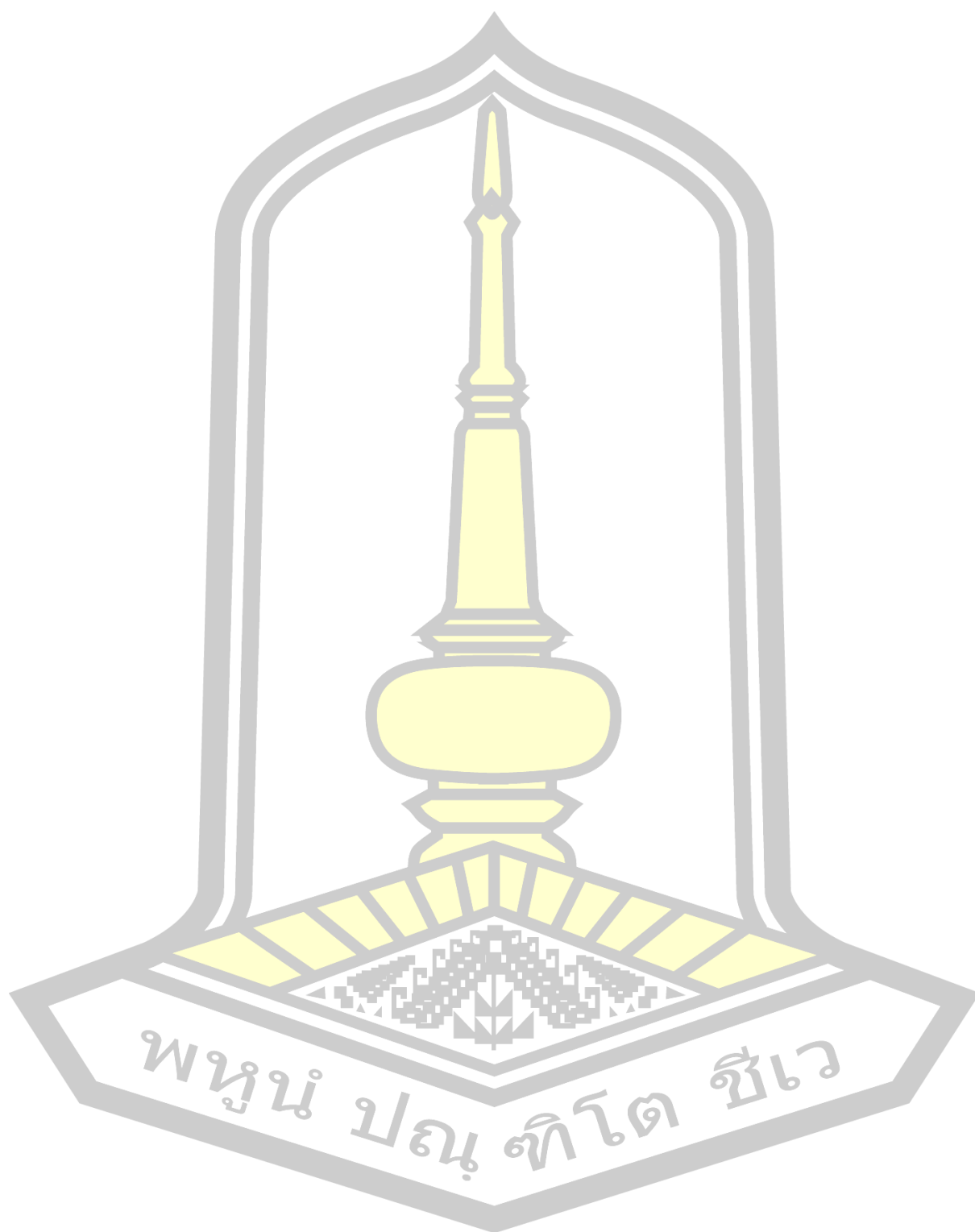
2.The Suggestions to Society and Health Care

After the completion of this study, social-cultural researchers can use this study to carry out social activities, such as the development of yoga and pension community, or research and develop more reasonable cultural development directions. Local governments could also use this study to improve cultural policies or cultural programs for local tourism development, combining yoga and local traditional culture with new tourism models. Furthermore, the content of this study can also be used as a reference for other cultural studies. Another difficult research direction is yoga as a medical means, such as the doctor will give several different medicine, each eat a few pills, what time to eat, what are taboo; yoga practice can be so, such as hypertension patients, how to practice sequence, how long and how to practice, this has been adopted in India and some European and American countries, the demand of yoga teachers is quite high, but this is the direction of future development.

3. Another Suggestions

Yoga is not just a yogi's play or a new set of exercises. but useful for meditation patience training And the health conscious group, so people can adjust their perspective towards yoga because yoga can be part of the daily life of modern people. Because there are different levels of yoga. Therefore, yoga can serve people of all genders, ages, professions, and situations. Yoga can improve the quality of life for everyone. Only each person turns to study and understand yoga properly.

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