

The study on the development of street dance in China

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Abstract

Street dance is a new form of art and physical exercise, with its unique exercise way of combing anaerobic exercise with aerobic exercise. Street dance is more and more popular among the youth, which can free people from the pressure of study and work, relax their bodies, improve their mood and promote their physical and mental health.

The purpose of this study is to research China's current development situation of street dance through the investigation and analysis of some typical phenomena of street dance in China in order to provide guidance for the future development of street dance in China.

The study adopted online text interview method, quantitative data analysis method, literature research method, qualitative analysis research method and field observation method. During the research, I interviewed street dancers and people who engage in the jobs related to street dance from all parts of the country.

According to the conclusions of data and literature analysis, street dance has been developed better and better in China in recent years, but the development is still unbalanced.

The study demonstrated that it is very important to strengthen the promotion of street dance, encourage people to participate in street dance activities and let people dance universally. At the same time, it is also very important to actively develop the street dance market, accelerate the educational process of street dance, and develop scientific street dance training system. Then, the results also shown that it must pay attention on training a number of professional street dance organization and management personnel and street dance teachers and coaches, as well as to equipped with professional street dance injury prevention and rehabilitation medical personnel for fully implement the policy of street dance into the campus. It is also necessary to improve the quality of facilities and conditions of the training site.

Keywords

Street dance; Street dance industry; Street dance culture; Street dancers; Development; Current situation

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1. Introduction

I have been interested in street dance since I was in high school. In September 2017, I joined the street dance association and started to learn street dance as soon as I entered the university. During the learning of street dance, I became more and more interested in street dance. At the same time, due to the broadcasting of two street dance variety shows "TICSD" and "HBDC" at the beginning of 2018, I gradually got to know the history and the development of street dance. The more I understand about street dance, the more grateful I am for all the things that street dance brought to me. Street dance enriches my life and has improved my physical health greatly.

1.1 Overview

Street dance has never become popular like other forms of dance and sports until 2018. It is commonly accepted that 2018 is known as the first year of street dance in China because two street dance variety shows "This is China Street Dance" and "Hot-blood Dance Crew" were broadcasted (hereinafter referred to as "TICSD" and "HBDC") were shown, and street dance immediately became popular. A group of street dance superiors became the mainstream idols of a new generation. This also marks that street dance has gradually gained popularity and became a rising art culture. More and more people began to know street dance. The variety shows set off a wave of street dance fever. (Kane, 2019)

After a period of silence since the beginning of 2000, street dance has finally regained vitality. Street dance is growing rapidly in recent years, and breaking (one kind of street dance) has even become a sport event of Olympic Games on June 25th, 2019. More and more people of all ages take part in street dance. (DragonDanceCrew Jazz, 2019)

1.1.1 Research schedule

This study started in the middle of June in 2020 and ended in January 2021.

The purpose and research direction of the study was confirmed in June 2020.

I got to know the development history of street dance systematically in July.

In the beginning of August, the methods of the study were determined, then I utilized literature reviews method by collecting data and searching information to look for materials which are suitable for the research topics.

In September, I filtrated and sorted out the materials.

From the beginning of October, I studied the current situation of street dance in China and analyzed the extant obstacles of the development of street dance in China. During the period, I interviewed a street dance industry practitioner on 18 October and a street dancer on 27 October online by Tencent social chatting software Wechat.

After that, I researched Chinese Government's support and management of street dance and the phenomenon of street dance commercialization in China in November. I interviewed the educational administration supervisor of the street dance studio that I did internship in face to face on 10 November in the course of the research.

I summarized and analyzed the research results of the study and propounded suggestions for the future development of street dance in China in December.

In January 2021, I modified the thesis and finished the study.

1.1.2 Purpose of the study

The purpose of this study is to research China's current development situation of street dance and analyze some typical phenomena of street dance in terms of street dance commercialization and the support and management from the government in China. The study also tries to find out extant obstacles and deficiencies of street dance's development in China. Moreover, the study will put forward some reasonable suggestions and guidance for the development of street dance in China. Last but not least, the study also tries to provide some specific measurements for the future rational development of street dance in China.

1.1.3 Methods of the study

The aim of this part is to expound the ways of collecting data in the study. This study utilized qualitative research as a whole and adopted the following methods: interview, literature review, quantitative data analysis, interpretation and field observation.

Online semi-structured text interview and face-to-face in-depth interview are the main interview methods of this study. The subjects of the interview are a bboy, a DJ and a teacher who works as an educational administration supervisor in the street dance studio "FDF" I did internship in.

I interviewed a bboy, a DJ through chatting software Wechat, and interviewed the educational administration supervisor of the street dance studio I interned in face to face. The study analyzed the current situation and development obstacles of street dance in China by interviewing two street dance practitioners from different areas of China, the one is a DJ who comes from the first-tier city and province city Guangzhou, the other is a bboy from a smaller city Shangqiu, a third-tier city in Henan Province. Then the study researched the phenomenon of street dance commercialization in China by interviewing an educational administration supervisor of a street dance studio to show the current situation of street dance commercialization in China.

The quantitative data has been collected from a Wechat official account of professional street dance vertical we-media "DanceBox" to analyze and summarize the total number of

competitions of different provinces and cities held in China in 2019 in order to draw the conclusion of the current situation of street dance in China.

Literature review method is adopted as well in this study by looking for articles and news about China's street dance on the internet, and then collecting data from them. The data I utilized in my thesis were collected from the news articles about street dance of some official websites of the news media such as Sohu News, JieMian News, Tencent News, NetEase News and so on. I also collected data from a Wechat street dance official account's articles and essays of authoritative institution CHUC, street dance studios and other street dance vertical we-medias such as DanceBox, Street Dance Lovers, Street Dance Track and so on. In addition, I collected materials from encyclopedia websites, for example, Sogou Baike. What's more, I researched a street dancer's personal accounts of social media platform Weibo and the Wechat official account of the street dance studio FDF where I interned in. Then I summarized and refined the opinions from other professionals, scholars and news reporters. I also retold some famous street dancers' stories, their stories could reflect some trends and phenomena of China's street dance. The study expressed some opinions and provided some measures in the discussions and suggestions as well.

I myself am a street dance lover, I have experienced some phenomena brought by street dance and had some personal experiences, so the study took field observation method as well.

In the course of the study, I have been also doing internship in a street dance studio "FDF". I observed and learned a lot during the period of my internship. The operation and management of FDF is very representative in street dance industry of China, so I mentioned FDF several times in the study.

1.1.4 The concepts of the study subject

The study didn't classify the street dance species in the process of discussion. I unified street dance as a broad category and defined as a whole. The situation of each major kinds of street dance (breaking, popping, locking, hiphop) can be regarded as the overall development situation of street dance.

Street dance studios, street dance crews, street dance training institutions and street dance enterprises are usually four in one for street dance industry, any one is equivalent to the other three, they are not discussed separately in my thesis.

1.1.5 The definition and terminologies of street dance

Street dance belongs to hip-hop culture. Hip-hop culture is made up of four elements: street dance, DJ, rap and graffiti. (Baiké, 2020c)

During a street dance competition or party, DJ and rapper are both essential, rapper is also called as “MC” who works as an emcee in the field of street dance competitions.

Street dance is a general term for several different dances. Street dance’s movements are composed of various coherent combinations of walking, running and jumping, and the flexion, extension, rotation, swing of all parts of the body such as head, neck, shoulder, upper limbs, legs and trunk. Street dancers pay attention not only to the coordination of all parts of the body, but also to the independent movement of each body region. (Baiké, 2020c)

Four main types of street dance: Breaking, popping, locking, hiphop.

BBoy: Male breaking dancer.

Bgirl: Female breaking dancer.

Locker: Locking dancer.

Popper: Popping dancer.

Pop: Shaking body muscles, the main element and motion of popping.

Urban dance: Urban dance is a kind of dance form that combines different kinds of street dance types by means of choreography in order to present the best visual effects. (Baiké, 2020e)

Street dance’s spirits contain peace, love, respect, real, unity, having fun and knowledge. Knowledge means edification and dancing techniques, they are imparted from the last generation to the next one.

DJ: DJ’s full name is disc jockey. DJ exists in the form of playing music which is also essential in street dance competitions.

OG: The abbreviation of “original gangster”, “gangster” isn’t on behalf of derogatory meaning here, it shows respect to those who contribute a lot to street dance’s development and possess excellent dancing skills. OG means forerunner or grand old man in a domain. Street dance OGs are senior dancers in street dance territory.

Breakin’: The earliest form of street dance came into China, which combines breaking, popping and locking. “Breakin’ ” is also the name of an American dance movie, which influenced Chinese street dance greatly.

Battle: A rivalry between two groups of street dancers, or one street dancer versus the other.

Call out: The losing dancer disapproves of the competition verdict and challenges the winning opponent.

Crew: A team consist of a group of street dancers.

1.2 The history of street dance in China

Street dance was introduced to China in the mid-1980s, this should be given credit to the American street dance film "Breakin’ " shot in 1984. In a sense, China’s street dance originated from breakin’. Street dance suddenly became popular in 1984 as it was the time of the first upsurge of American street dance and the videotapes of film "Breakin’ " were delivered to Chinese youth through various channels. The first batch of teenagers with televisions and video recorders became the spreading centers of breakin’. The influence of breakin’ in China was so great that there was a throng of street dancers almost appeared simultaneously as the United States. (JustBattle, 2018)

As one of the first group of college students majoring in dance in China, Tao Jin, who was known as "the prince of China’s street dance" was the first professional dancer to learn and practice street dance in China at that time. He was also the protagonist of the first Chinese street dance movie "Rock Kids" in 1988. “Rock Kids” was highly popular among Chinese teenagers at that time, this can be seen as the first craze tide of street dance in China. Tao Jin also went to the United States to learn street dance from Pop N Taco, a famous forerunner of street dance. (JustBattle, 2018. & Sohu News, 2019.)

Unfortunately, the craze tide of street dance in the United States was cooled by the end of the 1980s, and street dance didn't have the market and environment to grow and develop in China, it seems that China's street dancers disappeared overnight. (JustBattle, 2018)

In the 1990s, street dance was revived in the United States. Since the mid-1990s, street dance has gradually spread in Chinese mainland. Guangzhou, Shanghai and Beijing were the centers at that moment. This was the second craze tide of China's street dance. (JustBattle, 2018)

It is worth mentioned that China's street dance had little relationship with American street dance at that time. The spread of street dance of the second craze tide period in China passed through South Korea and Japan, which was the two important transfer stations. (JustBattle, 2018)

Street dance and hip-hop culture in Guangdong Province appeared earlier than other areas in China. (JustBattle, 2018)

Street dance in Guangdong was influenced by both American-street-dance and Korean-street-dance styles. Breaking was the main street dance type in Guangdong at that time. STO Crew in Guangzhou was the most famous and strongest, and Tripline Crew in Shenzhen City has also made great contributions to the spread of street dance in China. (JustBattle, 2018)

Shanghai's street dance was influenced greatly by Japan and Taiwan. The systematic and formal training of street dance have started in Shanghai at an early time. The well-known street dance studios such as "New Idol Art School" and "Dragon Dance" did a lot of useful work for the spread of street dance in China at that time. (JustBattle, 2018)

Although the rise of Beijing street dance culture was relatively later than the two cities mentioned above, it's the most representative. There was a South Korean fad throughout China from 1996 to 1998, and Beijing was the most affected area. In a way, the concept of street dance in Beijing and even other parts of China followed this Korean trend. At that time, the Korean street dance culture was just American street dance with a Korean label, which became the object that Chinese teenagers competed to imitate then. In 2000, the first group of "Chinese Trainees" went to South Korea for street dance training, and a Korean company

in Beijing set up a group called "T.N.T." and sent members to South Korea for dance training. (JustBattle, 2018)

T.N.T. was disbanded after a year. Its main members joined Beijing Beiwutang Dance Troupe founded by Sonic and Gao Bo in Beijing in the beginning of 2002. Sonic and Gao Bo are two best poppers and OGs in China. Beiwutang Dance Troupe attracted almost all the street dance masters in Beijing and soon became famous in China's street dance circle. In addition, after holding several national street dance competitions in the early period, Beijing became the most active place of Chinese street dance culture. Apart from the three areas mentioned above, street dancers can be found in almost every place in China at present, from the provincial capitals to small towns and villages. (JustBattle, 2018)

The beginning of the 21st century was one of the most popular periods of street dance in China, street dance troupes were popular in universities. This kind of popularity was of a national nature. There were many street dance competitions in various places and CCTV even held national-level TV street dance competitions. (JustBattle, 2018)

Street dancers suddenly appeared again and walked onto the stage with media's exposure, outstanding street dancers quickly became the street dance fans' idols, some big street dance studios began inviting foreign famous street dancers to perform and teach in China, street dance became the most popular youth culture phenomenon at that time. (JustBattle, 2018)

In August 2004, Star TV produced and broadcast the street dance program "Starry Sky Dance Number One Scholar". (JustBattle, 2018)

In 2005, one of the world's most influential street dance competition BOTY (Battle of the Year) was held in China, it was the first time that an international street dance competition set up exclusive competition division in China. (JustBattle, 2018)

With the promotion of a great many street dance lovers, street dance could finally sprout and thrive in China. However, China's street dance began to develop in a strange direction like most of popular cultures during the period. In the second half of 2003, some middle-aged and gray-headed people with peculiar thoughts began recomposing street dance, they combined some simple and nonstandard street dance movements with calisthenics, yangko and played in strange music. As a matter of fact, these dance styles actually had nothing to do with the development and promotion of street dance, because their street dance gestures were not

standard at all, and they did not respect the essence of street dance. They just labeled other types of dance as street dance. Many people of all ages began studying the “pseudo street dance” on account of the learnability. In this occasion, street dance gradually waned in the environment which was inundated with the bad culture. The second street dance craze tide came to an end. (JustBattle, 2018)

Although street dance was not as hot as before in public, the atmosphere in the street dance circle was still very good fortunately. In addition, universities have become the hotbeds for the development of street dance since 2008. Almost all universities had street dance associations. The rise of university street dance clubs has formed the communication between social professional street dancers and college street dancers. Street dance studios such as Beijing Wujiawu Crew, Zhengzhou Hip-hop Gang Institution, Guangzhou Speed Crew, Shanghai Caster Crew and other famous street dance crews represented the strength of professional street dancers and led the development of street dance culture in China. (JustBattle, 2018)

In 2018, a series of street dance popular brands such as Kissfunk, The V have started to rise with the show of street dance variety shows such as TICSD and HBDC. More and more children and teenagers participated in the learning of street dance. This shows that street dance has gradually resuscitated. The third craze tide of street dance in China came. (JustBattle, 2018)

At the same time, various street dance forums and video platforms have unsealed the era of online communication and personal skill display for street dancers due to the rapid development of the Internet. The rise of new media has made street dance spread more rapidly, widely and efficiently. (JustBattle, 2018)

According to the statistics from China’s authoritative street dance institution, there have been more than 300 thousand street dance practitioners and 5000 street dance institutions in China until 2018. There are nearly 10,000 street dance cultural exchanges, professional competitions and other relevant activities held every year in China totally. (JustBattle, 2018)

Compared with other elements of hip-hop culture, street dance is best-developed and has the highest popularity in China no matter from which aspect at present. (JustBattle, 2018)

Once upon a time, street dance was misunderstood, and street dancers were labeled as "rebellious" and "bad guys". All sorts of difficulties and hardships on the professional road also tested every street dancer. Fortunately, most of the forerunner street dancers persisted and constructed a good environment for the new generations. Now, a new generation of street dancers in China has inherited the traditions from the older generation, they are more creative and willing to shape and develop street dance with a deeper cultural understanding. (JustBattle, 2018)

2. Results and analysis

2.1 The current situation of street dance in China

As the most important part of activities in the street dance circle, street dance competitions can directly reflect the current development status of street dance in China.

According to the official data from the Wechat street dance authoritative we-media official account "DanceBox", there were 1050 street dance matches in China in 2019 totally, the person-time was 272,080, covering 202 cities across China. (DanceBox, 2019)

Table 1. The top 12 provinces or municipalities that held the number of street dance competitions in 2019. (DanceBox, 2019)

Province or city	Number of competitions
Guangdong Province	187
Zhejiang Province	90
Jiangsu Province	79
Sichuan Province	63
Beijing	58
Shanghai	53
Shandong Province	43
Fujian Province	42
Liaoning Province	41
Hubei, Henan, Anhui Province	36 (respective)
Hebei, Hunan Province	31 (respective)

From the data above, we can see that China held a large number of street dance

competitions in 2019. But Table 1 shows that most of the street dance competitions in China were held in the coastal provinces or municipalities in the northeast, southeast and middle-east areas of China, while there were much fewer street dance competitions held in the inland provinces in the northwest and southwest of China.

Analysis

China has vast territory and abundant resources, the development of street dance in China still has a relatively obvious unbalance situation. Due to the limitation of the economic development, the development of street dance in the northwest inland areas lags behind a lot, the number of street dancers, street dance studios and street dance competitions are distinctly fewer than the northeast, southeast and eastern coastal areas. Despite with the reform and opening up being intensified in recent years, along with the rapid growth of information technology, the inland regions and coastal regions are very nearly the same in the aspect of receiving information already, but on account of the restrictions of geographical environment factors, the natural environment is still far less superior than coastal areas. Northwest inland-area street dancers' training conditions are unavoidably much more demanding than the coastal-area street dancers'.

In order to commemorate the successful holding of the Beijing Olympic Games and improve the overall physical fitness and health of the Chinese, Chinese government put forward the initiative of "national fitness" in 2009 and declared August 8 of each year as "National Fitness Day". Although under the advice and advocacy of the government, people have begun to do physical exercises to strengthen their bodies consciously, most residents in inland areas still take common and traditional forms of physical exercises such as badminton, table tennis, basketball, running and so on. Since the introduction of street dance into China, street dancers in coastal areas often had the access to first-hand foreign street dance resources because of geographical advantages and as the forefront of China's reform and opening up. In the early days, southeast coastal areas were the earliest areas to be influenced by foreign fashionable culture. There was a lag in the reception of street dance in the northwest inland

area of China in this case. Therefore, the entertainment and fitness methods selected by the young people in coastal areas mainly include street dance, skateboarding and other foreign popular street culture. For this reason, China's coastal areas were the earliest edified by street dance culture and have a stronger street dance culture atmosphere than the inland areas in northwest China. This is also the cause of the unbalanced development of street dance in China. Any kind of culture must take a certain time to accumulate and precipitate if it wants to develop well in a region.

China's coastal areas are mostly first-tier and second-tier cities, which are abundant in materials. Compared with the inland areas which are mostly third-tier and fourth-tier cities, coastal areas' economy is much more developed. Strong economy brings about the improvement of people's material living standards. People began tending to the consumption of spiritual field to enrich their inner spiritual world and enhance their inner cultural quality after their material conditions were satisfied. People's cultural literacy and ideological level have been improved. In addition, the pace of life in the first-tier and second-tier cities is fast, the pressure is high, and the competition is intenser than that in small cities. Under the excessive anxiety and the superimposed pressure of work, life and social contact, people in metropolises have had many physical and mental diseases that they did not have in the past, such as endocrine disorders, insomnia, depression and so on. People have been more and more aware of the importance of physical and mental health. At this time, physical exercise plays an important role in relieving and curing people's physical and mental diseases. Therefore, more and more residents began to take physical exercise in their leisure time. A small number of young people chose street dance, which not only has physical exercise effect, but also can vent bad emotions and is full of visual impact. As a new fashion trend of subculture, street dance is loved by more and more people because of its artistic and sports characteristics.

Street dance in China's coastal areas has developed better than the inland areas in northwest China, and the number of street dance competitions is naturally much higher than the inland areas. The development of street dance in China is still unbalanced.

2.2 The obstacles of the development of street dance in China

We can see some obstacles the development of street dance in China from the following street dancers' experiences.

Guangzhou is a first-tier city and developed coastal city because of its superior geographical and political environment, which has unique advantages than cities in other provinces. As one of the first areas where street dance was introduced, street dance culture is thriving in Guangzhou. Since street dance was introduced to China, Guangzhou's street dance has had the best development with numerous street dance studios and skilled street dancers.

Li Liang has the story to say with his own experiences. Li Liang is the DJ I interviewed who lives in Guangzhou, he makes electronic music for sale to earn a living. Sometimes he will be invited to street dance competitions to play live music for competitors. He also dances in his spare time. Breaking is his favourite street dance type. He doesn't have an exclusive indoor training field, so he has to go outdoors to dance with his friends. Plazas and shopping malls are their first choice. "There are no specialized outdoor venues for street dancers to practise, and I don't own a studio, so I have to find somewhere with slippy floor to dance with my friends. The floors in plazas and shopping malls are usually slippy and safe enough for street dancers to dance, while other kinds of floors' textures are too coarse to dance. It's easy to get injured while dancing on coarse floors." This is Li's opinion. (Online semi-structured text interview with Li Liang on Wechat, 18 October 2020)

Wu Xiang is a street dancer I interviewed online through WeChat. The following content is his experience and process of taking part in street dance. He is an ordinary member of the tens of thousands of China's street dance practitioners.

Wu Xiang lives in Shangqiu, which locates in the middle-west of Henan Province, Shangqiu is a third-tier city in China. He talked about the beginning of his street dance career: "One day my deskmate saw someone handing out leaflets for a street dance studio on his way to school. It's one of the few street dance studios in our city to recruit students. My deskmate was very interested in street dance and he invited me to study together with him as soon as he got to school. I have never heard about street dance before and felt it very fresh, so I

agreed to his idea without hesitation at that time. Then we signed up for the summer-holiday classes of that studio. I started learning street dance in June 2016 at the age of 16.”

Wu's deskmate felt it very toilsome to dance and stopped learning street dance just after the summer vacation was over. “After studying for a summer vacation, I no longer took the training classes as well due to the busy school life, but I became more and more interested in street dance and have been self-taught from then on. I have insisted on training street dance on my own every day for four years to date. My strength was very poor at the first two years of my dancing career, as the short video software was not popular then. I had to search teaching videos of street dance on Youku through the internet by computers. I watched the teaching videos again and again to grope for street dance skills by myself in slow progress. Luckily I met a good teacher who offered me with great guidance in the following two years. My dancing techniques leaped prodigiously. In addition, with the rise of short video software in the last two years, many famous street dance predecessors have opened personal accounts to release their works of teaching for free in Douyin and Kwai, two vogue short video softwares in China. I has learned a lot of skills from them, and my dancing skills have been significantly improved.” Wu told the turning point of his dancing experience.

At the beginning of Wu’s learning, street dance was not popular in Shangqiu at all. “Before my deskmate showed me those leaflets, I didn’t even know street dance, I’ve never heard about it in my previous life.” Wu said.

What Wu and his deskmate learned in the beginning was breaking, teachers in that street dance studio only taught breaking then. Wu searched online and got a rough understanding of breaking before learning breaking formally in the summer-holiday classes.

“To tell you the truth, I did not immediately become interested in breaking at the beginning of learning street dance. I just learned breaking with my deskmate in a playful mindset. However, in the process of learning, I gradually fell in love with breaking.” Wu said. When the summer holiday class was over, the other students stopped dancing except Wu and two others. Wu and the other two students have been practicing dancing every day until now. The three bboys get together every time when practicing. Wu is crazy about dancing so much that it has become a daily activity for him. “Dancing has become a way of life for me, just like eating and sleeping. One day without dancing makes me uncomfortable.” Wu told me.

Wu's grades weren't good and his family could not afford his tuition so he had to stop studying after high school and didn't go to college. Wu is a person who yearns for freedom and crazy about street dance, so he wishes to put all his energy on street dance practice. But he had to find a job to make a living. After thinking carefully and repeatedly, Wu became a customer service staff of an online store on Taobao, working from Monday to Sunday, from 8 a.m. to 9 p.m.. "The biggest obstacle to practice dancing for me after being a customer service staff was little time at that time. I found it extremely difficult to enhance my dancing technique without enough time to practice. In addition, I didn't have chance to go out to take part in street dance competitions and communicate with other dancers under intense work. Honestly, this lifestyle is not what I want. I hardly had time to dance in this occasion." Complained Wu.

"In order to keep on dancing, I negotiated with the owner of the online shop. To my surprise, after conferring with him, I just needed to work from Monday to Friday with the two days off at the weekend. Of course, the salary would be reduced correspondingly. Then I chose a by-work at the weekend and became a teacher of the street dance studio I learned breaking before. In this way, I can practice dancing at the weekend after teaching. Teaching is also a way for me to consolidate my skills." Wu quitted his job as a customer service staff a year ago and became a formal full-time teacher of the street dance studio due to his superior dancing skill. Now he is an experienced teacher in breaking and has much more time to practice dancing than before. His skill has improved greatly in no time.

Shangqiu is a diminutive city with underdeveloped economy. "The street dance atmosphere here is much worse than other cities in Henan Province. There are few street dance competitions in Shangqiu, our studio has held only two competitions these years, other street dance studios just held small-scale commercial performances to attract students. local dancers have to go to other cities by train or long-distance bus to participate in large-scale competitions. If we want to participate in wholesale competitions, we must head to big cities of Henan Province such as Zhengzhou, Luoyang, Kaifeng and so on. This is very inconvenient for us not only in time but also in money. My current financial situation is not very good, the cost of the trip and the expenditure of living in hotels and board is a big problem for me. In order to minimize the cost of travelling, living and board expenses, I do not often participate in the street dance competitions held in other cities." Wu narrated.

“During that period of time I working as an after-sale customer service staff, the basic salary was 2500 yuan per month, there would be commission if I had extra good performance. I could earn extra 3200 yuan a month by teaching breaking on weekends. Now I can earn more than 7500 yuan per month after being a full-time street dance teacher.” Wu said.

When asked what Wu wanted to do most in street dance at present, he expressed: “Enhancing my dancing skills. I want to take concentrated training courses and master classes from several predecessors for a month or two. However it’s distant for me now as the cost of the training courses are extremely expensive, I has never implemented the plan after considering the current situation. My salary is enough to support the training fee alone, but the main problem is that the cost of a round-trip vehicles and expenses of hotel-living and board are too high. I've just been working as a formal street dance teacher for less than a year and I haven't saved enough money. When I save enough, I'm sure to go to take the intensive courses.” Wu said.

In the second and third years of dancing career, Wu formed a team with the other two bboys who had learned street dance together with him originally. They participated in street dance competitions three to four times per year on average at that time. Until a few months ago, one of his teammates left for a big city of a southern costal province to seek for better development, Wu’s team disbanded. Wu hardly tourneys now, he just wants to practice hard and think about improving his skills. “I love my team and the feeling when my two teammates and I got together to practice and exchange skills. Every time we went out to compete with other street dance crews, we supported and cheered for each other, it felt as warm as a family. But it’s a pity that our team disbanded.” Wu evaluated his own team.

“There’s an age gap among the street dancers here. The number of street dancers concentrate on the age bracket of early 1990s and the age group of 14 or 15 years old or even younger children, basically are people who has graduated from universities for nearly 10 years, middle school students and primary school students. There are few university street dancers at my age. There are more children learning street dance these years. The population of Shangqiu is not much, street dancers in my city are much fewer than in other cities. The prevalence of street dance here can’t compete with other cities in Henan Province at all, most of the general public here are still unfamiliar with street dance. The age gap of dancers in Shangqiu’s street dance circle is wide, there are few guys dancing at the same age as me. I mean there are almost no dancers between 20 and 30 years old. The oldest street dancers whose ages below mine were only 15. Overall, the atmosphere of street dance

here is not very strong.” Wu described the current involvement age distribution of street dance of the youth in his city.

The street dance market in Shangqiu is chaotic, some street dance institutions are running with incomplete management, and the faculty is uneven. “Some street dance teachers are not skillful enough. They only dance for a year or two and then go to teach students. They are even unarmored with proper teaching method. They don’t know how to teach students well. In addition, some street dance studios do not value the teachers' dancing skills and teaching skills while recruiting street dance teachers, both of the studios and teachers are irresponsible at all. The street dance studio I work in pays every teacher a fixed salary. Even if a teacher teaches or recruit more students, he gets no commission. But in other institutions, the more students a teacher ‘takes in’, the more commission the teacher can attain. In this occasion, some teachers desperately recruit students instead of paying attention to the improvement of their own street dance levels. They just want to earn more money. Their unreliable attitude have delayed a lot of talented kids.” Wu said with great dissatisfaction. “I felt very lucky because I was taught by a skillful and responsible teacher at the beginning of my street dance career. The teacher gave me a lot of help and guidance, which greatly improved my strength in breaking in just a few years.” Wu was quite grateful to his teacher.

What’s more, at the beginning of Wu learning street dance, nearly all the street dance studios in Shangqiu were hard to survive. Wu said in anxiety: “When I started to learning breaking, the atmosphere was really bleak. Almost all the studios could hardly recruit students. After I asked a primary student’s parents accidentally, they said they wanted to send their kid to take a try on street dance a long time ago. But after they saw many street dance teachers wearing earrings and other strange clothes and even smoking with tattoos on their skins, they gave up their idea of sending their child to learn street dance from teachers like those guys. From then on, my colleagues and I paid much attention to our attire, we didn’t have weird haircut and dress strangely. On the side, Most parents regard street dance as a bad form of culture and art because they sometimes saw the American black rappers’ MV online. Their MV are usually accompanied with street dance. However, the contents of the American black rappers’ MV are often more than rap and street dance. Which contain drugs, violence, guns and so on. They feel that street dance is a dregs culture in this occasion. However, their outlook was totally wrong. What those MV showed are not the products of street dance culture and hip-hop culture except for street dance and rap, they come from gang culture. We need to correct their perspectives. If we do not do a good job in the propaganda and popularization of street dance culture, it’s difficult for street dance to develop well. In my city, some of the kids who have been dancing for years don't even know the name of the street

dance types they're dancing. The recruit condition didn't get better until I danced for over a year. The reasons are not only the ones I mentioned above, another important reason is that many parents think street dance are too difficult to learn. They feel learning street dance may cause their kid get injured easily. However, this is surface, not only street dance ,but also other dances are probably to cause injury easily if there are no scientific and step-by-step training methods.”

In addition, there is infighting among the older street dancers in Shangqiu. “The street dancers around the age of 30 had conflicts with each other dance crews due to the enrollment of students in my city since several years ago. After that, members of different street dance crews hardly communicate with each other and do not practice dancing together. They are not united. This is a very important factor leading to the slow development of street dance here. So I think the unity among street dancers is a big boost for the development of street dance.” Wu commented objectively.

When asked if he wanted to boost his reputation by appearing on the street dance variety shows, Wu said he had no idea yet. "At present, I don't feel like participating in those street dance variety shows to improve my reputation, one is that I think my current technique is not enough, the other is that I am not running my own dance studio, I don't recruit students temporarily. What's more, I am relatively satisfied with my current life status, I intend to enhance my breaking skills to a higher level, skill improvement is most important for me now. When my skills are stronger, I will consider joining in the street dance variety shows. If I operate my own studio in the future, I think fame is important. For now, I just want to improve myself, fame really doesn't matter. As far as I'm concerned, teaching is also a way of generalizing street dance and street dance culture." Wu said.

Wu practices popping, locking and hiphop occasionally in addition to breaking now. “The practice of other kinds of street dance can promote my breaking skills indirectly. The combination of some dancing ideas and training methods will give me new inspirations for my breaking skills.” Wu said.

“If I have to take on another job due to financial pressure one day, I'll try to find time to dance as much as I can. Street dance is indispensable to me and a way to keep myself physically and mentally healthy. It's the thing I want to do all my life.” Wu said firmly.

(Online semi-structured text interview with bboy Wu Xiang on Wechat, a street dancer comes from Shangqiu City, Henan Province, 27 October 2020)

Although Wu Xiang is only one of hundreds of thousands of street dance practitioners, his experience can still reflect some problems existing in the development of street dance in China. The obstacles in the development of street dance lie in his city Shangqiu, and it is very likely to appear in other cities. Henan Province is located in the middle-east area of China, and its GDP is always in the fifth position of China. However, as a city in Henan Province, there are still so many problems in the development of street dance in Shangqiu. It is enough to see that other cities of other provinces will inevitably have more or less similar problems.

Analysis

Through the above street dancers' experiences, we can see several extant obstacles of the current situation in China.

The misunderstanding of hip-hop culture and street dance

Many American gangsters danced in street dance style to provoke members of other reactionary gangs in 20th century. What's more, a lot of American black rappers' rap works and MVs always contain money, drugs, violence, guns and other bad elements, some rappers performed street dance in their MVs. In this occasion many Chinese think that hip-hop culture are harmful. Street dance belongs to hip-hop culture, then people regard street dance as an undesirable culture by the light of nature. Most people carry a repulsive, disdainful and questioning attitude towards street dance. In fact this is a misunderstanding. In the United States, almost all black people can rap and dance, this is their physical gift, just like almost everyone can play table tennis and badminton in China. Because of the historical and political problems in the United States, it is difficult for the black to integrate into the American society. Most black people could only join in gangs to break the law and commit crimes to survive. These elements are the products of gang culture, not from hip-hop culture. There's no relationship with street dance at all. At present, street dance still belongs to bad kids in some Chinese parents' eyes, so they ban their children from learning street dance. Fortunately, the surface opinion of the public have been changed by the variety shows gradually.

The high-difficulty attribute of street dance

Some street dance's movements are as difficult as gymnastics, especially breaking's movements. It is easy to cause joint and muscle injury in the process of training. A lot of street dancers are inevitably injured. Take myself as an example. Although I am a sports student with relatively good physical quality and scientific training methods and systems, my shoulder and knee still have been injured repeatedly. Some street dancers had to give up their dancing career unluckily because of some irreversible physical injury.

Hardships for most street dancers to make a living

It's very difficult for street dancers to earn a living only by teaching street dance, so they have to spend time in doing other jobs, this will reduce their time in practising street dance.

Street dance studios' undesirable contention

There are vicious enrollment and competition among some street dance studios.

Exaggerated and eccentric wearings

Most street dancers of an early period pierced their ears to wear earrings, tattooed on their bodies, had weird haircuts, smoke and drank to show their personalities and freedom. This set a bad example to the young. This has also led many parents to worry that learning street dance will make their children behave badly.

2.3 The support and management from the government

CHUC (China Hiphop Union Committee) and CSAC (China Streetdance Art Committee) are both official and governmental street dance organizations in China. CHUC was founded on September 16, 2013, and CSAC was founded on 17 June, 2019. CHUC is one of the specialized committees of China Dancers Association. CSAC is one of the professional committees of China Social Art Association. (Baiké, 2020a. & Baiké, 2020b.)

Since CHUC was founded, the development of street dance in China has officially entered a systematic, official and authoritative development mode.

Xi Jinping, the General Secretary of the CPC Central Committee, President of The People's Republic of China and Chairman of the Central Military Commission pointed out that "Many forms of art were sprung up from abroad such as rap and street dance. As long as the people like them, these art and culture should be used and given healthy and progressive content." at a symposium for artists on 15 October 2014. General Secretary Xi Jinping's speech also showed Chinese Government's recognition of street dance and support for the development of street dance. (NetEase News, 2017)

The study set CHUC as an example.

CHUC founded the National Street Dance Alliance and actively participated in social activities organized by the United Front Work Department of the CPC Central Committee, the Central Committee of the Communist Youth League, China Federation of Literary and Art Circles, China Dancers Association and other departments soon after it was established. CHUC gave back the governmental organizations' care for the street dance group and fulfilled the national requirements for street dance practitioners. At the same time, CHUC actively guides, hosts and undertakes various street dance competitions. According to the statistics, there are more than 600 street dance competitions organized by various units of CHUC every year, among which many competitions have become nationally or internationally famous street dance competition brands, such as WDG Zhengzhou International Street Dance Competition, King of the Stage, Bomb Jam, REALLIFE, Hustle & Freeze, etc. Under the guidance of the government, street dancers have also participated in many large-scale activities related to street dance, such as parades, literary performances and so on. In addition, CHUC National Street Dance Alliance also participates in the condolences activities organized by local government units, using street dance to spread love across the country continuously. (CHUC, 2020a)

CHUC National Street Dance Alliance keeps growing, it cooperates with various street dance training institutions to recruit members and has set up thousands of street dance grading tests sites. CHUC has set up political learning classes to enhance the political consciousness of the street dance crowd and the ideological and cultural level of the street dance practitioners. (CHUC, 2020a)

CHUC has also kept engaging in public service activities. On April 11, 2019, the “2019 National Street Dance Alliance Charity Classroom into village Schools” project jointly launched by the Social Liaison Department of the Central Committee of the Communist Youth League and China Dancers Association was officially launched. The project aims to go into the schools in China rural areas and provide artistic nourishment as well as spiritual encouragement for children in the forms of fashionable and easy-to-learn street dance teaching, course guidance and material donation. CHUC devotes to letting the youth in underdeveloped areas especially in poor areas can be influenced by modern art, improve their physical quality, light up their confident life and realize their dreams. (CHUC, 2020a)

Table 2. The main activities of the cooperation between CHUC and Chinese Government. (CHUC, 2020a)

Activity	Time
CHUC street dancers participated in the 2019 Spring Festival organized by China Federation of Literary and Art Circles and presented New Year's greetings with street dance performances.	2019.1.17
CHUC Guangdong Union was invited to participate in the launching ceremony of Youth Exchange and the unveiling ceremony of the Youth Homes in Guangdong-Hong Kong-Macao Greater Bay Area.	2019.1.20
KMS crew, one of the member units of CHUC Yunnan Union participated in Yunnan Spring Festival Gala.	2019.2.2
CHUC National Street Dance Alliance Executive Work Conference was held at China Federation of Literary and Art Circles Conference Hall.	2019.2.28

CHUC Guizhou Union built street dance classrooms in many rural schools in the province, carrying out long-term public welfare street dance classes in order to accompany left-behind children to grow up healthily.	2019.3.8
CHUC Chongqing Union participated in the condolences performance organized by China Dancers Association.	2019.3.20
CHUC Macao Special Administrative Region Union was established in so as to strengthen the street dance cultural exchanges between Macao and Chinese mainland.	2019.3.23
CHUC and the Social Liaison Department of the Central Committee of the Communist Youth League jointly set up a special training course for the backbone of CHUC National Street Dance Alliance and held a street dance party with the theme of "Red Revolutionary Culture" as the theme.	2019.3.24
CHUC Guangxi Union, the Chinese Communist Youth League and Nanning City Youth Federation co-hosted Guangxi Youth Street dance Exchange Meeting.	2019.3.30
The secretary of the Central Secretariat of the Central Committee of the Communist Youth League and the minister of the Social Liaison Department of the Central Committee of the Communist Youth League came to CHUC Anhui Union to inspect and investigate.	2019.4.3
The deputy Minister of the Social Liaison Department of the Central Committee of the Communist Youth League came to the CHUC ShaanXi Union to inspect and investigate.	2019.4.9
The "2019 National Street Dance Alliance Public classroom into Rural Schools "project officially launched by CHUC and the Central Social Liaison Department of the Central Committee of the Communist Youth League.	2019.4.11
The deputy Minister of the Social Liaison Department of the Central Committee of the Communist Youth League paid a visit to CHUC Jilin Union to inspect and investigate.	2019.4.16
CHUC was invited by the Organizing Committee of the College Student	2019.4.28

Film Festival to participate in the closing ceremony of “the Beijing International Film Festival & the 26th College Student Film Festival” and performed street dance works.	
CHUC represented China Federation of Literary and Art Circles in the performance of the young cadres short plays sponsored by Chinese Communist Youth League Committee.	2019.4.29
A troop of street dancers participated in the "100th Anniversary of the May 4th Movement "theme event jointly sponsored by CHUC and the Social Liaison Department of the Central Committee of the Communist Youth League. Dancers expressed their patriotic feelings in the form of street dance performance in some China's historic revolutionary landmark areas.	2019.5.4
Representatives of CHUC Jiangxi Union were invited to attend a forum held by the Central Secretariat of the Central Committee of the Communist Youth League.	2019.5.9
China's hottest street dance variety show TICSD Season 2 premiered. TICSD’s producer invited important leaders of CHUC as art consultants and planners.	2019.5.18
CHUC Henan Union and Beijing Union participated in the recording of CCTV "2019 International Children's Day "party.	2019.5.27
China’s street dance cultural and creative products first appeared at Beijing Cultural Expo.	2019.5.29
CHUC cooperated with CCTV3 to create a summer holiday program “Street Dance Hero”, the program group selected China’s landmarks and scenic spots representing the local ethnic customs as the background for the program recording.	2019.6.17
The first youth work committee for street dance practitioners in Jinan City, Shandong Province was established.	2019.6.20
The annual meeting of CHUC was held.	2019.8.9
CHUC joined hands with China's famous sports brand Xtep to hold the	2019.8.12

launch conference of "CHUC Youth Street Dance Development Program" and "Street Dance Youth National team".	
Guided by China Dancers Association and the Social Liaison Department of the Central Committee of the Communist Youth League, the first Chinese Street Dance Ceremony Party sponsored by CHUC ended successfully.	2019.8.12
CHUC organized street dancers to participate in the 11th China International Folk Art Festival to convey love and peace in the form of street dance.	2019.8.23
Children street dancers from CHUC Tianjin Union participated in the closing ceremony of the 10th National Paralympic Games and the 7th Special Olympic Games.	2019.9.1
Street dancers from CHUC Henan Union performed at the 11th National Minority Traditional Sports Games.	2019.9.8
CHUC organized street dance public welfare units to carry out street dance public welfare activities in 4 primary schools in remote counties of Yunnan Province.	2019.9.16
the minister of the Central Grass-roots Construction Department of the Communist Youth League came to CHUC Henan Union Base to inspect and investigate.	2019.9.26
Twenty members of CHUC Beijing Union participated in the mass parade of the celebration of the 70th anniversary of the founding of the people's Republic of China.	2019.10.1
China Post issued China's first set of street dance stamps.	2019.10.1
CHUC Hubei Union sent dancers to attend the torch relay of the 7th World Military Games.	2019.10.16
Xia Rui, the deputy director and secretary general of CHUC accompanied the leaders of the United Front Work Department of the CPC Central Committee to Guizhou Province for social inspection and poverty alleviation activities.	2019.10.16

CHUC Gansu Union carried out "Street Dance into Tibet" public welfare classes and poverty alleviation donation activities.	2019.10.22
Guangdong-Hong Kong-Macau Greater Bay Area National Culture and Art Street Dance Show was held grandly.	2019.11.18
The first Guangdong-Hong Kong-Macau Greater Bay Area Street Dance & Youth Exchange and the New Arts Group Industry Standards Seminar of China Dancers Association were convoked.	2019.11.19
CHUC won the 12th China Youth Volunteer Excellent Organization Award jointly organized by the Central Committee of the Communist Youth League and the Chinese Young Volunteers Association.	2019.12.9
CHUC Sichuan Union was invited by the China Television Artists Association to attend the closing ceremony of the 8th China University Student TV Festival.	2019.12.18
The deputy minister of the Social Liaison Department of the Central Committee of the Communist Youth League and the deputy secretary of Yunnan Provincial Party Committee came to CHUC Yunnan Union for investigation and guidance.	2019.12.26
Invited by China Dancers Association, street dance works created by CHUC Yunnan Union and Yunnan National Street Dance Troupe represented China's street dance circle to attend "2019 Dance Tour" sponsored by the China Dancers Association and the National Grand Theater.	2019.12.28
CHUC teamed up with the China Youth Development Foundation to help the Hope Project to provide dance venues and street dance teaching support for children in poor areas.	2019.12.31
CHUC Jilin Union General Branch Committee was held.	2020.1.8

Analysis

Various measures mentioned above reflect Chinese Government's attention and high expectation for the development of street dance.

Chinese Government pays more and more attention to the development and cultivation of students' overall quality. Street dance is the dual cultivation of artistic aesthetics and physical quality. Students will seriously think about how to create new movements, the spirit of street dance will let them learn to respect their opponents and cultivate their noble character in the process of learning street dance. These all coincide with the comprehensive development policy of "moral, intellectual, physical, aesthetic and labor" advocated by Chinese Ministry of Education.

In Chinese special national conditions, official management is probably the best way in street dance industry. China has a large population, and the number of practitioners in the street dance industry is growing rapidly every year. The whole street dance market will be likely become more and more chaotic without systematic management. Once there are bad merchants and cheaters or some street dance teachers with insufficient teaching level coming into the market, they will tarnish the teaching quality and reputation of the whole street dance industry. The intervention of the government can make the development of street dance industry normative and standardized, which can also help to better implement the policy of "National Fitness".

Chinese Government frequently sets up street dance charity classes in the schools of remote and poor areas of China, which reflects the determination of Chinese Government to spread street dance culture over every corner of China, and also demonstrates the courage and responsibility of Chinese Government to provide art education for children in all regions.

2.4 Street dance commercialization

Twenty eighteen is known as the first year of China's street dance, which can also be

regarded as the first year of the commercialization of Chinese street dance. Before 2018, although street dance had been commercialized, it was on a very small scale, which was limited to a pony street dance competition or a diminutive commercial show. There has never been such a massive commercialization of street dance like 2018.

2.4.1 Street dance variety shows

Variety shows have the biggest and most extensive influence on the commercialization of street dance in China.

The hot broadcast of "TICSD" series of variety shows has made street dance become the most popular street culture in China and has been exerting a positive influence on young people at present. I took "TICSD" series as an example.

In early 2018, Youku teamed up with Canxing Culture Media Co. LTD to produce "TICSD Season 1", the first street dance reality show in China. On February 24, the first episode of TICSD Season 1 caused an immediate sensation in China as soon as it premiered on Youku. The ratings soared and the public praise continued to rise. The click rate and view counts of TICSD Season 1 increased exponentially. (Baiké, 2020d)

The high ratings of TICSD let a lot of street dance masters gradually come into the public vision. In addition to online variety shows, street dance is also increasingly recognized by mass media platforms. After the online street dance variety shows "TICSD" and "HBDC" were broadcast, many China's local TV stations also produced street dance variety shows. (Liu, 2020)

The success of TICSD depended on the using the brand-new competition format, the programme group of TICSD initiated online auditions through the network platform and short video platform such as Weibo, Douyin along with spot auditions to filtrate outstanding street dancers in China. TICSD programme group also set up unique

segments such as "call out", "battle", "famous showbiz stars who are good at dancing lead the teams" and other unique links. (Baiké, 2020d)

The production team of "TICSD" has been also constantly exploring and studying street dance culture and seeking for the origin of street dance culture excelsior. In addition, CHUC was invited to be the professional support unit for the three seasons of TICSD by the programme group to control the direction of the programme strictly in line with popularizing street dance, standardizing street dance market and expanding the width of street dance industry. (Mao, 2019)

All above measures made TICSD stand out among the dance variety shows.

In addition, TICSD paid high attention to the emotional value output. "Only by excavating the emotional tension behind street dance culture and catching the emotional points inside street dance culture can arouse the public's resonance. This is a good way to keep street dance being focused by people continually. There are two core points that resonate with the public in TICSD. One is to speak with strength. In street dance circle, street dancers speak with their abilities and skills instead of seniority. Whenever street dancers meet each other on the programme, they compete in a relatively fair environment no matter the world champions or the novice dancers. This can be recognized by people. The other is teamwork. Most of the young of the time in China are only children, and most of them desire for having brothers and sisters and focus on cooperation with others. Letting the young audience feel the team spirit in the programme is essential in this occasion. The young audience would produce a feeling of deep resonance when seeing a group of street dancers to treat each other as brothers, sisters, comrades and struggling for the same goal in the variety show. TICSD transmitted a kind of value in the field of youth culture as well. The programme group also focused on diffusing values full of positive energy when producing the variety show. In the programme, contestants tried their best to compete with each other regardless of winning or loss, which is the most respectful performance to their opponents. This is also the

difference between TICSD and other dance variety shows. ” This is Lu Wei’s opinion, the general director of TICSD. (Mao, 2019)

It is the above innovative measures of the programme group that made TICSD stand out from other dance variety shows and obtained the highest audience rating.

On May 18, 2019, the same companies manufactured "TICSD Season 2". Before the production, programme producers widely listened to the opinions of the society for the first season and the evaluation of audience, consulted professional advice from OGs of street dance circle. After analyzing and summarizing constantly, the programme group introspected and improved the innovations earnestly. They invested more energy costs in video editing, and the competitors’ overall strength after online filtration was even stronger than in the first season. What’s more, the change of star captains, the strengthening of the stage lighting effect and the innovation of the competition system all brought the feelings of freshness to the audience, the popularity and reputation of TICSD Season 2 quickly exceeded the first season.

In the second season, the production group of TICSD paid more attention to the propagation of street dance culture, carried forward the spirit of street dance, laid emphasis on the accuracy of professional terminologies of street dance and tried to present the most authentic street dance to the public.

The ratings of the second season were much higher than the first season owe to the success of the first season led to the popularity and word of mouth of TICSD series. (Entertainment Group, 2019)

On 3 October 2020, TICSD Season 3 ended in a satisfactory way. The overall effect of Season 3 is much better than that of Season 2.

As a large vertical network variety show, TICSD has successfully broadcast three

seasons. The first season of TICSD received an average score of 8.6 points on Douban with 1.86 billion view counts. (Douban is China's largest social network site of books, movies, variety shows, teleplays and music, the full mark of ranking on it is 10.) The average score on Douban of the second season was 8.8 points with the single user highest score of 9.7 points. TICSD Season 2 had 2.18 billion view counts along with 31.47 billion reading quantity and 190 million discussion amount of the programme topics on Weibo. There were more than 300w interactions on Youku every day, and users watched programs for 135 hours at the highest. (Liu, 2020. & CHUC, 2020b. & Tencent News, 2019.)

After the first episode of TICSD Season 3 was released on 18 July 2020, the total reading quantity of the programme topic has exceeded 930 million. Only after 21 minutes of the show of the first episode, the barrages have exceeded 100 thousand. The total amount of barrages in four hours is 3.36 times higher than the same period of the second Season, and 11.5 times higher than the same period of the first season. This reached a record level. From the holding of the press conference to the release of the programme for one week, the number of fans of TICSD's official Weibo account has increased by more than 120 thousand and the total number of interactions has exceeded 4.96 million. (CHUC, 2020b)

GG, a veteran street dancer who has been dancing for 10 years said: "TICSD undoubtedly promoted street dance culture in China. It attracted a lot of top dancers in China's street dance circle, which made the show itself high-quality and full-of-ornamental-value in no time. It's also very important that these star captains themselves are professional dancers as well, and they have a high popularity and huge fan bases. Their presence promoted street dance enormously." (JieMian News, 2018b)

"In order to make the audience have a clear understanding of the participants' positions and identities in street dance circle, the production team of our programme marked each street dancer on the stage to indicate their names, ages, subordinate teams, competition

standings and honors. We set the street dancers' previous experiences and statuses in street dance circle as backgrounds to let the audience produce the first cognition of the participants." Said Lu Wei. (Mao, 2019)

The champion of TICSD Season 1 is Han Yu, who is good at locking, popping, hiphop, urban dance. He is an expert in both battle and choreography. He is the champions of many street dance competitions. Among his glories the most bright and famous are the champions of both hiphop and locking of China division of JD (Juste Debut, one of the biggest international competitions of street dance which was founded by France in 2002).

The champion of TICSD Season 2 is David, One of the most excellent lockers of the new generation in China. He also won the championships of many world-class locking competitions. He is also skilled in locking choreography.

The champion of TICSD Season 3 is Keven. Keven is one of the best bboys in China. He has won the champion of Red Bull BC One China Division.(Red Bull BC One is the most influential and most sacred breaking competition in the world.) Apart from battle, Keven is adept at using body movements to express music like an outstanding urban dancer, which is very hard-won for a bboy. The ability of expressing music is very lacking for China's bboys. Keven's unique and splendid skills made him become the champion of TICSD Season 3.

From the three seasons of TICSD, it can be seen that the ultimate winners were sure to be almost-almighty street dancers with minded works and strong ability in battle. It's impossible to go to the end only by choreography or battle.

The number of followers on social media accounts of the contestants participating in the program has increased greatly, the variety shows especially brought earth-shaking changes to the eye-catching street dancers' lives. Many street dance studios invited them to teach many competition organizers invited them to be judges or battle guests in

competitions. Their income has also increased sharply. A fraction of popular contestants began performing in commercial shows, tours. They even frequently appeared in other kinds of variety shows, participated in the shooting of cross-field documentaries and produced extended play works. (Liu, 2020. & CHUC, 2020b. & Tencent News, 2019.)

Han Yu, who is a famous Chinese street dancer and the winner of TICSD Season 1, has been selected for the 2018 Forbes U30 Elite List. After winning the championship of TICSD Season 1, Han Yu became like a famous movie star. When he went out for dinner or to participated in an event, he was always surrounded by passionate fans. He also received a lot of invitations such as advertising, magazine shooting, commercial performances and so on. These activities occupied almost 80% of his time. His offline street dance classes which can hold up to 120 people at his street dance studio were quickly sold out in 30 seconds. Han Yu even has a fan base of his own called "Little Universe". (Sohu News, 2018a. & Zhang & Liu, 2020.)

Franklin, the runner-up of TICSD Season 2 and an internationally renowned urban dance choreographer, was also chosen as the member of the 2020 Forbes China U30 Elite List on 9 November 2020. He was the only street dancer in the list. It's the second time that a street dancer has won the honor since Han Yu broke into Forbes U30 Elite List in 2018. This award was not only an affirmation of Franklin's commercial value, but also a recognition of the development of Chinese street dance. (Street Dance Track, 2020)

There were also street dancers who have gained a lot after participating in TICSD. The variety shows have brought about very benign changes for them. Bboy Leelord became omnipotent and learned many other kinds of street dance apart from breaking. He even learned Mongolian dance for the needs of the programme. Bboy Flying Dragon also expressed he learned other street dance types which he excluded before, learning other types of street dance made his thinking broader, he also had more inspiration in the innovation of movements. (Sohu News, 2018b. & Street Dance Lovers, 2019.)

However, while variety shows brought a lot of attention to street dance, there's also a dilemma for practitioners of street dance industry. What the variety shows brought was basically the improvement of the head dancers' lives. (Head dancers refer to the exceptional dancers and eye-catching dancers.) The remuneration of business activities, advertising endorsements and other commercial behaviors for those dancers who won a high reputation from the programme ranged from two hundred thousand to five hundred thousand. Just as Lu Wei said: "The dividends of the variety show influenced most greatly to the top dancers of street dance circle, participating in the programme or not are two totally different circumstances." (Liu, 2020)

However, the material income of most street dancers did not improve much. Although the source of students of street dance studios increased after TICSD, the income of ordinary teachers was just over 10 thousand yuan. (Most street dancers are usually teachers in street dance studios.) The lower-class practitioners in street dance industry did not feel much change. When most street dancers came back to teach after the variety show, the most they could do was just to add a glamorous experience to their resumes, and the number of students only increase a little. (Liu, 2020)

According to incomplete statistics, there were a total of 398 spot candidates for TICSD Season 1 after online filtration, 407 for TICSD Season 2, and 400 for TICSD Season 3. Street dancers who were not selected by the star captain were basically difficult to receive invitations of commercial activities. According to TICSD programme group's research, less than 15 percent of street dancers who participated in TICSD could actually become successful and famous through attending the variety show every year. Street dancers' income at least doubled for those who became famous in the variety show. Their income increased a lot whether teaching, performing or being invited to be a judge in competitions. But a great many street dancers are still unknown. Most of the street dancers who took part in TICSD were just like the extras in the movies, some dancers weren't even recorded by the cameras. The survival of these street dancers are still tough. They came back to the studios to teach as usual and occasionally take part in

some small business performances and competitions to strive to maintain life like the blue-and-white collar workers. (Zhang & Liu, 2020)

There were also some dancers who thought they were not skilled enough. They were eager to join TICSD but didn't take actions. Xiao Yi is one of the most mundane street teachers in street dance industry. She has been dancing for a decade because of the love of street dance. She started paying attention to TICSD Season 1 as soon as the first episode of it aired. However, due to the busy routine of street dance classes and the consideration about her own dancing skills, Xiao Yi didn't sign up for the programme. "There were too many masters in the programme, I thought my ability was not enough for getting on the stage". Said Xiao Yi. (Zhang & Liu, 2020)

Xiao Yi represents most of China's rock-bottom street dancers for those who have never participated in global street dance competitions and didn't joined in a prestigious street dance crew. The only way for them to earn their livings is teaching classes in a street dance studio assiduously. They attend a commercial performance to earn several hundred yuan occasionally for a part-time job. It's hard to imagine for the rock-bottom dancer to become famous through the variety show like the top street dancers. The head dancers are like idol stars for them. The rock-bottom street dancers dare not to fantasy what it has to do with them. There are hardly any changes of Xiao Yi's work status since three years ago when TICSD Season 1 aired. The biggest change is that the number of people learning street dance increased a little, her annual income has increased a bit either, the amount of increase is not even twice as much. (Zhang & Liu, 2020)

It's not only the rock-bottom dancers who don't feel the massive changes, backstage staffs in street dance industry also feel nothing about them. KOD (Keep On Dancing) is one of the most commercially valuable street dance competitions in China which was founded in 2004, and most street dance masters regard participating in KOD as their most important resume. Liu Yue, who has been working behind the scenes of street dance industry for more than a decade. He was the former project director who was

responsible for the planning and operation of KOD. Liu is now working at CSAC. "After leaving KOD, I submitted my resume to a number of sports companies, but almost all of the recruiters of those companies didn't recognize my work experience. I make acquaintance with several famous camera crews in street dance circle for several years. The crews are often invited to do live broadcast of many world-class street dance competitions. However, these camera crews were usually questioned even to shoot the wedding videos at ordinary times. People didn't think they can film a wedding well. It was not until nearly two years ago that the street dance variety shows changed their lives and they can finally receive invitations to do live broadcast of e-commerce events." Liu said in helplessness. (Zhang & Liu, 2020)

Actually, rock-bottom street dancers have a desire of street dance becoming famous rather than themselves. The street dancers don't care about the ranking and fame, they prefer to promote their own street dance studio by appearing on the stage of TICSD and hope to attract commercial sponsorship for future competitions and anniversary events held by their studios. (Zhang & Liu, 2020) The more famous street dance is, the better development of street dance industry will be.

In any case, judging from the trend of street dance to the masses, the rock-bottom street dancers and behind-the-scenes practitioners of street dance industry are still radiated to some extent by the influence of the variety shows. The variety shows promoted street dance culture and the spirit of street dance. The most noteworthy change that the variety show brought to street dance is "Street dance was justified." Street dance is no longer a behaviour full of violence, conflict and unfriendliness in people's stereotype. Street dance is also not the dance that only hooligans do. Street dance is not a minor culture full of negative energy any more. On the contrary, street dance is a healthy, active and vibrant art and sport, it's beneficial to people's physical and mental health. This is a major breakthrough in social cognition. The most intuitive thing is that the public's impression of street dance has changed, which gives the dancers at the bottom of street dance circle more sense of achievement in their work and their studios have gained a large number of

students who really recognize street dance. (Zhang & Liu, 2020)

Famous street dancers transferred their personal influence to the whole street dance industry by participating in the variety shows TICSD. After the broadcast of TICSD came to an end, the number of competitions, training and commercial activities in the street dance circle of China increased rapidly. The popularity of street dance culture is brought about by the star dancers. It's comforting that the famous street dancers in the variety show did not make themselves into entertainment stars, instead they brought their fans gained by participating in the variety shows into street dance circle. This benefits all the dancers in street dance circle ultimately. (Mao, 2019)

Variety shows not only changed the lives of the eye-catching dancers on the show, but also brought huge profits to street dance industry.

In the past, almost every dancer in street dance circle participated in the teaching of street dance institutions, but only the studios of head street dancers were able to raise 10 million yuan in financing and make millions of yuan annually. Now a lot of street dance training institutions can finance to millions of yuan easily. There's no need for street dancers who runs a street dance studio to try very hard to announce the benefits of street dance. They just need to mention the star street dancers appeared in TICSD and HBDC variety shows, there will be a lot of children who dream of becoming like them singing up the classes. (Zhang & Liu, 2020)

For most street dance studios, there was a diversified development after the variety shows. The former simplex pattern was students to teachers of street dance circle. There are more teaching forms for street dancers now, such as designing commercial-character classes for the public performances of teaching achievements, the course contents are usually finished dancing teaching. (Zhang & Liu, 2020)

Variety shows drive the development of the street dance and bring huge dividends to

street dance industry. In the past, parents would sign up classes for their children to learn piano, chess, calligraphy, painting, sports, or ballet, Chinese dance and other traditional dances. After TICSD Season 1 was broadcast, the street dance education industry immediately ushered in a great development, the number of kids and teenagers that learn street dance increased rapidly. The source of students of many old-brand street dance studios which have been established for many years increased dramatically, and some of them even received tens of millions of dollars of investment. (Zhang & Liu, 2020)

There were also many people captured the bright future of street dance industry incisively and began to invest and start up business. They set up street dance studios. Street dance studios have sprung up in huge quantities. By 2018, there have been more than 5 thousand professional street dance training studios in China along with more than 300 thousand practitioners. The average annual training person-time of all street dance studios was 5 million. (Jingwei Network, 2018)

Some training institutions which teach traditional dance such as ballet, folk dance, classical dance, Latin dance have entered street dance industry one after another to offer street dance training classes after witnessed the better and better development of street dance.

The street dance educational institution “FDF” I worked as an intern in was founded in July 2018, it was only two months after the end of the TICSD Season 1 at that time.

There’s huge potential in street dance industry with great prospects and broad space for development Street dance industry is an undoubtedly sunrise industry. A lot of people began entering street dance industry. In addition to the institutions which teach traditional dance mentioned above, there were more and more non-dance people founding the street dance training institutions.

A teacher who is in charge of the educational affairs at FDF made acquaintance with a

couple who run a street dance training studio in Guangzhou. The couple were neither professional street dancers nor amateurs. They were not employed in the industries related to street dance before as well. But they run their own street dance studio quite successfully with a wide source of students. The husband used to be a senior executive in an enterprise and her wife also worked in management for a long time in the past. In this occasion, both of them possess rich experience in the operation and management of a company. While other street dance studios were losing money during the COVID-19, they made a profit without losing and even made more than 200 thousand yuan in net margin. (Face-to-face in-depth interview with Billchan, the educational administration supervisor of FDF, 10 November 2020)

The three-season TICSD has attracted massive attention and flow of street dance, which is a good opportunity for street dance industry to develop and expand.

Judging from the current development of street dance in China, the earliest batch of street dance studios have basically realized the transformation to large enterprises, and have even become the top street dance culture communication companies in China. Most of the founders and managers of the companies are OGs of China's street dance circles who possess a high status and reputation in the street dance circle. They attend business management classes to improve themselves regularly. In the early stage of China's street dance industry, there was little competitive pressure. Under the mature operation mechanism of more than a decade along with the outstanding teaching quality which accumulated over the years of teaching experience and huge customer group flow, these street dance studios have a positive cycle and become more and more famous. It is very easy for these large top studios to make profits these days.

However, for the newly established street dance studios, small and micro street dance studios, the unstable source of students, difficulty in recruiting students and the lack of income are still troubling problems. In order to channel the flow generated by the street dance variety shows to street dance industry successfully, the key does not lie in the expansion of

the head studios, but in the measures of making grassroots street dance enterprises benefit and creating a mature operation mechanism of the whole industry chain. At this time the support of the government and the introduction of relevant policies are crucial.

Street dance has spread more and more widely and been also gradually accepted by the public now, but for the vast majority of street dance dancers, making a living easily is still something they struggle to figure out. Although many street dancers have very high profiles with great honors in street dance circle, it is still not easy for them to earn a living if they didn't become famous through variety shows. The fame they enjoy in street dance circle can't enable them to make a living outside the circle. Even if they open street dance studios teaching dance to make money, it is extremely difficult for many street dancers who are new hands in enterprise operation to operate the studios for a long time, and not to mention earning money due to the limited audience, bad location of the studio, high decoration costs, expensive store rent and other factors.

Due to the lack of education of many street dance predecessors with seniority and the new-generation street dancers, they do not have experience and strategic thinking in studio operation, which makes them lose money in business easily. Even though some street dancers receive good education and have good academic qualifications, they don't specialize in economics or business management. They lack professional knowledge and practical ability in enterprise operation and management in this occasion, they still do not have good enterprise operation quality. What's more, many street dancers usually spend a lot of time in practicing dancing skills and teaching every day, and they go out to compete or be a judge time and again. They hardly have time to invest in the study of business operation. This also makes it difficult for them to make a living by running street dance studios. Even if the studios are profitable in the short term, the dancers are unlikely to be able to sustain the condition for long.

Most of the investors outside street dance circle have rich experience in business operation and management. Their injection is sure to bring great business opportunities and benign

competitive pressure to the street dance industry. The injection of capital can also bring better development and vitality to the street dance industry. Although these outside investors are not street dancers, perhaps they don't even understand street dance, most of them are the bosses or in charge of the management of street dance studios, decision making and long-term strategic planning of development. They will not interpose in the daily teaching of their street dance studios directly, they hire professional street dancers as teachers. As long as they do not participate in or interfere in the teaching affairs in the professional field of street dance, the participation of street dance outsiders will only have a positive impact on street dance industry. Lay investors are often much more professional and technical in business management and operation than street dancers, so their presence can turn the street dance studios into a benign development, and maximize the profitability and maintain the survival of the studios for the longest time.

Generally speaking, it is a good thing for businessmen outside street dance circle to enter street dance industry. They can make the operation and management of the industry more scientific and reasonable. On the whole, the advantages outweigh the disadvantages.

As the most successful dance variety show throughout history in China, TICSD brought unprecedented attention to street dance. The preparation for TICSD Season 4 has begun, and it will be launched in July 2021. (Street Dance Track, 2020)

The programme group manufactured a series of derived programs based on the feature film of TICSD Season 3 to show the street dancers' daily life, dancing practice experience and rich talents through documentaries and variety shows. (CHUC, 2020b)

In addition, TICSD's programme group also launched the activity of "Everyone dances" at the same time to call upon all the street dance lovers in China to show their dancing videos. Then all dancing videos would be selected online and the programme group added the most popular ones to the feature film of TICSD Season 3. It was a move to stimulate the long tail effect, which could allow the variety shows' popularity to spread

beyond, from the street dancers on the programme to street dance lovers across the country. (Tencent News, 2019)

2.4.2 Street dance and fashion brands

The variety show TICSD has brought popularity and fame to a group of outstanding street dancers in China. Then the dancers had the opportunity to try different industries. In addition to teaching street dance, participating in competitions and judging competitions, some dancers also set up their own personal fashion brands to sell street dance peripheral products such as clothing, accessories, shoes, hats, schoolbags and so on. They hope to make more money and promote street dance in a commercial form.

Bboy Flying Dragon is a member of the STO Crew. (STO Crew is one of the best breaking team in China.) He forged a street wear fashion brand called “United Streetz (US)”. US has touted many street dancers to buy for its cool and comfortable design. After Flying Dragon took part in TICSD Season 1 and became popular dancers, the fame of his brand US became greater and greater. The audiences of US gradually extended to the outside of street dance circle, a great many lovers from hip-hop culture and street culture such as parkour, skateboard purchased clothing of US one after another. There were also many audiences who saw TICSD Season 1 and became Flying Dragon’s fans bought US’s goods. Now the most salable goods of US can be sold more than 1 thousand a month on average on Flying Dragon’s own store on Taobao, the largest online shopping platform in Asia.

Flying Dragon once shared his own experience about the start-up of fashion brand US on Weibo, he said the street dance clothing he used to buy were either too expensive or uncomfortable and unsuitable. Flying Dragon thought he could design the clothing which is most suitable for street dancers due to his family does the business of casual clothing,

this was a unique advantage for him. Whereupon United Streetz was created with the strong support of Flying Dragon's family. (Flying Dragon's Weibo, 2018).

In addition to being a professional popper, one of the most popular street dancer of TICSD Season 1 Viho also established his own brand "The V". After TICSD Season 1 aired, goods in Viho's store quickly sold out. The V is a personal brand founded by Viho in 2010, there's an online store on Taobao now. The front page of Viho's Taobao store showed the poster of Viho in TICSD and the item sub-bar option of "The same type of Viho in TICSD". Viho is known for attending TICSD has become the movable signboard of his own brand "The V". The advantage of street dancers launching their own brands is their fan base. Through the dissemination of the variety show, the famous street dancers like Viho and Flying Dragon have become the internet celebrities in the vertical field of street dance. (JieMian News, 2018a)

"Viho barely taught after his business booming, because the business of The V has taken up most of his time." Said Zhong Ji, one of Viho's friend. Viho hired Zhong Ji to manage The V's business. Zhong handled Viho's personal affairs as well. TICSD has strong spread power and influence. After the broadcast of TICSD, the visitors flow rate and sales volume of The V's online store on Taobao multiplied a lot. (JieMian News, 2018a)

The boom of Viho's business depends on the promotion of the variety shows. They made Viho's business have a great improvement. Operating his own fashion brand has become one of Viho's major jobs at present. Apart from making money through being a judge in street dance competitions, performing in commercial activities and teaching, selling The V's goods occupies half of his income. Compared with teaching, judging and performing, it's easier and faster to make money by using the effect of appeal to fans that TICSD brought. (JieMian News, 2018a)

Street dance is gradually taking shape as a complete industrial chain, fashion brand is an indispensable derivative of it as well as a very important link. The street dance fashion

brand and street dance industry can promote each other.

(JieMian News, 2018a)

In addition to creating personal fashion brands by themselves, there are also street dancers collaborating with famous sports brands, such as bboy Keven, the champion of TICSD Season 3.

Early in 2018, Keven and his own studio team Star Space Crew has teamed up with Xtep, a well-known China's sports brand. Keven has become from being an ordinary consumer to a partner with Xtep since then. Keven is also an ambassador for the promotion of Xtep. In TICSD Season 3, Keven often appeared in the programme wearing various Xtep costumes. (Sohu News, 2020b)

"Xtep respects the professional opinions of street dancers very much. When designing products of street dance, Xtep will consult the opinions and suggestions from professional dancers in the street dance circle. The designers of Xtep think from the perspective of street dancers, and then research and exploit products that are truly suitable for street dancers. This is a peculiarity of Xtep I admire a lot" Said Keven. (Sohu News, 2020b)

"The high-quality cooperation between Keven and Xtep is the exploration of the core of street dance culture and the continuation of street dance spirit. Keven and Xtep hope that the energy generated by their collaboration will enable the present young people to understand more about the core of street dance culture and think deeply." Keven spoke highly of Xtep's contribution to the development of China's street dance. Keven believes that the current young people need to have indomitable spirit and keep fighting and moving forward in the face of challenges and setbacks, just like Xtep's classic Slogan "Never Give Up". (Sohu News, 2020b)

Because breaking has become an Olympic event, Keven and Xtep will jointly promote the

development of China's street dance based on the transmission of sports spirit and the cultural combination between street dance and sports in the future. (Sohu News, 2020b)

Keven's cooperation with Xtep is one of the most typical successful cases of street dance commercialization. The hot showing of TICSD has made street dance become the focus of the public. At this time, Xtep can further expand its business and brand influence by sponsoring street dance events. With Xtep's sponsorship, the strong capital chain also enables street dance practitioners to have more vigor and financial resources to hold street dance competitions and activities. The two industries promote each other to achieve a win-win situation.

In addition, Xtep has frequently sponsored the variety shows which focused on trendy culture including hip-hop dance in the past two years. In the most striking link of TICSD "battle", the brand logo of Xtep and the slogan "Never Give Up" appeared together in the programme in order to show the highlight of the programme with street dance's spirit. This measure could also combine the brand information with street dance which can made a deep impression on the audience. Xtep built a diversified marketing scenario and promoted street dance at the same time. (Lanxiong Sports, 2019)

On the side, Xtep signed a contract with TICSD Season 2 star captain Han Geng as brand ambassador. Xtep also signed with a number of famous and popular street dancers appeared in TICSD and asked them to wear on clothing with prominent Xtep logo. Xtep further exposed its brand by this means, which can improve the influence of street dance constantly. Xtep launched a co-branded clothing series of TICSD Season 2 on the product side in conjunction with the airing of the variety shows as well. Inspired by the spirit of "never surrender" and the battle culture in street dance culture, Xtep "YIN" series co-branded fashionable products were created to express the attitude of daring to think and never surrender. (Lanxiong Sports, 2019)

Xtep cooperated with Viya, the first internet celebrity anchor of Taobao at the same time. Xtep promoted related products of TICSD in Viya's live broadcast and achieved a good result of selling out 999 street dance T-shirts in the same style of Han Geng in one second. (Lanxiong Sports, 2019) This strongly proved that the cross-industry co-branded products of street dance culture and sports brands can be recognized by the market.

2.4.3 Street dance commercial performance

Tmall invited Chinese entertainment star Jackson who served as one of the captains of TICSD for two seasons and more than 30 street dancers from the team Jackson led in TICSD to present the opening show and the final show on the stage of the annual shopping carnival night on 10 November 2020. (Tmall is one of the largest retail shopping websites in China.) (Street Dance Track, 2020)

Commercial shows and street dance competitions have also become an important source of income for street dancers. The bonuses of the champion, runner-up and the third-place winner in the domestic competitions were generally less than 5,000 yuan previously. After sponsored by commercial brands, tens of thousands of yuan of competition bonus has become commoner and commoner. The champion of team dance competitions can generally get tens of thousands of yuan for the bonus. (Zhang & Liu, 2020)

At present, a large number of rock-bottom street dance activities have also sprung up and began to form scale. Almost every street dance studio in China will hold its own street dance party on the New Year's Day, Spring Festival and other major holidays and provide a stage for street dancers to enjoy and show themselves. (Zhang & Liu, 2020) There are also some large studios that will organize large-scale street dance competitions.

Many street dance studios also hold regular commercial performances or anniversary activities. Take my internship institution “FDF” for example. Since its establishment in July 2018, it has held three large-scale children's street dance performances and anniversary activities respectively on 21 April 2019, 25 August 2019 and 29 August 2020. All the three activities of FDF were held in collaboration with a nearby shopping mall, The mall sponsored FDF to provide FDF with the first-floor lobby as a venue for free. FDF built a stage for performance on the lobby. The mall was also responsible for the construction of the stage, providing lights, speakers, microphones and other equipment. Many local official media of Guangzhou such as Guangzhou TV station, Guangzhou Daily, Nanfang Metropolis Daily, Guangdong Pearl River Channel reported the activities held by FDF. Performing in the shopping mall attracted a lot of people to watch each time, which also increased the ridership of the shopping mall. FDF recruited a lot of new students on the scene with the performance as well. These activities achieved a win-win situation.

2.4.4 Street dance competition sponsors

With the popularity of street dance brought by variety shows, street dance attracts more and more attention and the number of street dance competitions is increasing continuously. More and more big brands and enterprises in other industries start to sponsor street dance competitions and commercial activities.

For example, one of the most famous sports brand in China “Xtep”, which has been deeply rooted in street dance culture for many years also extends the depth of street dance culture from the external clothing products to the core. Xtep has made a very significant contribution to the promotion of street dance culture in China. (Sohu News, 2020b)

On 17 October 2020, Xtep held a street dance challenge competition and invited bboy Keven, the champion of TICSD Season 3 to be the judge and other top street dancers in China to

perform as guests. In addition to Keven, several popular contestants of TICSD Season 3 served as judges of the competition. Xtep hoped to provide a platform for more street dance fans to show their talents and integrate the culture and spirit of street dance into the lives of more young people in China through this event. (Sohu News, 2020a)

At present, many large-scale street dance competitions' organizers can invite many large brands of sports, electronic goods, short video software brands and others for sponsorship.

According to the official data from the street dance authoritative we-media Wechat official account "DanceBox", there have been many big brands of many kinds of fields such as sports goods, beverages, short video software, e-commerce platforms and so on supporting street dance competitions as sponsors. (DanceBox, 2020a. & DanceBox, 2020b. & DanceBox, 2020c.)



Figure 1. The main sponsors of China's street dance competitions in 2020 Q4 (DanceBox, 2020a. & DanceBox, 2020b. & DanceBox, 2020c.)

Analysis

Nowadays, there are more and more commercial activities related to street dance, especially in the first-tier and second-tier cities. Street dance commercial performances or competitions

can be seen in some squares, malls and various gymnasiums at intervals. Although street dance has become commercial now, but I believe that all the organizers and sponsors of commercial street dance activities and street dance studios still maintain the original intention, they really want to make greater contributions to the promotion of street dance from the heart. Street dancers also have to make a living, commercialization can provide them with higher incomes in this day and age and make them try their best to develop street dance without additional worries.

Even if the businessmen outside street dance circle do commercial activities related to street dance just for profit, it is enough as long as they can make contributions to the development and dissemination of street dance culture, guide street dance to a positive development and let more people know about street dance. Casting commercialization and making money aside, it is meaningless to talk about the development and diffusion of street dance from the artistic perspective. Everything is just empty talk without economic foundation.

It would be very difficult to raise funds if there was no street dance commercialization, even a medium-scale street dance competition would be untoward to hold. The injection of capital can bring greater vitality and development potential to street dance industry, and also make the development of street dance more standard and steadier at the same time. It is also conducive to attract more excellent but low-key and unknown street dancers to participate in the competitions and improve the overall strength of Chinese street dancers.

Street dance culture itself is meritorious, and commercialization is a great way to reflect the cultural value of street dance. Commercialization can bring much more value to street dance culture, and also bring greater value to the society. Street dance commercialization can make street dance culture be more adaptable to this era to develop better and go further.

In a sense, street dance variety shows such as TICSD, street dancers' start-up of personal fashion brands, cooperating with famous brands and looking for sponsors for street dance competitions and activities are also concrete manifestations of street dance

commercialization.

The appearance of street dance variety shows is wonderful for the development of street dance in China, because variety shows provide a big platform for more people to see the charm of street dance and the efforts of street dancers in a holistic angle, which was unimaginable in the era without variety shows. In the past, no matter how hardworking a street dancer struggled in street dance circle and how powerful his dancing skills were, they could not make themselves as popular and famous as they are today. Moreover, street dancers are not wealthy generally, they can not promote themselves on a large scale. Fortunately, everything is totally different with the promotion of online variety shows at present. TICSD is a programme that respects street dance culture very much. While ensuring its audience rating and advertising volume, it also spared no effort to spread street dance culture constantly.

Professional street dancer's career path was originally participating in competitions continually, obtaining excellent places to prove themselves first in order to make a name for themselves in street dance circle. Then they will be invited to be judges in more street dance competitions and be invited by street dance studios to launch special training course. The source of students of their own dance studios will also increase at the same time. Their incomes will be higher and higher naturally. Compared with winning champions in the competitions of street dance circle, it's a fleeter way for a professional street dancer to become famous by attending variety shows. Variety shows provide street dancers with broader stage, making a name in the variety shows is almost equal to become well known in public for them, and their reputations are no longer limited to the small circle of street dance.

However in the variety shows, many of such street dancers mentioned above were eliminated. They were not eliminated because of their own dancing skills, on the contrary, many first-class street dancers were obsoleted for their appearances were only with dance on the stage. They didn't let themselves appear in the variety shows with the character setting of what the audience like, so they didn't go further.

Street dance variety shows and professional street dance competitions in street dance circle have their own roles. Professional competitions such as KOD, Red Bull BC One and others motivate street dancers to constantly enhance their skills and strive for success to walk on a larger stage, which also improve the overall level of street dance circle. It is just because of the development of professional street dance competitions become more and more powerful, street dancers have gradually been known by film and television companies outside street dance circle. In this occasion street dance variety shows appear and many sponsors choose to invest in street dance variety shows and competitions.

In terms of whether street dance variety shows or street dance competitions have a greater impact on the future development of street dance, there is no doubt that it is street dance variety shows. Because variety shows are aimed at the public, street dance competitions are only for people in street dance circle. If there were no variety shows, no matter how big the street dance competitions are held, they would only be a carnival among professional street dancers and a small number of street dance lovers, the development of street dance would still be tepid.

The variety shows TICSD required street dancers to learn other styles and types of street dance besides the ones they are best at, which promoted them to become omnipotent. Nearly all of the street dancers who participated in TICSD made great progress after the variety shows. Their dancing skills became almighty, more expressive and infectious. The street dancers dance with more open thoughts, richer body expressions and spiffier movements.

In a word, street dance has been gradually recognized by people through street dance variety shows. The shows brought all-round improvement to street dance culture in every aspect and made street dance industry more standard and more transparent. If there were no variety shows like TICSD and others, street dance would still be a minor culture where people outside the circle could not find the threshold and height. Street dance variety shows have

been broadcast, everyone can see the appearance of excellent street dancers, and the aesthetic appreciation of the public is gradually unified. Therefore, the basic threshold of street dance industry is naturally clearer and higher.

It is always those who at the top benefit most no matter which culture prospers and rises, while more people at the bottom do not get much welfare. The street dancers whose quality of lives improved significantly after attending the variety shows were only the head ones, while the non-popular and less glamorous dancers' quality of lives remained the same as previous times. But in any case, there is no doubt that street dance variety shows have promoted the spread of street dance culture and the development of street dance industry.

In order to realize the popularization of street dance comprehensively, it is not enough to have international street dance competitions such as KOD and street dance variety shows such as TICSD. Only when each city has its own formal and large-scale street dance competitions can street dance be promote better and let local citizens understand street dance culture in a more excellent and easier way. When many citizens are willing to spend money on street dance competitions' tickets to learn about the street dance culture just like they spend money to go to parks, zoos and amusement parks , street dance can be regarded as truly popularized.

3. Conclusions

Street dance is charming, it is not only an art, but also a kind of sports, it can be seen as a way for people to keep physical and mental health just like basketball, football, badminton, tennis, swimming, jogging and other athletic sports. It's also like piano, chess, calligraphy and painting that can give people full enjoyment with visual impact and spiritual edification.

China's economy has been grown rapidly in recent years. Generally speaking, street dance is developing better and better in China with a flying and unstoppable momentum. However, through analyzing the above phenomena, we can still find that there's a great imbalance and some problems of the development of street dance in China. We should not be blindly optimistic, there are also many aspects that need to be improved under the prosperous development environment of street dance. The development of street dance in China has encountered some obstacle factors at present, for instance, The misunderstanding of hip-hop culture and street dance, the high-difficulty attribute of street dance, hardships for most street dancers to make a living, street dance studios' undesirable contention, lack of unity among the dancers, the impure teaching motivations of street dancers, insufficient venues and facilities and so on.

What's more, the audience of street dance in China is still not much on a large aspect. However, with the popularity of street dance variety shows and the continuous efforts of thousands of street dance practitioners plus the positive energy and healthy lifestyle that street dance itself possesses, the development of street dance will be in full swing in recent years. It is only a matter of time for people's perception of street dance is changed. Street dance is bound to become as widespread and popular like the other arts and sports. We can firmly believe that this day will come soon.

4. Suggestions

Strengthen the promotion of street dance, the government can encourage people to participate in street dance activities.

Government can develop scientific street dance training system and methods with professional physical training institutions.

China's official and governmental street dance organizations can train a number of professional operation and management personnel of street dance organization and street dance teachers and coaches, professional street dance sports injury prevention and rehabilitation medical personnel are essential as well.

Street dancers can unite together to propagandize street dance. Street dancers can gather together at public places with large flow of people such as squares, parks, streets to train and perform street dance. On one hand this can improve street dancers' self-confidence, on the other hand residents can have a close observation of street dance. It can let more people know about street dance, understand the charm of street dance. This is also the most direct way to let citizens produce impulse to participate in street dance.

In order to develop street dance better, a street dancer who works as a teacher should not only teach just to make money. In the process of teaching street dance, street dance teachers should popularize street dance culture, so that children can have a full understanding of the concept and history of street dance.

Street dancers can do more in their usual clothes to leave a good impression on parents and the public outside the circle. Presenting a youthful sunshine, vitality, optimism, refreshing image is important to the development of street dance.

Develop street dance video games.

Street dancers who want to become famous by participating in variety shows can try to find breakthroughs in their dance styles and types. Urban street dancers can try to compete and battle more to improve their improvisation dancing ability. Street dancers who are keen on battle can take a try to choreograph more, rehearse complete dance works, challenge different types of music and learn different types of dances. No matter what kind of street dancers, they should try to make themselves as versatile as possible.

Street dancers should express themselves more on the stage of variety shows and dare to show themselves. At the same time, dancers should package themselves well in the programme and establish a character setting which is loved by the audience for themselves so as to go further in the variety show.

Those street dancers who become famous by attending street dance variety shows can dig deeply in the field of short video platform through the heat of the programme to increase the second round of fans, they can issue some video works about other aspects in their daily lives. This will make their images more real, vivid and three-dimensional and can increase fans viscosity effectively.

Attractive street dancers can try to sign up with entertainment companies and become a showbiz trainee. After this kind of street dancers are made into a versatile idols, they will be known by more people, and the audience of street dance will become wider and wider. They can design their career path like the TICSD star captains such as Jackson Wang, Wang Yibo and LAY, who all started out as street dance training students and finally gave feedback to street dance by being captains in street dance variety shows and spokespersons of street dance. Their identities can realize the seamless connection between the inside and outside of street dance circle.

Street dance studios in various cities can seek cooperation with big brands for sponsoring and financing to held more large-scale street dance activities and competitions. Famous brand sponsors can greatly increase the popularity and flow of street dance competitions and activities. Once the public discover that there are professional street dance competitions in their cities, they may be willing to pay attention to street dance. Perhaps they may even buy tickets just to show that they are following the fashion trend. This measure can not only promote street dance, but also increase the income of street dance organizers and attract source of students at the same time.

Street dance is a visual form of art, so costume plays an important role in it. Street dancers should spend some time in dressing up. They can maintain their personalities, but try to get rid of any forms that are harmful to bodies, such as tattoos and earrings. Street dance is full of vitality, it shows street dancers' energetic spiritual outlook, street dancers should present a state and feeling consistent with the spirit of street dance in dressing so as to get more public recognition.

Street dance teachers can teach kid students movements from easy to hard.

5. Evaluation of the study

In general, qualitative method has been widely utilized for the individual study of sports like street dance and has been proved by a number of researchers, scholars and professors in sports. Qualitative method is a regular way in this type of study.

The quantitative data in the study were collected from a vertical and specialized street dance we-media which concentrates on the data collection of street dance competitions and activities in China. The data it provided is authoritative and dependable.

The people who were interviewed in the study are either street dance industry practitioners or professional street dancer, their experiences can relative-accurately reflect the current situation and development of street dance in China.

The literature review resources are news report about street dance in China from China's official and authoritative news mega-media as well as articles from Wechat official accounts of street dance we-media and governmental street dance institution media. All the resources are canonical with high reliability.

The measures mentioned in the study is easy to be achieved under the strong support of Chinese Government. They are reliable. Chinese Government has attached great importance and paid more and more attention to the development of street dance in recent years. At the same time, more and more people of all ages show great interest and take part in street dance. There's no doubt that the support from the government is sure to be more powerful in the future.

All in all, the whole study is reliable and the specific measures are achievable.

During the progress of this thesis, I have had a clearer cognition of the history and development of street dance as well as a deeper understanding of street dance culture and spirit. In the past, I knew nothing except for the main types of street dance. Now I have a systematic and comprehensive knowledge of street dance.

At the same time, I got to know the approximate holding process of a street dance competition and activities like anniversary events during the research. The operation and organizing of a street dance competition can be extended to the holding of sports competitions and activities.

After researching the operation and management of street dance studios and enterprises of the part "street dance commercialization", I had a unambiguous awareness of street dance industry and sports industry and I also had a greater understanding of the analytical approaches such as "SWOT" and "PEST".

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