

“一带一路”背景下太极拳文化国际化传播研究

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摘要：目的：厘清“一带一路”背景下太极拳文化国际化传播的现状，以及主要内容和国际化传播的影响因素等具体问题。太极拳文化作为中国优秀传统文化项目之一，使其发展具有广阔的阶段性特征，长期以来，太极拳在国家文化对外交流方面一直发挥着显著的重要作用。近年来，通过国家层面的“孔子学院”与“一带一路”和民间层面的各种太极拳文化表演交流方式，太极拳文化已经成功地被传播到世界各地，并得到了世界人民的认可与喜爱。为丰富世界文化的多样性和各国人民的相互了解做出了重要的贡献。经济全球化已经成为当今世界发展不可逆转的时代潮流，与经济全球化相伴而生的便是文化、意识形态等“软实力”的发展。而文化软实力无疑是国家软实力的重要组成部分。太极拳文化文化视为中华民族伟大复兴紧密结合的一种特殊的体育形态。自党的十八大以来提出“大力弘扬民族文化”“坚定文化自信”“传统文化复兴”等成为新时代的理念引领。从历史经验来看，一个民族的文化自信、复兴和弘扬，离不开其民族文化的创新传承和对外传播。文化国际传播需要畅通的渠道。2013年，习近平总书记提出了建设“丝绸之路经济带”和“21世纪海上丝绸之路”的合作倡议，简称“一带一路”。随着战略的实施推广，其国际影响和价值效应在政治、经济、文化等领域日益凸显。“一带一路”将为中国太极拳文化的国际化发展提供良好战略机遇，太极拳文化会随着“一带一路”战略实施及沿线国家间经济、文化交流的加深而迎来国际化发展的新契机。整个民间太极拳文化的海外交流正呈现出欣欣向荣的景象。民间太极拳文化国际交流的日益频繁推动了太极拳文化的国际化进程，使太极拳文化成为具有世界影响力的文化体系，推动了中国文化走出去的具体实施。**方法：**主要运用文献资料法、专家访谈法、逻辑分析法，结合“一带一路”的战略背景对太极拳文化国际化传播的现状、困境、对策进行深层次理论研究。文献资料法，以“太极拳文化”“民族传统体育”“一带一路”为关键词在中国知网、安庆师范大学图书馆进行检索，共检索到2011-2021年文献563篇，通过甄别和筛选，选用10篇文献资料，2本著作作为研究太极拳文化参考依据并且提供理论支撑以及为确保文献资料的真实性和准确性。专家访谈法，对太极拳领域的专家、学者进行当面或电话访谈，就太极拳文化的具

体问题寻求指导，立足于太极拳文化的历史特征与文化属性，促进太极拳文化国际化传播与耦合，对“一带一路”背景下太极拳文化国际化的现实考察。**结果：**太极拳传统体育文化体现着我国在思想上的精神底蕴和民族的价值追求，它扎根于传统，并且随时代的发展不断进步和提炼出新的具有时代价值和代表性的思想，既具有时代发展需要建构需求，又符合特色社会主义发展的现实进路。太极拳文化结合“一带一路”的国际化传播，有助于传统文化与体育文化在“十四五”时期的进程中的协同与融合，有助于推动太极拳文化在全球化潮流中的发展。现阶段，“一带一路”战略背景下为太极拳文化传播提供了载体，太极拳文化为国际之间的文化交流提供了契机，太极拳文化在传播中有着较高的话语权。分析太极拳文化形成动因，提供严肃而又宏大的历史视野。太极拳文化的国际化传播与发展，为其注入了国家文化理念和意志。“一带一路”战略布局与太极拳文化的历史教交遇，弘扬了民族理念与民族文化，促进了我国太极拳文化的人文理念与科学精神。“一带一路”背景下太极拳文化国际化传播的困境主要有以下 5 点：文化创新与传播模式相对滞后，文化交流治理水平有待提高、文化传播力量尚需加强、沿线多数国家对中国文化保持警惕。第一，太极拳文化自戕：太极拳文化的“丧失自我”。第二，中国文化误读：太极拳文化的“区域差异”。第三，传播模式滞后：太极拳文化的“载体不足”。第四，传播手段僵化：太极拳文化的“符号缺失”。第五，传播力量亟需加强：太极拳文化的“记忆匮乏”。**结论：**“一带一路”作为参与全球化进程的重要途径，太极拳文化传统的文化传播，需要思考如何在当代西方各种强势文化和强势媒体的影响下进行实施战略统筹，形成战略合力，拓展传播渠道，提升国际话语权。因此，论文针对“一带一路”背景下太极拳文化国际化的现实困境，遂是提出：第一，培养民族传统体育文化自觉，建构跨文化传播内容体系，传播太极拳文化传统体育文化，打造国际交往名片，增强文化亲缘性和跨境民族文化认同。第二，正视“一带一路”国家文化差异，构建差异化传播模式，传播中华民族文化，丰富精神文化生活。第三，构建立体传播手段，提升跨文化传播话语权，有利于实现各国和平理念、开放思想的美好愿景。第四，提升太极拳文化技巧，促进“智慧”传播。第五，挖掘太极拳文化记忆资源，构建文化共享系统。

关键词：太极拳文化；国际化传播；一带一路；民族传统体育

Study on the international dissemination of Taijiquan culture culture under the background of "Belt and Road"

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Abstract: Objective: To clarify the current situation of the international dissemination of Taijiquan culture under the background of "Belt and Road", as well as the main content and the influencing factors of the international communication. As one of the excellent traditional cultural projects in China, Taijiquan culture has made its development with broad stage characteristics. For a long time, Taijiquan culture has played a significant and important role in national foreign cultural exchanges. In recent years, through the communication of "Confucius Institute" at the national level and various "Belt and Road" and folk Taijiquan cultural performances, Taijiquan culture has successfully been spread around the world, and has been recognized and loved by the people of the world. To enrich the world The diversity of boundary cultures and the mutual understanding of various peoples have made important contributions. Ji globalization has become an irreversible trend of The Times in the development of today's world. With economic globalization is the development of "soft power" such as culture and ideology. Cultural soft power is undoubtedly an important part of the national soft power. Taijiquan culture is regarded as a special sports form closely combining the great rejuvenation of the Chinese nation. Since the 18th National Congress of the Communist Party of China, the concept of "vigorously carrying forward traditional national culture", "firm cultural confidence", "reviving traditional culture" and so has become the guidance of the new era. From the historical experience, the culture of a nation from Letter, rejuvenation and promotion cannot be separated from the innovative inheritance and external dissemination of its national culture. International communication of culture needs unimpeded channels. In 2013, General Secretary Xi Jinping proposed a cooperation initiative on building the Silk Road Economic Belt and the 21st Century Maritime Silk Road, hereinafter referred to as "Belt and Road". With the implementation of the strategy, its international influence and value effects are increasingly prominent in politics, economy and culture. "Belt and Road" will provide a good strategic opportunity for the international development of Chinese Taijiquan culture. Taijiquan culture will usher in the country with the implementation of the "Belt and Road" strategy and the deepening of economic and cultural exchanges between countries along the Belt and Road New opportunities for international development. The overseas exchange of the whole

folk Taijiquan culture is showing a thriving scene. The increasingly frequent international exchange of folk Taijiquan culture has promoted the internationalization process of Taijiquan culture, made Taijiquan culture a cultural system with world influence, and promoted the specific implementation of Chinese culture in going global. **Methods:** It mainly uses the literature method, expert interview method and logic analysis method and the strategic background of the "Belt and Road". Document method, with "Taijiquan culture", "national traditional sports" and "Belt and Road" as the key words searched in China CNKI and Anqing Normal University Library, retrieved 563 documents from 2011-2021. Through screening and screening, 10 documents, 2 works study Taijiquan cultural reference basis and provide theoretical support and to ensure the authenticity and accuracy of the documents. Dedicated to it At-home interview method interviews experts and scholars face to face in the Taijiquan field or by telephone, and seek guidance on the specific issues of Taijiquan culture. Based on the historical characteristics and cultural attributes of Taijiquan culture, it promotes the dissemination and coupling of Taijiquan culture internationalization, and investigates the reality of the internationalization of Taijiquan culture under the background of "One Belt And One Road". **Results:** Taijiquan traditional sports culture embodies the spiritual heritage and national value pursuit in China, it is rooted in the tradition, and with the development of The Times and refining the new ideas of The Times, both has the development of The Times needs to build needs, and in line with the realistic path of the development of characteristic socialism. The combination of Taijiquan culture with the international dissemination of "One Belt And One Road" is conducive to the coordination and integration of traditional culture and sports culture in the process of the 14th Five-Year Plan period, and helps to promote the development of Taijiquan culture in the trend of globalization. At the present stage, the background of "One Belt And One Road" strategy provides for the transmission of Taijiquan culture with the carrier, Taijiquan culture provides an opportunity for international cultural exchanges, and Taijiquan culture has a high say in the communication. Analyze the motivation of Taijiquan culture to provide a serious and grand historical vision. The international dissemination and development of Taijiquan culture has injected the national cultural concept and will into it. The strategic layout of "One Belt And One Road" and the historical teaching and experience of Taijiquan culture have carried forward the national concept and

national culture, and promoted the humanistic concept and scientific spirit of China's Taijiquan culture. Under the context of "One Belt And One Road", the dilemma of international transmission of Taijiquan culture country mainly has the following 5 points: cultural innovation and communication mode are relatively lagging behind The level of cultural exchanges and governance needs to be improved, the cultural communication force needs to be strengthened, and most countries along the Belt and Road remain vigilant about Chinese culture. First, Taijiquan culture self-killing: the "loss of self" of Taijiquan culture. Second, Chinese culture misinterpretation: the "regional difference" of Taijiquan culture. Third, the transmission mode lags behind: the "lack of carriers" of Taijiquan culture. Fourth, the rigid communication means: the "lack of symbols" of Taijiquan culture. Fifth, the communication power needs to be strengthened: the "memory shortage" of Taijiquan culture. **Conclusion:** "One Belt And One Road", as an important way to participate in the process of globalization, the cultural dissemination of Taijiquan cultural tradition needs to think about how to implement strategic coordination under the influence of various strong cultures and strong media, form strategic synergy, expand communication channels and enhance the international discourse power. Therefore, the paper for the background of "area" the reality of taijiquan culture international communication dilemma, then put forward: first, cultivate the national traditional sports culture consciousness, construct cross-cultural communication content system, spread the taijiquan culture and traditional sports culture, create international communication card, enhance cultural affinity and cross-border national cultural identity. Second, Face up to the cultural differences of "One Belt And One Road" countries, build a differentiated communication mode, spread the Chinese nation culture, and enrich the spiritual and cultural life. Third, the construction of three-dimensional communication means and enhance the discourse power of cross-cultural communication are conducive to the realization of the beautiful vision of peace and open mind of all countries. Fourth, improve the cultural skills of Taijiquan and promote the dissemination of "wisdom". Fifth, excavate the cultural memory resources of Taijiquan, and build a cultural sharing system.

Key words: Taijiquan, International communication, One Belt And One Road, Traditional national sports