

数字时代太极拳传播的创新模式与多元路径探索

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摘要: **研究目的:** 随着数字技术的飞速发展, 太极拳的传播方式正经历着前所未有的变革。本研究旨在探讨数字时代太极拳传播的创新模式与多元路径, 以应对传统传播模式的局限性, 并充分利用数字技术带来的机遇。具体目标包括: (1) 分析数字时代太极拳传播的现状与挑战, 识别传统传播模式的不足以及数字技术带来的新机遇; (2) 探索创新传播模式, 包括新媒体平台、虚拟现实(VR)、增强现实(AR)技术以及在线教育平台的应用; (3) 构建多元传播路径, 涵盖全球化、青少年群体和社区群体的传播策略; (4) 通过案例分析验证创新模式与多元路径的有效性, 为太极拳的全球化推广提供理论支持和实践指导。 **研究方法:** 2.1 文献综述法: 通过查阅国内外相关文献, 系统梳理太极拳传播的历史、现状以及数字技术在体育文化传播中的应用。文献综述为研究提供了理论基础, 帮助识别研究空白和创新点。2.2 案例分析法: 选取国内外具有代表性的太极拳传播案例, 如抖音平台上的太极拳传播和国际太极拳文化节等, 深入分析其传播模式、路径以及效果。案例分析通过具体实例展示了数字技术在太极拳传播中的应用, 为研究提供了实证支持。2.3 实地调研法: 结合实地调研, 收集一手数据。调研对象包括太极拳传承人、爱好者、在线教育平台用户以及社区居民等。通过问卷调查、访谈等方式, 了解不同群体对太极拳传播模式的接受度和需求, 为本研究提供现实依据。 **研究结果:** 3.1 数字时代太极拳传播的现状与挑战: 研究发现, 传统传播模式(如师徒传承和线下教学)存在明显的局限性, 包括传播范围有限、时空约束以及师资力量不均衡等问题。然而, 数字技术的兴起为太极拳传播带来了新的机遇, 如新媒体平台的便捷性、VR与AR技术的沉浸式体验以及在线教育平台的系统化教学。同时, 数字时代也带来了挑战, 如信息碎片化、内容质量参差不齐以及数字技术应用的不均衡性。3.2 数字时代太极拳创新传播模式的探索: 研究提出了多种创新传播模式。首先, 新媒体平台(如抖音、微信公众号等)通过短视频和社交媒体的传播优势, 能够快速吸引大量用户关注, 并通过互动功能增强用户粘性。其次, VR与AR技术为太极拳教学提供了沉浸式体验, 通过动作捕捉和虚拟场景重现, 提升了教学效果和文化体验。最后, 构建在线教育平台, 设计分层教学和系统化课程, 结合直播与录播教学模式, 为学习者提供

了个性化和系统化的学习体验。3.3 数字时代太极拳多元传播路径的构建：研究构建了全球化、青少年和社区三个维度的多元传播路径。在全球化传播方面，通过与国际武术组织合作、举办国际文化节以及开发多语言教学资源，推动太极拳的国际化发展。在青少年传播方面，通过校园推广、线上线下融合以及开发适合青少年的教学资源，培养青少年对太极拳的兴趣。在社区传播方面，通过设立社区教学点、举办社区活动以及利用社区新媒体平台，增强太极拳的社会影响力。3.4 案例分析：通过对抖音平台太极拳传播案例的分析，发现短视频和直播功能显著提升了太极拳的传播范围和用户参与度。国际太极拳文化节案例则展示了线上线下结合的传播模式在扩大活动影响力和促进国际交流方面的优势。这些案例验证了创新模式与多元路径的有效性。**研究结论：**4.1 数字时代太极拳传播的必要性与机遇：数字时代为太极拳的传播提供了新的机遇，创新传播模式和多元路径是应对传统模式局限性的关键。新媒体平台、VR 与 AR 技术以及在线教育平台的应用，能够有效突破时间和空间的限制，提升传播效果。4.2 创新模式与多元路径的有效性：研究提出的创新传播模式（如新媒体平台传播、VR 与 AR 技术应用、在线教育平台构建）以及多元传播路径（全球化、青少年、社区）在实践中表现出显著优势。通过案例分析，验证了这些模式和路径在提升传播范围、增强互动性、提高内容质量以及促进文化交流方面的有效性。4.3 未来展望：未来应进一步深化数字技术在太极拳传播中的应用，探索更多创新模式，如结合人工智能技术开发智能教学系统。同时，加强国际合作，推动太极拳文化的全球化发展。此外，持续关注青少年和社区群体，通过多样化路径提升太极拳的社会影响力，促进太极拳在数字时代的可持续发展。

关键词：数字时代；太极拳传播；创新模式；路径探索

Digital Era: Innovative Models and Diverse Pathways for Taijiquan Dissemination

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Research Purpose: The rapid advance of digital technology is reshaping how Taijiquan is transmitted. This study explores innovative models and pluralistic pathways for Taijiquan dissemination in the digital age, addressing the limitations of traditional methods while capitalizing on new technological opportunities. Specific objectives are:(1) Analyze the current landscape and challenges of Taijiquan dissemination, pinpointing weaknesses in traditional models and emergent digital openings.(2) Probe innovative

dissemination models—new-media platforms, virtual reality (VR), augmented reality (AR), and online education.(3) Construct diverse dissemination pathways targeting globalization, youth, and community audiences.(4) Validate these models and pathways through case studies, offering theoretical guidance and practical tools for the global promotion of Taijiquan. **Research Methods:** 2.1 Literature Review A systematic review of domestic and international scholarship on Taijiquan transmission history, current status, and digital applications in sports-culture communication provided the theoretical foundation and identified research gaps. 2.2 Case Analysis Representative cases—e.g., Taijiquan on Douyin (TikTok) and the International Taijiquan Cultural Festival—were examined to reveal dissemination models, pathways, and measurable effects. 2.3 Field Investigation First-hand data were collected via questionnaires and interviews with Taijiquan masters, enthusiasts, online-platform users, and community residents to gauge acceptance of and demand for different dissemination modes. **Research Findings:** 3.1 Current Situation and Challenges Traditional modes (master–disciple transmission, offline classes) are constrained by limited reach, temporal–spatial restrictions, and uneven teaching resources. Digital technologies offer new opportunities—new-media convenience, immersive VR/AR experiences, and systematic online curricula—yet also pose challenges: information fragmentation, variable content quality, and unequal access to technology. 3.2 Innovative Dissemination Models New-media platforms (Douyin, WeChat Channels, etc.) exploit short-video virality and social interactivity to attract and retain users. VR/AR delivers immersive teaching through motion-capture and virtual scenes, enhancing both pedagogical efficacy and cultural experience. Purpose-built online platforms provide tiered, systematic curricula combining live and recorded sessions for personalized learning. 3.3 Diverse Dissemination Pathways Globalization: collaborate with international wushu federations, stage multicultural festivals, and develop multilingual teaching materials. Youth: introduce Taijiquan into schools, blend online/offline activities, and create youth-friendly content (animated forms, competitive mini-games).Community: establish neighborhood training spots, organize cultural events, and leverage community social-media accounts to amplify Taijiquan’s social presence.3.4 Case Validation Douyin analytics show that short videos and livestreams dramatically expand reach and user engagement. The International Taijiquan Cultural Festival demonstrates how hybrid online–offline events magnify impact and foster cross-cultural exchange. Both cases corroborate the effectiveness of the proposed models and pathways. **Conclusion:** 4.1 Necessity and Opportunity The digital era offers unprecedented opportunities; innovative models and diverse pathways

are essential to overcome traditional limitations. New-media platforms, VR/AR, and online education can transcend temporal and spatial constraints, enhancing dissemination efficiency.

4.2 Effectiveness of the Proposed Models and Pathways

Empirical evidence confirms that the innovative models (new-media, VR/AR, online platforms) and the three pathway dimensions (global, youth, community) significantly widen reach, boost interactivity, improve content quality, and facilitate cultural exchange.

4.3 Future Outlook

Future work should deepen the integration of digital technologies—e.g., AI-powered intelligent tutoring systems—strengthen international cooperation for global diffusion, and sustain attention on youth and community segments through diversified pathways, ensuring the long-term viability of Taijiquan in the digital age.

Keywords: digital era; Taijiquan dissemination; innovative models; pathway exploration

