

# “一带一路”背景下中国道教传统体育养生文化国际化传播研究

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**摘要：目的：**道教传统体育养生历史源远流长，是我国优秀传统文化之一。鲁迅先生曾言：“中国的根柢全在道教。”道教作为我国的本土宗教，其养生文化对提高我国文化软实力发挥着重要的作用。立足于中国道教传统体育养生的历史特征与文化属性，对“一带一路”背景下道教传统体育养生文化的国际化的现实考察。道教传统体育养生是文化之源头，传统之根节，民族之灵魂的一种身体表达形式，道教传统体育养生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，因此本文旨在促进道教传统体育养生文化的国际化传播，提高我国传统体育文化软实力。**方法：**主要运用文献资料法、逻辑分析法、专家访谈法，结合“一带一路”的战略背景对中国道教传统体育养生文化国际化传播的现状、困境、对策进行深层次理论研究。遵循“搜集资料——科学分析——系统整理”的基本思路进行研究。首先，以“一带一路”、“体育文化”、“道教养生”、“国际化传播”为主题词进行相关文献的查找与数理。其次，从道教传统体育国际化传播的视角系统，利用学科交叉的方法分析，整理出一套可靠详实的理论依据。最后，运用逻辑分析法对“一带一路”背景下中国道教传统体育养生文化国家化传播的现状、困境与发展路径进行梳理、归纳、总结。**结果：**在“十四五”时期的进程中，中国道教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。道教传统体育养生结合“一带一路”的国际化传播，有助于传统文化与体育文化的广泛协同与融合，有助于推动中国道教传统体育养生文化在全球化潮流中的蓬勃发展。现阶段，“一带一路”战略背景为中国道教传统体育养生文化传播提供了载体，道教传统体育养生文化为国际之间的文化交流提供了契机，道教传统体育养生的文化传播中有着较高的话语权。分析道教传统体育养生文化形成动因，提供严肃而又宏大的历史视野，以现代道教传统体育养生文化为基础提高我国文化软实力。道教传统体育养生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

道教传统体育养生文化的历史交遇，弘扬了民族理念与民族文化，促进了我国养生的人文理念与科学精神。**结论：**（1）“一带一路”背景下中国道教传统体育养生文化国际化传播的困境主要有以下 5 点：第一，养生文化自戕：中国道教传统体育养生文化的“丧失自我”。第二，中国文化误读：中国道教传统体育养生文化的“区域差异”，造成道教传统体育养生认知不够精准，文化交流治理水平有待提高。第三，传播模式滞后：中国道教传统体育养生文化的“载体不足”，传统养生的瑰宝难以满足各国养生的需求。第四，传播手段僵化：中国道教传统体育养生文化的“符号缺失”，没有利用历史符号描述手段，宣传道教传统体育养生文化的积极性不足。第五，传播系统亟需构建：中国道教传统体育养生文化的“记忆匮乏”，集体记忆与共享系统尚未精准建立，沿线多数国家对中国文化保持警惕。（2）“一带一路”作为参与全球化进程的重要途径，又是文化融合的历史交遇。道教传统体育养生文化国际化的传播，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”背景下中国道教传统体育养生文化国际化传播的现实困境，遂是提出：第一，培养民族传统体育文化自觉，建构道教传统体育养生文化传播内容体系，打造道教传统体育养生文化在国际交往的名片，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，弘扬中华民族文化，丰富精神文化生活。第三，构建立体传播手段，提升我国文化传播话语权，实现各国和平理念、开放思想的美好愿景。第四，提升中国道教传统体育养生文化技巧，促进“智慧”传播。第五，挖掘中国道教传统体育养生文化记忆资源，构建文化共享系统，促进沿线多数国家对中国文化的交流。

**关键词：**一带一路；体育文化；道教养生；文化符号；国际化传播

## Under the background of "One Belt And One Road", Chinese Taoist traditional sports and health culture studies on international communication

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**Abstract: Objective:** Taoist traditional sports preservation has a long history and is one of the excellent traditional culture. Mr. Lu Xun once said, "The root of China is all in Taoism. " As a local religion in China, its health culture plays an important role in improving the soft power of Chinese culture. Based on the historical characteristics and cultural attributes of the traditional

Chinese Taoist sports preservation, the reality investigates the internationalization of the traditional Taoist sports preservation culture under the background of "One Belt And One Road". Taoism traditional sports health is the source of culture, the root of tradition, the soul of a form of physical expression, Taoism traditional sports health culture as a special form of sports closely combined with the great rejuvenation of the Chinese nation, so this article aims to promote the international dissemination of Taoism traditional sports health culture, improve the soft power of our traditional sports culture. **Methods:** To study the current situation, the dilemma and the countermeasures of the strategic background of "One Belt And One Road" of traditional sports health culture. Follow the basic idea of "—— scientific analysis —— system arrangement". First, the theme words "One Belt And One Road", "sports culture", "Taoist health preservation" and "international communication" to carry out the search and mathematics of relevant documents. Secondly, from the perspective of the international communication of Taoist traditional sports, using the analysis of interdisciplinary methods, to sort out a set of reliable and detailed theoretical basis. Finally, the logical analysis method is used to comb, summarize and summarize the status quo, dilemma and development path of traditional Chinese Taoist sports and health culture under the background of "One Belt and One Road". **Results:** in the process of the "difference" period, Chinese Taoist traditional sports culture embodies our ideological spiritual heritage and national value pursuit, it is rooted in the tradition, and with the development of the era and extract the new value of the era and representative ideas, both has the development of the era needs to construct demand, and in line with the reality of the development of characteristic socialism. The combination of traditional Taoist sports health combined with the international dissemination of "One Belt And One Road" is conducive to the extensive coordination and integration of traditional culture and sports culture, and helps to promote the vigorous development of Chinese traditional Taoist sports health culture in the trend of globalization. At the present stage, the "One Belt And One Road" strategic background provides a carrier for the dissemination of traditional Taoist sports health culture in China, and the traditional Taoist sports health culture provides an opportunity for international cultural exchanges. Taoism has a high voice in the cultural communication of traditional sports health. Analyze the motivation for the formation factors of the traditional Taoist sports health culture, provide a serious and grand historical vision, and improve the soft power of Chinese culture based on the modern Taoist traditional Taoist sports health culture. The international dissemination and development of Taoist traditional sports and health culture has injected it with the national cultural concept and will. The exchange of "One Belt And One Road" strategic layout and the historical encounter of the traditional Taoist sports health culture carry forward the national concept and national culture, and promote the humanistic concept and scientific spirit of China's health preservation. **Conclusion:** (1) Under the background of "One Belt And One Road", the dilemma of international communication of Chinese traditional Taoist sports health culture countries mainly has the following 5 points: First, self-preservation culture: "lost self" of Chinese traditional Taoist sports health culture. Second, Chinese culture

misreading: the "regional difference" of the traditional Chinese Taoist sports health culture results in the lack of accurate traditional Taoist sports health awareness, and the level of cultural exchange and governance needs to be improved. Third, the transmission mode lags behind: the "carrier" of traditional Chinese Taoist sports and health culture is insufficient, and the treasures of traditional health preservation are difficult to meet the needs of health preservation of various countries. Fourth, the communication means is rigid: the "lack of symbols" of the Chinese traditional Taoist sports health preservation culture does not use the historical symbols to publicize the enthusiasm of the traditional Taoist sports health preservation culture. Fifth, the communication system needs to be constructed: the "memory shortage" of the traditional Chinese Taoist sports and health culture, the collective memory and sharing system has not been accurately established, and most countries along the Road are alert to Chinese culture. (2) "One Belt And One Road" of globalization, as an important way to participate in "One Belt And One Road" is a historical encounter of cultural integration. The dissemination of the internationalization of the traditional Taoist sports health culture 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 voice. Therefore, the paper for the "area" under the background of Chinese Taoist traditional sports health culture international communication of international dilemma, is put forward: first, cultivate national traditional sports culture consciousness, construct Taoist traditional sports health culture communication content system, build Taoist traditional sports health culture in 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 differentiated communication models, carry forward the Chinese national culture, and enrich the spiritual and cultural life. Third, we will build three-dimensional communication means, enhance the discourse voice of China's cultural communication, and realize the vision of peace and open ideas of all countries. Fourth, improve the traditional sports and health culture skills of Chinese Taoism, and promote the dissemination of "wisdom". Fifth, excavate the traditional Chinese Taoist sports and health culture memory resources, build a cultural sharing system, and promote the exchange of Chinese culture in most countries along the Belt and Road.

**Key words:** One Belt and One Road, Sports culture, Taoist health preservation, Cultural symbols, International communication