

新质生产力赋能太极拳国际传播的科学内涵、价值逻辑与实现路径

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摘要：研究目的：太极拳作为中国优秀传统文化的杰出代表，在国际传播中以文化交流超越文明隔阂，以文明互鉴跨越文化冲突，昭示着中华文明尚和合、求大同的精神特质。因此，太极拳国际传播是展示国家形象、塑造文化软实力的集中体现，是让“世界了解中国，让中国走向世界”的重要途径。然而，随着社会的快速变化以及科技的进步，如何在保持太极拳核心精神和传统技艺的同时使其适应文化理念的差异与传播媒介的更新，成为一个亟待解决的问题。新质生产力作为蕴含高科技、高效能、高质量特征的先进生产力范式，对推动太极拳传播的创新发展乃至产业变革等多方面都具有不可忽视的重要作用。因而，本研究通过聚焦“新质生产力”，阐释其赋能太极拳国际传播的内涵和逻辑，并提出具体实践路径，以期提升太极拳的国际影响力与对外传播力。**研究方法：**运用文献资料法、逻辑分析法，探讨新质生产力赋能太极拳国际传播的科学内涵、价值逻辑与实现路径，希冀为促进中华优秀传统文化的高质量传播提供具有针对性、前瞻性与可操作性的实践参考。

研究结果：（1）新质生产力是符合新发展理念、依托关键性颠覆技术突破而产生的先进生产力质态。从本质上来看，新质生产力赋能太极拳国际传播是以科技创新为根本动力，以数字化、智能化和融合化为核心支撑，通过对技术、人才、数据等生产要素的整合与创新，推动太极拳传播主体的观念更新、传播媒介的技术升级、传播内容的内涵优化以及传播受众的层面拓展，并最终实现太极拳传播效能最优化和价值最大化的动态演进、持续提升的质变过程。（2）新质生产力下太极拳的国际传播主要有四重价值逻辑：①技术驱动的创新逻辑：虚拟现实（VR）、增强现实（AR）、人工智能（AI）、物联网（IoT）等新技术的科学应用，为太极拳国际传播提供了强大的技术支持和创新动力，其通过线上线下多元互动解决了太极拳传播过程中的时差、语言和地域等限制。②市场需求的响应逻辑：新质生产力的赋能促使太极拳更好地适应国际市场的个性化需求，通过借鉴现代健身理念，并与其他形式的娱乐活动相结合，由此吸引更多人参与其中，提供更具社交性和互动性的多样化体验。③文化传承的融合逻辑：数字技术打破了传统太极拳口传身授的技术表现方式，不仅促进了太极拳教学和实践的现代化，也拓展了太极拳文化的传播途径和范围，有助于增强国际社会对太极拳的认识和兴趣，实现中华优秀传统文化的创造性转化和创新性发展。④对外交往的动力逻辑：新质生产力不仅丰富了传播方式，还革新了教学与训练方式，为太极拳项目的国际化发展注入生机与活力。通过实施太极拳“走出去”战略，与国际体育组织携手开展太极拳教育与文化交流项目，从而为构建体育对外交往新格局作出新的更大贡献。**研究结论：**基于生产力的三大要素——

劳动者、劳动资料和劳动对象，提出以下实践路径：（1）太极拳传播者革新：①为太极拳大师配备先进的体感捕捉、AR/VR 设备，将劲力走向、气血运行等抽象概念可视化，形成“黄金标准”动作库辅助线下教学。②利用人工智能、计算机图形学和自然语言处理技术，创建具有东方美学特征的太极拳 AI 数字人。该数字人可全天候以多国语言进行标准化教学，并能根据用户的身体数据（通过可穿戴设备获取）提供个性化指导。③搭建全球化的太极拳在线社区和平台，利用算法推荐和激励体系，鼓励海外学习者分享自己的练习视频、心得体验。平台通过 AI 对优质内容进行识别、翻译和推广，形成“学习者即传播者”的网络效应。（2）太极拳传播媒介革新：①打造高精度的太极拳元宇宙道馆。用户通过 VR 设备进入，与各国练习者一同在武当山、陈家沟等虚拟文化场景中接受太极拳大师的实时指导，从而获得极强的临场感和文化沉浸感。②利用大数据分析技术，在海外社交媒体（如 TikTok、Instagram）、流媒体平台（如 YouTube、Netflix）及健康类 App 上，精准识别对 wellness、冥想、中国文化感兴趣的群体，并推送经过 A/B 测试优化后的、符合当地审美和需求的太极拳视频内容。（3）太极拳内容革新：①将太极拳动作学习与游戏机制相结合。开发体感游戏，即用户需要通过做出标准的太极拳动作来操控游戏角色、完成任务、解锁成就，由此将枯燥的基本功训练转化为有趣的互动体验，吸引年轻群体广泛参与。②基于 AI 算法和用户数据（如练习时长、难度偏好、身体状况），为其动态生成独一无二的学习路径和内容组合。例如，为有肩颈问题的用户推荐侧重于放松肩部的单式练习，并为年轻人推荐更具挑战性的功力训练。③运用数字孪生技术，将经典的太极拳文物（如古籍、兵器）进行高精度数字化，打造线上数字博物馆。同时，还可利用太极拳的动态元素（如云手、揽雀尾）开发数字艺术品、NFT 等新型文化创意产品，吸引艺术和科技爱好者。

关键词：新质生产力；太极拳；国际传播

The scientific connotation, value logic, and implementation pathways of new quality productive forces empowering the international communication of Tai Chi

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Abstract: Research Purpose: As an outstanding representative of fine traditional Chinese culture, the international communication of Tai Chi transcends cultural barriers through cultural exchange and bridges cultural conflicts through mutual learning among civilizations, demonstrating the spiritual character of Chinese civilization that emphasizes harmony, unity, and the pursuit of common ground. Therefore, the international communication of Tai Chi is a concentrated reflection of showcasing the national image and building cultural soft power, serving as an important pathway to help the world understand China and bring China to the world. However, with rapid social changes and technological advancements, how to adapt Tai

Chi to differences in cultural concepts and updates in communication media while preserving its core spirit and traditional skills has become an urgent issue. New quality productive forces, as an advanced productive force paradigm characterized by high technology, high efficiency, and high quality, play a non-negligible role in promoting the innovative development and even industrial transformation of Tai Chi's communication. Thus, this study aims to enhance the international influence and communication capacity of Tai Chi by elucidating the connotation and logic of how new quality productive forces empower its international communication, and further proposing specific implementation pathways.

Research Methods: Using literature review and logical analysis, this study explores the scientific connotation, value logic, and implementation pathways of new quality productive forces empowering the international communication of Tai Chi, hoping to provide targeted, forward-looking, and operable practical references for promoting the high-quality communication of fine traditional Chinese culture.

Research Results: (1) New quality productive forces represent an advanced form of productivity aligned with the new development philosophy, relying on breakthroughs in key disruptive technologies. Essentially, empowering the international communication of Tai Chi through new quality productive forces is a process of dynamic evolution and continuous improvement in quality, fundamentally driven by technological innovation. This process involves the integration and innovation of production factors such as technology, talent, and data, with the aim of promoting updates of disseminators' concepts, technological upgrades in communication media, optimization of content connotation, and expansion of audience reach, ultimately achieving optimal effectiveness and maximized value in Tai Chi communication. (2) The international communication of Tai Chi under new quality productive forces primarily follows four value logics: ① Technology-driven innovation logic: The scientific application of new technologies such as Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence (AI), and the Internet of Things (IoT) provides strong technical support and innovative momentum for the international communication of Tai Chi. These technologies overcome limitations related to time zones, language, and geography through diverse online and offline interactions. ② Demand-responsive logic: Empowerment by new quality productive forces enables Tai Chi to better adapt to personalized demands in the international market. By drawing on modern fitness concepts and integrating with other forms of entertainment, it attracts broader participation and offers more social and interactive diverse experiences. ③ Integration logic for culture inheritance: Digital technologies break through the traditional master-apprentice teaching model of Tai Chi. It not only modernizes Tai Chi instruction and practice but also expands the channels and scope of Tai Chi culture communication, helping to enhance international understanding and interest in Tai Chi, and achieving the creative transformation and development of fine traditional Chinese culture. ④ Momentum logic for diplomacy: New quality productive forces not only enrich communication methods but also revolutionize teaching and training approaches, injecting vitality into the international development of Tai Chi. By implementing the "Go Globally" Strategy for Tai Chi and collaborating with international sports organizations on Tai Chi education and cultural exchange programs, it contributes significantly to building a new pattern of sports diplomacy. **Research Conclusion:** Based on the three core elements of productive

forces — laborers, means of labor, and subjects of labor — the following implementation pathways are proposed: (1) Innovating Tai Chi disseminators: ① Equip Tai Chi masters with advanced motion capture and AR/VR devices to visualize abstract concepts like force direction and qi-blood circulation, creating a standardized movement library to assist offline teaching. ② Utilize AI, computer graphics, and natural language processing to create AI digital humans embodying Tai Chi with Eastern aesthetic characteristics. These digital humans can provide standardized teaching in multiple languages 24/7 and offer personalized guidance based on user's physiological data (obtained via wearable devices). ③ Establish global online Tai Chi communities and platforms. Use algorithm-based recommendations and incentive systems to encourage overseas learners to share their practice videos and experiences. The platform can use AI to identify, translate, and promote high-quality content, creating an internet effect of “learners are disseminators”. (2) Innovating Tai Chi communication media: ① Create high-precision Metaverse Tai Chi dojos. Users can enter via VR devices to receive real-time instruction from masters in virtual cultural scenes like Wudang Mountain or Chenjiagou alongside learners worldwide, achieving a strong sense of presence and cultural immersion. ② Leverage big data analytics to precisely identify user groups interested in wellness, meditation, and Chinese culture on overseas social media platforms (e.g., TikTok, Instagram), streaming platforms (e.g., YouTube, Netflix), and health apps. Push Tai Chi video content optimized through A/B testing to align with local aesthetics and needs. (3) Innovating Tai Chi content: ① Integrate Tai Chi movement learning with gamification mechanisms. Develop motion-sensing games where users control characters and complete tasks by performing standard Tai Chi movements, transforming basic skill training into engaging interactive experiences to attract younger learners. ② Dynamically generate unique learning paths and content combinations for users based on AI algorithms and personal data (e.g., practice duration, difficulty preference, physical condition). For example, recommend specific exercises focusing on shoulder relaxation for users with neck/shoulder issues, or suggest more challenging strength training for younger learners. ③ Utilize digital twin technology to digitize classic Tai Chi cultural relics (e.g., ancient books, weapons) and create an online digital museum. Furthermore, develop new cultural and creative products like digital artwork and NFTs using dynamic elements of Tai Chi (e.g., wave hands like clouds, grasp peacock's tail), attracting art and technology enthusiasts.

Keywords: new quality productive forces; Tai Chi; international communication

