

# 数字媒介视域下太极拳传播的“叙事简化”与“文化误读”表现、成因及路径优化探析

李一鸣<sup>1</sup>，陈新萌<sup>1</sup>

1 北京师范大学体育与运动学院，北京市 100875

**摘要：研究目的：**中国自古以来讲求“天人合一、中和之道”，太极拳作为中华优秀传统文化的活态载体与智慧结晶，自明末陈王廷“耕读之余造拳”始，博采百家拳法之长，融摄导引吐纳之术的养生智慧，将阴阳消长之理和中医经络之妙深植于一招一式，其“立身需中正不偏，方能八面支撑”的理念更内化为中华民族宽容谦逊的处事之道，向世界传递了一个追求和睦相处、和谐发展的大国形象。然而在其发展与传承传播过程中，与其他文化符号相似，同样面临着文化符号僵化与内涵窄化困境，这也导致其被误读为垂暮之娱，年轻群体对此兴致索然，且“阴阳相济”、“形神兼备”哲学本真被“肢体运动”表象所遮蔽。尽管数字传播媒介蓬勃发展，从“专业技能+节奏配乐剪辑”短视频，到《影》、《哪吒之魔童闹海》等影视作品中的呈现，亦或是《太极熊猫》与《王者荣耀》等游戏对太极技法的创造性转译，一定程度上激活了传统文化符号的当代生命力。但传播乱象亦随之而生：传播主体素质良莠不齐，“伪大师”等负面新闻抹黑太极拳文化；文化能指断裂——太极拳哲学内涵常被简单化为单一的健身程式；跨文化传播中被生硬嫁接西方健身逻辑，在文化本真性方面影响中国元素国际化表达。故本研究旨在系统探析数字传播视域下太极拳健康传承传播所面临的困境以及优化路径，具体而言，聚焦于三个核心目标：首先，厘清当前主流数字媒介平台中太极拳传承传播主要叙事策略，梳理其在短平快碎片化传播中存在的“叙事简化”以及“文化误读”现象；其次，从平台推荐机制、传播主体、受众认知及文化语境等多维度，综合探析“叙事简化”与“文化误读”成因；最后，结合太极拳“活态传承”需求以及数字技术特性，探求兼顾文化本真性与传播效能的优化路径范式，回应数字传播视域下“文化能指断裂”等现实问题，避免太极拳传承传播囿于表面、流于形式，助力其由“老年健身符号”回归文化本真，推进太极拳“年轻化”进程，同时增强受众文化认同。**研究方法：**本研究采用混合研究方法，系统科学地审读与思考当前数字媒介平台下太极拳传播的“叙事简化”与“文化误读”现象。首先针对国内外主流数字平台（抖音、小红书、B站、YouTube等）所发布的太极拳相关内容，通过文献资料法、逻辑分析法及概念分析法等对其中短视频、二次创作游戏、动漫元素与跨文化传播文案等进行内容类型归类，同时对叙事

内容进行编码，量化“技术动作完整程度”、“文化背景呈现比例”等指标，评估“叙事简化”程度。其次，采用比较研究法，对比中外数字媒介平台叙事策略差异，探究分析不同文化语境下的叙事策略及其与“文化误读”存在的关联。第三，深描典型案例，剖析影视、游戏等中正面案例解构、转译太极拳技法与文化方式，探讨商业导向下部分短视频混淆太极拳文化内涵等叙事失真现象。最后，选取理论分析法，以符号互动理论为核心框架，结合媒介环境学与使用满足理论，构建“叙事简化——符号重构——文化误读”的逻辑链条，为现象分析以及路径优化提供理论支撑。

**研究结果：**研究分析发现，当前主流数字媒体平台传播太极拳的叙事策略主要表现在三方面：（1）各平台普遍逐渐完成叙事内容，将太极拳嵌入生活场景；（2）受众导向传播策略积极打破年龄界限，推动太极拳“年轻化”，满足“期末速成”以及“碎片化练习”等多元个性化需求；（3）叙事形式多采用“生活化”、“碎片化”与“场景化+通俗化”结合，植入生活节点和朗朗上口的口诀与字幕等，降低认知门槛，同步提升信息密度与情感峰值。以上述叙事策略为导向，当前数字媒体平台太极拳传播受制于时长限制和获取流量而简化叙事，具体表现在：（1）简化太极拳基本功法以及哲学内涵，仅保留对动作要领的教学展示，导致完整拳架动作中的攻防逻辑有所割裂，面临沦为机械动作的困境；（2）形式上呈现“快节奏剪辑+魔性配乐”、“大学太极拳期末考试通关速成”等多样态；（3）跨文化传播过程中为实现文化适配，将太极拳“身心合一”等理念简化为“健身效果验证”逻辑。由于在传播过程中短视频的“短平快”特征，传播者囿于视频时长限制被迫简化叙事，加之传播者素质良莠不齐，易造成“文化误读”现象，表征有：（1）受众倾向于快速获取表面信息，从而忽略实质内容；（2）窄化太极拳核心价值内涵，将其视作“技击功法”或“健身程式”；（3）跨文化传播过程中文化背景差异和传播者盲目适配使海外受众陷入“太极拳等于东方体操”及“太极拳等于格斗技巧”等误区，或对太极拳的认知仅停留在符号层面（如旗袍、龙纹等）带来的视觉冲击。

**研究结论：**数字媒介视域下太极拳传播的“叙事简化”与“文化误读”存在系统性特征，且在符号互动理论视角下，数字媒介重构太极拳的“符号意义”，部分文化内涵被剥离，仅保留“肢体动作”的表层意义，应当构建“核心符号——弹性表达”分层叙事体系，同时利用参数化模型、流体动力学算法等技术将抽象哲学转化为可交互体验，实现“离身传播——具身感知”耦合。提升传播者素质，强化太极拳文化传递能力同样值得注意，鼓励良性二次创作，以现实需求导向为范式，数字技术赋能文化符号转译、分层叙事适配受众、共同体构建强化受众认同，提倡“破圈不跑偏”，破立并举，实现数字媒介视域下太极拳“活态传承”。

**关键词：**太极拳；文化符号；叙事策略；符号互动理论；活态传承

# **An Analysis of the Performance, Causes and Propagation Path Optimization of “ Narrative Simplification ” and “ Cultural Misreading ” of Tai-Chi Communication from the Perspective of Digital Media**

Yiming Li, Xinmeng Chen

*School of Physical Education and Sports, Beijing Normal University, Beijing 100875*

**Abstract:** Since ancient times, China has emphasized the “unity between man and nature, the way of neutralization”. As the living carrier and crystallization of wisdom of Chinese traditional culture, Tai-Chi, its “establishment requires a central and unbiased life, so that it can support it from all sides” is internalized into the Chinese people’s tolerant and humble way of dealing with things, conveying to the world an image of a great nations that pursues harmonious coexistence and harmonious development. However, in the process of development, inheritance and dissemination, it is faced with the dilemma of rigidity in cultural symbols and narrowing connotations, which leads to it being misunderstood as the entertainment of the twilight. Young people are reluctant to do this, and its philosophy of “yin and yang” and “both form and spirit” are obscured by the appearance of “body movement”. Despite the vigorous development of digital communication media, the creative translation of Tai-Chi techniques by short videos, film, television works and games has activated the contemporary vitality of traditional cultural symbols to a certain extent. But the spread of chaos also followed. Therefore, this study aims to focus on sorting out the main narrative strategies of Tai-Chi inheritance and communication in the current mainstream digital media platforms, and analyzing the phenomenon of “narrative simplification” and “cultural misreading” in the short-flat-fast fragmentation communication. Through the mixed research methods such as documentary method, logical analysis method, conceptual analysis method, comparative research method, case study method and theoretical analysis method, comprehensive analysis manifestations of Tai-Chi narrative simplification and the generation and representation of cultural misreading in the digital media perspective. At the same time, the reasons are analyzed from multiple dimensions such as platform recommendation mechanism, communication subject, audience cognition and cultural context. Finally, we take symbolic interaction theory as the core framework, combine media environment science and use-satisfaction theory, this paper explores the optimal path paradigm that takes

into account cultural authenticity and communication efficiency, enhances the cultural identity of the audience, and realizes the “living inheritance” of Tai-Chi spread in the perspective of digital media.

**Keywords:** Tai-Chi; cultural symbols; narrative strategies; symbolic interaction theory; living inheritance

