

# The spread and influence of Taijiquan in the background of globalization

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**Abstract:** *This study explores the spread and influence of Taijiquan in the context of globalization. By analyzing various factors, including the Internet, international Taijiquan events, cultural exchange activities and international performances of Taijiquan masters, the global communication strategy and influence of Taijiquan are revealed. The study shows that Tai Chi not only promotes the physical and mental health of modern people, but also becomes a bridge of cultural exchanges between China and foreign countries, enhances social cohesion, and has a positive impact on tourism. In order to better promote the international communication of Taijiquan, the strategies of formulating international standards, producing multilingual textbooks, cooperating with sports organizations and innovating communication channels are proposed. These findings provide insights into the global dissemination and sustainable development of Tai Chi.*

**Keywords:** *Taijiquan, globalization, communication, influence*

## 1. Introduction

As a treasure of Chinese traditional culture, Taijiquan has received more and more attention and spread around the world in recent years. With the development of globalization, Taijiquan is not only a martial arts or a way of sports, but also a bridge connecting Chinese and Western cultures, and its influence has gradually crossed the international stage. The rise of the Internet and social media has provided new opportunities for the spread of Tai Chi, enabling its teaching and performance videos to spread easier around the world. The holding of international Taijiquan events promotes the transformation of Taijiquan from traditional culture to international sports competition, attracting more attention from audiences. The role of Taijiquan in cultural exchange activities has gradually become prominent, becoming a link of cultural exchanges between China and foreign countries, and promoting the global in-depth understanding of the traditional Chinese culture. At the same time, some Taijiquan masters with international influence show the charm of Taijiquan to the global audience through international tour performances, further promoting the international spread of Taijiquan. However, with the global spread of Taijiquan, we are also facing a series of challenges, such as language barriers, cultural differences and other problems. Therefore, an in-depth study of the spread and influence of Taijiquan in the context of globalization is of great significance for better promoting the international spread of Taijiquan and promoting cultural exchange [1].

## 2. The spread of Taijiquan under the background of globalization

### 2.1 The Internet and social media promote the spread of Tai Chi

With the rapid development of the Internet and social media, Tai Chi has been more widely and deeply spread around the world. The rise of this trend provides unprecedented opportunities for Taijiquan to gradually evolve from a traditional local cultural form to a global fitness and cultural phenomenon. The Internet and social media, as communication tools have greatly promoted the global spread of Tai Chi and shaped new modes of learning and communication. First of all, the Internet provides an open and broad learning platform for Tai Chi. Traditionally, the inheritance of Tai Chi mainly depends on the mentoring system, and learners need to go to designated places to find senior coaches. However, with the popularity of the Internet, Taijiquan teaching videos, online tutorials and learning materials can be easily found on the Internet. This provides a more convenient and flexible way for Taijiquan enthusiasts around the world to learn, and wherever they can learn authentic

Taijiquan through the Internet. Secondly, social media has become an effective channel for Tai Chi dissemination. Various social media platforms, such as YouTube, Instagram and Facebook, have become ideal places for Taijiquan enthusiasts to share their practice experiences and show their boxing skills. By releasing short videos, graphic introductions and live broadcasts, taijiquan enthusiasts can share their training process and experiences with the global audience. This interactive mode of communication not only narrates the distance between Taijiquan learners, but also provides an opportunity for people in different cultural backgrounds to have a deep understanding of Taijiquan. The communication mode of the Internet and social media not only makes a breakthrough in the traditional oral teaching of Tai Chi, but also presents the concepts and techniques of Tai Chi to the global audience in diversified forms. Tai Chi enthusiasts can connect through online communities to discuss the philosophical and technical issues of Tai Chi, and form a cross-cultural tai Chi learning community. Such global interaction not only promotes the spread of Taijiquan, but also makes it gradually integrate into different cultural backgrounds and become a shared cultural wealth around the world [2].

### ***2.2 The holding of Taijiquan International Competition promotes the spread of Taijiquan***

The grand holding of international Taijiquan events plays a pivotal role in the global dissemination of Taijiquan. This competition form not only promoted the international recognition of Tai Chi, but also liberated it from the ivory tower of traditional culture, making it a competitive sport with global attention. This phenomenon has not only aroused a warm response among Taijiquan enthusiasts, but also injected new vitality into the promotion and development of Taijiquan around the world. First of all, the international Taijiquan event provides an international platform for Taijiquan, bringing it to a wider stage. Traditionally, as a martial arts with profound internal skills, its performance and actual combat skills often get more attention in China. However, through the organization of international competitions, Taijiquan was able to display its unique charm around the world, arousing more people's interest and curiosity, and thus promoting the spread of Taijiquan. Secondly, the international Taijiquan competition brings Taijiquan from the traditional culture to the international stage, and builds it into an international sports competition event. Through the form of competition, Taijiquan is no longer just a traditional martial arts practice, but is injected with more competitive and normative elements. This makes Tai Chi get rid of some people's stereotype of it being too abstract and mysterious, and enables more people to understand the charm of Tai Chi in a more intuitive and scientific way. The holding of international Tai Chi events has also had a profound impact on the global awareness of Taijiquan. Through the coverage, live broadcast and publicity of the event, the image of Taijiquan is gradually deeply rooted in the people's hearts. The attention of the international media has made Taijiquan more widely exposed, arousing the public's interest in its unique charm and connotation. This not only provides a powerful driving force for the spread of Taijiquan, but also breaks the transmission barrier of Taijiquan limited to specific regions and cultures on a global scale [3].

### ***2.3 The development of cultural exchange activities promotes the spread of Taijiquan***

The development of cultural exchange activities plays an active and important role in the dissemination of Taijiquan. This form of communication provides a colorful stage for Taijiquan, making it not only a traditional martial arts, but also an internationally shared cultural wealth. Through the performance and teaching activities of Taijiquan and participating in various cultural festivals and sports exchange meetings, the global dissemination of Taijiquan has been promoted, and the audience's understanding of Taijiquan and Taijiquan has been deepened. First of all, cultural exchange activities provide a platform for Taijiquan to display and spread. In the international cultural exchange activities, Tai Chi, as a traditional martial arts with profound cultural connotation, is often included in the program list and becomes a part of the cultural performing arts. The unique charm of Taijiquan and the characteristics of both internal and external training have attracted the attention of many audiences, making Taijiquan become an eye-catching cultural representative in these activities. Secondly, as a form of cultural exchange, Taijiquan can go deep into different countries and regions and bring a gift with traditional Chinese culture characteristics to the local people by participating in various international cultural festivals. The performance and teaching activities of Taijiquan are not only an artistic expression, but also the transmission of culture. Through the transmission of body language and movements, the audience can feel the cultural connotation of Taijiquan more intuitively [4].

### ***2.4 The international tour of Tai Chi masters promotes the dissemination of Tai Chi***

The international tour of Tai Chi masters became an important strategy to promote the spread of Tai

Chi. In this form, Taijiquan masters with international influence are able to show the essence of Taijiquan to the global audience, thus establishing the outstanding reputation of Taijiquan in the world. This not only deepens people's cognition of Taijiquan, but also stimulates a wide range of interest in learning. A typical example is Chen Xiaowang, the inheritor of Chenjiagou Taijiquan and the master of Taijiquan. Chen Xiaowang's unique style and profound internal skills of Taijiquan make him a representative figure in the field of international Taijiquan. Through his Taijiquan tour performances held around the world, he conveys the charm of traditional Taijiquan to the audience, showing the unique beauty of the combination of static and static Taijiquan and the combination of hardness and softness [5]. In these tours, Chen Xiaowang's Taijiquan performances include both traditional boxing techniques and modern elements, making it easier for the audience to understand and appreciate. Through his exquisite skills and profound concept of Taijiquan, he showed the global audience the unique charm of both internal and external practice and the combination of static and static practice, which aroused a warm response from the audience. These international tour performances are not only a wonderful Taijiquan performances, but also a cultural exchange and transmission. Chen Xiaowang not only teaches the techniques of Taijiquan, but also shares the deep cultural connotation behind Taijiquan, so that the audience can more fully understand the origin, philosophy and significance of Taijiquan. This profound and simple communication mode makes Tai Chi no longer just a sport, but also a comprehensive art covering culture, philosophy and health [6].

### **3. The influence of Taijiquan transmission in the background of globalization**

#### ***3.1 Promote the physical and mental health of modern people***

The global promotion of Tai Chi has had a positive and far-reaching impact on the physical and mental health of modern people. The slow, smooth movements of Tai Chi combined with deep breathing helps reconcile the body airflow, improve the body flexibility and effectively relieve stress. In modern life, people are faced with the challenge of fast pace and high pressure. Taijiquan, as a relaxed way of exercise, has become an ideal choice for people to relieve pressure and maintain physical and mental health. More and more people have found a way to balance their body and mind through Taijiquan, which has been widely concerned and sought after around the world [7].

#### ***3.2 It has become a bridge of cultural exchanges***

As one of the representatives of Chinese traditional culture, Taijiquan has become a bridge of cultural exchanges between China and foreign countries around the world. Through the spread of Taijiquan, it is easier for people to understand the deep connotation of Chinese culture, thus promoting cross-cultural understanding and friendship. Tai Chi is not only a martial art, but also a cultural experience covering philosophy, medicine and art. In international cultural exchange activities, the performance and teaching of Taijiquan have become the medium to communicate with different cultures, providing people with a common cultural language, narrowing the cultural distance between countries, and promoting the process of civilized exchange [8].

#### ***3.3 Enhanced social cohesion***

Tai Chi is not only practiced in stadiums, but also becomes part of community activities in some countries, enhancing the interaction among community residents through collective practice. The collective nature of Tai Chi makes it a way of social interaction and communication, deepening the connection between the community residents and enhancing the social cohesion. In the collective practice, people jointly pursue physical and mental health, and experience the charm of Tai Chi together, which not only promotes the growth of individuals, but also strengthens the cohesion of the community, and brings a positive impact to the society.

#### ***3.4 Enhance the attractiveness of the tourism industry***

The spread of Taijiquan has not only had an impact in the country, but also driven the development of tourism in some regions. Some famous Taijiquan mountains, such as Wudang Mountain and Songshan Mountain, have become places of pilgrimage sites for international Taijiquan lovers. People come here, and tourism is booming thanks to the spread of Taijiquan. Taijiquan has become an attraction for tourism, not only because of its long history and cultural heritage, but also because

Taijiquan represents a healthy lifestyle and attracts more and more tourists. This phenomenon further promoted the spread of Tai Chi worldwide, winning wider attention for Tai Chi.

#### **4. The spread of Taijiquan in the context of globalization**

##### ***4.1 Development of international standards***

The development of international standards for Taijiquan is a strategic move to promote the dissemination of Taijiquan in the context of globalization. By establishing a unified teaching system and norms, Taijiquan can achieve a higher degree of standardization among different countries and regions, and improve its international recognition and attractiveness. For example, international standards can regulate the teaching content of basic movements, routines, and breathing methods, ensuring that students who study Taijiquan in different regions can receive training of similar levels and quality. This standardization helps to break the fragmentation phenomenon of taijiquan teaching due to regional differences, and makes taijiquan form a more consistent learning experience around the world. In practice, the formulation of international standards can be led by international Taijiquan organizations and jointly formulated with Taijiquan associations and professional practitioners of various countries, and consensus can be formed by combining the inheritance and style of Taijiquan in various regions. The content of the standard can include the basic theory of Taijiquan, the practice methods of standard routines, and teaching methods, so as to ensure that the dissemination of Taijiquan cannot lose its tradition and can adapt to the needs of different cultures and contexts [9].

##### ***4.2 Make multi-language textbooks***

Making multilingual textbooks is one of the important strategies for Taijiquan, which helps to help overcome the language barrier and enable more non-Chinese people to understand the ideas and movements of Taijiquan. For example, making multilingual taijiquan textbooks in English, Spanish and French, including books and video tutorials, can make more international learners learn Taijiquan more easily. For example, the multilingual teaching video produced by tai Chi experts makes it easier for the global audience to understand the movements and connotations of Taijiquan through clear demonstration and multilingual interpretation. Such measures not only broaden the channels for the dissemination of Taijiquan, but also make it more inclusive and can reach learners of different cultural and linguistic backgrounds to promote the global dissemination of Taijiquan.

##### ***4.3 Cooperate with sports organizations***

The collaboration of Tai Chi with international sports organizations is a crucial strategy to advance Tai Chi on the international stage. The inclusion of Taijiquan in international sports events not only improves the status and exposure of Taijiquan in the international sports circle, but also wins wider attention for Taijiquan. Through close cooperation with sports organizations such as the International Olympic Committee (IOC), Tai Chi has been able to participate in international sporting events, such as the Asian Games and the World Wushu Championships. This collaboration not only gives Tai Chi the opportunity to demonstrate its unique competitive and superb skills at international venues, but also introduces it into a wider range of sports fields. In international sports events, Tai Chi athletes show the charm of Tai Chi to the audience through wonderful competitions and unique artistic performance, and make more sports fans interested, and then promote the spread of Tai Chi around the world. The performance of Tai Chi in sports events also helps to break people's traditional impression of Tai Chi, make it better integrate into the international sports stage, and enhance the international image of Tai Chi.

##### ***4.4 Innovative communication routes***

Taijiquan in global communication needs to meet the needs of different cultures and age groups. Among them, virtual reality (VR) technology is a potential innovation means. Through virtual reality technology, the practice experience of Tai Chi can be presented to the audience in a new way, making them as if they are in the scene. This innovative way of communication can attract more attention of the younger generation and promote the spread of Taijiquan in the digital age.

By adopting VR technology, Tai Chi enthusiasts can participate in the practice and experience of Taijiquan in a virtual environment, and feel the feeling of immersive experience. For example, some tai

Chi education platforms have begun to use virtual reality technology to provide students with an immersive tai Chi learning experience. Such an innovative communication approach makes Tai Chi more interactive and interesting, and also makes it easier for the younger generation to accept and integrate into the Taijiquan culture. Through the combination of science and technology, Taijiquan has been more widely disseminated in the digital age, reaching more audiences of different age groups, and promoting the inheritance and development of Taijiquan worldwide.

## 5. Conclusion

Under the background of globalization, Taijiquan has shown rich cultural connotation and positive influence. Its spread and influence has gone beyond the scope of traditional martial arts and become a unique name card of Chinese culture on the international stage. Through the rapid spread of the Internet and social media, the teaching videos and demonstration performances of Tai Chi are rapidly conveyed around the world, providing opportunities for more people to learn and experience Tai Chi. The holding of international Taijiquan events not only pushes Taijiquan to the stage of international sports competition, but also promotes more people to realize the competitiveness of Taijiquan and the comprehensive benefits of physical and mental health. Cultural exchange activities have become an important platform for the dissemination of Taijiquan, making Taijiquan deeply integrated into the cultural festivals and sports exchange meetings of various countries, and building a bridge for the cultural exchanges between Chinese and foreign countries. The international tour of Tai Chi masters presents the profound realm of Tai Chi for the global audience and stimulates more people's interest in learning.

However, in the process of the global dissemination of Tai Chi, we are also aware of some challenges and problems, such as language barriers, cultural differences, etc. Therefore, the proposal and implementation of strategies such as formulating international standards, producing multilingual teaching materials, cooperating with sports organizations, and innovating communication channels have become the only way to promote the more in-depth dissemination of Taijiquan in the world. These strategies not only help to improve the international awareness and comparability of Taijiquan, but also broaden the way for its dissemination to better adapt to the diversified international cultural environment.

In the future, Tai Chi will continue to serve as a comprehensive promoter of cultural experience and physical and mental health, to play its unique role on a global scale. Through continuous efforts, Tai Chi is expected to shine in a wider range of fields, become one of the highlights of global cultural communication, and make more outstanding contributions to the inheritance and innovation of Chinese culture.

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