

# The Strategy of Chinese Wushu Going Abroad under the Background of “The Belt and Road”

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**ABSTRACT.** *“the Belt and Road” strategy is characterized by openness. On the basis of inheriting the spirit of openness and inclusiveness of China’s ancient silk road, it is also endowed with new characteristics of the Times. It is in line with the development needs of the present era and has far-reaching strategic significance. At the same time, the Belt and Road initiative also brings a new opportunity for Chinese Wushu to “go out”. Exploring the strategy of “go out” under the background of “the Belt and Road” is of great value to the inheritance of Chinese Wushu culture and international promotion.*

**KEYWORDS:** *“the belt and road”, Wushu culture, International promotion*

## 1. Introduction

### ***1.1 Promote the Formation of a New World Pattern and Open Up a New Development Environment for Chinese Wushu***

Today’s world is marching towards globalization with an irresistible trend, which is followed by constant changes in the world pattern. With the establishment of BRICs economies, African Union and other organizations and the advancement of European integration, the pattern of the United States as a superpower has long been broken and replaced by a multipolar pattern[1]. In this context, China’s “the Belt and Road” concept proposed in response to current conditions has become a major strategy that closely integrates the world’s major economies, and strengthens exchanges, reference, cooperation and economic cooperation among countries along the route. The exchanges promoted the formation of a new world pattern, but also opened up a new development environment for Chinese Wushu.

### ***1.2 Promote the Cultural Integration of Different Countries and Provide a Broad Platform for Chinese Wushu to Go to the World***

Cultural integration is an important foundation for strengthening cooperation

between countries, “the Belt and Road” strategy advocates prioritizing people-to-people exchanges. In the process of helping countries along the route build infrastructure, increase trade and economic connections, it also promotes the integration of national cultures[2]. Chinese wushu embodies the excellent national spirit, and is part of the profound traditional Chinese culture. It plays a good role in shaping the image of a great country, so it has become an important cultural carrier in the “the Belt and Road” strategy. It can be seen that “the Belt and Road” strategy provides a broader platform for the process of Chinese Wushu going to the world.

### ***1.3 Create New Opportunities for the International Spread of Chinese Wushu***

The route of “the Belt and Road” from China to Europe covers 65 countries and regions, with a very wide range of radiation. There are different cultural tribes in different areas along the route, not only with different cultural styles, but also with different degrees of recognition and acceptance of different cultures. The Chinese Wushu culture is extensive and profound, which has accumulated thousands of years of cultural deposits. Different Wushu schools also have different styles, which can well meet the cultural needs of people in various regions along the route[3]. In addition, Wushu, as an important part of Chinese traditional culture, contains rich life philosophy and cultural connotation, and can cultivate people’s character. Its concept of “being strong but not dominating, harmonious and win-win” is consistent with the strategic conception of “the Belt and Road”. The two have a relationship of mutual promotion and coordinated development. On the one hand, Chinese Wushu can speed up “the Belt and Road” strategic process; on the other hand, by relying on the “Belt and Road” route, Chinese Wushu strengthens close exchanges with other cultures in the world. In the context of the “Belt and Road”, Chinese Wushu has shown good innate conditions and cultural advantages, and has become a bright business card for China to go global. “The Belt and Road” strategy has also demonstrated outstanding international communication advantages in the current promotion and popularization of Chinese Wushu. It is a way to choose suitable martial arts culture for exchanges based on local conditions, increase the recognition of Chinese Wushu by countries around the world, and enhance people’s recognition of China. A sense of cultural identity, thus establishing a foundation of popular support, creates new opportunities.

## **2. The Strategy of “Going out” of Chinese Wushu under the Background of “the Belt and Road”**

### ***2.1 Make Full Use of Graphic Explanations to Deepen people’s Understanding of Chinese Wushu Content***

Chinese Wushu consists of many schools, each of which has specific ways of practicing and essential differences in methods. Its huge content system in international communication must rely on detailed, intuitive, specific and accurate expression to avoid misunderstanding in various countries[4]. Therefore, it is

necessary for the General Administration of Sport of China to summarize the practice methods of traditional Wushu in China and provide specific illustrated information for specific events. Taking Wing Chun as an example, the wooden posts used in the practice are completely different from other Wushu in terms of their force points, striking patterns and movement rules. It needs to be summarized by professional Wing Chun practitioners and translated into multiple languages for international promotion. In addition, the content that can be expressed only by text information or pattern information is relatively one-sided, and video information can be appropriately introduced as a descriptive supplement to the training method, thereby improving the summary effect of the Wushu training program. Using content with a higher degree of visualization and a stronger comprehension effect as the basic point of cultural output, supporting the effective dissemination of martial arts cultural concepts and practice methods, can eliminate the understanding deviation caused by cross-cultural communication.

### ***2.2 Aim At the Fighting Culture of the Countries Along the Route to Find the Entry Point of Chinese Wushu Culture***

Countries along “the Belt and Road” strategic plan also have their own confrontational sports, such as Taekwondo in South Korea, Karate in Japan, Muay Thai in Thailand, and Free Fighting in Russia. In the process of transmitting Chinese Wushu culture, it is necessary to first understand the opponent’s fighting culture, so as to find the entry point of Chinese Wushu culture, and form a two-way cultural interaction, so that Wushu can be recognized internationally. Although there are essential differences between the fighting culture of other countries and the Wushu culture of our country, we should uphold the attitude of mutual understanding and tolerance in international cultural exchanges, and build the possibility of mutual understanding by understanding each other’s fighting culture. Therefore, the propagation speed of Wushu culture under “the Belt and Road” strategy is largely limited by the tolerance of Chinese Wushu lovers. The influence and recognition of its international communication is also based on the understanding and support of Chinese people for other cultures. On the basis of strengthening the dissemination of Chinese Wushu culture, it is more important to form a philosophy alliance with the countries along “the belt and Road” to learn, discuss, trust and share common interests, so as to deepen the understanding of the countries along the road on Chinese Wushu culture, and then promote Chinese Wushu to a higher international stage.

### ***2.3 Broaden the Spread of Chinese Wushu and Expand Its International Influence***

Under “the Belt and Road” strategy, international exchanges in China’s sports industry are becoming more frequent, and each exchange brings new opportunities for the international spread of Wushu culture. However, the cultural charm of Wushu itself should not be limited to cultural activities, and more effective media

should be developed so as to develop the in-depth communication between Wushu culture and countries along the routes through the Internet. With the help of new media and self-media communication platforms, creating the convenience of cultural exchanges for Wushu culture is an effective way to strengthen the international influence of Wushu culture[5]. The national media should pay attention to the main communication power of Wushu culture and the cultural influence behind it. In the phase of the gradual implementation of “the Belt and Road” master plan, the charm of Chinese Wushu culture will be shown to the people of the countries along the route, and more Wushu enthusiasts will be attracted, making Wushu culture a link in international cultural communication and enhancing the spread of Wushu culture. This requires the Ministry of Culture and the General Administration of Sports to strengthen cooperation to provide more convenient media communication methods for Wushu culture. At the same time, national social media platforms can also use Wushu culture as the core output unit of media activities. Provide performance opportunities for Wushu in specific cultural event organization projects, increase opportunities for Wushu culture to show its charm to the people of the world, and promote further enhancement of Wushu’s international influence. Thus, after being highly recognized by the people of all countries, the expected effect of international exchange and promotion will be achieved.

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