

# 数字时代太极拳传播的新模式与新路径

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**摘要：目的：**太极拳作为中华优秀传统文化的核心代表，其倡导的“身心合一”“天人和谐”哲学理念与现代全球健康需求高度契合，已成为中华文化国际传播的重要载体。但长期以来，太极拳全球传播多依赖“师徒面授”“线下集训”等传统模式，受时空限制显著、文化理解壁垒突出、年轻群体吸引力不足等问题制约，其健康价值与文化影响力未能充分释放。随着数字技术迅猛发展，VR/AR、社交媒体、人工智能、元宇宙等前沿技术为太极拳全球传播带来历史性机遇。本研究立足数字传播理论、体育社会学及非遗文化研究的交叉视角，系统探究数字技术对太极拳全球传播的赋能机制，旨在突破传统传播的物理与文化边界，构建创新传播模式与实施路径，为太极拳在数字时代的全球化、年轻化与精准化传播提供理论依据与实践参考。**方法：**为深入解析数字技术与太极拳传播的融合逻辑，本研究采用文献研究法、案例分析法与跨学科理论分析，搭建“理论梳理—案例验证—模式提炼”三维研究框架。理论层面，系统整合数字传播理论、文化适应理论及非物质文化遗产活态传承理论，厘清数字环境下太极拳传播的核心特征与挑战；实践层面，选取国内外典型数字化案例展开深度剖析，包括抖音“#全民太极”挑战赛的病毒式传播与用户生成内容（UGC）模式、《薪火太极》微电影对太极文化的现代化影像表达、社交媒体直播平台等在线教学渠道的多流派标准化课程、“非遗武术大模型”陈式太极拳数字人等 AI 应用的实时反馈与个性化辅导功能，以及基于区块链的太极拳数字藏品（NFT）在文化资产数字化与社群认同构建中的实践。通过多维度案例交叉分析，实现理论探索与实践经验的相互印证，提升研究的科学性与应用价值。**结果：**研究结果显示，数字技术已从传播辅助工具升级为太极拳传播生态的核心重塑力量，催生出四种创新传播模式：其一为 VR/AR 赋能的沉浸式学习模式，通过高精度 3D 建模复原陈家沟古拳场、宗师庭院等场景，打造“云端陈家沟”体验空间，让学习者突破地理限制多角度观摩标准动作，AR 技术更能将虚拟招式叠加于真实场景，实现“虚实融合”的日常练习，显著降低学习门槛；其二是社交媒体驱动的社交文化传播模式，以抖音 TikTok、小红书、Instagram 为载体，通过挑战赛、话题标签与短视频分享，将太极拳从个人练习转化为公共社交活动，依托社交网络裂变效应与算法推荐精准触达目标群体，强化对年轻群体的吸引力；其三为 AI 支持的个性化辅导模式，基于计算机视觉与 AI 算法，AI 数字

人系统可实时捕捉用户动作并提供量化反馈，有效解决传统教学中个性化指导不足的痛点，提升居家学习的科学性与效率；其四是数字藏品与元宇宙拓展的创意化展演模式，数字藏品将太极招式、太极图等文化符号转化为数字资产，拓展文化保值与社群认同路径，元宇宙则构建虚拟共练空间，支持用户以虚拟化身参与全球共练、虚拟赛事等活动，重构文化展演与交流方式。这四种模式通过增强互动性、突破时空限制、契合 Z 世代媒介使用习惯，大幅拓展太极拳全球覆盖范围，提升对青少年及跨文化群体的吸引力，推动其从“传统健身术”向“可交互、可共享、可定制的数字文化实践”转型。**结论：**研究结论指出，数字技术为太极拳全球传播提供革命性机遇，而构建可持续协同生态是实现长效发展的关键。未来需推进“技术支撑—内容创新—社群运营—产业融合—政策保障”五位一体发展路径：技术层面，持续跟踪轻量型 VR/AR 设备、高精度动作捕捉等前沿技术，优化用户体验；内容层面，聚焦交互式纪录片、游戏化课程等兼具文化深度与科学性的数字内容开发，实现太极文化的现代转译；社群层面，培育高黏性国际太极社区，促进知识共享与文化共同体建设；产业层面，深化“太极+”融合模式，联动文旅、康养、游戏等产业，形成闭环生态；政策与安全层面，加快制定太极拳线上传播国际标准，强化数据安全保护，完善政校企协同保障机制。通过多路径协同推进，充分释放太极拳在促进人类健康福祉与维护文化多样性中的潜力，为构建“全球健康共同体”与深化文明交流互鉴贡献中国智慧。

**关键词：**太极拳数字传播；新模式；新路径；虚拟现实；社交媒体；人工智能；元宇宙

## New models and paths for the dissemination of Tai Chi in the digital era

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**Abstract:** As a core representative of China's outstanding traditional culture, Tai Chi advocates the philosophical concepts of "unity of body and mind" and "harmony between man and nature", which are highly aligned with the contemporary global health demands. It has become an important vehicle for the international dissemination of Chinese culture. However, for a long time, the global dissemination of Tai Chi has mainly relied on traditional models such as "master-apprentice face-to-face instruction" and "offline intensive training", which are significantly constrained by spatial-temporal limitations, significant cultural comprehension barriers, and insufficient appeal to younger generations. As a result, its health benefits and cultural influence have not been fully realized. With the rapid development of digital

technology, cutting-edge technologies such as VR/AR, social media, artificial intelligence (AI), and the metaverse - Tai Chi now stands at a historic juncture where digital innovation offers unprecedented opportunities for global outreach. This study, grounded in an interdisciplinary perspective integrating digital communication theory, sports sociology, and intangible cultural heritage (ICH) research, systematically investigates the empowering mechanism of digital technology in the global dissemination of Tai Chi. It aims to break through the physical and cultural boundaries of traditional communication, construct innovative dissemination pathways and provide theoretical foundations and practical guidance for the globalization, youth engagement and precise dissemination of Tai Chi in the digital era. To deeply analyze the integration logic between digital technology and Tai Chi dissemination, this study adopts literature review, case study, and interdisciplinary theoretical analysis, establishing a three-dimensional research framework of "theoretical review - case verification - model extraction". At the theoretical level, this paper systematically integrates digital communication theory, cultural adaptation theory, and the theory of living heritage of ICH to clarify the core characteristics and challenges of Tai Chi dissemination in the digital environment. At the practical level, it conducts in-depth analysis of representative cases from home and abroad, including the viral dissemination and user-generated content (UGC) model of the Douyin "#NationalTaiChi"(Every one's Taichi) challenge, the modern video expression of Tai Chi culture in the microfilm *Xinhua Tai Chi (Flame of Tai Chi)*, online teaching platforms such as Jiaozuo Cloud Tai Chi Platform leveraging social media live streaming to deliver standardize multi-style curricula; AI-powered applications ICH Martial Arts Large Model" featuring a Chen-style Tai Chi digital human that provides real-time feedback and personalized coaching; and blockchain-based Tai Chi digital collectibles (NFTs) that explore cultural asset digitization and community identity building. Through cross-dimensional case analysis, the study achieves mutual validation between theoretical exploration and practical experience, enhancing both scientific foundation and practical application value of the research. The findings reveals that digital technology has evolved from auxiliary tools into core reshaping forces in the Tai Chi dissemination ecosystem, giving rise to four innovative dissemination models. First is the immersive learning model empowered by VR/AR, which uses high-precision 3D modeling to reconstruct historical sites such as the ancestral Chen family martial arts courtyard and ancestral halls, creating an experiential space - Cloud Chenjiagou. This allows learners to observe standard movements from multiple angles regardless of geographical constraints. AR technology further overlays virtual techniques onto real-world

environments, enabling “hybrid reality” daily practice and significantly lowering the entry barrier for beginners. Second is the social media-driven socialized dissemination model, leveraging platforms like Douyin, TikTok, Xiaohongshu and Instagram through challenges, hashtags, and short video sharing to transform Tai Chi from individual exercise into a public social activity. The viral effect of social networks and algorithmic recommendations enable precise targeting of audiences, especially enhancing appeal among younger generations. Third is the AI-supported personalized coaching model, where computer vision and AI algorithms allow digital human systems to capture users’ movements in real time and provide quantitative feedback. This effectively addresses the lack of individualized guidance in traditional teaching, improving the scientific rigor and efficiency of home-based learning. Fourth is the creative presentation model expanded through digital collectibles and the metaverse, where NFTs convert cultural symbols such as Tai Chi forms and the Taijitu (yin-yang diagram) into digital assets, opening new pathways for cultural preservation and community identity. Meanwhile, the metaverse creates virtual shared practice spaces, allowing users to participate in global group practices and virtual competitions via avatars, thereby redefining cultural performance and cross-cultural exchange. The research conclusion points out that digital technology provides a revolutionary opportunity for the global dissemination of Tai Chi, and constructing a sustainable collaborative ecosystem is the key to achieving long-term development. In the future, it is necessary to promote the five-in-one development path of "technological support - content innovation - community operation - industrial integration - policy guarantee". At the technological level, continuously track cutting-edge technologies such as lightweight XR devices and high-precision motion capture to optimize user experience. At the content level, focus on the development of digital content that combines cultural depth and scientific nature, such as interactive documentaries and gamified courses, to realize the modern interpretation of Tai Chi culture. At the community level, cultivate highly cohesive international Tai Chi communities to promote knowledge sharing and the construction of cultural communities. At the industrial level, deepen the "Tai Chi +" integration model, link industries such as cultural tourism, health care, and games, and form a closed-loop ecosystem. At the policy and security level, accelerate the formulation of international standards for the online dissemination of Tai Chi, strengthen data security protection, and improve the government-enterprise-university collaborative guarantee mechanism. Through the coordinated promotion of multiple paths, the potential of Tai Chi in promoting human health and well-being and safeguarding cultural diversity will be fully realized,

contributing Chinese wisdom to the construction of a "global health community" and the deepening of cultural exchanges and mutual learning.

**Keywords:** digital dissemination of Tai Chi; new models; new path; virtual reality; social media; artificial intelligence; metaverse