

Research on the innovative path of precise communication of Chinese martial arts under the background of “One Belt and One Road”

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Summary

As my country's top-level cooperation initiative, the “Belt and Road Initiative” covers the Eurasian continent. General Secretary Xi Jinping pointed out that in promoting the construction of the "Belt and Road", strengthening "people-to-people connectivity" is the key and foundation, and culture is the soul and life that promotes "people-to-people connectivity". Only through external cultural communication can the "Belt and Road" be better enhanced. The appeal and influence of the initiative in countries along the route. It can be said that cultural exchanges serve as bridges and ties in connecting people. The implementation of the “One Belt, One Road” initiative not only accelerates the process of Chinese culture “going out”, but also expands the influence of Chinese culture through exchanges and mutual learning. force. Chinese martial arts, as a traditional Chinese physical culture that “integrates human beings, intellectual nature, truth and goodness, and both internal and external”, accurately disseminating Chinese martial arts not only promotes the effective implementation of the people-to-people bonds policy in the “One Belt, One Road” initiative, but also enables Chinese martial arts to carry “The Belt and Road Initiative "tells Chinese stories well", "spreads the voice of China well" and interprets China's excellent culture to people around the world. It can also continuously optimize and reconstruct "credible, respectable and lovable" in the international dissemination of Chinese martial arts. image of China.

This study uses literature, historical research, case analysis, text analysis and other research methods to first divide the stages of the "One Belt, One Road" initiative, and secondly to sort out the context of the international spread of Chinese martial arts and find out the reasons for the international spread of Chinese martial arts. The overall trends and characteristics are analyzed, and then the status quo and difficulties of Chinese martial arts communication paths in the “One Belt and One Road” countries are analyzed to build a precise communication path. The following main conclusions are drawn through the research:

(1) Deconstruct and analyze Chinese martial arts through the theory of cultural semiotics, demonstrate the national status of Chinese martial arts in Chinese culture and its unique functions and values in the process of improving national soft power, and analyze the culture that it may present overseas. Form, in response to "Chinese martial arts is a cultural brand that brings Chinese culture to the world." Research shows that: Chinese martial arts culture contains the core values of Chinese traditional culture; the international communication of Chinese martial arts is the inevitable way for China's excellent traditional culture to go abroad; the international communication of Chinese martial arts carries China's international concepts; the international communication of Chinese martial arts is the implementation of The inevitable path for China's cultural development strategy.

According to the major events in the transformation period of international communication, Chinese martial arts can be divided into the international communication of Chinese martial arts in the Han Dynasty, the international communication of Chinese martial arts in the Ming Dynasty, the international communication of modern Chinese martial arts, the international communication of modern Chinese martial arts, and the international communication of Chinese martial arts in the 21st century. It sorted out the development trends and characteristics of the spread of Chinese martial arts in these stages. From the spread of overseas Chinese immigrants and overseas performances, to the spread of Chinese martial arts events, film and television dramas, etc., the popularity of Chinese martial arts in the world has risen rapidly, and then to the 21st century The international spread of Chinese martial arts in the century pays more attention to comprehensiveness and representativeness.

and win-win communication environment in the countries along the "One Belt and One Road", presented rich and colorful communication content, formed a multi-level communication pattern, had a distinct audience group, and explored Communication media products that meet the needs of modernization. However, in the process of dissemination, there are a series of problems such as the lack of a dissemination environment adapted to local conditions and the lack of dissemination content that adapts to individual motivation differences. In short, Chinese martial arts have both successes and aspects that need to be optimized and improved in the dissemination of Chinese martial arts in countries along the "Belt and Road". .

(4) By analyzing the international communication process and effectiveness of Tai Chi, a typical form of Chinese martial arts, it was found that Tai Chi has positioned precise and clear communication subjects in the international communication process, divided the communication content into clear layers, and paid attention to the audience. Differentiated analysis and innovative communication media that adapt to the needs of the audience provide valuable practical experience for the dissemination of Chinese martial arts in countries along the "Belt and Road", giving Chinese martial arts a new identity in the exchanges and mutual learning among countries along the "Belt and Road" and concepts to go out, go in, and stay, and provide new concepts, new categories, new frameworks, and new ideas for the dissemination and development of other Chinese traditional cultures.

(5) Chinese martial arts has certain practical experience in the process of precise dissemination in Turkey, and has also encountered difficulties such as the lack of martial arts culture, the shortage of outstanding teachers, the imbalance of the martial arts industry, and lagging teaching methods during the dissemination process. Based on the obstacles encountered in the spread of Chinese martial arts in Turkey, the study provides corresponding countermeasures such as creating a cultural communication environment, optimizing the construction of teaching staff, building a Chinese martial arts industry, and using information digital technology.

(6) Through the five aspects of communication environment, communication audience, communication content, communication subjects, and communication methods, the precise communication path of Chinese

martial arts in countries along the "Belt and Road" was analyzed, and it was found that they complement each other. According to the differences of the communication audience, we can create a communication environment suitable for the location, innovate communication methods that keep pace with the times, and communication content that adapts to the communication audience. Then, based on these relevant factors that affect the communication content, we can select the corresponding communication subjects to promote China Martial arts are spread accurately in countries along the "Belt and Road".

Keywords: "One Belt and One Road"; Chinese traditional culture; Chinese martial arts; precision communication; international communication

Chapter 1 Introduction

1.1 Preface

"One Belt, One Road" is the strategic concept proposed by General Secretary Xi Jinping in 2013 to jointly build the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road". It is the "China's contribution to the creation of a "community with a shared future for mankind"" "Wisdom" and "Chinese Plan" [][[] Wang Guozhi, Zhang Zonghao, Zhang Yan. The bias and shift in the international communication of Chinese martial arts under the background of the "One Belt, One Road" initiative [J]. Journal of Wuhan Institute of Physical Education, 2018, 52(07):72 +87.]].

With the continuous development of globalization, the world today is changing. The dominance of the United States has been broken. European integration, the BRICS economies, the African Union and other organizations have been established one after another, and the world is developing in the direction of multipolarity. In this context, General Secretary Xi Jinping proposed the "Belt and Road" development concept. "One Belt, One Road" is an initiative for the rise of great powers. It adheres to the development principles of "facilities connectivity, unimpeded trade, financial integration, policy communication and people-to-people bonds", strengthens exchanges and dialogues with neighboring countries with the concept of openness and inclusiveness, and realizes the realization of China's common development. "One Belt, One Road" is not only a strategic concept, but also a platform for "interconnection" exchanges between people from countries along the route. We should use this platform to promote the spread of Chinese traditional culture, promote cultural exchanges with countries along the route, enhance cultural soft power, and shape China's global image.

In the report of the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping pointed out that "promote the creative transformation and innovative development of China's excellent traditional culture, inherit revolutionary culture, develop advanced socialist culture, not forget the original, absorb foreign elements and face the future, and better build the Chinese spirit and Chinese values, Chinese power." As China's excellent traditional physical culture, Chinese martial arts' international spread is an important window for Chinese culture to go global. In the process of international dissemination of Chinese martial arts, physical expression and verbal expression need to go hand in hand and go hand in hand. Where the language is unclear, physical demonstrations can be used to supplement it. Where the body cannot express it, language can be used to guide practitioners to understand. Coinciding with the proposal of the "Belt and Road" initiative, it not only enriches the content system and expression system of Chinese martial arts discourse, broadens the subjects, forms and channels of Chinese martial arts discourse dissemination, but also provides new concepts and new methods for the international dissemination of Chinese martial arts. Categories, new frameworks and new ideas.

In recent years, the international spread of Chinese martial arts has achieved gratifying results and demonstrated strong development momentum. From the 2004 Athens Olympics to the 2008 Beijing Olympics and then to the G20 Summit, Chinese martial arts have left their footprints, showing a different China to

countries around the world and shaping a good national image. Chinese martial arts are also present in international competitions such as the Asian Games, World Wushu Championships, World Youth Wushu Championships, World Traditional Wushu Championships, World Tai Chi Health Conference, and World University Games. Chinese martial arts courses have also entered many Confucius Institutes and Confucius Classrooms around the world. Although the results are gratifying, there are still many problems behind them that require us as martial arts people to think about. As the National Wushu Sports Management Center promulgated the "Five-Year Plan for the Development of Chinese Wushu (2016-2020)", it clearly proposed to use the "Belt and Road" initiative as an opportunity to comprehensively deploy a number of specific tasks to promote the international spread of Chinese Wushu. It started a new voyage and provided new ideas.

[] Wang Guozhi, Zhang Zonghao, Zhang Yan. The bias and shift in the international communication of Chinese martial arts under the background of the "One Belt, One Road" initiative [J]. Journal of Wuhan Institute of Physical Education, 2018, 52(07):72+87.

1.2 Basis for topic selection

1.2.1 The current accuracy of "content supply" in international martial arts communication is weakening

In the wave of cultural globalization, the dual effects of historical inertia and real environment have caused martial arts culture to face dual cultural crises, both internal and external. With the increasing number of references to cross-cultural sharing or sharing, in order to maintain their own "cultural hegemony", some countries and regions continue to unilaterally export and expand culture to others, disrupting the cultural autonomy and independence of others. At the same time, they establish their own so-called "cultural superiority"; on the other hand, they constantly resist the cultural input and integration of others. In this cultural background, the precision of international communication has become an important breakthrough to improve the effectiveness of my country's international communication at this stage. Precision in international communication takes precision communication as the core concept and is the most basic requirement for international communication practice. However, for our country, the guiding role of the concept of precision communication in international communication practice has not been fully exerted. Implementing the concept of precision communication has not become a concept and action consciousness. It is still absent from the cognitive system of many participants in international communication practice. Even if they are aware of the problem of precision in international communication, a considerable number of participants have not been able to go deep into it. and correct understanding, it is even more difficult to apply it rationally in international communication practice. Under this situation, it is necessary to reflect on the concept of precision communication in the field of international communication, clarify its basic logic, and then seek effective strategies to improve the precision level of international communication.

The theory of cross-cultural communication, first proposed by Edward Hall in the mid-20th century, has played an important role in the history of cultural communication and influenced the research on cross-cultural communication in the domestic academic circles. The domestic martial arts academic circles have begun to study the cross-cultural spread of Chinese martial arts, laying the foundation for the international spread of Chinese martial arts. Precise communication is a new communication mode based on cross-cultural communication theory and effectively locking the type of information dissemination object through various surveys and analysis, which can make communication more accurate and more popular in the current era of globalization. Research on the precise transmission mode of "intangible cultural heritage" archival culture[J].Shanxi Archives,2017(04):141.]]. Precision communication is targeted communication according to the different needs of different audiences, which is conducive to the improvement of the effect of international communication, and has great prospects in the field of international communication theory

research. At the 2018 National Conference on Propaganda and Ideological Work, General Secretary Xi Jinping emphasized the need to "grasp the general trend, distinguish objects, and implement precise policies", and that external propaganda work should "target policies and improve pertinence and effectiveness". [China Reporter, 2019(08):8.]. At present, the research hotspots of Chinese martial arts communication are still focused on the communication significance, development trend and communication macro strategy, etc., and the needs of foreign audiences are not clear.

1.2.2 At present, the innovation of the "policy path" of international dissemination of martial arts is sluggish. It has been eight years since the Belt and Road Initiative was proposed in 2013, and various projects under the Belt and Road Initiative have continued to advance. In this context, the effective dissemination of Chinese martial arts shoulders the important task of promoting the "going out" of traditional Chinese culture. With the implementation of the "Belt and Road" initiative, the spread of Chinese martial arts in the countries along the "Belt and Road" has begun to take shape, and in 2008, Chinese martial arts in the opening ceremony of the Olympic Games wonderful performance, attracted the attention of the people of the world. However, at present, the international communication path of Chinese martial arts is still relatively conservative, and the aphasia of martial arts communication in "sports" and the absence of martial arts in "culture" have begun to converge into a superposition.

Wang Chunhua. Research on the precise transmission mode of "intangible cultural heritage" archival culture[J]. Shanxi Archives, 2017(04):141.)

Wen Jian. China Reporter, 2019(08):8.)

The joint force and the surging tide violently impact and lap on the defense line and embankment of Chinese martial arts culture, forming a question of "why Chinese martial arts" and "what Chinese martial arts are".

Chinese martial arts, as a cultural symbol of "guided by philosophy, accompanied by traditional Chinese medicine, integrated with the art of war, blended with Taoism, held hands with Buddhism, linked with art, and co-workers with education", is far more than a sport, but "the 'holographic image' of traditional Chinese culture", it has its own unique cultural ideas and spiritual essence, has a grand cultural power, interprets the essence of the core value system of the Chinese nation from different angles, and interprets the national spirit of the Chinese [Ding Chuanwei, Ding Baoyu, Zhang Changnian. A new path for the international dissemination of martial arts culture: a case study of the construction of creative platform of Confucius Institute's martial arts training and research base[J]. Journal of Capital University of Physical Education, 2016, 28(03):233.]. Therefore, the international spread of Chinese martial arts must not stop at the traditional spread form and path. The countries along the "Belt and Road" have completely different social forms, economic levels, religious beliefs, cultural cognitions, ways of thinking and value orientations, but the current research on the spread of Chinese martial arts in the countries along the "Belt and Road" only stays in the macro analysis of theoretical significance and value, development trends, and communication strategies. Practical issues such as how to identify the influencing factors and grasp the ways and means of martial arts transmission, the purpose of the content, the path design and the evaluation of the results under the influence of different factors such as different countries and different cultural backgrounds still need to be explored. How to find the greatest common divisor in cultural exchanges in the midst of huge differences is the only way for Chinese martial arts to penetrate into the "Belt and Road" and consolidate the "people-to-people bond", and it is also the logical starting point of this research.

1.3 Purpose and significance of the study

1.3.1 Purpose of the study

In the context of the "Belt and Road", economic exchanges have led to the globalization of cultural exchanges, and Chinese martial arts, as an excellent traditional culture with Chinese national characteristics, have more far-reaching significance in the countries along the "Belt and Road".

First of all, this study starts from the current situation of the spread of Chinese martial arts in countries along the "Belt and Road", based on the theory of cross-cultural communication, constructs the precise communication path of Chinese martial arts in countries along the "Belt and Road", and provides theoretical results for the future development of other traditional Chinese projects.

Secondly, this paper analyzes the existing path, form and content of Chinese martial arts communication in the context of the "Belt and Road", provides a preset plan to solve the related problems of Chinese martial arts in the existing communication path of countries along the "Belt and Road", constructs a precise communication path, and contributes to the precise communication of Chinese martial arts in the "Belt and Road" countries.

1.3.2 Research implications

1.3.2.1 Theoretical implications

The research on the precise communication of Chinese martial arts under the "Belt and Road" will bring diversified communication strategies to the theoretical communication methods, which will help to enrich and enrich the current methods and concepts of international communication of Chinese martial arts. It is conducive to broadening the research horizon of international communication of traditional Chinese culture and promoting the innovation of communication research.

1.3.2.2 Practical significance

In the context of the "Belt and Road", the study of the precise dissemination of Chinese martial arts conforms to the development and practical application needs of the times. This study provides accuracy for the improvement of the existing model of the spread of Chinese martial arts in the "Belt and Road" countries.

Ding Chuanwei, Ding Baoyu, Zhang Changnian. A new path for the international dissemination of martial arts culture: a case study of the creative platform construction of the martial arts training and research base of the Confucius Institute[J].Journal of Capital University of Physical Education,2016,28(03):233.)

The communication path provides reference suggestions for solving the existing problems in the international dissemination of Chinese martial arts. Make the excellent Chinese martial arts culture go to the "Belt and Road" countries and even the world, let the people of the world recognize, accept and love it, and provide cultural power for the implementation of the "Belt and Road" initiative. It has reference significance for "telling Chinese stories and spreading Chinese voices" and accurately disseminating China's excellent traditional culture, and at the same time, it also contributes to building an excellent image of "Belt and Road" countries and improving China's cultural soft power.

1.4 Research Hypothesis

Although the current international spread of Chinese martial arts is facing difficulties, it has even been misunderstood, misunderstood, and stigmatized into the dilemma of "not being able to go out". But there is no doubt that with the continuous promotion of the "Belt and Road" initiative, the international spread of Chinese martial arts has ushered in new opportunities and challenges. As the unique body culture of the Chinese nation, how to give full play to its own cultural advantages and highlight its own cultural characteristics in the context of the "Belt and Road" is a question that we need to continue to study. Therefore, we can't help but ask: what has allowed martial arts to continue for thousands of years, and what is the rationale

for its historical evolution, development and dissemination? How to reflect on the international spread of Chinese martial arts, and what kind of "endogenous driving forces" and "constraints" have caused the current spread of martial arts? Where should the international spread of Chinese martial arts go? What is the value and significance of the international dissemination of Chinese martial arts in the new development stage?

1.5 Research Methodology

1.5.1 Documentary Law

According to the needs of the research, the relevant research results were retrieved in databases such as CNKI, Chaoxing Digital Library, Wanfang, and VIP with "The Belt and Road", "Precision Communication", and "International Communication of Martial Arts" as keywords. Through the National Library, the Capital Library and other comprehensive libraries, as well as the library of the Capital Institute of Physical Education and other professional libraries, manual search was carried out to consult books related to this study, such as sociology, anthropology, economics, cultural studies, physical education, martial arts, etc.; In addition, relevant documents and materials were obtained from the World Wushu Competition Order Book and the Secretariat of the International Wushu Federation; Finally, the collected data, relevant policy documents and references were classified, sorted out and summarized.

1.5.2 Historical Research Method

This paper reviews the process of the overseas spread of Chinese martial arts culture after the founding of the People's Republic of China, and analyzes the development characteristics of Chinese martial arts culture in different historical stages, including the beginning of the founding of New China, the "Cultural Revolution", and the post-reform and opening up. Based on the historical research method combining historical theory, this paper analyzes the content and characteristics of each stage of the overseas dissemination of Chinese martial arts culture.

1.5.3 Text Analysis

Through the study and analysis of the documents and texts of General Secretary Xi Jinping on the "Belt and Road" initiative since the 18th National Congress of the Communist Party of China, we will examine and think about why Chinese martial arts can be accurately disseminated in the context of the "Belt and Road", and deeply grasp the theoretical implications of the precise communication of Chinese martial arts as the construction of the overall framework of this topic, which provides a scientific and correct theoretical guarantee for the establishment of the correct goal of this research, the selection of basic theories, the preset of research questions, and the establishment of research paradigms.

1.5.4 Interview method

Domestically, through relevant experts and staff of the Wushu Taolu Department (Wushu International Promotion Department) of the Wushu Sports Management Center of the General Administration of Sports of the People's Republic of China, the Secretariat of the International Wushu Federation and other departments, foreign martial arts teachers and managers of sports colleges and universities such as Beijing Sport University and Capital Institute of Physical Education, as well as foreign martial arts practitioners and ordinary people in China, relevant interviews and information collection. Internationally, we will use the opportunity to teach abroad to interview the development of Chinese martial arts in major countries along the Belt and Road, such as Turkey, and use the resources of international students in schools to help them interview Chinese martial arts practitioners or practitioners in the host country, so as to obtain first-hand information on the overseas dissemination of martial arts. Finally, through the selection of relevant experts in many fields for conference demonstration and feasibility evaluation, to provide intellectual services for the improvement of the "scientificity" of research results.

1.5.5 Logical analysis

It mainly uses logical methods such as analysis, induction, and generalization, synthesizes scientific and theoretical views related to the "Belt and Road" in various fields, combines the international dissemination of Chinese martial arts culture, analyzes the current situation of the spread of Chinese martial arts in countries along the "Belt and Road", analyzes its existing problems, processes and sorts out the obtained data and experimental data, draws conclusions, and gives suggestions and opinions.

1.5.6 Case study method

Through an in-depth analysis of the communication process and effectiveness of Taijiquan, a typical type of boxing in the international communication of Chinese martial arts, this paper summarizes its experience in precise communication in terms of communication subject, communication audience, communication content and communication media, aiming to provide new development ideas and reference effects for the precise communication of Chinese martial arts in countries along the "Belt and Road".

1.6 The focus, difficulties and innovations of the research

1.6.1 Focus of the study

This paper focuses on the analysis of the communication factors, models and paths of Chinese martial arts from the five aspects of communication environment, communication audience, communication content, communication subject and communication mode, so as to provide theoretical basis and logical support for the construction of a precise communication system of martial arts that is not only in line with the social motivation mechanism but also in line with its own evolution law.

1.6.2 Difficulties in research

The difficulty of this study lies in the accurate grasp of the international dissemination of martial arts at the intersection of the two overall histories. It not only covers many historical issues, such as the selection and separation of the so-called "dross" culture in the development of martial arts, but also includes the current aphasia of martial arts ontology in sports, its absence in culture, and its marginalization in the discipline, which has begun to converge into a superimposed synergy and surging tide, threatening the cultural security defense line of martial arts. In this context, how to ensure the healthy and orderly development of Chinese martial arts on the basis of the accurate dissemination of the internationalization of martial arts, promote the effective implementation of the people-to-people bond policy in the "Belt and Road" initiative with the precise dissemination of martial arts, and "tell Chinese stories well", "spread Chinese voices" to the people of the world, and explain China's excellent culture. It can also continuously optimize and reconstruct the image of China as "credible, respectable and lovely" in the international dissemination of Chinese martial arts.

1.6.3 Innovations in research

1.6.3.1 Innovation in research perspectives

This study deconstructs and analyzes Chinese martial arts through the theory of cultural semiotics, demonstrates the national status of Chinese martial arts in Chinese culture and the unique function and value in the process of national soft power improvement from the perspective of cultural symbols, and analyzes the cultural forms that it may present overseas, so as to build China's body culture brand and promote the long-term development of the "Belt and Road" initiative.

1.6.3.2 Innovation in research content

First of all, this paper analyzes the communication achievements and shortcomings of Chinese martial arts in different regions and national conditions, such as Central and Eastern Europe, the Czech Republic, Southeast

Asia, Singapore, West Asia, Turkey, the CIS, Ukraine, Central Asia, Kazakhstan and South Asia, from five aspects, such as communication environment, communication subject, communication content, communication audience and communication mode, so as to provide internal logical support for the construction of Chinese martial arts precision communication system under the background of "The Belt and Road". Secondly, with Taijiquan as the "method", it breaks the barriers to the precise dissemination of martial arts, so that Chinese martial arts can go out, enter and stay with new identities and concepts in the exchanges and mutual learning of countries along the "Belt and Road", and provide new concepts, new categories, new frameworks and new ideas for the dissemination and development of other martial arts and even traditional Chinese culture. Thirdly, Turkey is the object of the precise dissemination of "one country, one policy" of martial arts, and precise policies are given according to the obstacles encountered in the spread of Chinese martial arts in Turkey. By drawing on the experience and enlightenment of the precise dissemination of Chinese martial arts in Turkey, and applying them to the dissemination of overseas countries, the Chinese martial arts will be spread more widely and accepted by more people, so that Chinese martial arts will go to the world, become an important window for more foreigners to understand China and Chinese culture, and promote the spread and development of Chinese martial arts on a global scale.

1.6.3.3 Innovation of research perspectives

(1) Through the archaeological and historical research results of the international dissemination of martial arts, the broad and profound Chinese civilization can be shown to the international community, and Chinese martial arts can be used to tell Chinese stories, spread Chinese voices, and show Chinese images. (2) Give full play to the martial arts communication model from the point (China) to the line (developed martial arts) and then to the surface (countries along the Belt and Road), and China will drive the developed countries of martial arts and then the developing countries of martial arts will jointly assume the responsibility and obligation of martial arts communication, so as to achieve the in-depth dissemination of Chinese martial arts from going out to going into and then staying. (3) According to the differences in the communication audiences of the countries along the "Belt and Road", it is necessary to find the greatest common divisor of cultural communication, create a suitable communication environment, innovate communication methods that keep pace with the times, and select multi-layered communication subjects, so as to promote the accurate dissemination of Chinese martial arts in the countries along the "Belt and Road".

Chapter 2 Academic Review

"Academic development is a cumulative process..... Only by understanding the level that has been reached at present can we exceed this level"[[[] Zhang Dainian. Methodology of the History of Chinese Philosophy[M].Beijing:Zhonghua Book Company,1983:142.]], "Familiarity with other people's research and absorbing other people's achievements is the only way to improve the quality of work"[[[] Wei Zhengtong. Self-preface to the history of Chinese thought[M].Shanghai:Shanghai Bookstore Publishing House,2003.]]. Based on this academic cognition, combined with the relevance of the research and the feasibility of the paper, this study reviews the current status of research at home and abroad, and sorts out and divides the main sections of the research related to the paper, including: first, the research review of the "Belt and Road"; Second; a review of research on "precision communication"; thirdly, a review of the research on the international spread of Chinese martial arts; Fourth, the research on the international communication of Chinese martial arts in the context of the "Belt and Road" is carried out in four aspects.

2.1 A review of research on the Belt and Road Initiative

In 2013, General Secretary Xi Jinping proposed a cooperation initiative to build the "New Silk Road Economic Belt" and the "21st Century Maritime Silk Road" (referred to as the "Belt and Road"). The Belt and Road Initiative aims to borrow the historical symbols of the ancient Silk Road, hold high the banner of peaceful

development, actively develop economic partnerships with countries along the route, and jointly build a community of interests, a community of destiny and a community of responsibility with political mutual trust, economic integration and cultural tolerance. Xi Jinping's "community with a shared future" thought exploration source[J].People's Forum,2016(2):92.]. The Belt and Road Initiative is a platform for China and relevant countries to hold high the banner of peaceful development under the existing bilateral and multilateral mechanisms, with the help of existing and effective regional cooperation platforms, and by borrowing the historical symbols of the ancient Silk Road, actively developing economic partnerships with countries along the route, and jointly building a community of interests, a community of destiny and a community of responsibility with political mutual trust, economic integration and cultural inclusiveness. Research on the strategy of cross-cultural communication under the background of "Belt and Road"[J].Journal of Chongqing Three Gorges University,2016,32(06):89.]].

The Belt and Road Initiative connects East and West, West Asia and Europe, with 65 countries and more than 4 billion people along the route, accounting for about 63% of the global population. There are 53 official languages, covering different language families and branches of the nine major language families. "One Belt and One Road" and "One Country, One Policy" Precise Communication: A Case Study of China Radio International's International Communication Innovation[J].

From the perspective of communication, Wang Yiwei[[[Wang Yiwei. The world is connected——The logic of the "Belt and Road"[M].Commercial Press Press.2016]] Professor said: "The Belt and Road" is the inevitable logic of all-round opening up, the inevitable trend of civilization rejuvenation, and the inevitable requirement of inclusive globalization, marking the transformation of China's situation from participating in globalization to shaping globalization. ZHAO Lei[[[ZHAO Lei. The Belt and Road: The Rise of China's Civilization[M].CITIC Press,2015]] believes that the "Belt and Road" is by no means a simple "belt" and a "road", but a new beginning, and the implementation and practice of civilization integration. The success of the Belt and Road Initiative is not only an economic event, but also a cultural event, and a symbol of the rise of Chinese civilization.

The research of these experts and scholars has been carried out from the fields of economy, politics and culture, forming a comprehensive and three-dimensional study of the "Belt and Road" strategy, especially the research on the cultural exchange and precise integration of the "Belt and Road" opening strategy, which has continuously triggered the rethinking and re-cognition of cross-cultural communication by experts and scholars, and the research on cultural exchange and integration with the background of economic integration has also become a hot spot of research.

Zhang Dainian. Methodology of the History of Chinese Philosophy[M].Beijing:Zhonghua Book Company,1983:142.

Wei Zhengtong. Self-preface to the history of Chinese thought[M].Shanghai:Shanghai Bookstore Publishing House,2003.

Ren Siqi. People's Forum,2016(2):92.)

Qi Wei. Research on the strategy of cross-cultural communication under the background of "Belt and Road"[J].Journal of Chongqing Three Gorges University,2016,32(06):89.)

Li Yuan. "One Belt and One Road" and "One Country, One Policy" Precise Communication: A Case Study of China Radio International's International Communication Innovation[J].Young Journalists,2017,576(28):55.)

Wang Yiwei. The world is connected——The logic of "The Belt and Road"[M].Commercial Press Press,2016

Zhao Lei. The Belt and Road: The Rise of China's Civilization[M].CITIC Press,2015

2.2 A review of research on "precision communication".

The term precision communication was originally used as marketing to refer to the promotion of different product advertising messages to different users. Since the rise of new media, there have been different opinions on the concept of precision communication, and some scholars believe that precision communication is a new communication mode that integrates the advantages of efficiency, individuality, and interactivity. China Reporter,2012(7):112.]], Wang Haijian believes that precision communication is to use the concept and technology of modern communication to pay attention to the interactivity of the communication process and the accuracy of the communication effect, so as to achieve the purpose of meeting the needs of the audience. Research on Socialist Core Values,2017,3(01):74.]]. As Liu Kang said, precision communication is a communication method that uses different communication contents, methods, and means to improve the accuracy of communication effects for different audiences, and uses the theoretical framework of the "7R model" of precision communication. Analysis on the precise communication strategy of Marxism popularization in the era of "Internet+"[J].Theory Monthly,2018(03):42.]]. General Secretary Xi Jinping has emphasized:"We must make practical moves in precise policy, make real efforts in precise promotion, and achieve practical results in precise landing." Propaganda Department of the Central Committee of the Communist Party of China. General Secretary Xi Jinping's series of important speeches (2016 edition)[M].Beijing:Learning Press, People's Publishing House,2016:91.]] These documents, policies and regulations are of great significance for us to accurately understand and accurately disseminate and apply the concept of precise communication to the spread of Chinese martial arts in countries along the "Belt and Road".

In order to accurately locate the audience, select the communication content, optimize the communication path and form, and establish a feedback mechanism, the communication mode and accuracy of the communication effect were investigated in different countries and scientifically subdivided, in order to accurately locate the audience group, select the communication content, optimize the communication path and form, and establish a feedback mechanism. According to the country's regional division of countries along the "Belt and Road", each region is screened according to certain standards, and countries with researchability and research significance are extracted, and in-depth interviews are conducted with Chinese martial arts related personnel in the sample countries to understand the current situation of the transmission path of Chinese martial arts in the country where it is located, and different communication paths are constructed for different regions to achieve the purpose of accuracy.

2.3 A review of research on the international spread of Chinese martial arts

Regarding the study of the entry point of martial arts communication, Zhu Kai pointed out that the entry point of the international dissemination of Chinese martial arts culture is the fitness function of Chinese martial arts, and it is necessary to inject the content required by the new era on the basis of maintaining the advanced nature of Chinese martial arts fitness culture, so that Chinese martial arts can better become a new way for the people of the world to exercise and become a new fashion in the sports and fitness industry. On the inheritance of martial arts culture in the international dissemination of Chinese martial arts[D].Beijing Sport University,2010.]].

On the question of the mode of transmission of martial arts. ZHOU Qingjie[[[[] ZHOU Qingjie. The Diplomatic Approach of the International Dissemination of Wushu: A Case Study of the Wushu Carnival of the Chinese Embassy in China[J].Sports Culture Guide,2014,140(2):73.]], LI Wenbo[[[] LI Wenbo. Research on the communication effect of "commentary" on martial arts in the all-media environment[D].Beijing Sport University,2019.]] Through the study of the ways and means of the international dissemination of Chinese

martial arts, and put forward relevant opinions. Hu Yanli[[[[]Hu Yanli. Research on the international communication mode of Chinese martial arts[D].Guangzhou University,2012.]] Based on the theory of communication and from the practical perspective of the international communication of martial arts, this paper constructs a multi-layered and precise communication model of Chinese martial arts from the perspectives of education, competition, media and business. Xiao Liugen. Research on the conceptual dilemma of martial arts communication and the construction of "borrowing" system[J].Journal of Shandong University of Physical Education,2017,33(01):34-38.]] et al. found that there is still a mismatch between the type of communicator and the needs of foreign audiences, and the phenomenon that a two-way communication mechanism cannot be produced in the international communication of Chinese martial arts.

Wang Fuhu, Chai Feng. From fuzzy communication to precise communication[J].China Reporter,2012(7):112.)

Wang Haijian. Research on Socialist Core Values,2017,3(01):74.)

Liu Kang. Analysis on the precise communication strategy of Marxism popularization in the era of "Internet+"[J].Theory Monthly,2018(03):42.)

Propaganda Department of the Central Committee of the Communist Party of China. General Secretary Xi Jinping's series of important speeches (2016 edition)[M].Beijing:Learning Press, People's Publishing House,2016:91.

Zhu Kai. On the inheritance of martial arts culture in the international dissemination of Chinese martial arts[D].Beijing Sport University,2010.

Zhou Qingjie. The Diplomatic Approach of International Dissemination of Wushu: A Case Study of Wushu Carnival of the Chinese Embassy in China[J].Sports Culture Guide,2014,140(2):73.)

Li Wenbo. Research on the communication effect of "commentary" on martial arts in the all-media environment[D].Beijing Sport University,2019.

Hu Yanli. Research on the international communication mode of Chinese martial arts[D].Guangzhou University,2012.

Xiao Liugen. Research on the conceptual dilemma of martial arts communication and the construction of "borrowing" system[J].Journal of Shandong University of Physical Education,2017,33(01):34-38.)

On the issue of the cultivation of martial arts communication talents, Zhang Changnian [[[[] Zhang Changnian. Research on the quality demand of martial arts international communication talents_ZHANG Changnian[D].Soochow University,2015.]] It has been pointed out that due to the lack of special training, the number of Chinese martial arts international communication talents is lacking, the quality is not high, and the concept is outdated. The cultivation of Chinese martial arts international communication talents should first consider the martial arts and national traditional sports majors in colleges and universities, and put forward the need to adhere to the "four consciousnesses" based on the international communication and demand of martial arts.

The spread of Chinese martial arts in the international community should highlight the advantages of Chinese national culture of martial arts. Studies have shown that Chinese culture is of particular interest to foreigners, ranking first among all national image elements. Research on the path of realizing the "Belt and Road" strategy from the perspective of international discourse[J].Journal of the Party School of Fujian Provincial Committee of the Communist Party of China,2015,418(2):102.]]. As Zhu Kai [[[[] Zhu Kai. On the inheritance of martial arts culture in the international dissemination of Chinese martial arts[D].Beijing Sport University,2010.]] Said:

In the process of international dissemination of Chinese martial arts, we should use the inheritance of Chinese martial arts culture to promote the spirit of the Chinese nation.

On the Question of Martial Arts Communication Strategies, by Ding Chuanwei, Li Chen[[[Ding Chuanwei, Li Chen." Reflections on the "going out" of Chinese martial arts culture under the "Belt and Road" strategy[J].Journal of Beijing Sport University,2017,40(3):129.]] It is pointed out that under the "Belt and Road" initiative, we should build a common culture, explore the entry point of Chinese martial arts cultural exchanges and cooperation under the guidance of supply-side structural reform, and realize the strategic goal of "martial arts culture, shared by mankind".

The current situation of the international spread of Chinese martial arts from a foreign perspective, Marc Theeboom[[[Theeboom M,Zhu D,Vertonghen J.'wushu Belongs to the World'.but the Gold Goes to China...:the International Development of the Chinese Martial Arts[J] . International Review for the Sociology of Sport,2017,52(1).]] et al. for the study of the international development of Chinese martial arts, and put forward the suggestions that Chinese martial arts are also the people of the world, and that Chinese martial arts routines need to be further standardized, and that Chinese martial arts represent Chinese culture in the international promotion need transnational cooperation and joint efforts.At the same time, with reference to the global-local alliance strategy for the international promotion of Chinese martial arts films, Weiser M[[[MW,I K,JKS, et al. Psychotherapeutic Aspects of the Martial Arts.[J]. American Journal of Psychotherapy,1995,49(1).]] The study found that the practice of Chinese martial arts has a certain psychotherapeutic function, and the practice of Chinese martial arts has a certain improvement effect on patients with chronic mental illness.

2.4 A review of research on the international spread of Chinese martial arts in the context of the Belt and Road Initiative

With the deepening of economic globalization and the continuous advancement of cultural pluralism, the Belt and Road Initiative has come into being in line with the development trend of the world and is in line with the common interests of people around the world. The construction of the "Belt and Road" external communication system is an important strategic opportunity to shape and highlight China's national image and enhance China's cultural soft power and international competitiveness. Therefore, we need to comprehensively consult, excavate and examine the research results of the "Belt and Road" initiative and the spread of Chinese martial arts at home and abroad, summarize and analyze the research status of different fields and perspectives, and continue to give full play to the advantages of the combination of Chinese martial arts communication and the "Belt and Road" strategy.

Xia Jinyi. Research on the dissemination process of martial arts culture of Confucius Institutes in Cameroon under the background of "Belt and Road"[D].Zhejiang Normal University,2020.]] The Confucius Institute in Cameroon was used as a field study to investigate the process of spreading Chinese martial arts culture

Zhang Changnian. Research on the quality demand of martial arts international communication talents_ZHANG Changnian[D].Soochow University,2015.

Wu Xianjun. Research on the path of realizing the "Belt and Road" strategy from the perspective of international discourse[J].Journal of the Party School of Fujian Provincial Committee of the Communist Party of China,2015,418(2):102.)

Zhu Kai. On the inheritance of martial arts culture in the international dissemination of Chinese martial arts[D].Beijing Sport University,2010.

Ding Chuanwei, Li Chen. Reflections on the "going out" of Chinese martial arts culture under the "Belt and Road" strategy[J].Journal of Beijing Sport University,2017,40(3):129.)

[] Theeboom M,Zhu D,Vertonghen J. 'wushu Belongs to the World'.but the Gold Goes to China...:the International Development of the Chinese Martial Arts[J]. International Review for the Sociology of Sport,2017,52(1).

[] MW,I K,JKS, et al. Psychotherapeutic Aspects of the Martial Arts. [J]. American Journal of Psychotherapy,1995,49(1).

Xia Jinyi. Research on the dissemination process of martial arts culture of Confucius Institutes in Cameroon under the background of "Belt and Road"[D].Zhejiang Normal University,2020.

Case study. XU Weiwei, LI Shiyong[[[] XU Weiwei, LI Shiyong, YIN Zefeng, et al. The development, problems and path selection of martial arts in Croatia[J].Journal of Beijing Sport University,2018,41(3):143.]] They conducted a field investigation on the development, problems and path selection of Chinese martial arts in Croatia, and concluded that there are problems in Croatia such as the imperfection of the management organization and communication content, the shortage of material resources and communication talents of Chinese martial arts, and the lack of Chinese martial arts communication methods and school martial arts. Therefore, a solid rear guarantee is proposed, the content of Chinese martial arts communication is improved, the Chinese martial arts competition system is established, and the path selection of international exchanges and cooperation is emphasized. In promoting the common development of traditional sports of all countries along the "Belt and Road", the establishment of a coordination mechanism is an effective means.

Another scholar [[[] Zhu Huizhen. Research on the "going out" of Chinese excellent traditional culture under the Belt and Road Initiative[D].Shijiazhuang Tiedao University,2021.]] The mission and value of Chinese martial arts under the background of the "Belt and Road" strategy are discussed, and the external communication of Chinese martial arts shoulders the two important tasks of opportunities and challenges, and the Chinese martial arts culture in the new era should "go global", improve the support mechanism for coordinating the regional development of Chinese martial arts culture, and build a common culture to promote the realization of the concept of "martial arts culture, shared by mankind". Lu An, Jiang Chuanyin, Zhou Tianfen. The value orientation and mission of Chinese martial arts on the Belt and Road[J].Sports Culture Guide,2018,(06):1-5.]] et al. deeply analyzed the value orientation and national mission of Chinese martial arts in the construction of the "Belt and Road". "People-to-people separation" has become a major obstacle in the implementation of the "Belt and Road" initiative, Chinese martial arts is an important symbol of Chinese culture in the world, shouldering the important mission of "people-to-people bonding", to actively solve the problem of "what can be done" and "how to do". To promote the construction of the "Belt and Road", Chinese martial arts should not only do a good job in the accurate interpretation of cross-cultural symbols, but also conduct in-depth excavation of cross-cultural mentality, not only to deepen the localization of connotation, but also to grasp the cultural pulse in industrial operation.

There are also some scholars who use communication studies, sociology and other theories to analyze the "Belt and Road" and the spread of Chinese martial arts from a macro perspective, such as Wang Guozhi, Zhang Zonghao, Zhang Yan. The bias and turn of the international communication of Chinese martial arts under the background of the Belt and Road Initiative[J].Journal of Wuhan University of Physical Education,2018,52(07):70-74+87.]] et al. put forward suggestions on the development path of Chinese martial arts in the context of the "Belt and Road" from a macro perspective, including the construction of communication pattern, communication capacity building, and image building of a great country. Meng Tao[[[]Meng Tao,Lu Junxie. Interpretation of cross-cultural communication of martial arts to help the construction of "Belt and Road" based on the theory of "coding and decoding"[J].Journal of Capital University

of Physical Education,2020,32(03):283-287.) Using the theory of "coding and decoding" and the theory of "two-degree coding", he analyzed the obstacles to the cross-cultural transmission of Chinese martial arts, interpreted the different cultural backgrounds of the countries along the "Belt and Road", and drew enlightenment, strengthened the awareness of "coding", established professional social organizations, and cultivated professional "second-degree coders".

Based on the research gaps and prior research foundations discussed above, there is still a lot of research space for how to identify the influencing factors in the development of Chinese martial arts in the development process of the "Belt and Road" countries, how to grasp the greatest common divisor of martial arts communication content in different countries and different cultural backgrounds, how to accurately implement policies for martial arts communication paths, how to accurately implement martial arts communication results, and how to effectively construct a precise communication system for martial arts.

Xu Weiwei, Li Shiying, Yin Zefeng, et al. Journal of Beijing Sport University,2018,41(3):143.)

Zhu Huizhen. Research on the "going out" of Chinese excellent traditional culture under the Belt and Road Initiative[D].Shijiazhuang Tiedao University,2021.

Lu An, Jiang Chuanyin, Zhou Tianfen. The value orientation and mission of Chinese martial arts on the Belt and Road Initiative[J].Sports Culture Guide,2018,(06):1-5.)

Wang Guozhi, Zhang Zonghao, Zhang Yan. The bias and turn of the international communication of Chinese martial arts under the background of the Belt and Road Initiative[J].Journal of Wuhan University of Physical Education,2018,52(07):70-74+87.)

Meng Tao, Lu Junxie. Interpretation of cross-cultural communication of martial arts to help the construction of "Belt and Road" based on the theory of "coding and decoding"[J].Journal of Capital University of Physical Education,2020,32(03):283-287.)

Chapter 3 The Cultural Mission and Responsibility of the International Dissemination of Chinese Martial Arts

As a holographic image of Chinese traditional culture, Chinese martial arts integrates the philosophical ideas and many cultural connotations of Chinese culture, which is enough to witness the long history and splendid culture of the Chinese nation, and the spread and inheritance of it is just like using a "world language" to tell the "Chinese story" and describe the diligence and wisdom of the Chinese people, which is more easily accepted and recognized by other cultures. Journal of Capital University of Physical Education,2012,24(01):16.]].

3.1 Chinese martial arts embody the essence of traditional Chinese culture

3.1.1 The cultural connotation of "coexistence of diversity" highlights the breadth and profundity of Chinese martial arts

The cultural essence of Chinese martial arts is a collection of core values that have been condensed, refined, and accumulated for a long time in China's long social practice and development, and are still developing, and have been widely recognized, accepted, and respected by martial arts groups and individuals throughout the ages, and comprehensively reflect the ideological connotations of Chinese martial arts, such as ideological concepts, ideals and beliefs, aesthetic tastes, moral norms, codes of conduct, and values and beliefs, and are a collection of core values that have a decisive force for maintaining the existence of Chinese martial arts and promoting the development of Chinese martial arts. Research on the spiritual essence of Chinese martial arts[D].Soochow University,2015.]]. Chinese culture advocates a holistic way of thinking, emphasizing the

unity of opposites, and emphasizing the wholeness and process of things, which is an important feature of traditional Chinese philosophy. And this way of thinking is also perfectly reflected in Chinese martial arts, martial arts routines are composed of a single action, so Chinese martial arts practice should not only pay attention to the details of each action, but also pay attention to the connection between the movements, and ensure the level of a full set of action drills, like the Yangtze River and the sea, gushing endlessly. Research on the international communication of martial arts from the perspective of cultural self-confidence[D].Beijing Sport University,2020.]].

Under the influence and guidance of traditional ethical and moral thoughts, Chinese martial arts uphold the cultural character of traditional Chinese culture and advocate "benevolence", and show many cultural characteristics of "benevolence". For example, the martial arts practitioners of the past generations often regard "'patriotism, self-cultivation, justice, and helping others' as the norm of martial virtues", follow the life style of "unity and tolerance, respect and integrity, respect and law-abiding, thrifty and honest", self-discipline with the standard of "generosity, tolerance, humanity, forbearance, and humility", "emphasize righteousness over profit, and regard self-cultivation as the foundation for realizing the value of people in the world", forming a "teacher-student relationship of respecting teachers and respecting the Tao, the concept of skill inheritance of virtue and righteousness first, the righteous integrity of righteousness and courage, and the tolerance and cultivation of paying attention to the overall situation", showing "Fearless of violence, loyal to the country", "the spirit of responsibility of 'taking the world as one's own responsibility'" and "advocating benevolence and emphasizing the national spirit of tolerance", etc.

Therefore, in terms of the motivation for practicing martial arts, Chinese martial arts advocates "both internal and external cultivation" and "both form and spirit", advocating that through the practice of martial arts, not only the pursuit of physical fitness, but also the pursuit of self-cultivation; In terms of moral cultivation, Chinese martial arts advocate "dual cultivation of virtue and art" and "advocating martial arts and virtue", advocating that while practicing martial arts skills, they should also pay attention to the improvement of moral quality, which also makes martial arts practitioners show the characteristics of humility, friendliness and harmony in handling interpersonal relationships. In terms of technical techniques, Chinese martial arts advocate the unity and mutual transformation of technical movements, there must be attack and defense, there must be movement and quiet, there must be fast and slow, there must be rigidity and softness, there must be virtuality and reality, there must be opening and combining, and they are mutually restrained and converted from each other, so martial arts have the general characteristics of both offense and defense, movement and static, fast and slow order, rigidity and softness, virtual and real, and opening and closing. In terms of technical form, Chinese martial arts advocate "standing in the middle and branching."

Fang Guoqing, Luo Hongbin. Journal of Capital University of Physical Education,2012,24(01):16.)

Lu Xiaohei. Research on the spiritual essence of Chinese martial arts[D].Soochow University,2015.

Liu Hao. Research on the international communication of martial arts from the perspective of cultural self-confidence[D].Beijing Sport University,2020.

"Supporting eight sides", whether it is a static action or a dynamic action, it is always intended to keep the center to respond to all directions, but it is not as good as that; In the application of techniques, Chinese martial arts advocate "harmony in moderation" and "inner saint and outer king", reasonably deal with the timing of "fighting" and "not fighting", "shooting" and "not shooting", and advocate the purpose of "subduing the opponent without fighting" (that is, subduing the opponent rather than harming the opponent), showing noble

sentiments and cultivation..... These contents are all portrayals and embodiments of the cultural spirit of advocating "moderation" and "harmony" in traditional Chinese culture.

3.1.2 The cultural practice of "martial arts to adulthood" has achieved a long history of Chinese martial arts

The overall concept of movement, the change of yin and yang, the concept of form and god, the theory of rigidity and softness, and the reverence of martial arts in Chinese martial arts can all reflect the unique national cultural brilliance of the Chinese nation, and finally form a whole, which is unique in traditional Chinese culture. At the same time, from the Chinese martial arts culture, we can also see the basic spirit of Chinese culture, such as "learning martial arts before learning virtue", "one day as a teacher and a lifelong father", "martial arts with virtue" and so on, are all ethical concepts with "benevolence" as the core in China; In Chinese martial arts, such as "Kuang Fu Justice" and "Eliminating Violence and Peace", they reflect the spirit of patriotism that is not afraid of violence; The pursuit of technical proficiency, artistic conception and verve reflects the traditional aesthetic concept of China; "Advocating nature" and "harmony between man and nature" embody China's traditional philosophical thoughts. Chinese martial arts are broad and profound, not only about how many types of boxing there are in terms of technology, but also reflects the breadth and profundity of our culture, so Chinese martial arts is not only a national traditional sport, but also a typical representative of our culture.

The cultural and spiritual value of Chinese martial arts as a kind of physical function should not be replaced and covered by Western sports. Just as General Secretary Xi Jinping clearly pointed out when he met with the Chinese sports delegation of the 31st Olympic Games, "I hope that comrades will continue to carry forward the Olympic spirit and the Chinese sports spirit", the spirit of Chinese martial arts is more marked by the connotation and value of the "Chinese sports spirit". And this spiritual value has long been recognized and inherited by this nation in the past history. It contains the various qualities and spirits of being an excellent Chinese, marking the basic genes that a person calls "Chinese". Although it cannot directly create material materials that meet people's clothing, food, shelter and transportation, it has its special function in the question of "people becoming people". This is not only manifested in the fact that it is conducive to the "strength" of people's physique, but also more in the "hardship" and spiritual "fearlessness" in the quality of will, the cultivation of "virtues" such as "rules", "moderation" and "tolerance" in life and things, and the perfection of "personality", which has an irreplaceable role in other cultural forms.

3.1.3 The ultimate pursuit of "Taoism and Nature" reflects the philosophical concept of Chinese martial arts

Marx once said: "Philosophy cannot be judged solely by its own internal content, but by its external performance, both internal content and external expression are vivid portrayals of contact with the real era." "In the course of the development of Chinese philosophy, it has also interacted with Chinese martial arts culture. As the core content of martial arts culture, Chinese martial arts philosophy is a summary and summary of the concepts and methodologies that intuitively reflect the connotation of excellent traditional philosophical thought in the collection of core values of Chinese martial arts. It is mainly manifested in the following levels:

First, the influence of the concept of heaven and man. The core essence of traditional philosophical thought is the concept of heaven and man, which also coincides with the purpose of the unity of heaven and man pursued in Chinese martial arts culture. Scholars believe that "the humanistic spirit of martial arts is nurtured under the influence of Chinese national culture, with a strong Chinese national thought and concept, and is a pan-harmonious value and outlook on life with 'the unity of heaven and man' as the ultimate ideal". On the humanistic spirit of contemporary martial arts[J].Bo Hit (Wushu Science),2007,(05):18-20+23.]]. This idea of "the unity of heaven and man" is embodied in martial arts, first of all, it is manifested in the pursuit of harmony and unity between man and nature, that is, to follow the laws of nature, emphasize the unity of internal and external, and pursue the balance of yin and yang. Therefore, since ancient times, martial arts

practitioners have paid great attention to the coordination with the external natural environment such as seasons, climate, geographical orientation, etc., and in the process of practicing martial arts, they will choose the time, place, and direction of practice according to the time and place, as well as arrange different training contents and means, so as to realize that the individual's body and mind are integrated into nature, and constantly pursue the supreme philosophical realm of "the unity of nature and man".

Second, the influence of the concept of yin and yang. In terms of the technical characteristics of Chinese martial arts, it is "feminine" and "masculine". It often "combines offense and defense" with defense as the mainstay, but it can often organically combine defense with offense, retreat and advance, so as to achieve the active content of winning in the passive form of "submissiveness". Chinese martial arts pay attention to "the last to come, first to come", highlighting the technical characteristics of "sacrificing oneself from others", borrowing strength to fight, and "expensive but not expensive to resist". This basic spirit of "overcoming rigidity with softness" is more vividly reflected in the inner boxing, especially the Taijiquan "do not lose the top, the introduction of failure, avoid the real and hit the virtual, four or two dial a thousand catties" of technical thinking and technical effect, not only for the pride of the Chinese people, but also to the world people convinced.

Third, the influence of the concept of "indisputable". "The way of heaven is good at winning without fighting" (Lao Tzu, "Tao Te Ching, Chapter 73"), "Heavenly Dao" is the law of natural operation, and its "consciousness" and "reincarnation" are not dominated by anyone or thing, but are carried out naturally, so it can be located at the "apex of victory" without "fighting" with all things. "Chinese martial arts have always focused on harmony between man and nature, man and man, and man and society. The realization of harmony requires an indisputable attitude towards life in Chinese martial arts, which can avoid going astray in order to obtain the 'first place in the world' and unscrupulous means to defeat opponents"[[[] Wang Gang, Han Jinqing. Journal of Tianjin University of Physical Education,2018,33(02):103-109.]]. Therefore, in order to avoid "going astray", martial arts has always adhered to the "indisputable attitude of life", with "indisputable" as the creed, in the practice of martial arts, comprehend the true meaning of this "indisputable", experience the charm of this "indisputable", and pursue the realm of this "indisputable".

3.2 The International Dissemination of Chinese Martial Arts Boosts the "Going Global" of Chinese Culture

As an indispensable part of traditional Chinese culture, Chinese martial arts bear the important responsibility of national cultural rejuvenation. It can be said that there is no body culture in the world that can be as strongly emphasized as Chinese martial arts

Ma Jian, Qiu Pixiang. On the humanistic spirit of contemporary martial arts[J].Bo Hit (Wushu Science),2007,(05):18-20+23.

Wang Gang, Han Jinqing. Journal of Tianjin University of Physical Education,2018,33(02):103-109.)

The "coexistence of rigidity and softness, fast and slowness, long and short compatibility, internal and external simultaneously, and both form and spirit" of body movement, there is no sports content like Chinese martial arts, which has "each with its own beauty, beauty and beauty" and genres, the long and short content is the same, the inside and outside are side by side, and the north and south schools coexist. Especially under the top-level design of the "Belt and Road", cultural "going out" and "14th Five-Year Plan", Chinese martial arts, with its own unique cultural charm and easy-to-accept expression, has gradually become an important fulcrum for telling Chinese stories well and an important carrier for embodying the essence of Chinese culture and national characteristics.

The international dissemination of Chinese martial arts is not only a promotion of sports, but also a manifestation of proactive progress at the level of national cultural security. In terms of breaking the dilemma of national cultural security, the international dissemination of Chinese martial arts has the functions of highlighting the national spirit, maintaining national unity, enhancing the discourse power of local sports, and safeguarding cultural sovereignty and independence. Since the controversy between local and foreign sports, wushu has been given the metaphor of the nationalization of the body, and in that era, it assumed the responsibility of strengthening the country and resisting Western sports culture. Nowadays, martial arts still inherits the nationalist complex at that time to a certain extent, but in the way it is no longer a binary choice of Chinese and Western sports, but through the cultural exchange of "going out", experience the advantages of other countries' sports culture, so as to "use it for my own use and self-development", and then form an influential and well-known sports project in the world, and finally realize the breaking of the monopoly pattern of Western sports, enhance national self-confidence and pride, and highlight the national spirit.

3.3 The international dissemination of Chinese martial arts is conducive to building a good image of China

China is a socialist country, fairness, justice, democracy and harmony are important concepts of China, and the Five Principles of Peaceful Coexistence are the policy concepts upheld by China in international cultural exchanges. As an important carrier of the Chinese spirit, Chinese martial arts can convey the national spirit of the Chinese nation of "harmony is precious" to all countries in the world in the process of international dissemination, so that the people of the world can feel China's international concept and understand China's national spirit in the dissemination of Chinese martial arts, which is of great significance for promoting the construction of a good Chinese image in the world.

From the basic principles formed by Chinese martial arts for a long time, we can find that Chinese martial arts "pursue kung fu" and "do not emphasize fighting", and pay more attention to the direct use function, but pay more attention to the guidance and casting role of people's character and heart. As a result, the profound basic characteristics of Chinese martial arts such as the pursuit of stopping fighting for martial arts, using martial arts to uphold the heart, and martial arts to become adults. As an "extension of discourse" and "silent body language", martial arts participants and viewers can easily transcend the boundaries between countries and regions, nationalities and individuals, and connect with each other's resonant touchpoints. The creed concept of "self-denial, self-cultivation" and "non-fighting, non-fighting" is influencing the physical education of martial arts all the time. In this sense, the martial arts empowered by civilization, the "body conscience" displayed in its discourse expression, is perceiving, embracing, and dedicating to the world in a unique way of Chinese civilization. This civilization concept of "no fighting, no war" will also help "China re-enter the center of the world stage with an attitude of 'anti-war' and cooperation". The elaboration of the concept of symbiotic communication—"China" as a communication concept[J].Journal of Northwest Normal University(Social Sciences),2019,56(02):5-13.)]].

In the context of "China's door to opening up will not be closed, but will only open wider and wider", Chinese martial arts should promote the deep integration of multiculturalism along the "Belt and Road", highlight the unique symbolic energy of "telling Chinese stories well", and release the benefits of building a community with a shared future for mankind and other cultural exchanges between China and foreign countries, so as to realize the panoramic release of its own potential.

Xie Qingguo. The elaboration of the concept of symbiotic communication—"China" as a communication concept[J].Journal of Northwest Normal University(Social Sciences),2019,56(02):5-13.)

To improve the quality and efficiency of the "going out" of Chinese culture in the new era and the further expansion of the international influence of Chinese culture. Chinese martial arts should be the forerunner of

international cultural exchanges and cooperation, and present the core content of Chinese culture, such as its values of benefiting the people and benefiting the people, the social trend of advocating virtue and goodness, and the edification of people through martial arts, to the overseas people in an orderly manner with the unique body culture expression of the Chinese nation. The mission of "going out" of Chinese martial arts culture in the new era[N].China Social Sciences Journal.2019.02.26:006]]. In this way, it will promote the deep integration of diverse cultures of countries along the "Belt and Road", as a unique cultural carrier that carries the "telling Chinese story well", and unleash positive integration efficiency in people-to-people exchanges and cooperation. This is not only a new historical mission given by this era to the "going out" of Chinese martial arts culture, but also the responsibility that Chinese martial arts should have to adapt to the development of the times.

Li Chen. The mission of "going out" of Chinese martial arts culture in the new era[N].China Social Science News.2019.02.26:006

Chapter 4 The Historical Origin of the International Spread of Chinese Martial Arts

Chinese martial arts is a unique national traditional sport in China, with a long history and a long history. As early as more than 2,000 years ago, along with the cultural exchanges between China and foreign countries, Chinese martial arts, which began to take shape, began to radiate to neighboring countries along with Chinese traditional culture, and played a positive role in the emergence and development of its national sports. Today, Chinese martial arts has developed into a worldwide body culture, which not only promotes the exchange of Chinese and Western sports cultures, but also contributes to the construction of a "sports power" and a "cultural power". Therefore, studying the history of the international spread of Chinese martial arts can make Chinese martial arts go to the world more scientifically and healthily, enrich the theory of the international spread of Chinese martial arts, and improve the system of Chinese martial arts theory and discipline.

4.1 A Historical Review of the International Spread of Ancient Chinese Martial Arts

As a very popular fighting technique in the Qin and Han dynasties, "Jiao Resist" originated from the Chiyou tribe in ancient times, "ears and temples such as swords, heads with horns, and Xuanyuan fighting, with horns against people, people can not to." In the Qin and Han dynasties, the fighting method of "fighting with horns" was no longer a single fighting technique, but became a game activity with a certain performance component. In the Sui and Tang dynasties, "Jiaodu" was renamed "Sumo" [Zhou Weiliang. Some thoughts on the study of the history of martial arts in Chinese historical materials[J].Chinese Wushu (Research),2012,1(02):13.]]. According to the Chronology of Japanese Sports Materials, sumo wrestling in Japan first appeared in 23 AD. During this period, the Western Han Dynasty still practiced "Jiaodu", and used it to entertain foreign envoys. "The Book of the Later Han Dynasty: The Biography of Fuyu Guo" records that "in the first year of Emperor Zhang's Yuanhe (84 AD), in which the emperor went back and forth to the Beijing Division, the emperor made the Yellow Gate to advocate the horn to resist the opera as a send-off", and the Japanese envoys who had seen the performance of the "Horn Arrival" may have spread the Horn Arrival to Japan through official channels. According to archaeological discoveries, the Yamato period (3rd to 7th centuries) in Japan was already popular for kakudo, and tools used for burials have been found in ancient tombs such as Mt. Hachiman, Ibe, Wakayama Prefecture, Japan. It can be said that this kind of Japanese activity was probably developed after the Chinese immigrants moved eastward.

In 226 A.D., the queen of Japan sent envoys to Wei to show favor to Emperor Ming of Wei, and the gifts returned by Wei included "five feet of swords and two mouths" [Zhou Yuxing. The relationship between China and Baekje from the perspective of maritime traffic[J].Southeast Culture,2010,No.213(01):73.]]. A comparative study of the characteristics of Han swords excavated from China and Japan shows that Chinese

weapons have long been transmitted to Japan. As can be seen from the historical works of ancient Japanese weapons, many ancient Japanese swords have obvious Han sword characteristics. Among the various types of short weapons made in China, especially the iron ring-headed broadsword, a large number of them were imported into Japan and had a great impact on Japan's sword system, which is also the indiscriminate spread of Chinese martial arts weapons overseas. From the Han Dynasty to the Sui and Tang dynasties, Japan actively absorbed the culture of the Tang Dynasty. Tang envoys were sent 13 times, and there were foreign students and scholars and monks. During the reign of Tang Yonghui, Japanese archers came to China with the envoys sent to Japan by the Tang Dynasty, and once "made people stand dozens of steps and shoot everything" ("New Tang Dynasty Book: Japanese Biography"). In 777 A.D., Kibi Shinbei, a student of Nara, Japan, who was studying in the Tang Dynasty, brought back to Japan some bows and arrows from China. It is also a way for Japan to learn about and learn from Chinese archery.

From the third year of Yongle in the Ming Dynasty (1405 AD) to the eighth year of Xuande in the Ming Dynasty (1433 AD), Zheng He went to the Western Ocean seven times by boat, which lasted nearly 30 years, traveled through more than 30 countries and regions, took Southeast Asia as the central axis, and reached the east coast of Africa as far as the east coast, and established friendly relations with the countries wherever he went. This not only opens up China's opening up to the outside world

Zhou Weiliang. Some thoughts on the study of the history of martial arts in Chinese historical materials[J].Chinese Wushu (Research),2012,1(02):13.)

Zhou Yuxing. The relationship between China and Baekje from the perspective of maritime traffic[J].Southeast Culture,2010,No.213(01):73.)

The gateway has expanded China's friendly exchanges and economic and cultural exchanges with other countries, and because of the sea route, the Chinese in the southeast coast of China have been promoted to flow overseas, which is one of the reasons why there are more Chinese in Southeast Asia in modern society. Chinese martial arts also sowed the seeds of culture in the local area in the process of going to the West seven times.

In addition, during the Qianlong period, a large number of European missionaries came to China, and they not only spread Catholicism, but also introduced Western science and technology. According to statistics, by 1664, the number of churches in the country had grown to more than 366, and the number of parishioners in the country had grown to 255,180. At the same time as learning from the West to the East, they also introduced China to the West, forming a middle school to spread to the West. At this time, the Chinese martial arts and Taoism were called "kung fu" by missionaries and introduced to the European continent.

4.2 A Historical Review of the International Spread of Modern Chinese Martial Arts

4.2.1 Martial arts activities and international dissemination of the Central Guoshu Museum

At the end of 1926, Zhang Zhijiang, Li Jinglin and others jointly founded the "Wushu Research Institute" in Shanghai, which was renamed the "Guoshu Research Institute" shortly thereafter. On the historical value and contemporary enlightenment of the Central Guoshu Museum[J].Chinese Wushu (Research),2019,8(04):12+34.]. In June 1927, with the support and advocacy of Niu Yongjian, Song Ziwen, Cai Yuanpei, He Xiangning and other Kuomintang government officials, it was reorganized into the "Central Guoshu Museum", which was located at No. 1, Toutiao Lane, Xihuamen, Nanjing, with Zhang Zhijiang as the director and Li Jinglin as the deputy director. In 1937, after the outbreak of the Anti-Japanese War, the Central Guoshu Museum was forced to move to Changsha, Guilin, etc., and moved back to Nanjing after the Anti-Japanese War, and was forced to close due to economic difficulties in 1948. The historical evolution of

the international spread of martial arts culture through overseas Chinese[J].Journal of Physical Education,2015,22(04):136.]].

In January 1936, in order to raise funds for the construction of the Central Guoshu Museum and at the same time promote and disseminate Chinese martial arts to the Chinese, Zhang Zhijiang led the "Nanyang Travel Group" composed of the Central Guoshu Museum and the National Sports College to Singapore, the Philippines, Malaysia and other countries for a four-month tour. During this visit, a total of 65 national art performances were performed, which were warmly welcomed by overseas Chinese from all over the world. Singapore's patriotic overseas Chinese leader Tan Kah Kee said excitedly: "This is a vanguard team that spreads Chinese national arts, and it will spread Chinese national arts to Southeast Asian countries and even the world." [Ding Shouwei. Research on the transformation of traditional Chinese martial arts (1911-1949)[D].Shaanxi Normal University,2012.]]

In August 1936, the 11th Olympic Games were held in Berlin, Germany. At the suggestion of Zhang Zhijiang and others, the Chinese Olympic Committee decided to send the Chinese wushu team to perform in Europe with the Chinese sports delegation. At the end of July, the Chinese martial arts team performed two performances on the streets of Hamburg and at the Hamburg Grand Theater, which were warmly welcomed by the citizens of Hamburg. On August 11, the Chinese martial arts team gave an official performance to 30,000 spectators in an open-air theater, with a total of 20 items such as tai chi, various boxing techniques, and flying forks. The performance, which lasted for more than one hour, was met with warm applause and welcome." Since then, some cities in Germany, Denmark, Sweden and other countries have invited Chinese martial arts teams to perform. However, due to lack of funds and other reasons, it could not be realized.

The performance of this trip to Europe was the most influential overseas martial arts exchange activity during the Republic of China, which left a preliminary impression of Chinese martial arts for the people of Germany and other European countries, and let the people of the world know that there was such a national sport in China. Although the Chinese delegation did not win anything at the Berlin Olympics, the Chinese martial arts performance won applause for China, and was called "the essence of art and the pride of sports". In summary,

Yuan Jiahao. On the historical value and contemporary enlightenment of the Central Guoshu Museum[J].Chinese Martial Arts(Research),2019,8(04):12+34.)

Revealing the Luster, by Fu Aili. The historical evolution of the international dissemination of martial arts culture through overseas Chinese[J].Journal of Physical Education,2015,22(04):136.)

Ding Shouwei. Research on the transformation of traditional Chinese martial arts (1911-1949)[D].Shaanxi Normal University,2012.

4.2.2 Martial arts activities and international communication of Jingwu Sports Association

In 1909, Huo Yuanjia founded the Jingwu Sports School in Shanghai. In March 1910, Chen Gongzhe, Lu Weichang and others founded the "Jingwu Sports Association" on the basis of the "Jingwu Sports School". Research on the stage characteristics of the evolution of modern Chinese martial arts thought[D].Fujian Normal University,2008:31.]]. From 1910 to 1920, the Jingwu Sports Association was mainly promoted and disseminated throughout the country, and Jingwu branches were established in various places. In 1920, the Jingwu branch was established in Saigon, Vietnam, and the Singapore branch was established in September of the same year, and then the Jingwu branch was established in Kuala Lumpur, Java and Semarang. According to incomplete statistics, by 1929, the Jingwu Sports Association had 42 branches, with a total membership of more than 400,000 [Zhu Xiangzhong.Before 1983, the internationalization of Chinese martial arts was deduced[J].Bo Hit (Wushu Science),2006(12):13.]]. In 2014, the "Jingwu" martial art was successfully

selected as a national intangible cultural heritage, and after that, it began to move towards the goal of declaring a world-class intangible cultural heritage and further carrying forward the Jingwu culture. As of December 2021, 79 Jingwu branches have been established on five continents.

Since 1990, Shanghai Jingwu Sports Association has contacted the world's Jingwu Sports Association to start the World Jingwu Wushu Cultural Conference held every two years, and established the World Jingwu Friendship Association, which was renamed the World Jingwu Friendship Association in 2008. This is a bridge to build a cultural exchange and promotion and dissemination of the Global Jingwu Friendship Association, an exploration and innovation to build a discourse system, communication content and communication methods of Chinese stories, and a mechanism to enhance the soft power of Chinese culture, which has become an effective way to "tell Chinese stories well" and "connect China and foreign countries and communicate with the world".

In the dissemination of Chinese martial arts, the Jingwu Sports Association draws on the strengths of all families, breaks the prejudice of the portal, does not compete for the length of the portal, and integrates the north and the south in one furnace, changing the form of single transmission of the past "solid patriarchal law, master and apprentice secret", "public to the world, group teaching". Whether it is the outer fist of the Yellow River basin or the inner fist of the Pearl River Basin, everything that is valuable is advocated. Not only is the content of communication rich and diverse, but also can meet certain social needs, so as to achieve the purpose of wide dissemination.

By combing the history of the dissemination of Chinese martial arts folk organizations and individuals, it can be found that Chinese martial arts folk organizations mainly form communication channels through the establishment of overseas branches, and the overseas branches of Chinese martial arts folk organizations have become an important spiritual home for overseas Chinese to gather, which plays an important role in enhancing the sense of national identity and belonging of overseas Chinese, and deepening national consciousness and national cohesion. The individual is mainly to promote the quintessence of the country, eliminate the weakness, invigorate the national spirit through Chinese martial arts, arouse the national fighting spirit and patriotic feelings, and enhance the sense of national identity and belonging.

4.3 A Historical Review of the International Spread of Contemporary Chinese Martial Arts

4.3.1 The international spread of martial arts after the founding of the People's Republic of China (1949) to the 21st century (2000).

4.3.1.1 The Chinese martial arts troupe visited and performed, opening a new chapter in the international dissemination of modern martial arts

In modern China, the international spread of martial arts began with the Chinese martial arts performance troupe sent by the Chinese government. In June 1960, China formed the first wushu team to participate in the performance of the "Friendship Gala" of the Second National Games of the Czechoslovak Republic, and in the same year, the wushu team participated in the 30th anniversary celebration of Myanmar's independence and touring performances throughout Myanmar

Liu Zuhui. Research on the stage characteristics of the evolution of modern Chinese martial arts thought[D].Fujian Normal University,2008:31.

Zhu Xiangzhong.1983 年年中

Prologue [[[Qiu Pixiang. History of Chinese martial arts[M].Beijing:Higher Education Press,2008:192.]]. In June 1974, the Chinese martial arts delegation visited Mexico and the United States. In 1975, he visited more than 30 cities in 6 countries, including the United Kingdom and Mozambique, and performed more than 70 performances. In 1976, he visited the Philippines and other places to perform a total of 28 performances. In 1977, he visited Thailand, Ghana, Equatorial Guinea and other places to perform nearly 100 performances. In 1978, he visited Iraq and other countries to perform a total of 38 performances. From narrative history to structural history: Reflection and turn of the study of Chinese martial arts history in modern times[J].Journal of Shanghai University of Sport,2022,46(09):83.]].

In the 80s, with the continuous development of China's reform and opening up, the overseas visits and exchange activities of Chinese martial arts became more and more frequent. In December 1982, the National Wushu Work Conference held by the State Sports Commission in Beijing proposed that "we should actively and steadily promote Chinese martial arts to the world". Under the guidance of this policy, Chinese martial arts have been visiting abroad for many years. Continue to expand the influence of Chinese martial arts in the world. In 1982, the Chinese Wushu Association successively selected a group of outstanding martial arts athletes and coaches to go to Mexico, Canada and other countries and regions to teach abroad, and cultivated a large number of martial arts talents. A historical study on the evolution of the development model of martial arts in New China[D].Chengdu University of Physical Education,2013.]]. In November 1985, he participated in the Shaolin Temple Boxing International Friendly Match in Tokyo, Japan, visited the headquarters of the Shaolin Temple Boxing Alliance, and visited Takamatsu and Stroke performances. People's Sports Press.2008.]]. In June 1986, the International Wushu Instructor Training Course was held in Jinan, with a total of 39 representatives from 17 countries participating in the training.In the same year, he sent experts to the United Kingdom, Singapore and other countries to perform and visit, and held lectures and gave guidance. In November 1987, the Chinese martial arts delegation participated in the 40th anniversary of the establishment of the Shaolin Temple Boxing Alliance in Japan. In October 1988, China's first International Wushu Festival was held in Hangzhou, with 33 countries participating. According to a survey of 11 provinces and municipalities including Hebei and Fujian, since 1982, about 4,121 foreigners have been received to study Chinese martial arts in China, and 282 Chinese martial arts study groups have been received. Xia Hong, Zhang Xuefei, Yang Mei, et al. Journal of Wuhan University of Physical Education,2003(04):31.]]

4.3.1.2 Establish an international martial arts organization and hold international martial arts competitions

The establishment of the International Wushu Federation, various continental martial arts organizations and various national martial arts associations marks the development of Chinese martial arts in the world, begins to move towards the road of unity and unification, and lays the organizational foundation for the dissemination and exchange of Chinese martial arts.

In 1982, in order to implement the development strategy of "actively and steadily promoting Chinese martial arts to the world" proposed by the National Sports Commission, the Chinese Wushu Association began to organize international martial arts invitational tournaments and prepare for the establishment of international martial arts organizations. In 1984, the Chinese Wushu Association invited representatives of the martial arts community from 12 countries and regions to hold a symposium in Wuhan to exchange views on the further development of wushu in the world. In 1985, the Chinese Wushu Association held the first International Wushu Invitational Tournament in the ancient capital of Xi'an, with teams from 17 countries and regions including Belgium, Canada, France, the United Kingdom, Italy, Japan, and Spain participating, and the Preparatory Committee of the International Wushu Federation was established during the invitational tournament, and it was decided to popularize and promote Chinese wushu to all over the world as soon as possible, and make it an Olympic event as soon as possible. With the help of China and the International Wushu Federation, wushu organizations have been established in countries and regions on five continents. In

October 1990, the International Wushu Federation was officially established in Beijing, and since then, Chinese wushu has embarked on the development track of promoting to the world in an organized and planned manner. In October 1994, the International Wushu Federation was admitted as a full member of the International Federation of Individual Sports. In June 1999, the 109th General Assembly of the International Olympic Committee (IOC) held in Seoul decided to temporarily recognize the International Wushu Federation.

Qiu Pixiang. History of Chinese martial arts[M].Beijing:Higher Education Press,2008:192.

Xue Hao, Zheng Guohua, Yu Hewen. From narrative history to structural history: reflection and turn of the study of Chinese martial arts history in modern times[J].Journal of Shanghai University of Sport,2022,46(09):83.)

Zheng Zhibing. A historical study on the evolution of the development model of martial arts in New China[D].Chengdu University of Physical Education,2013.

Cui Lequan, editor-in-chief. People's Sports Press.2008.

Xia Hong, Zhang Xuefei, Yang Mei, et al. Journal of Wuhan University of Physical Education,2003(04):31.)

At the 113th Plenary Session of the International Olympic Committee, the decision to officially recognize the International Federation of Wushu was adopted, which was an important milestone for Wushu to go global. Journal of Shanghai University of Sport,2002(04):38.]]. These continental martial arts associations regularly hold intercontinental martial arts championships, such as: Asian Wushu Championships, Southeast Asian Wushu Championships, European Wushu Championships, South American Wushu Championships. These competitions have expanded the influence of Chinese martial arts on all continents and played a non-negligible role in promoting the development of Chinese martial arts activities on all continents. Research on the discourse change of modern Chinese martial arts culture[D].Beijing Sport University,2017.]]. The entry of Chinese wushu into the comprehensive sports will make Chinese wushu, a national sport, take another solid step in the process of "integration" with world sports, and lay a solid foundation for the international spread of wushu.

4.3.1.3 Establish Chinese martial arts journals and strengthen the publicity of Chinese martial arts theory

After the 80s, in addition to the large number of Chinese martial arts books and magazines published by China abroad, some countries have also established some magazines related to Chinese martial arts, which has played a good auxiliary role in the international dissemination of Chinese martial arts. For example, WUSHU, founded in 1991, is sponsored by the Florence Martial Arts Academy in Italy, and is a professional martial arts magazine focusing on introducing Chinese martial arts and Chinese culture. Founded in 1990, Wushu Taijiquan is a publication sponsored by the Japan Wushu Taijiquan Alliance, which mainly introduces the international and domestic martial arts information and experience exchange of the Japan Wushu Taijiquan Alliance. Journal of Chengdu University of Physical Education,1995(03):5.]]. TAI CHI, a bimonthly Chinese martial arts magazine published by Traveler Press, mainly introduces the "training methods" and "characteristics of martial arts" related to Taijiquan, and introduces the knowledge of Taijiquan to the American people. Through the overseas dissemination of martial arts magazines and periodicals, it has played a role in enhancing the dissemination of Chinese martial arts culture, and extended the international dissemination of Chinese martial arts from "single technology" to "scientific theory".

4.3.1.4 Rely on international martial arts festivals and expos to spread Chinese martial arts

In December 1992, at the second national martial arts work conference, we proposed that "we should open up martial arts resources, establish the concept of martial arts industry", "let martial arts and give full play to

social benefits, and produce economic benefits", so Chinese martial arts to the road of industrialization. In the development of China's martial arts economic resources, many regions with a tradition of practicing martial arts have taken Chinese martial arts as a window for the international opening of the region, put forward the slogan of "martial arts set up a stage, economic singing", and held various international martial arts festivals and martial arts expos of various scales. These martial arts activities aimed at promoting local economic development have played a positive role in the spread of Chinese martial arts. In September 1993, the first International Mantis Boxing Exhibition Tournament was held in Yantai, Shandong. In May 1994, the 2nd International Wushu Expo was held in Shanghai. In July 1995, the 2nd Chinese Folk Martial Arts Essence Invitational Tournament was held in Beijing. The historical development and modern rheology of Chinese martial arts culture[J].Lantai World,2011,No.347(28):68.]. In May 1996, the 3rd "Mack Cup" International Wushu Expo was held in Shanghai. In September 1997, the 5th Zhengzhou International Shaolin Wushu Festival was held in Zhengzhou. In May 1999, the Taizhou International Traditional Martial Arts and Stunt Competition was held in Taizhou. It has laid a pioneering foundation for martial arts culture to "go global".

4.3.2 International dissemination of Chinese martial arts in the 21st century

In 2001, the International Wushu Federation officially submitted an application to the Olympic Committee for Chinese wushu to enter the Olympic Games. In November 2004, at the 18th Executive Committee of the International Wushu Federation, it was accepted and approved by Slovenia, Slovenia

Guo Zhiyu. Journal of Shanghai University of Sport,2002(04):38.

Chen Dezhi. Research on the change of discourse of modern Chinese martial arts culture[D].Beijing Sport University,2017.

Kuang Wennan. Journal of Chengdu University of Physical Education,1995(03):5.)

Huang Jun. Lantai World,2011,No.347(28):68.)

Applications for membership in Lowac, Yori and Benin. So far, the official members of the International Chinese Wushu Federation have reached 101 countries and regions. In 2002, at the 14th Asian Games held in Busan, South Korea, Chinese wushu was once again included in the official competition program. In 2001, at the 3rd East Asian Games held in Osaka, Japan, Chinese wushu was listed as an official competition for the third time. Since then, Chinese wushu has entered the Asian Games, the East Asian Games, the South Asian Games and the World Popular Sports Games. As of January 2014, the International Wushu Federation has member associations from 160 countries (regions) on five continents. At the same time, in terms of wushu competitions, a series of reforms have also been carried out in Chinese wushu taolu, adding music and costumes for difficult movements and competitions, and women's sanda has been added to sanda, and related commercial events have also been launched. In 2020, Chinese wushu was included in the official competition program of the 4th Youth Olympic Games. Olympic culture is a culture that has gained international recognition, and the inclusion of wushu in the Olympic Games is an important way to achieve the global image of wushu and gain international recognition.

With the proposal of the "Belt and Road" initiative, China's strengthening of cultural exchanges with countries along the "Belt and Road" has also been raised to a new height, creating a new era of exchange development and comprehensive cooperation. The Ministry of Culture has also issued the Belt and Road Cultural Development Action Plan (2016-2020) to help China and countries along the Belt and Road in their cultural exchange plans. In this context, the spread of Chinese martial arts has also entered a relatively mature and stable communication stage at this stage, in this stage, the communication content of Chinese martial arts is not only limited to the technical teaching of Chinese martial arts and film and television dramas, but also

involves the rise of education, health medicine and other fields. At this stage, the communicators include the Chinese martial arts foreign aid coaching team, the International Wushu Association and non-governmental martial arts organizations, etc., and the form of communication is more diversified on the basis of the original event communication, touring, and martial arts hall communication, and the Chinese martial arts events with the help of the network platform not only realize remote communication, but also have video playback and other functions, realizing the communication from paper media to electronic media, which greatly promotes the communication efficiency of martial arts and realizes the modern transformation of martial arts communication.

Chapter 5 Achievements and Problems of the Spread of Chinese Martial Arts in Countries along the Belt and Road

The Belt and Road Initiative is China's great initiative to build a community with a shared future for mankind to the world. As a typical representative of China's national image, Chinese martial arts is highly consistent with the cultural connotation of the "Belt and Road". In recent years, the Communist Party of China and the government have always stood at the forefront of the times, judged the situation, listed the strengthening of international communication as an important topic, and made great strides to "go out" to spread China's voice, which fully reflects the high and ardent hope for strengthening and improving international communication, which is of great and far-reaching significance. Opportunities and strategies for martial arts culture to "go global" under the "Belt and Road" strategy[J].Sports Culture Guide,2017(06):3.]. The Belt and Road Initiative provides a platform for the international dissemination of Chinese martial arts. The National Wushu Sports Management Center has formulated the "Five-Year Plan for the Development of Chinese Wushu (2016-2020)", which clearly proposes to take the "Belt and Road" initiative as an opportunity to comprehensively deploy a number of specific tasks, opening a new journey and providing new ideas for the international dissemination of Chinese martial arts.

The spread of Chinese martial arts in the countries along the "Belt and Road" not only needs to be combined with the culture of the country being disseminated, but also needs to retain and give full play to its own cultural advantages in the process of cultural dissemination, so as to nurture a cultural exchange environment in line with the strategic background of the "Belt and Road" and improve the audience scope of Chinese martial arts culture. The countries along the "Belt and Road" can be divided into seven regions including China according to their geographical location, due to the different geographical conditions, historical context and social environment of different countries or regions, so the cultural atmosphere and national feelings may be very different, which leads to audiences with different cultural identities, the depth of understanding and acceptance of Chinese martial arts are also uneven. In order to make this study of practical significance and value, this study selects countries along the "Belt and Road" with the foundation of martial arts communication, and through in-depth interviews with relevant personnel from some countries along the "Belt and Road", it is planned to select Central and Eastern Europe, Czech Republic, Southeast Asia, Singapore, West Asia, Turkey, CIS, Ukraine, Central Asia, Kazakhstan and South Asia, and excavate, deconstruct and analyze their communication environment, communication subjects, communication contents, communication audiences and communication methods. In this way, the achievements and problems of Chinese martial arts in the dissemination of Chinese martial arts in their countries are clarified, and then the pertinence of communication, the accuracy of communication are improved, the audience of communication is expanded, and the communication effect is maximized in the communication of martial arts along the "Belt and Road".

5.1 The current situation of the spread of Chinese martial arts in countries along the "Belt and Road".

5.1.1 Communication environment analysis

Communication environment refers to the specific social environment and communication conditions in which communication activities are located, including social, cultural, political, economic, technological and other factors. Think tank theory and practice,2020,5(02):15+28.]]. The communication environment is one of the important conditions for the effective development and successful implementation of communication activities, which directly affects the transmission and reception of information. Therefore, in the process of formulating communication strategies and plans, it is necessary to fully consider the characteristics and changes of the communication environment to provide favorable conditions and support for the development of communication activities.

Xie Pingping, Shi Shuaijie, Ding Baoyu. Opportunities and strategies for martial arts culture to "go global" under the "Belt and Road" strategy[J].Sports Culture Guide,2017(06):3.)

Li Zhongmei, Zhang Xiangxian, Liu Jincheng. Think tank theory and practice,2020,5(02):15+28.)

5.1.1.1 Central and Eastern Europe

The Czech Republic is located in the core of Central and Eastern Europe, with a superior geographical environment, and its economy has developed well under the influence of the EU market and foreign investment. The natural environment and social structure make the Czech people relatively affluent, stable and unemployed. As a developed country, the Czech people have a high degree of recognition of their own culture, and in this case, how the Chinese martial arts, which are famous for their "martial arts", are spread here is worth exploring in depth.

The cooperation between the Chinese government and CEE officially began with the regional cooperation in 2012, and in 2015, the "17+1 Platform" became a cooperation mechanism for the "Belt and Road" initiative. Research on China-CEEC cooperation under the background of the Belt and Road Initiative[D].Tianjin University,2019.]], the establishment of this mechanism has built a bridge for economic and trade exchanges and cultural exchanges between CEE and CEE, and promoted the comprehensive dialogue between CEE and CEE. According to the survey, the perception of the "Belt and Road" in some parts of Central and Eastern Europe is influenced by the paranoid ideas of some Western countries. Since the implementation of the "Belt and Road" initiative, its development focus is still on the economy and trade, and the implementation of specific measures in the field of Chinese martial arts communication still has very broad development prospects. As far as the spread of Chinese martial arts in the Czech Republic is concerned, there is no communication environment that conforms to the cultural characteristics of the two countries, especially at the level of hard environment or material environment, and the "Belt and Road" initiative still has great potential for the spread of Chinese martial arts in the Czech Republic.

5.1.1.2 Southeast Asia

Chinese martial arts have spread to the southwest continent similar to China since ancient times, and it can be said that the spread of Chinese martial arts in Southeast Asia is accompanied by the migration history of the Chinese, from the military martial arts hand-to-hand combat spread by exile in the Qin and Han dynasties, to the Guangxi Zhuang boxing in exile in the Song Dynasty, and to the Cai Li Buddha boxing school that first spread to Singapore in modern times, and it is also the earliest Chinese martial arts school that went abroad and spread in the world. Research on the promotion of traditional sports of the Chinese nation in ASEAN[J].Journal of Shenyang University of Physical Education,2020,39(01):134.]].

As early as 1877, 1/4 of the people in Singapore were members of the Tiandihui, and at that time, as an organization that opposed the Qing Dynasty and restored the Ming Dynasty, almost everyone in the Tiandihui had mastered Chinese martial arts, and Chinese martial arts entered Singapore, Indonesia and Nanyang due to

the migration of overseas Chinese. Due to historical reasons, the total number of Singaporean Chinese accounts for as much as 70%, Southeast Asia and China are geographically close, have a unique geographical advantage, and have a common rise of the "Asian dream" [He Xiaohua, Ma Xinyu, Tang Minghuan, etc. Research on the communication of China-ASEAN martial arts culture from the perspective of community with a shared future[J].Journal of Guangzhou University of Physical Education,2021,41(2):83.]. In this historical and context, the spread of Chinese martial arts in Singapore is like a fish in water. As we all know, Southeast Asian culture is basically a religious culture. The integration and development of China-ASEAN national sports: from the perspective of cultural differences[M].Beijing:China Social Sciences Press,2018.211.], and China's traditional culture, including Chinese martial arts, contains the ideas of Confucianism, Buddhism and Taoism in traditional Chinese philosophical thoughts, and the spread of Chinese martial arts culture in Southeast Asia inevitably produces cultural conflicts, but at the same time, Southeast Asia, where multicultural integration is also an opportunity for Chinese martial arts to elaborate and promote. Since 2013, the Singapore International Wushu Festival and Invitational Tournaments have been held on a cyclical basis every two years. According to Xinhua News Agency, on November 11, 2019, the Singapore International Wushu Cultural Festival and the 4th Singapore International Wushu Invitational Tournament came to an end. Singapore International Wushu Cultural Festival and the 4th Singapore International Wushu Invitational Tournament Closed[EB/OL].<https://www.shicheng.news/v/ZzYwR.2019-08-13.>]. Through interviews with Chinese martial arts coaches in Singapore, we learned: "In Singapore, more than 80% of primary and secondary schools

Naria. Research on China-CEEC cooperation under the background of "Belt and Road"[D].Tianjin University,2019.

Yin Jilin, Li Naiqiong. Journal of Shenyang University of Physical Education,2020,39(01):134.)

HE Xiaohua, MA Xinyu, TANG Minghuan, et al. Research on the communication of China-ASEAN martial arts culture from the perspective of community with a shared future[J].Journal of Guangzhou University of Physical Education,2021,41(2):83.)

Li Naiqiong. The integrated development of China-ASEAN national sports: from the perspective of cultural differences[M].Beijing:China Social Sciences Press,2018.211.

Lion City News. Singapore International Wushu Cultural Festival and the 4th Singapore International Wushu Invitational Tournament Concluded[EB/OL].<https://www.shiche>

There are martial arts extracurricular activities, and in grades 1-3 of primary schools in Singapore, students must choose an extracurricular activity, and students who choose Chinese martial arts account for a large part. "The support of Singapore's policy environment provides the backbone for the spread of Chinese martial arts. More than 2,300 students from 190 primary and secondary schools competed in martial arts competitions at the Singapore National Inter-School Games. Chinese martial arts are popular among young people in Singapore and have a solid base of people. When asked about the embodiment of the Belt and Road Initiative in Chinese martial arts, the Singapore martial arts coach said: "In Singapore, we have not yet experienced that our students have gone to China for cultural exchanges along the Belt and Road, and the specific measures that can be experienced in martial arts are not yet clear. "The Belt and Road Initiative has created a bridge between China and Singapore, but we have not felt support for Chinese martial arts, and we hope for a breakthrough in this area.

5.1.1.3 CIS

As the core area of Asia and Europe, Ukraine is rich in natural resources and education and culture are also relatively developed fields in Ukraine, and more than 100 ethnic groups have been passed down from generation to generation in this land, forming a pattern of cultural "diversification". Journal of Zhejiang Normal University(Social Sciences),2010,35(2):25.]. As one of the first countries to respond to the "Belt and Road" initiative, Ukraine signed a cooperation plan for the joint construction of the "Belt and Road" as early as 2020, which involves trade, industrial investment, agriculture, energy, science and technology, people, health and other fields. China and Ukraine discuss "Belt and Road" cooperation[EB/OL].<http://www.gov.cn/.2021-03-14.>]. As a body symbol representing Chinese culture, the smooth spread of Chinese martial arts in Ukraine plays an important role in promoting the "people-to-people bond" between the two countries. However, the support received by Chinese martial arts in the Belt and Road Initiative needs to be improved, and there is considerable potential for development.

Ukraine shares the same characteristics as most European countries, attaches the same importance to Western competitive sports ideas and admires the Olympic spirit. This is a challenge for Chinese wushu that has not yet entered the Olympic Games. According to the analysis of Ukraine's achievements in the first Beijing Martial Arts Games, it is found that among the national teams participating in the competition, free fighting, sumo wrestling, and wrestling are the three main events that Ukraine has won. Among the many wushu events, only Russia and China, which are the birthplaces of the CIS countries, have won more awards in wushu events, and few medals have been won by other countries in Chinese wushu events.

5.1.1.4 Central Asia

Kazakhstan (hereinafter referred to as Kazakhstan), one of the Central Asian countries, is the largest landlocked country in the world. The majority of the inhabitants of Kazakhstan profess Islam (Sunni). In addition, there are Orthodox Christians, Catholics, and Buddhists, among others. As the intersection of Eastern and Western cultures, Central Asia has a cultural background from religions such as Islam, as well as the influence of the old system from the former Soviet Union, and the impact of Western culture such as the United States. Therefore, the spread of Chinese martial arts as a representative of Chinese culture in Central Asia also faces the challenge of multicultural integration.

According to the interview, the development of Chinese martial arts in Kazakhstan has been supported by the Kazakh government, including participating in or holding competitions and opening Chinese martial arts training institutions, and said that Chinese wushu is one of the more popular sports in Kazakhstan. Alexander Raduncev from Kazakhstan said that Chinese martial arts are in the "Belt and Road"

ng.news/v/ZzYwR.2019-08-13.

Li Jihua, Ye Jianjun. Journal of Zhejiang Normal University(Social Sciences),2010,35(2):25.)

Xinhua News Agency. China and Ukraine discuss "Belt and Road" cooperation[EB/OL].<http://www.gov.cn/.2021-03-14.>

In the implementation of the Belt and Road Initiative, Kazakhstan expects China to provide more assistance in terms of teachers, funds and equipment.

5.1.1.5 South Asia

The Belt and Road Initiative in South Asia is supported by the vast majority of countries, and economically, two of the six major economic corridors in the Belt and Road Initiative are in South Asia; Culturally, China and South Asia have a long historical connection, and South Asia is also eager for cooperation in the construction of connectivity. Interpretation | China and South Asia, how much potential is the "Belt and

Road" cooperation[EB/OL].https://www.sohu.com/a/151130410_731021.2017-06-22]]. Among the South Asian countries, Sri Lanka is an important country among China's partners, and has been an important hub since the opening of the ancient Maritime Silk Road.

As a traditional Chinese culture, Chinese martial arts have a common goal in advocating "people-to-people bonds" in the interconnection. It is worth noting that after interviews, it was learned that in the implementation of the "Belt and Road" initiative, the specific support measures for the spread of Chinese martial arts in Sri Lanka are still in a state of undeveloped. At the same time, South Asia is located in the tropics, and the climate, temperature and other environments limit people's willingness to practice sports, and the environmental factors for the spread of Chinese martial arts in South Asia are a major challenge to be faced.

5.1.2 Analysis of communication subjects

Precision communication aims to accurately convey a message to a target audience, which can be an individual, organization, media, or other form of entity. The communication subject plays an important role in determining the target audience, formulating the communication strategy, providing the communication content, selecting the communication channel, and monitoring the communication effect. Macroscopically speaking, the main body of international communication of martial arts can be divided into two categories: official and unofficial. Official entities include official institutions such as government agencies and martial arts organizations, and non-official entities include individuals, civil society organizations, and non-official institutions such as martial arts schools.

5.1.2.1 Central and Eastern Europe

Through documentary data and text analysis, it can be seen that in the Czech Republic in Central and Eastern Europe, Chinese martial arts were only introduced to the Czech Republic after the Velvet Revolution in the 90s, due to the changes in the political relationship between the Soviet Union and China at that time. It was not until the opening up of the Czech Revolution that the traditional Chinese culture, including Chinese martial arts, had the opportunity to be widely disseminated in the Czech Republic. Research on the development status and countermeasures of Taijiquan in the Czech Republic[D].Xi'an University of Physical Education,2014.]].

According to the text analysis conducted by interviews and related literature, it can be seen that in the Czech Republic, the earliest Chinese martial arts social organization was born in 1997 by the Wushu Association, the founder was the Chinese boxer Qin Mingtang who immigrated to the Czech Republic from China, and then established the Qin Mingtang International Wushu Center in 2006, which spreads Chinese martial arts through school teaching and education, and is also a social organization with far-reaching influence in the dissemination of Chinese martial arts. According to the interview, nowadays, the social organizations that spread Chinese martial arts in the Czech Republic do not include the Czech Wushu Association, but mainly Chinese martial arts halls and Tai Chi gyms

Economic Daily. Interpretation | China and South Asia, how much potential is the "Belt and Road" cooperation[EB/OL].https://www.sohu.com/a/151130410_731021.2017-06-22.

Gao Ming. Research on the development status and countermeasures of Taijiquan in the Czech Republic[D].Xi'an University of Physical Education,2014.

It also includes other martial arts in the world, such as taekwondo, karate, Brazilian Jiu-Jitsu, etc. Most of the social institutions for the spread of Chinese martial arts are run by Chinese, but the teaching content includes other martial arts in the world other than Chinese martial arts, and there is more profit purpose.

According to interviews, there are two types of Czechs who spread Chinese martial arts in the Czech Republic, one is Chinese martial arts enthusiasts, and their common characteristic is that they like Chinese martial arts and are also interested in traditional Chinese culture. Because of the advantages of communication between the two countries, including smooth language communication and a high sense of identity, the transmission of martial arts among Czech compatriots often achieves unexpected results. The other is the medium of Chinese martial arts

Audience, this type of people are the "mediators" of Chinese martial arts, their identities are mostly Chinese martial arts translators, club coaches, their purpose is relatively simple, just to make a profit to contact Chinese martial arts, but there are some who are interested in turning into Chinese martial arts enthusiasts when they are engaged in this job. Most of these "mediators" have certain political and economic capabilities and a wide range of domestic communication channels, and if they can devote themselves wholeheartedly to the cause of martial arts compared to ordinary hobbyists, they will become an immeasurable force in the international dissemination of martial arts.

5.1.2.2 Southeast Asia

Through literature and interviews, it can be seen that the main body of Chinese martial arts in Singapore includes the Ministry of Education (MOE), the Wushu Dragon and Lion Association, and non-governmental organizations. Since 1968, physical education has become one of the compulsory courses in Singapore's schools, and Chinese martial arts has quickly become an extracurricular co-curricular (CCA) for primary and secondary schools in Singapore. In addition, colleges and universities will also hire Chinese martial arts instructors from outside the school to carry out their own Chinese martial arts club courses. As a national authority, the education department has incorporated Chinese martial arts into the school's elective curriculum, which has had a profound impact on the long-term development of Chinese martial arts in Singapore, and is also one of the important reasons why Chinese martial arts are widely developed in Singapore. As the largest non-governmental association of Chinese martial arts in Singapore, the Singapore Wushu Dragon and Lion Association adopts a membership registration system and disseminates and promotes Chinese martial arts through Chinese martial arts training, performances, competitions and other forms.

Singapore's non-governmental organizations are mainly based on Chinese martial arts associations, but also include folk master-apprentice inheritance, etc., but compared with martial arts halls and school education, the influence of traditional folk teacher transmission in Singapore is narrower. However, through interviews, we learned that there are a large number of folk Chinese martial arts halls in Singapore, and there is fierce competition when holding large-scale events, and there are also large folk martial arts organizations called martial arts companies, which are related to the teaching opportunities of school martial arts clubs, so the competition among peers is fierce.

5.1.2.3 CIS

The Ukrainian Wushu Association is the largest organization in the Ukrainian region to spread Chinese martial arts, in addition, there are also organizations such as the Ukrainian Chinese Wrestling Association and the International Kung Fu Federation. According to the interview, the fact that Chinese wushu did not enter the Olympic Games has seriously affected its wide spread in Ukraine, because Ukraine attaches great importance to competitive sports, and like most European countries, it is deeply influenced by Western competitive sports ideas and advocates the Olympic spirit. In terms of the weight of the sports industry and sports investment, the Ukrainian government will invest more money in Olympic events, compared to Chinese wushu has received less support.

It is worth noting that the Confucius Institute has opened courses in Ukraine to spread Chinese language and culture, but the Chinese martial arts courses are only carried out in the form of training courses and summer

camp, and the importance of Chinese martial arts, as the most excellent body symbol of China, is low, and the cooperation and exchanges between the Ukrainian Wushu Association and the Confucius Institute need to be developed. And in Ukraine there is no shortage of sports clubs, most of which are private, and there are huge competitors in Chinese martial arts. Other martial arts or competitive events in the world, such as MMA and other sports, are the first to occupy the Ukrainian sports market, and the current situation and economic benefits are better than that of local Chinese martial arts. Although Chinese martial arts are supported by the Chinese consulate, they still face certain financial problems, and the government needs to strengthen the intensity of support and specific management measures.

5.1.2.4 Central Asia

In Kazakhstan, early Chinese martial arts propagators from China set up a number of martial arts halls to provide opportunities for Kazakh students to learn. In Kazakhstan, the main body of Chinese martial arts includes the Kazakhstan Wushu Association, the Kung Fu Center, the Chinese Embassy in Kazakhstan and non-governmental organizations, among which the Kazakhstan Wushu Association is the main organization for the dissemination of Chinese martial arts.

According to the literature law, Chinese martial arts events, performances and other activities are undertaken by the Kazakhstan Wushu Association, the Kazakhstan Wushu Association will also receive the local government's financial support to hold or participate in the competition, the teaching staff has martial arts coaches from China, there are also local early martial arts coaches, and in the form of more and more friendly relations between China and Kazakhstan, Kazakhstan will send students to China every year to study. Chinese martial arts folk martial arts hall since 1991

At that time, martial arts experts such as Wang Xingqing, the former Sports Commission of Xinjiang Autonomous Region, carried out Chinese martial arts aid in Kazakhstan and other countries, and in 2008, a martial arts coach training course was held in Almaty, which made outstanding contributions to the in-depth dissemination of Chinese martial arts in Kazakhstan. According to interviews and literature, the private martial arts instructors come from all over the world Chinese martial arts enthusiasts, and they will come to the martial arts gym to train or learn Chinese martial arts in their spare time. This Chinese martial arts gym in Almaty creates a big family of martial arts enthusiasts[EB/OL].<https://baijiahao.baidu.com/.2019-11.>]. In addition to the Chinese martial arts association in the early days of hiring Chinese martial arts coaches to come to Kazakhstan for training, some Chinese martial arts coaches who settled in Kazakhstan will also teach martial arts to the Kazakh masses, which makes Chinese martial arts form the main basis for the early spread of Chinese martial arts in Kazakhstan.

5.1.2.5 South Asia

Through literature review and in-depth interviews, it can be seen that the main bodies of the dissemination of Chinese martial arts in Sri Lanka in South Asia are the Sri Lanka Wushu Federation supported by the Ministry of Sports and the Confucius Institute at the University of Kelaniya in Sri Lanka, as well as some non-governmental organizations, all of which are official or unofficial entities established by Sri Lankans. The Sri Lanka Wushu Federation operates with financial support from the Ministry of Sports, which is why Sri Lanka has been employing Chinese wushu coaches for a long time. It is understood that Sri Lanka will regularly hire Chinese wushu coaches to guide local Chinese wushu teams to participate in the South Asian Games, which has made Sri Lanka's Chinese wushu win many gold medals in the South Asian Games. The Chinese martial arts instructors who arrived in Sri Lanka expressed the hospitality of the locals and respectfully presented flower garlands to show their welcome to the Chinese martial arts instructors. The pearl of South Asian island countries—Sri Lanka to confer martial arts[J].Chinese Wushu,2005,(8):24.]. It reflects China's positive

image as a great power in Sri Lanka in South Asia, and also shows the elements of Sri Lankans' admiration for Chinese martial arts.

However, according to the feedback of Chinese martial arts coaches, the Sri Lankan national wushu team is compared with Malaysia and India

[]China Overseas Chinese Network. This Chinese martial arts gym in Almaty creates a big family of martial arts enthusiasts[EB/OL].<https://baijiahao.baidu.com/>.2019-11.

Wang Junfa. The pearl of South Asian island countries——Sri Lanka conferred martial arts[J].Chinese Wushu,2005,(8):24.)

There is still a lot of room for improvement in the technological level of Nepal and other Southeast Asian countries. Under his guidance, the Sri Lankan Chinese wushu national team improved greatly in just three months and successfully won a gold medal at the South Asian Games that year. This also reflects two phenomena: first, the professional level of martial arts instructors from China is high and fully convincing; Second, the level of the Sri Lankan national team has a lot of room for improvement and has great potential.

As a non-profit organization for the dissemination of traditional Chinese culture overseas, the Confucius Institute has been shouldering the project of disseminating the excellent culture of China in recent years, but the folk martial arts association organization in Sri Lanka has a weaker dissemination of martial arts. China Sports,2003,(1):109.]].

5.1.3 Communication content analysis

The content of communication is information, which is an important part of the communication process, and it is necessary to express the content that the communicator wants to express through a specific form, which is the information that the audience receives. It can be said that the content of communication is the center of the communication process, and only with the content of communication can there be a complete communication process. Therefore, the scope of content disseminated by Chinese martial arts in the context of the "Belt and Road" is the key to whether it can be "accurately landed".

5.1.3.1 Central and Eastern Europe

In the wave of globalization of competitive sports, the content of Chinese martial arts competitions has become the mainstream of China's promotion to the world, and the communication value of traditional martial arts has great potential for development. The spread of Chinese martial arts in Central and Eastern Europe plays a pivotal role in the pragmatic promotion of the Belt and Road Initiative.

According to the analysis of literature, the current Chinese martial arts in Central and Eastern Europe mainly include competitive martial arts taolu, sanda and other traditional boxing styles such as taijiquan. Western confrontational martial arts on the same stage have attracted attention because of their relatively intuitive judging standards, standardized competition rules, and the gap between physical fitness. Sanda can fully demonstrate the confrontational nature of Chinese martial arts, and some traditional martial arts in Chinese martial arts also have the same competition and spectacle, but there are still problems such as lack of scientificity in project setting and lack of objectivity in judging rules waiting for optimization.

According to the interview, "the Czechs only obtain information about the health promotion and disease prevention of Tai Chi and health exercises from various newspapers and magazines around the world, and recognize the health value of Tai Chi and health exercises, but Czech doctors do not recommend Tai Chi and other Chinese martial arts to patients", which means that Chinese martial arts are not supported by local hospitals and the government in the Czech Republic. According to the Czech Chinese martial arts scholar, his

Chinese martial arts enlightenment teacher is Chinese, and the learning content is Jingwuquan, Gongli boxing, intercepting boxing, etc. is mainly based on traditional boxing, and finds that these boxing types are not systematic, reflecting that his teacher's Chinese martial arts expertise is only in the traditional technical teaching mode. Most of the Chinese martial arts audiences in the Czech Republic are limited by the level of communicators, and only stay at learning Chinese martial arts movements and less offensive and defensive meanings, and do not fully integrate Chinese traditional culture, and only stay at a shallow level of understanding of the cultural connotation of Chinese martial arts.

5.1.3.2 Southeast Asia

Southeast Asia Singapore is a multicultural country of immigrants, and as a result, Singapore is also home to a diverse world

Anura, Sri Lanka, Jiang Wei. *China Sports*, 2003, (1): 109.

Martial arts, including Malay martial arts, Muay Thai, etc. According to literature and interviews, Chinese martial arts account for the largest proportion of martial arts in Singapore, and most of the martial arts carried out in schools are also Chinese martial arts. Singapore's competitive martial arts have developed rapidly, thanks to Singapore's emphasis on the standardization and normalization of competitive martial arts. Through the analysis of literature and interviews, it is known that the reasons are mainly in the following two aspects: first, the Chinese Wushu Association has formulated and implemented the Chinese Wushu rank system, and promoted it overseas, and has held relevant training and rank system examinations for many times, and the members of the Singapore Dragon and Lion Association have actively participated in and promoted it to Singapore; Second, the Chinese Cultural Centre has cooperated with the Singapore Wushu Dragon and Lion Association to set up a Chinese Wushu Rank Assessment Center to implement the martial arts rank system in new primary and secondary schools.

Students in Singapore are required to learn Changquan, Nanquan, Taijiquan, knives, guns and other instruments in the prescribed order from primary school to secondary school. In terms of promotion coverage, the promotion of the new martial arts rank system has even surpassed that of China. In addition, Singapore universities hold an inter-school Chinese martial arts competition (annual Wushu Inter-Varsity Competition) every year. The content of the competition is mainly traditional boxing, such as pictographic boxing, Tongbei boxing, etc. Students in Singapore have the opportunity to learn Chinese martial arts from primary school to secondary school, and even later universities, which provides institutional guarantee for the development of lifelong Chinese martial arts sports habits, and also provides a deep reserve resource for Chinese martial arts talents in Singapore. In the spread of Chinese martial arts, Singapore is to advocate national martial arts, full application of Chinese martial arts wide applicability, flexible diversity, Tai Chi, Qigong and other Chinese martial arts in 2011 was included in the national sports program, in the field of public fitness is more widely promoted.

5.1.3.3 CIS

There are three forms of Chinese martial arts in Ukraine: taolu, sanda and gongfa, and relatively speaking, the traditional martial arts, sanda and Chinese-style wrestling in Ukraine are more widely spread in Chinese martial arts. Shaolin boxing, as a traditional type of Chinese martial arts, is very popular in Ukraine, and the various exercises of Chinese martial arts performed by the Shaolin martial arts school, including hard gong, qigong, light gong, etc., often attract exclamations from Ukrainian audiences. As a world-recognized boxing with fitness and health functions, Taijiquan was successfully declared a World Intangible Cultural Heritage in December 2020, which provides a certain foundation for the in-depth promotion and dissemination of Taijiquan in Ukraine.

As a martial art with "fighting" as the main body, sanda has spread well in Ukraine, and its fierce confrontation is very popular among the Ukrainian people. In international wushu competitions, Ukraine has the largest number of participants in the Chinese wushu sanda event; In terms of non-governmental organizations, various Chinese martial arts halls and clubs have set up sanda courses. However, in the process of practicing Chinese martial arts, most of the instructors' teaching content is not combined with traditional Chinese culture, and only a small number of practitioners can combine the two to practice, and most Chinese martial arts practitioners only stay at the technical level and have little understanding of the traditional culture contained in Chinese martial arts.

5.1.3.4 Central Asia

Chinese martial arts were first introduced to the ears of the people of Kazakhstan in the form of kung fu films, film and television dramas, which was mainly due to the spread of kung fu movies that were popular all over the world at that time, so there are still many people in Kazakhstan who think that Chinese martial arts are as brilliant as in kung fu dramas, which not only promotes the wide influence of Chinese martial arts to the world, but also causes the people of Kazakhstan and even the world to misunderstand Chinese martial arts.

According to the analysis of the 2018 Kazakhstan National Youth Wushu Championships, the competition was jointly organized by the Kazakhstan Wushu Association and the Mangystau Regional Wushu Association in Aktau from March 23 to 25, 2018, with 350 athletes participating in the competition. Among them, among the participating team members There are 228 sanda players and 122 taolu athletes, and the number of sanda participants in each individual event is much higher than the number of taolu participants, and the number of sanda participants in Kazakhstan even exceeds the number of participants in China in the same year, which fully shows that the current situation of the Chinese wushu sanda project in Kazakhstan is better than that of the taolu[[[] IWUF.2018 Kazakhstan National Youth Wushu Championship came to a successful conclusion[EB/OL].<https://weibo.com/>. 2018-04-03.]].

5.1.3.5 South Asia

Through literature and interviews, it is known that the spread of Chinese martial arts in Sri Lanka mainly includes Chinese martial arts competition routines, sanda, Chinese wrestling and tai chi, etc., and traditional martial arts are increasingly valued by the elderly. According to the interview, taking the Chinese wushu national team of Sri Lanka as an example, the local practice of Chinese martial arts includes competitive changquan self-selection, southern boxing self-selection and other optional events. In recent years, the number of Sri Lankan Sanda members has also increased year by year, which fully illustrates the charm of the combination of Chinese martial arts and practice.

Similar to China, the elderly in Sri Lanka also have a soft spot for Tai Chi and some health exercises, and of course, there are some young people who are also full of love for Tai Chi. When teaching Chinese martial arts combined with traditional culture, it is more likely that the local people are full of yearning for Chinese martial arts techniques, but have a vague understanding of the content of Chinese martial arts culture. However, according to the interview diaries of external coaches, it can be seen that the traditional culture contained in Chinese martial arts is very popular in Sri Lanka, and when they explain the relevant yin and yang transformation contained in Taijiquan in Sri Lanka, the locals are full of expectant eyes [[[Yang Dawei, Lu Minjie, Zhang Haoyu. The "tears in the Indian Ocean"[J].International Talent Exchange,2018,(8):55.]]. The cultural connotation contained in Chinese martial arts is rich, and it has great potential for development in Sri Lanka.

All in all, the spread of Chinese martial arts in the countries along the "Belt and Road" can be generally divided into three categories: competitive martial arts, traditional martial arts, and rank system martial arts.

Competitive martial arts include taolu sports and sanda sports; Traditional martial arts include routines and exercises; The rank system of martial arts refers to the promotion of the rank system of Chinese martial arts.

Table 5-1 shows the details.

Table 5-1 The main content of Chinese martial arts in countries along the "Belt and Road".

content		Region (Country)
Competitive martial arts	Routine exercises	Central and Eastern Europe, Southeast Asia, CIS, Central Asia, South Asia, West Asia
	Sanda sports	Central and Eastern Europe, Southeast Asia, CIS, Central Asia, South Asia, West Asia
Traditional martial arts	routine	Central Asia, Southeast Asia
	Exercises	South Asia, CIS
Rank system martial arts	routine	Southeast Asia

IWUF.2018 Kazakhstan National Youth Wushu Championship Came to a Successful Conclusion[EB/OL].<https://weibo.com/>.2018-04-03.

Yang Dawei,Lv Minjie,Zhang Haoyu. The "tears in the Indian Ocean"[J].International Talent Exchange,2018,(8):55.)

5.1.4 Communication Audience Analysis

Audience refers to the recipient of information in communication activities, and is a collective term for readers, listeners, viewers, netizens, etc. Audiences are widely present in a variety of different types of human communication activities, they are scattered and numerous, and as a result, their characteristics present a very complex situation. "The audience is both a product of the social environment and a product of a particular media model. The two often go hand in hand, like shadows [] by Dennis McGuire, translated by Liu Yannan, Li Ying, and Yang Zhenrong, Audience Analysis, Publisher: Chinese University Press, 2006:3.]. "In the process of communication, according to the current stage of the communication process, the audience type can be divided into expected audience, actual audience and potential audience [[]Liu Jianyun, Qi Yuan. Beijing:China Social Sciences Press,2016:317.]. Therefore, according to the different stages of the spread of Chinese martial arts in the countries along the "Belt and Road", the audience of Chinese martial arts can be divided into the actual audience who practice Chinese martial arts, the expected audience with only a shallow level of knowledge of Chinese martial arts, and the potential audience with zero awareness of Chinese martial arts. According to the interviews with scholars and experts related to the "Belt and Road", the relevant information of the audience in the countries along the Belt and Road is analyzed, so as to provide internal logical support for the accurate dissemination of Chinese martial arts, and inject the unique power of martial arts culture into the in-depth development and continuous promotion of the "Belt and Road".

5.1.4.1 Central and Eastern Europe

After interviewing Chinese martial arts scholars in Central and Eastern Europe, it was learned that the actual audience of Chinese martial arts in the Czech Republic is currently only a small part, and the majority of the Czech public is still in the stage of the expected audience with an untapped understanding of Chinese martial arts.

From the perspective of age, children around the age of 12 practice Chinese martial arts routines, and they are also the main recruits of martial arts halls and clubs, but there are still certain limitations, such as the content of Chinese martial arts practiced by children is limited by the courses offered by martial arts halls and clubs. According to the interview, the martial arts teaching content in the Jiewu gym or club mainly includes Changquan, Gongli Boxing, Intercepting Boxing, etc., and its students can only learn the mainstream boxing taught in the martial arts gym or club, and it is difficult to intuitively experience the cultural charm of the martial arts school of "orderly flow, clear boxing theory, unique style, and self-contained system". Young people under the age of 44 are in confrontational classes such as Chinese martial arts sanda

Boxing is more interested, which is related to the local popularity of MMA, boxing and other Western exciting and confrontational competitive martial arts. Middle-aged and elderly people aged 45 and above prefer the practice of Tai Chi and health exercises in Chinese martial arts, and like to watch Chinese martial arts taolu competitions and performances. According to interviews, the number of elderly people in the Czech Republic who practice Tai Chi and health exercises is relatively large, and they prefer to watch and ponder the connotation and charm of Chinese martial arts routines, which may be related to the life experience of middle-aged and elderly people and their age

5.1.4.2 Southeast Asia

Southeast Asia is significantly different from other regions of the "Belt and Road", its geographical location is close to China's geographical location, historical factors make the overseas Chinese occupy an important proportion of the population in Southeast Asian countries, and the proportion of Chinese in Singapore remains above 70% all year round. Based on the above background and combined with interviews, it is known that the audience of Chinese martial arts in Singapore is mainly actual and expected audiences, and the potential audience is small.

Through literature and interviews, it is known that the audience of Chinese martial arts in Singapore can be divided according to the types of Chinese martial arts practice: first, the general student group. It is sponsored by the Singapore government and the Chinese Cultural Centre

Dennis McGuire, translated by Yannan Liu, Ying Li and Zhenrong Yang, Audience Analysis, Chinese University Press, 2006:3.

Liu Jianyun, Qi Yuan. Beijing:China Social Sciences Press,2016:317.

With the support of sports, primary and secondary schools are mainly competitive martial arts Changquan, Nanquan and Taijiquan, and due to the reform of Chinese martial arts competitions, the teaching content of traditional boxing has been added to new colleges and universities. Second, social groups. The concept of national fitness and national martial arts has influenced the people of Singapore, making the general public favor to practice Chinese martial arts, and thus forming a momentum of widespread spread of Chinese martial arts. Most of the general public of Chinese martial arts in Singapore are middle-aged and elderly people over 44 years old, and the main purpose of their practice is to improve health and wellness. Third, the professional group of athletes. The audience of competitive wushu in Singapore is mainly professional athletes and students of sports colleges, and the content of the training is similar to that of China, and the purpose of practicing wushu is mostly to "win gold" and "win the championship".

5.1.4.3 CIS

According to interviews, the people who practice martial arts are made up of people of different ages, similar to those in Central and Eastern Europe. Chinese martial arts have a limited student audience in Ukraine and

are only learned through non-governmental organizations such as Chinese martial arts gyms and clubs. Due to the lack of government support, Chinese martial arts have not entered Ukraine's school education system, and learning Chinese martial arts can only be learned through private martial arts halls or clubs.

According to interviews, Ukrainian martial arts people not only like Chinese martial arts, but also have a high enthusiasm for traditional Chinese culture. However, due to the impact of the new crown epidemic, the type of Chinese martial arts events has changed from offline to online, which has affected the number of expected audiences for Chinese martial arts in Ukraine.

5.1.4.4 Central Asia

In Kazakhstan's martial arts gyms and clubs, the audience for Chinese martial arts comes from all walks of life. According to interviews, athletes who regularly participate in Chinese wushu events will have an important impact on the audience in Kazakhstan. In terms of gender, the audience of Chinese wushu women in Kazakhstan is mostly martial arts routines, especially tai chi and swordsmanship, while the audience of Chinese wushu sanda is mostly male athletes. In terms of age, children and adolescents mostly practice Chinese martial arts at the elementary level, while adults mostly practice intermediate and advanced martial arts routines. In terms of age and audience, it is similar to that of Central and Eastern Europe, and there is a regularity. According to the interview, the audience of competitive martial arts in Kazakhstan is more biased towards young people under the age of 44, and the main reason is that the audience of competitive martial arts in Kazakhstan accounts for the majority. The general public benefited from the early Xinjiang Construction Corps and local Chinese martial arts associations, which organized Chinese martial arts activities that attracted a large number of participants who were enthusiastic about martial arts

5.1.4.5 South Asia

According to the Documentation Act, the audience in Sri Lanka is mainly composed of members of Chinese martial arts training classes. The number of training courses reached more than 100 in the eighties and nineties of the last century, but because the government invested most of the funds in the construction of local sports and Olympic sports, the number of training courses for Chinese martial arts communicators declined, and it was not until 2000 that the Sri Lankan government gradually resumed the construction of martial arts.

The local people are also full of expectations for fitness exercises such as tai chi, and are also interested in traditional Chinese culture, including Chinese martial arts, especially traditional Chinese medicine and Chinese food. All these show that Chinese martial arts have considerable potential for development in Sri Lanka. With the continuous advancement of the "Belt and Road" initiative, China and Sri Lanka have cooperated in many aspects, and Chinese martial arts are expected to blossom again in Sri Lanka in this context.

5.1.5 Analysis of propagation mode

The mode of communication is the method and form adopted by humans to transmit information. There are roughly four ways of human transmission. An analysis of the communication mode of ancient Chinese literature[J].Chinese Character Culture,2022(07):53.]. First, inward transmission. The mental activity that exists within a person. It is the inner communication between the individual and the self, and the self-conditioning of Jinxin Hotel in order to adapt to the surrounding environment. Second, human-to-human transmission. Person-to-person communication of information. It includes both face-to-face direct communication and indirect communication between the two sides through telephone, telegram, and letter. Face-to-face communication is further divided into verbal communication, such as talking, speaking, and non-verbal communication, such as gestures, eye looks, and laughter. Third, organize communication. Individuals in society belong to certain organizations, and organizations are purposeful combinations of individuals in

society, such as institutions, schools, companies, enterprises, etc. In these organizations, information exchange activities between internal members and between organizations and groups are organized in a step-by-step and led manner. Fourth, mass communication. The dissemination of information through print or electronic media, such as books, newspapers, radio, television and film.

5.1.5.1 Central and Eastern Europe

The countries in Central and Eastern Europe have a relatively high level of economic development, and their cultural connotations are deeply influenced by traditional Western ideas due to geographical factors. As a body symbol representing traditional Chinese culture, how to maximize the value and efficacy of Chinese martial arts for developed countries is a topic worthy of discussion, research and analysis. For the information in Central and Eastern Europe, through interviews with Chinese martial arts scholars in the Czech Republic, it was learned that the official channels of Chinese martial arts in the Czech Republic mainly include Confucius Institute education, competitions, performances and other exchange activities organized by the Wushu Association; The non-governmental communication channels include martial arts halls, club teaching, folk master-apprentice transmission, exchanges and gatherings between relatives and friends, and other activities.

According to the information collected through interviews and the analysis of the texts of the literature, it can be seen that the Chinese martial arts events are held in the Czech Republic every year, and they are periodic, and the frequency of large-scale events is about 3 times a year. However, the Czech people's worship of Olympic champions is much higher than that of other level events, and the failure of Chinese wushu to enter the Olympic Games three times has had a certain negative impact on the spread of wushu in the Czech Republic, but with the entry of wushu into the 2020 Qatar Youth Olympic Games, the Czech Republic's attention to wushu has increased again.

From the results table of the 2021 Czech Open Wushu Championships, it can be seen that the Czech Republic has a comprehensive range of Chinese wushu events, but the number of participants in each event is small. The schedule is similar to that in China, with adult and junior divisions divided by age group, and events are also divided according to the type of boxing. According to the interviews, the referees in the Czech martial arts tournament are all composed of Czech locals, and these national referees are trained 2-3 times a year, so their refereeing level can be guaranteed. The Czech Republic even held two online Chinese martial arts competitions during the coronavirus pandemic, which shows that the local government attaches great importance to Chinese martial arts and martial arts competitions.

With the continuous development of science and technology informatization, the Internet has gradually become popular in people's daily life. It can be said that the emergence of the Internet has shortened the distance between people, and the new media born from it has also become an important medium for communication between people, and Chinese martial arts have also become the beneficiaries of new media. According to interviews, Czech Chinese martial arts enthusiasts often learn and watch videos related to Chinese martial arts through YouTube, Douyin and other online platforms, and use them frequently. Nowadays, the world's various types of information are being disseminated in Central and Eastern Europe

[Zuo Shuofeng. An analysis of the communication mode of ancient Chinese literature[J].Chinese Character Culture,2022(07):53.)

With the combination of the world's advanced science and technology, perhaps we can use this as a logical starting point to create a new communication path, and use it as a characteristic communication method for such countries or regions for practical application.

5.1.5.2 Southeast Asia

Southeast Asia, as one of the regions close to China's geographical proximity, is the key area of the "Belt and Road" construction, and culture first is an important measure for the construction of the "Belt and Road" and the "China-ASEAN community with a shared future". Research on the communication of China-ASEAN martial arts culture from the perspective of community with a shared future[J].Journal of Guangzhou University of Physical Education,2021,41(2):83.]. As the most representative body symbol in traditional Chinese culture, Chinese martial arts have certain geographical advantages in the spread of Southeast Asia. Through interviews with Chinese martial arts coaches in Singapore and literature inquiry, the dissemination of Chinese martial arts in Singapore has a multi-dimensional and multi-level approach such as education, competitions, performances and non-governmental Chinese martial arts organizations.

First of all, education is one of the main reasons why Chinese martial arts can have a great influence in Singapore. Singapore's Ministry of Education has incorporated Chinese martial arts content into the classrooms of primary and secondary schools and club classes in colleges and universities, and this method of communication has become the backbone of Singapore's student body. Secondly, Chinese martial arts events are held in a cyclical manner throughout Southeast Asia. Through the literature and the information collected on the Internet, it can be seen that the number of Chinese martial arts participants in the China-ASEAN (Southeast Asia) Wushu Festival has reached hundreds, respectively from Indonesia, Laos, the Philippines and other countries, and the vast majority of the participants are from China, and the total number of athletes from Southeast Asian countries is only a limited number of dozens of people, which is quite far from the standard of international competitions, but it is worth noting that Singapore's annual Chinese martial arts events are at a high level in terms of type and quantity. However, the number of participants at the China-ASEAN Wushu Festival was not very large. In this regard, the focus of our next work should be on the one hand on the training On the one hand, for countries with a certain level of domestic martial arts development such as Singapore, they should be led to play a leading role in the first march, from the point (China) to the line (developed countries in Chinese martial arts) and then to the surface, so as to jointly promote the comprehensive development and dissemination of Chinese martial arts, rather than relying on China alone to drive the development of martial arts. Only in this way can we achieve the in-depth spread of Chinese martial arts from going out to going in and then staying.of local martial arts players in other countries; other

5.1.5.3 CIS

Chinese martial arts communicators in Ukraine attach great importance to improving the professional level of Chinese martial arts, and often organize training to improve the level of local instructors, so organizational communication is one of the important forms of Chinese martial arts dissemination. Chinese martial arts coaches in Ukraine will improve their professional level of martial arts by conducting short-term training in China, and then give back to local martial arts students with a higher level of coaching, so as to avoid the phenomenon of "communication discount" and achieve accurate dissemination of martial arts content. FOR EXAMPLE, OLEKSANDR VERSHYNIN, CHAIRMAN OF THE DONETSK WUSHU KUNG FU ASSOCIATION, LED A TEAM OF SEVEN PEOPLE TO BEIJING SHAOLIN WUSHU SCHOOL FOR CHINESE MARTIAL ARTS TRAINING. Donetsk City Wushu Team North Shao Intensive Training[EB/OL].<http://www.qqgfw.com/>.2017-08-16.].

The spread of Chinese martial arts events in Ukraine is the most influential way of spreading Chinese martial arts, and under the influence of Western competitive ideas, winning the championship of martial arts events is one of the highest honors in the Ukrainian sports world. Since the implementation of the "Belt and Road" initiative, exchange competitions have also been an important way for Ukraine and China to actively respond to the people-to-people policy, such as the "Global Kung Fu Network Cup" International Kung Fu Exchange Conference, which is also an important event for the spread of Chinese martial arts in Ukraine.

HE Xiaohua, MA Xinyu, TANG Minghuan, et al. Research on the communication of China-ASEAN martial arts culture from the perspective of community with a shared future[J].Journal of Guangzhou University of Physical Education,2021,41(2):83.)

Global Kung Fu Network. Donetsk Wushu Team North Junior Training[EB/OL].<http://www.qqgfw.com/>.2017-08-16.

The Chinese national wushu team of Ukraine receives financial support from the Ukrainian sports department and provides the corresponding venue equipment, but its main purpose is to participate in the competition and win medals. In other words, the influence of spreading Chinese martial arts in Ukraine is positively correlated with its participation results, so there are limitations to in-depth dissemination.

According to the literature and interviews, under the cooperation of the "Belt and Road" initiative, the current communication field of Chinese martial arts as a form of expression and joint Confucius Institutes needs to be further developed. It can be said that the form of communication with Confucius Institute as the main body of communication has a strong positive effect on the overseas dissemination of the cultural connotation of Chinese martial arts, and learning Chinese traditional culture such as Chinese characters in Confucius Institutes can not only further understand the cultural essence of Chinese martial arts, but also achieve a complementary effect by learning martial arts to understand more comprehensive traditional Chinese culture.

5.1.5.4 Central Asia

According to interviews, in Kazakhstan, people regard Chinese martial arts as a sport and a part of life. The Chinese martial arts training institutions in Kazakhstan will systematically manage their members, including training, daily life and competitions. The influence of Chinese martial arts events in Kazakhstan is relatively high. Kazakh audiences are more interested in fierce confrontations such as Chinese martial arts, which are mainly related to the country's ethnic history and customs, such as competitions and performances held at Christmas. However, most of these competitions are hosted by the government, and the number of non-governmental events is small, and there are also problems such as non-standard competition systems.

5.1.4.5 South Asia

In Sri Lanka, Chinese wushu can win gold medals in the South Asian Games, and the Chinese wushu team members who win the championship will be rewarded accordingly, thus having a greater influence in the local area. Therefore, event communication is an important way for Chinese martial arts to spread in Sri Lanka.

There are a small number of non-governmental organizations in Sri Lanka that spread Chinese martial arts, including Chinese martial arts schools and martial arts gyms, but through interviews, we learned that non-governmental organizations were established by local Sri Lankans. Overseas Chinese did not set up a profit-making organization in the area to spread Chinese martial arts. The Confucius Institute is a non-profit organization that disseminates traditional Chinese culture, including Chinese martial arts, in the form of education, and the Confucius Institute is mainly established in China. According to the survey, there are fewer Sri Lankan students who come to China to study

The number of students who go abroad to China is small, and the conditions are more stringent. The corresponding learning results in China are also remarkable, first, China has a strong martial arts teacher; Second, there are many Chinese martial arts practitioners, who can learn from each other, and the overall martial arts environment is rich; Third, through the study of Chinese and other traditional Chinese culture, you

can have a clearer understanding of the cultural essence of Chinese martial arts, which has a positive effect on the in-depth study of Chinese martial arts.

With the widespread use of the Internet, the status of Chinese martial arts in the spread of the Internet has also become more important. The Internet is fast and intuitive, but the Internet communication of Chinese martial arts in Sri Lanka is limited to international general software such as Facebook and YouTube, and it is found through the survey that these international software are restricted in China, which also seriously affects the international dissemination of China's excellent Chinese martial arts works, and the construction of online communication platforms is becoming more and more urgent.

5.2 Analysis of the achievements of Chinese martial arts in the countries along the "Belt and Road".

5.2.1 Create a mutually beneficial and win-win communication environment

The Belt and Road Initiative is a strategic concept proposed by General Secretary Xi Jinping in 2013 to jointly build the "Silk Road Economic Belt" and the "21st Century Maritime Silk Road". The Belt and Road Initiative is not only a strategic concept, but also a platform for "interconnection" and exchange between the people of the countries along the Belt and Road. The bias and turn of the international communication of Chinese martial arts under the background of the Belt and Road Initiative[J].Journal of Wuhan University of Physical Education,2018,52(07):87.]]. With the continuous development of globalization, the world pattern is changing. The Belt and Road Initiative strengthens exchanges and dialogues with neighboring countries with the concept of openness and inclusiveness, realizes the common development of China and neighboring countries, and accelerates the pace of globalization, promotes the formation of a new world pattern, and creates a new environment for the international dissemination of Chinese martial arts. On the six major financial supports for docking with the "Belt and Road" strategy[J].Western Forum,2016,26(01):25.]]. As of June 2023, China has signed more than 200 Belt and Road cooperation documents with 152 countries and 32 international organizations.

Covering countries in Asia, Africa, Europe, Latin America, and the South Pacific. List of countries that have signed cooperation documents with China on the Belt and Road Initiative [EB/OL].[http://www.yidaiyilu.gov.cn.2023-06-26.\]\].](http://www.yidaiyilu.gov.cn.2023-06-26.) With the advancement of the Belt and Road Initiative, China has carried out a number of cooperation with countries along the Belt and Road in various fields such as economy, trade, and people-to-people exchanges, in addition to the continuous exchanges and cooperation with overseas martial arts federations, providing a mutually beneficial and win-win development space and environment for the development of Chinese martial arts in countries along the Belt and Road.

As a typical representative of Chinese traditional culture, Chinese martial arts contains rich cultural connotations and profound life philosophy, and its concepts of "strong but not hegemonic" and "harmonious and win-win" coincide with the "Belt and Road" initiative. In recent years, a series of relevant policies in China have become the internal motivation and strong guarantee for promoting the "going out" of martial arts. The General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Opinions on the Implementation of the Project for the Inheritance and Development of Excellent Traditional Chinese Culture" in 2017, which requires that by 2025, the inheritance and development system of China's excellent traditional culture will be basically formed, and the international influence of Chinese culture will be significantly enhanced [The General Office of the CPC Central Committee and the General Office of the State Council issued the "Several Opinions on Strengthening and Improving People-to-People Exchanges between China and Foreign Countries" [EB/OL].[http://www.gov.cn/.2017-12-21.\]\].](http://www.gov.cn/.2017-12-21.) In the same year, the "On Strengthening and Improving Chinese and Foreign PeopleSeveral Opinions on Cultural Exchange Work" proposes to support the "going out" of representative projects such as Chinese martial arts, and deepen cooperation in the holding of large-scale sports events and the development

of key sports projects. The Chinese government attaches great importance to and strongly supports the inheritance and development of Chinese excellent traditional culture, and the representative project of Chinese excellent traditional culture "going out" is an inevitable requirement to enhance and demonstrate the soft power of Chinese culture in the new stage of development.

5.2.2 Present a variety of communication content

The "Belt and Road" has broadened the communication area, consolidated the foundation of communication, and provided new development opportunities for the international dissemination of Chinese martial arts, so that this unique body culture that "originated from China and belongs to the world" took the fast track of international development. Countries along the "Belt and Road" are in different cultural circles, with different sects such as Islam, Christianity, Hinduism, Buddhism, etc., and people living in different cultural environments have different understandings of foreign cultures. As an important transmission carrier, Chinese martial arts are governed by the integration of traditional Chinese Confucianism, Taoism and Buddhism

Wang Guozhi, Zhang Zonghao, Zhang Yan. The bias and turn of the international communication of Chinese martial arts under the background of the Belt and Road Initiative[J].Journal of Wuhan University of Physical Education,2018,52(07):87.)

Lin Chuan,Yang Bai,Chen Wei. On the six major financial supports for the docking of the "Belt and Road" strategy[J].Western Forum,2016,26(01):25.)

Cao Jianing. List of countries that have signed cooperation documents with China on the Belt and Road Initiative[EB/OL].<http://www.yidaiyilu.gov.cn>.2023-06-26.

[]The General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the "Several Opinions on Strengthening and Improving People-to-People Exchanges between China and Foreign Countries" [EB/OL].<http://www.gov.cn/>.2017-12-21.

The influence of thought has formed a rich content, clear hierarchy and distinctive martial arts cultural connotation. The 129 boxing, which is "orderly, clear, unique and self-contained", can adapt to the different cultural needs of countries along the route. The Middle East, Iran, Saudi Arabia and other countries believe in Islam and have a special fondness for Bajiquan and Chaquan; In Thailand, India and other Southeast Asian countries, Buddhist culture is prevalent, Shaolin boxing may be more in line with the cultural psychology of audiences in these countries; In other countries in Asia, such as Vietnam, Korea, and Japan, they are deeply influenced by Confucian culture, and the selection of Chinese martial arts such as Xingyi, Tai Chi, and Bagua is more affinity; In some of the earliest industrialized European countries, people were more receptive to slower-paced Chinese martial arts such as Tai Chi and Guided Health Qigong.

5.2.3 Form a multi-level communication pattern

The continuous promotion of the "Belt and Road" initiative has laid a solid foundation for the international dissemination of Chinese martial arts. There are 65 countries along the "Belt and Road", including 7 countries in the Commonwealth of Independent States, 10 countries in ASEAN, 16 countries in Central and Eastern Europe, Mongolia in East Asia, 18 countries in West Asia, 5 countries in Central Asia, and 8 countries in South Asia. The Belt and Road Initiative has formed a development route that starts in China, ends in Europe, and radiates to the world. In the face of such a strategic system with a large size, many countries, complex religious beliefs and huge cultural differences, how to use martial arts as a medium for high-quality

communication is a problem that martial arts authorities need to think about, and it is also a topic that martial arts scholars need to pay attention to. Starting from the cultural connotation of Chinese martial arts, as a typical representative of Chinese traditional culture, martial arts contains pure national characteristics, excellent cultural essence and profound philosophy of life, and its concept of "strong but not hegemonic" and "harmonious and win-win" coincides with the "Belt and Road" initiative, which is conducive to promoting the implementation of the "Belt and Road" initiative. At the same time, the Belt and Road Initiative provides a new platform and new opportunities for the international dissemination of Chinese martial arts.

At the level of foreign official organizations, the Malaysian Wushu Federation, established in 1978, "is the only highest body recognized by the Malaysian government to represent the whole Malaysian martial arts group, with more than 500 members and more than 100,000 members". Research on the spread and international development of martial arts in Malaysia[J].Journal of Southwest Normal University(Natural Science Edition),2012,37(07):100.]; The Philippine Wushu Association, which was also established in the 70s of the last century, has also played a huge role in the development of martial arts in the Philippines. Established in 1994, the Pakistan Wushu Association has branches in major cities in 5 different provinces, and most of these chapters exist in the form of martial arts clubs. It is understood that there are currently about 150 branches in Pakistan, and the Pakistani martial arts branch also has branches in the Pakistani government, military, and enterprises. There are many martial arts clubs in the country. Research on the international communication of martial arts in Pakistan under the background of "Belt and Road"[D].East China Normal University,2021.]].

In terms of overseas Chinese, the international dissemination of Chinese martial arts includes outstanding domestic martial arts coaches, retired martial arts athletes, martial arts experts, folk traditional boxers, and martial arts practitioners in overseas Chinese groups. Research on the international communication strategy of martial arts[D].Guangxi Normal University,2006.]]. Folk martial arts organizations such as Chen Xiaowang, Chen's Taijiquan Association, Fu Shengyuan, and the World Yongnian Taijiquan Alliance are the main force in the promotion of overseas Taijiquan. Secondly, folk boxers of different schools spread martial arts to the outside world by opening martial arts gyms in the local area. In addition, the Confucius Institute is an important route for the international dissemination of martial arts. Research on the promotion mode of martial arts based on Confucius Institute[J].Journal of Shanghai University of Sport,2011,35(01):85.]]. Confucius Institutes around the world

[]LI Xiu. Research on the spread and international development of martial arts in Malaysia[J].Journal of Southwest Normal University(Natural Science Edition),2012,37(07):100.)

[] Yu Deng." Research on the international communication of martial arts in Pakistan under the background of "Belt and Road"[D].East China Normal University,2021.

Guo Qiang. Research on the international communication strategy of martial arts[D].Guangxi Normal University,2006.

YU Dinghai,ZHANG Maolin. Research on the promotion mode of martial arts based on Confucius Institute[J].Journal of Shanghai University of Sport,2011,35(01):85.)

Most of the disseminators of martial arts come from: teachers sent by Fang Gongpai, volunteer teachers, overseas Chinese boxers, and domestic martial arts students and teachers. The spread of martial arts in Confucius Institutes and the construction of China's national image[J].Journal of Physical Education,2013,20(05):124.]].

At present, the official organization of the main body of international dissemination of Chinese martial arts is mainly composed of the National Wushu Center, the Wushu Association and its subordinate members, and the International Wushu Federation and its subordinate member units. Among them, the Wushu Association is divided into Wushu member countries, and the Wushu Association has a number of branches and branches to carry out the international dissemination of Wushu. In addition, it also includes folk martial arts groups, coaches, folk boxers, and established Confucius Institutes to disseminate them. The overall presentation of a multi-level communication pattern.

5.2.4 Have a hierarchical audience

Chinese martial arts, which are distinctly hierarchical, rich in content and wide in variety, rely on their own cultural characteristics and cultural advantages to gradually transform the potential audience groups of the countries along the "Belt and Road" into actual audiences. From men to women, from children, teenagers to adults, the audience group covered by the dissemination of Chinese martial arts has gradually expanded and has obvious layers.

From the point of view of age division, children around the age of 12 practice Chinese martial arts routines more, they are the main recruits of martial arts halls and clubs, young people under the age of 44 are more interested in Chinese martial arts such as sanda, and the elderly aged 45 and above prefer the practice of Tai Chi and health exercises in Chinese martial arts. From the perspective of gender division, in Kazakhstan, the female audience mostly practices Chinese martial arts routines, especially tai chi and swordsmanship, while Chinese martial arts sanda has more male athletes, and children and adolescents practice Chinese martial arts primary routines.

From a regional point of view, the mass Chinese martial arts foundation in Eastern European countries is relatively good, and all kinds of Chinese martial arts practitioners are spread all over the city, and they continue to achieve excellent results in European and world competitions. In Hungary, the Shaolin martial arts of the Chanwu Center have a great influence, while Austria, the Czech Republic, Poland and other countries are still dominated by competitive martial arts, but on the whole, the European public's awareness of Taijiquan is still the highest, and the number of people practicing Taijiquan is large.

In short, due to the broad and profound cultural heritage of Chinese martial arts and the rich and diverse characteristics of boxing, the audience of Chinese martial arts in the countries along the "Belt and Road" ranges from men to women, from children, teenagers to adults, and generally presents an obvious age division and gender trend, and only a few countries are deeply influenced by competitive martial arts and factors such as religion and culture, and have relatively distinct regional characteristics.

5.2.5 Constantly adapt to new media products

The spread of Chinese martial arts in countries along the Belt and Road can be divided into official communication, such as Confucius Institute education, competitions, performances and other exchange activities organized by Wushu associations; Folk communication channels, including martial arts halls, club teaching, folk master-apprentice communication, exchanges and gatherings between relatives and friends; and mass media such as print, electronic, film and video.

Guo Yucheng, Li Shoupei. The spread of martial arts in Confucius Institutes and the construction of China's national image[J].Journal of Physical Education,2013,20(05):124.)

In recent years, with the continuous development of information technology, the flourishing and integration of mobile Internet, big data algorithms, artificial intelligence and other technologies have provided a technical foundation and driving force for the international and precise dissemination of Chinese martial arts. With the help of new media, big data, precision algorithms, artificial intelligence and other technologies, every factor and every link in the process of international communication of Chinese martial arts can be relatively "accurate".

In short, in the field of new media, people's life and production are "all-round" and "seamlessly" connected to the digital cyberspace, giving birth to a large number of new media that meet the needs of modernization, such as YouTube, Douyin, Facebook Pakistan Sports, Instagram Pakistan, Twitter Pakistan, etc. At the same time, Chinese martial arts have also been fully displayed, such as the Taijiquan network, Taijiquan public account, and related news reports created by major platforms and APPs, which have broken the limitations of "regional time and space" in the dissemination of Chinese martial arts to a certain extent, improved the ability of "cross-cultural communication", built a platform for "social reading", and enhanced the innovation ability and network cultural wisdom of the panoramic international communication of Chinese martial arts as a landmark project of Chinese culture "going global".

5.3 Analysis of the spread of Chinese martial arts in countries along the "Belt and Road".

5.3.1 Lack of a communication environment adapted to local conditions

In the process of international promotion of the "Belt and Road", due to the different regional characteristics and cultural differences of the region, it is difficult to conduct an in-depth analysis of the background and environment of the audience group in the process of spreading Chinese martial arts, listen to local voices, choose the way that the people of all countries are willing to accept, and carry out the edification of martial arts culture according to local conditions, so that the people of various countries and regions can correctly recognize and accept Chinese martial arts.

From the perspective of communication context, although sports are more about the transmission of "body language", as long as they learn some shallow content such as rules and technical terms, most people can enter it and at least "understand" what they are doing. However, behind these external technical actions is the deep meaning of traditional Chinese culture, that is, non-verbal behaviors are deeply rooted in the culture. For example, some moves in Taijiquan such as "like sealing", "holding the bird's tail" and some ideas in Chinese martial arts such as "unity of heaven and man", "spirit and spirit", "Taoism and nature", etc., for Chinese, because of the advantages of the cultural environment, it is not difficult to understand these contents, but for Europeans and Americans, these things are too mysterious and complex, and it is difficult to explain.

As far as development needs are concerned, many countries have only seen the development of the "Belt and Road" in the fields of trade, industrial investment, agriculture, energy, science and technology, humanities, and health, while the support received by Chinese martial arts in the "Belt and Road" initiative is not specific and has considerable development potential.

Geographically, some are located in Asia and some are located in Europe. In terms of form of government, there is a difference between a republic and a monarchy. In terms of the degree of economic and social development, there are differences between developed and developing countries. Under the complex relationship between various aspects, the Chinese martial arts force to achieve the goal of going to these countries, it is necessary to adapt measures to local conditions and events.

At present, the Chinese martial arts culture going out is coordinated and supported by the cultural development of countries along the "Belt and Road".

The mechanism has not yet achieved effective docking, and it is faced with problems such as information asymmetry, fragmentation of martial arts cultural resources and vicious competition in the field of cultural industry, which is not conducive to the integration and coordination of bilateral forces, and is very easy to cause the duplication and waste of martial arts cultural resources. At the same time, some countries along the "Belt and Road" have made irrational predictions about the scientific strategic concept based on factors such as the complex and changeable social environment, unique religious beliefs and regional cultural differences, which has led to the imperfect conditions for the countries along the Belt and Road to build martial arts culture to take root, and weakened the support for promoting the development of Chinese martial arts culture. Reflections on the "going out" of Chinese martial arts culture under the "Belt and Road" strategy[J].Journal of Beijing Sport University,2017,40(3):129.]].

5.3.2 Lack of communication content that adapts to individual motivational differences

In the concept of precision communication, content production occupies an important position and is a key indicator to measure the communication effect. Chinese martial arts culture is rich in connotation, has a huge and diverse technical system, and its implied practice value goals and ideal pursuit are in line with Western Olympic culture. When the taekwondo, karate, judo and other sports of neighboring countries are optimized and transformed without losing the cultural characteristics of their own countries, they have successively entered the elegant hall of world competitive sports, and blossomed all over the world, which can not help but make people reflect. How to enter the Olympic Games to expand the influence of Chinese martial arts in the "Belt and Road" countries has become a shortcut to development, and the selection of systematic, fine, and in line with the regional cooperation pattern of communication content is an important guarantee for Chinese martial arts to gain continuous communication momentum.

Chinese martial arts have a long history, rich content, and many sects, with as many as 129 types of boxing, but judging from the current situation of the international spread of Chinese martial arts, Chinese martial arts are not good at promoting themselves and have not transformed their rich advantageous resources into advantages for cultural exchanges. Judging from the current status of the international dissemination of Chinese martial arts in China, most of the Chinese martial arts products we provide to audiences in various countries only focus on the external form, and do not show the deep cultural connotation behind these types of martial arts to audiences around the world, thus weakening the audience's awareness of the inner spirit and basic value of Chinese culture. The one-sided emphasis on modern martial arts and the one-sided "reverence for the new" have led to a high proportion of modern Chinese martial arts in the international dissemination of Chinese martial arts, and less respect for traditional Chinese martial arts, which has affected the display of the essence of traditional Chinese culture. Research on the countermeasures of Chinese culture going out under the background of "The Belt and Road"[J].Modern Communication(Journal of Communication University of China),2017,39(12):109.]], bringing cognitive bias to audiences around the world; In the process of international dissemination of Chinese martial arts, only a few types of martial arts are often selected, and "the homogeneity of technology and the tendency of singularity are becoming more and more obvious" has caused foreign audiences to have a biased perception of Chinese martial arts, which has affected the dissemination and promotion of Chinese martial arts in countries along the "Belt and Road". The influence of the Beijing Olympic Games on China's cultural industry[J].Journal of Tianjin University of Physical Education,2006(05):455.]].

In short, in the process of dissemination, Chinese martial arts lack the overall awareness of the selection of communication content for individual motives and purposes, and there is a generalized and homogeneous communication status, so it is necessary to balance and grasp the Chinese martial arts communication content system of technology and theory, competition and tradition, unity and difference, so as to achieve the integration of Chinese martial arts, Chinese martial arts culture and Chinese traditional culture.

5.3.3 Lack of precise positioning of the main body of communication

With the strong support of the government, many official martial arts organizations and their subordinate associations have members such as martial arts associations, martial arts

Ding Chuanwei, Li Chen. Reflections on the "going out" of Chinese martial arts culture under the "Belt and Road" strategy[J].Journal of Beijing Sport University,2017,40(3):129.)

Xie Luncan, Yang Yong. Research on the countermeasures of Chinese culture going out under the background of "Belt and Road"[J].Modern Communication(Journal of Communication University of China),2017,39(12):109.)

Zheng Guohua,Ding Shiyong. The influence of the Beijing Olympic Games on China's cultural industry[J].Journal of Tianjin University of Physical Education,2006(05):455.)

Gyms and clubs have been established one after another, which has accelerated the spread of Chinese martial arts in various countries and the process of internationalization of martial arts. However, there are some problems, such as incomplete policy framework, imprecise subject cognition and imperfect functions. Physical Education Research,2018,1(03):56.]], events, performances, and foreign aid exports have become the official fixed communication chain, and the non-governmental communication subjects are mixed and fighting their own battles, and the "extensive" communication operation of the communication subjects has led to the status quo of Chinese martial arts in the "Belt and Road" countries showing a state of "powerlessness" and "disorder".

Specifically, it is manifested in the imbalance and mismatch between the demand side of the audience and the supply side of the communication subject and communication content in the communication process of Chinese martial arts in the countries along the "Belt and Road". In the process of disseminating Chinese martial arts, the main body of communication blindly carries out the output of cultural theory and technology, without considering the scope of application and matching degree of its own teaching, and has its own achievements in a certain aspect to bear the cognitive bias of all types of boxing teaching.

5.3.4 Lack of accurate grasp of the target needs of the communication audience

The countries of the Belt and Road Initiative have different political systems, religious beliefs, and cultural traditions, and there are huge differences in the actual demands of Chinese martial arts audiences in various countries. Chinese martial arts, as in the past, only consider "what we want to do", without answering the audience "what we need to do", do not take the initiative to effectively connect the demand and supply factors, and export publicity and promotion to countries in different regions of the "Belt and Road" in a cookie-cutter manner, the effect will still be half the result [Sun Shuaibin." Research on the internationalization communication strategy of Chinese martial arts under the Belt and Road Initiative[J].Wushu Research,2021,6(08):13.]]. Within the scope of competitive training of Chinese martial arts, Chinese coaches can basically dispatch special coaches of corresponding project categories according to the actual needs of the opposing country. In addition, other communication processes of Chinese martial arts are obviously vague in understanding the needs of the public in different countries, and it is difficult to clarify the deeper individual needs and motivations of different groups for Chinese martial arts. Opportunities and challenges: Research on the international communication of martial arts and the construction of national image under the implementation of the "Belt and Road" strategy[J].Journal of Jilin University of Physical Education,2019,35(01):35.]]. Therefore, the international communication of Chinese martial arts in the countries along the "Belt and Road" needs to take different national audiences as the core, in line with the needs and internal drives of the audience, through in-depth investigation and research of the audience's

information needs, and on the basis of the rational use of foreign Confucius Institutes, martial arts schools and other platforms to carry out boxing teaching activities, formulate targeted communication plans.

5.3.5 Lack of accurate and efficient communication media

At present, the dissemination of Chinese martial arts in the "Belt and Road" countries is mainly managed, planned and arranged by the General Administration of Sports of the People's Republic of China, through the dispatch of Chinese martial arts performance troupes and outstanding coaches to different countries to carry out sports exchange activities, as well as cooperation with transnational martial arts or sports organizations, to hold various international martial arts events

Qiu Pixiang, Wang Zhen. Review and prospect of Chinese martial arts[J]. Physical Education Research, 2018, 1(03):56.)

Sun Shuaibin. Research on the international communication strategy of Chinese martial arts under the Belt and Road Initiative[J]. Wushu Research, 2021, 6(08):13.)

Liu Shaofei. Opportunities and challenges: Research on the international communication of martial arts and the construction of national image under the implementation of the "Belt and Road" strategy[J]. Journal of Jilin University of Physical Education, 2019, 35(01):35.)

The training of wushu athletes and coaches in the region and the increase in the number of IWUF member countries play an important role. However, this mode of communication is applicable to the current situation of "internal and external differences", but not to the deeper national conditions of "external differences". In the process of spreading Chinese martial arts in countries and regions along the "Belt and Road", it is good at using the "publicity" strategy, and the use of Chinese martial arts to aid foreign countries, performances, and events is only suitable for the propaganda stage of Chinese martial arts, rather than the "communication" strategy, and the purpose and tendency are obvious.

In the era of mass communication, limited by technical conditions and the scarcity and singleness of communication resources, the mass media has formed a situation of resource monopoly, and its communication is characterized by top-down and one-way communication without interaction. Not only is there a lack of point-to-point precision locking and in-depth interaction in interpersonal communication, as well as the emotional experience between people, but also the spread of Chinese martial arts is deeply trapped in the shackles of mass communication. For example, Chinese martial arts communicators either carry out organizational communication, or interpersonal communication, or film and television communication, in terms of promotion, use leaflets, advertisements and other forms to interact with the audience, although to a certain extent improve the accuracy and depth of its communication, but there is still a certain distance from "precision".

In summary, it is still difficult to accurately adapt to the appropriate audience for the application of new media technology in the process of international communication of Chinese martial arts, and the pertinence of media use is insufficient, and the content is numerous and redundant, which reduces the audience's excitement about the application of new media software and the communication effect is not good.

Chapter 6 A Case Study on the Spread of Martial Arts in Countries along the Belt and Road: A Case Study of Taijiquan

Case studies are a widely used research method in the field of social studies, especially in the humanities and social sciences and in the field of practice such as evaluation research [[[109]Feng Xiaotian. The Power of Case Studies: On the Methodological Significance and Application of Case Studies[J]. Social

Sciences,2022(05):146.]]. This chapter uses the method of case study to conduct in-depth, detailed, comprehensive and detailed investigation and research on Taijiquan, a typical type of boxing, in order to achieve the effect of getting a glimpse of Taijiquan (Taijiquan) and seeing the whole picture (martial arts), so as to present a full and complete case study and research ideas for the overall research.

Since ancient times, Chinese martial arts have been inherited and developed with boxing as the main cultural form, and Taijiquan has rich Chinese cultural connotation and unique physical experience, physical participation, visual cognition and other communication characteristics, which is one of the typical representatives of China's excellent traditional culture "going out".

6.1 Sorting out the achievements of the international dissemination of Taijiquan

Taijiquan originated in the late Ming and early Qing dynasties in China, with a history of more than 300 years, with a profound traditional Chinese cultural heritage, by the understanding and practice of different founders, and finally formed many factions such as Chen, Yang, Wu, Wu, Sun, Zhaobao, etc., from boxing to health exercises are unique, slightly different. However, Taijiquan, which was born in feudal Chinese society, was not transmitted internationally at first, and only spread to each other in the birthplaces of different schools [[110]Song Qinghua, Shen Guoqing. The international communication strategy of Taijiquan under the background of the national cultural strategy of the Belt and Road Initiative[J].Journal of Wuhan University of Physical Education,2018,52(03):67.]].

At the end of the 80s of the 20th century, with the continuous rise of cultural fever and the deepening of China's reform and opening up, Chinese food, calligraphy and opera, which represent Chinese elements, quickly flowed into the international market, and the world recognition of Chinese culture was comprehensively improved. Many scholars have projected their research attention to the field of excellent traditional Chinese culture, and Chinese symbols represented by Chinese characters and Tai Chi have gradually returned to the field of vision of traditional culture.

In 1981, a delegation from the Japan Taijiquan Association visited Chenjiagou, opening a chapter in Chenjiagou's reception of foreign guests; In 1983, Chen Jiagou was invited to visit Japan and began to go out. As a result, the overseas spread of Chen-style Taijiquan has risen rapidly, and has been widely spread in Japan, France, the United States, Australia, Singapore and other places. Other schools of Taijiquan have also relied on policy support to spread rapidly and organically overseas. At the same time, the former State Sports Commission also actively integrated Taijiquan cultural resources, created and simplified Taijiquan and Taijiquan competition routines, and actively promoted them at home and abroad.

After 1990, the former State Sports Commission and the Ministry of Culture continued to give more support to the development of Taijiquan, and local government departments responded to national policies and began to increase investment in the international development of local Taijiquan culture. In 1990, the International Wushu Federation was established; In 1991, Handan, Hebei Province started the "China Yongnian International Taijiquan Association" held once every two years; In 1992, Wen County, Jiaozuo City, held the first "International Taijiquan Annual Conference" (once every two years, held in Jiaozuo City since 2000). Under the official organization and coordination, the international influence of Taijiquan culture is increasing. At the same time, some businessmen and enterprises are keenly aware of the impact of Tai Chi on the development of modern society

[109] Feng Xiaotian. The Power of Case Studies:On the Methodological Significance and Application of Case Studies[J].Social Sciences,2022(05):146.)

[110] Song Qinghua, Shen Guoqing. The international communication strategy of Taijiquan under the background of the national cultural strategy of the Belt and Road Initiative[J].Journal of Wuhan University of Physical Education,2018,52(03):67.)

The value exists, and individual behavior can be used to establish Tai Chi "associations", "society" overseas, or even directly establish companies [[[Liu Zizhen. Research on the optimization of transnational communication methods of Chen Style Tai Chi [D]. Henan University of Science and Technology, 2021.]].

Today, Tai Chi, as an outstanding representative of Chinese martial arts, is well known to people around the world for its rich connotations and fitness effects. According to data, since the "Belt and Road" initiative was proposed in 2013, more and more countries along the route have actively responded, and its degree of internationalization has become increasingly high. It covers an increasingly wider area, with cooperation countries in Europe, Asia, Africa and the Americas covering almost the entire world. Tai Chi, which was born in the 17th century, gradually relied on its profound cultural heritage during three hundred years of experience, precipitation and brewing to represent part of China's excellent traditional culture and move towards the road of international cultural exchanges. December 17, 2020, UNESCO

The Intergovernmental Committee for the Protection of Intangible Cultural Heritage of the Organization passed a resolution to include Tai Chi declared by China on the UNESCO Representative List of Intangible Cultural Heritage of Humanity, marking that the international spread of Tai Chi culture in China has entered a new stage [[[Sun Xianghao, Liu Zhongwei. Research on the elements of international spread of Tai Chi and its model construction since the reform and opening up [J]. Journal of Jiaozuo University, 2021, 35(03): 32.]]. With Tai Chi being listed as a competition event at the 2022 Youth Olympic Games in Qatar, the international spread of Tai Chi has reached an epoch-making milestone.

6.2 Analysis of the value of Tai Chi's international communication

6.2.1 In terms of cultural cooperation: Tai Chi has become an important means of cultural exchange with foreign countries in the new era.

Tai Chi is one of the representatives of Chinese traditional martial arts and a national intangible cultural heritage. As the carrier of Tai Chi culture, it is an excellent booster on the road of people-to-people and cultural exchanges along the "One Belt, One Road" initiative. In recent years, with the step-by-step advancement of the "One Belt, One Road" initiative, Tai Chi has appeared at the "Chinese Culture Exhibition" held in many countries along the route. This is a new platform for Tai Chi to become internationalized under the "One Belt, One Road" initiative. , different presentation forms and promotion methods have allowed more countries to understand Chinese Tai Chi. In 2016, the Ministry of Culture's "One Belt, One Road" Cultural Development Action Plan (2016-2020) was announced. The plan clearly stated that we should actively implement the cultural cooperation signed between my country and the countries and regions along the "Belt and Road". After the "One Belt, One Road" initiative was proposed, Chinese cultural centers have developed more rapidly. There are now 35 Chinese cultural centers established around the world, spanning Africa, Europe, Asia, North America, and Oceania, opening up A new path for the spread of Tai Chi.

6.2.2 In terms of communication model: Tai Chi has become a typical paradigm of multi-layered communication in the new era

Relying on its international mass base and mature promotion methods, Tai Chi now has a certain-scale communication system. Its main methods of international dissemination include: promotion by foreign universities, Confucius Institutes and other international educational institutions; promotion by international official organizations such as the World Wushu Federation and the International Tai Chi Association, Youth Olympic Games, World Wushu Championships, Asian Games, etc. Promotion of international large-scale sports events, promotion of overseas online media such as YouTube, Tik Tok, Facebook Pakistan Sports, Instagram Pakistan, Twitter Pakistan; promotion of professional Tai Chi colleges such as Tai Chi College of Henan University of Technology; foreign aid promotion by senior coaches and Tai Chi disciples ; International promotion of Tai Chi cultural tourism industry such as Tai Chi International Training Center and Tai Chi Museum.

[] Liu Zizhen. Research on the optimization of transnational communication methods of Chen Style Tai Chi [D]. Henan University of Science and Technology, 2021.

[] Sun Xianghao, Liu Zhongwei. Research on the factors and model construction of the international spread of Tai Chi since the reform and opening up [J]. Journal of Jiaozuo University, 2021, 35(03): 32.

Guang et al. Running schools overseas and holding international events are currently the main communication channels, among which overseas schools mainly use Confucius Institutes as the main communication media.

In 2016, the Confucius Institute and the State Sports General Administration signed and carried out a memorandum of understanding on external exchanges and cooperation in Tai Chi and Chinese martial arts, officially incorporating Tai Chi into the curriculum planning of overseas Confucius Institutes, and gradually establishing Tai Chi and Chinese martial arts culture in Confucius classrooms opened in overseas primary and secondary schools. course. Especially after the implementation of the "One Belt, One Road" initiative, the number and areas of Confucius Institutes have gradually extended to partner countries, further expanding the scope of Tai Chi's overseas communication subjects and audiences.

6.2.3 In terms of communication content: Tai Chi's concept of "integration of martial arts and medicine" meets global health needs In April 2000, the Chinese Wushu Association began to formulate the global development strategy of Tai Chi - Tai Chi Health Project. This is an important measure to promote Tai Chi as a martial arts brand, an efficient fitness method and to continue to promote the development of Chinese martial arts culture in the world. It means that Tai Chi has made a leap from "technical teaching" to "cultural promotion" and "health services". Tai Chi health project advocates a life philosophy that contains Tai Chi philosophy, pays attention to Tai Chi's health concept of "preventing disease", understands more of the core of Tai Chi culture, and feels China's unique health concepts and methods, so that Tai Chi can exert its full potential. Stronger international influence, influence and penetration. The 21st century is the "Great Health Era". With the improvement of living standards, more and more people are beginning to pay attention to their own exercise methods that are conducive to healthy physical and mental development. The "Healthy China 2030" Planning Outline clearly states that it is necessary to strengthen the "integration of sports and medicine" non-medical health intervention, and support the promotion of Tai Chi, Health Qigong and other ethnic and folk traditional sports [[[] The Central Committee of the Communist Party of China and the State Council issued the "Health" China 2030 "Planning Outline" [EB/OL].<http://www.gov.cn/.2022-10-28.>]. "Health" is a common issue for all mankind. In the process of spreading Tai Chi, we can highlight its life and health concepts of healing, fitness, strengthening and protecting the body, so that the essence of Tai Chi and even martial arts culture can be more easily accepted by the world. , enriching the overall structure of its communication content.

6.3 Precise strategies for the international spread of Tai Chi under the background of "One Belt and One Road" Chinese martial arts is the crystallization of the traditional culture of the Chinese nation for thousands of years, with 129 certified martial arts types. The "One Belt, One Road" strategy has accelerated the horizontal and vertical spread of Tai Chi internationally to a certain extent, allowing Tai Chi to successfully ride on the train of the times. As a "postcard" from Chinese tradition to culture, Tai Chi integrates the three attributes of culture, health and martial arts, conveys the cultural essence of the Chinese nation to the world, and shares the ancient oriental sports practice [Han Chaoyang. Tai Chi: World The heritage, the wealth of mankind[N]. Xinhua Daily Telegraph, 2020-12-18(007).].

6.3.1 Establish accurate and clear communication subjects The main body of communication is the carrier of communication sources, the starting point of communication activities and the basis for the realization of communication activities. It is the primary factor in the international communication model of Tai Chi. Relevant research shows that the main body of international communication of Tai Chi refers not only to people, but also to international communication institutions. The Tai Chi International Communication Organization is composed of official organizations and authorized branches (established abroad) approved by official organizations [Hou Xinxin. International Communication and Development Strategy of Chinese Traditional Culture Tai Chi[D]. Henan University, 2015.]. Official communication agencies mainly include the State Sports General Administration, the Ministry of Education, Culture and Sports

[] The Central Committee of the Communist Party of China and the State Council issued the "Healthy China 2030" Planning Outline [EB/OL]. <http://www.gov.cn/>.2022-10-28.

[] Han Chaoyang. Tai Chi: World Heritage, Human Wealth[N]. Xinhua Daily Telegraph, 2020-12-18(007). [] Hou Xinxin. International dissemination and development strategy of Chinese traditional culture Tai Chi [D]. Henan University, 2015.

Ministry of Culture, Ministry of Foreign Affairs, State Administration of Radio, Film and Television and Confucius Institute. In the history of the international spread of Tai Chi, the official communication led by the government plays an irreplaceable role in the international spread of Tai Chi. With the increasingly frequent international exchanges, with the support of government departments, non-governmental organizations, social groups and individuals have gradually joined the ranks of the international spread of Tai Chi.

6.3.2 Establish systematic and clear communication content The international dissemination content of Tai Chi culture mainly includes Tai Chi technology, cultural connotation and support system. Tai Chi techniques include Tai Chi routines, Tai Chi equipment routines, Tai Chi push hands, etc. [Chen Wei. Social investigation on the spread of Sun Style Tai Chi [D]. Beijing Sport University, 2007.]. The cultural connotation of Tai Chi mainly includes Tai Chi theory, Tai Chi culture, Tai Chi history and culture, etc. Tai Chi course teaching, Tai Chi skills training, Tai Chi community management, Tai Chi market development and Tai Chi competitions constitute the support system of Tai Chi. The Tai Chi support system is the basic guarantee for the international spread of Tai Chi. After years of development and dissemination, Tai Chi has formed a unique technical system, including simplified Tai Chi, prescribed and traditional Tai Chi, as well as Tai Chi swords, Tai Chi fans and other Tai Chi instruments, which are generally clear and limited.

6.3.3 Pay attention to differentiated communication audiences The receiver is the process by which information is transmitted. With the continuous development of the field of communication studies, the role and status of communication objects have received widespread attention from researchers. The international communication objects of Tai Chi are the communicators, communication channels, communication content and communication feedback of Tai Chi [Dou Yachen. Practical research on the spread of Tai Chi in Lithuania from the perspective of communication [D]. East China Normal University, 2020.]. In the early

days of the international spread of Tai Chi, the main purpose was to spread the Tai Chi movement and Chinese culture. From skill learning to cultural exchanges, the content of the communication was relatively unified, and there was no emphasis or pertinence. With the introduction of martial arts into the Olympics and the emphasis on the health service function of Tai Chi, in the face of the different needs of elite athletes and the general audience, the international communication of Tai Chi has been refined and divided from communication content to communication channels, and gradually Implemented layering of communication objects.

The movement characteristics and diversified value functions of Tai Chi are suitable for almost everyone to practice. Tai Chi's wide adaptability can meet the needs of different levels of audiences. This is the advantage of Tai Chi's international spread. It is also the reason why Tai Chi implements audience stratification and Reasons for the feasibility of precise communication. Nowadays, Tai Chi International Communication is committed to overall planning, coordination and efficiency. On the one hand, it insists on promoting the internationalization of competitive Tai Chi, with the purpose of leading and helping to improve the level of world competition, and disseminating more innovative ideas to coaches and athletes from all over the world. , scientific competitive Tai Chi training methods, promotion of the latest competition routines, etc. On the other hand, the international communication of Tai Chi pays more attention to the international social effects of Tai Chi, focuses on spreading the health culture, health methods, health concepts and health values contained in Tai Chi, and strives to promote Tai Chi as a way of leisure and fitness. At the same time, the international dissemination of Tai Chi also pays attention to the unique effects of Tai Chi on special groups. In some European and American countries, Tai Chi, as a treatment method and auxiliary treatment method, is widely used in the treatment and rehabilitation of hypertension, diabetes, osteoporosis, lumbar disc herniation, arthritis, heart disease and other diseases, serving different groups. The healthy development of Tai Chi provides Chinese wisdom [Song Jie, Lu Ying, Li Jie. Research progress on the clinical application of Tai Chi in China in the past five years [J]. Chinese Journal of Traditional Chinese Medicine Information, 2018, 25(08):139.]].

[Chen Wei. Social investigation on the spread of Sun Style Tai Chi[D]. Beijing Sport University, 2007.

[Dou Yachen. Practical research on the spread of Tai Chi in Lithuania from the perspective of communication [D]. East China Normal University, 2020.

[Song Jie, Lu Ying, Li Jie. Research progress on clinical application of Tai Chi in China in the past five years [J]. Chinese Journal of Traditional Chinese Medicine Information, 2018, 25(08): 139.

6.3.4 Innovate communication media that adapt to audience needs Communication channels are the bridge and link between communicators and audiences. Only through communication channels can communicators deliver communication content to the audience [Wang Lu. Research on the obstacles and countermeasures to the development of martial arts at the Confucius Institute in Bergen from the perspective of communication [D]. Beijing Sport University, 2019.]. Various communication entities have carried out rich and diverse communication activities through international organizations, international competitions, international education, communication media, international activities and industrial development. With the increasingly close cultural exchanges and the rapid development of communication technology, the international communication of Chinese martial arts is constantly On the basis of enriching its communication channels, a communication system with multi-dimensional channels and three-dimensional purposes has been formed [Zhan Huaning, Jiang Zhisheng, Luo Jiang. On the metaphysical cultural communication of Tai Chi [J]. Journal of Wuhan Institute of Physical Education, 2011, 45(12):96.]. Under the guidance of the strategy of comprehensively deepening reforms, the ways and means of international communication of Tai Chi have

continued to expand, and ideas have risen to new heights. By gathering various resources, various industries and fields, implementing overall planning and integrated communication, it has exerted a "multiplier effect". This is due to the progress of the times. Media integration, as a new force in the international communication of Tai Chi, has achieved full coverage of Tai Chi's international communication channels by combining traditional and modern channels, taking into account both online and offline, and integrated fragmented Information, the integration of industries such as "sports", "health" and "media" not only reduces the asymmetry of information dissemination and improves the timeliness of information feedback, but also better collects the needs of the audience, thus obtaining better Communication effect.

On the international platform, Singaporean Yang Liyu founded Taiji.sg on March 9, 2020, and set up a professional webpage for those in demand to choose, dedicated to teaching traditional Tai Chi. Web page settings include: homepage, courses, photos, videos, article sharing, FAQs, and joint APPs, such as IN and Facebook. It mainly provides public courses and corporate meetings. Clients include the National Heritage Board, Singapore Polytechnic, Lipcai Secondary School, Lighthouse Independent Media Pte Ltd, and T.H.E Dance Company. This webpage not only provides professional course information to the audience, but also regularly shares forums about Tai Chi, using new media to achieve interactive communication among Tai Chi enthusiasts. At the same time, sharing practice videos and photos on the Internet provides the audience with a more intuitive experience and learning atmosphere. This method only breaks the time and space restrictions between the communication subject and the audience, and also allows the audience to obtain the information they want in a shorter time.

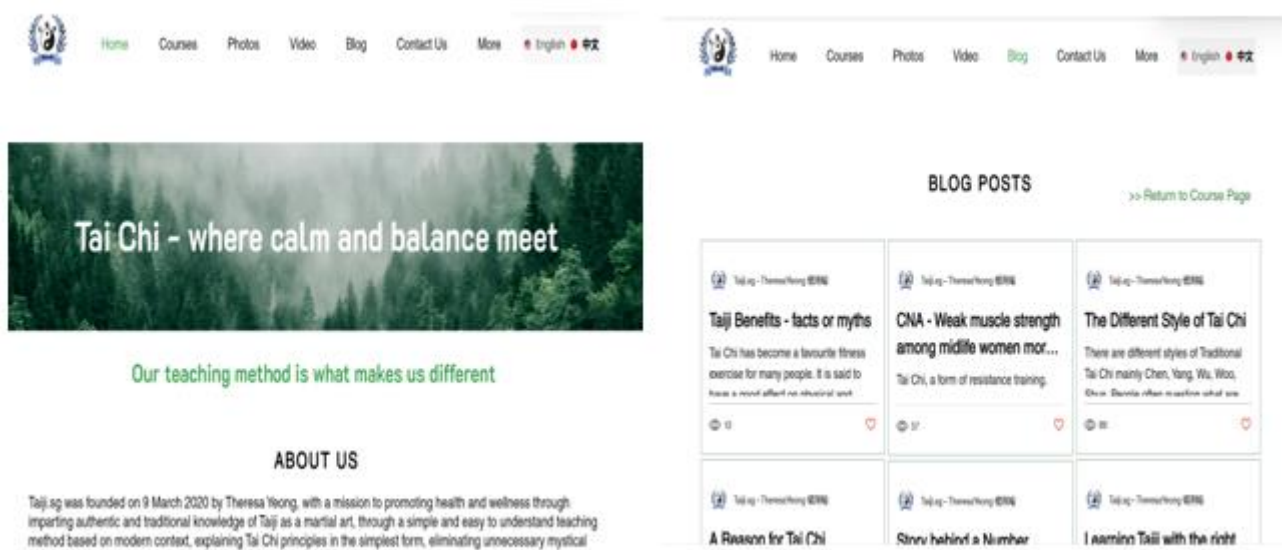


Figure 6-1 Singapore Yang Liyu Tai Chi official website (Picture source: <https://www.Taiji.sg>) Domestically, Tai Chi.com, founded in 1997, is based in Wen County, the birthplace of Tai Chi, and is oriented to the world. It has led the dissemination and promotion of Tai Chi culture and the operation of the martial arts industry for nearly 30 years. It has tens of millions of fans across all media, including millions of WeChat fans. In recent years, Under the leadership of Liu Hongqi, the founder of Taiji.com, and Li Chao, the current editor-in-chief, in line with the cultural tourism industry

[] Wang Lu. Research on the obstacles and countermeasures to the development of martial arts at the Confucius Institute in Bergen from the perspective of communication [D]. Beijing Sport University, 2019.

[] Zhan Huaning, Jiang Zhisheng, Luo Jiang. On the metaphysical cultural dissemination of Tai Chi [J]. Journal of Wuhan Institute of Physical Education, 2011, 45(12):96.

Following the development trend of the industry, we innovated the "Internet + Tai Chi + Cultural Tourism" model and cooperated with many local governments, scenic spots, associations, etc. to plan and organize dozens of martial arts cultural tourism events and more than 100 online martial arts events, with a total of 20 participants. Yu Wan has created iconic Chinese martial arts events such as the China Chengde Tai Chi Elite Exhibition Conference, Lijiang International Chinese Martial Arts Festival, Sanya International Martial Arts Culture Tourism Festival, Yuntai Mountain Tai Chi Exchange Competition, and Dunhuang Martial Arts Cultural Festival. Entering the all-media era, the mobile client with Tai Chi inheritance genealogy as the core covers Tai Chi data applications, boxing gyms, teaching and training, events, Tai Chi supplies, etc. Its cooperative media covers the entire network of mainstream media such as Tencent, Sina, Baidu, Sohu, NetEase, Phoenix, Toutiao, and Beijing Time; Grand Boxer brand paper media: a professional paper media team, custom-published Tai Chi books; e-commerce platform: Tai Chi Internet-owned mall, micro mall, Taobao mall, WeChat/Douyin live broadcast, etc.



Figure 6-2 Tai Chi Net webpage (Picture source: Tai Chi Net official website) In summary, both Taiji.sg and "Taiji.com" use a one-stop service approach that has broken the previous paper media communication method to a certain extent. They keep pace with the times and use new media to meet the needs of the audience as much as possible, and through Media integration provides real-time information feedback and accurately caters for the needs of different groups of people at different levels. Practice has proved that it is necessary to continuously take root in a certain field to explore and integrate with the new era and new media technologies, innovate the ecosystem and form a one-stop industrial chain, rather than just dabbling in it.

Chapter 7 Case studies of countries along the “One Belt, One Road” martial arts spread – taking Turkey as an example As of June 2023, my country has signed cooperation documents on the joint construction of the “Belt and Road” with 152 countries. These countries include the five continents of Asia, Europe, Africa, America, and Oceania, covering more than 60% of the world’s population [[] China One Belt and One Road Network[EB/OL].[2023-11]. <https://www.yidaiyilu.gov.cn/>]. The cultural characteristics, customs, geographical features, etc. of these regions and countries are all unique and have their own unique cultural

communication environment. The primary unit of the "One Belt, One Road" initiative is the country, and the accurate dissemination of Chinese culture, including martial arts culture, in the country is particularly important. Turkey straddles the Eurasian continent and has its unique location and geopolitical advantages. Its cultural customs, national history, geographical location, and economic development all have very significant representative significance among the countries along the "Belt and Road". In recent years, China and Turkey have comprehensively carried out pragmatic cooperation in many fields and achieved fruitful results, especially in the development of martial arts. Therefore, this study takes Turkey as an example to summarize the experience of accurate dissemination of Turkish martial arts and find out the Difficulties encountered in the dynamic development of Turkey, and countermeasures are proposed to provide a new path for the international spread of martial arts.

7.1 A review of the spread of Chinese martial arts in Türkiye On August 4, 1971, Turkey established formal diplomatic relations with China. The ambassadors of the two countries in France signed a joint communique on the establishment of diplomatic relations between the People's Republic of China and the Republic of Turkey on behalf of their respective governments. In May 1972, the Chinese table tennis team visited Turkey for the first time, leaving an unforgettable impression on the Turkish people. In May 1975, the Turkish national men's basketball team visited China as Turkey's first sports representative team. In October of the same year, the Chinese Wushu Team was invited to visit Turkey and performed more than a dozen performances in Istanbul, Bursa, Ankara and other places, which were praised and welcomed by the audience. In 2012, the Chairman of the Chinese Wushu Association visited Turkey, and the two countries' Wushu Associations also signed a friendly relationship. In April 2018, at a symposium where the chairman of the Turkish Wushu Association came to the Shaanxi Provincial Wushu Association for discussions, Abdulrahman introduced the development of Wushu in Turkey to reporters and revealed his thoughts to the reporters, "The Turks themselves I like sports very much. Sanda has developed rapidly in recent years. There are currently 100,000 martial arts athletes in Turkey. We hope to increase the martial arts population to more than 10 million in the future. The development of martial arts is very important to the development of Turkey. In addition to China, the development of martial arts The best and hardest-working country is Turkey. I have always hoped to make martial arts the most popular sport in Turkey, surpassing football and basketball." [EB/OL].https://www.sohu.com/a/227878681_411209.2018-04-11.]

[] China One Belt and One Road

Network[EB/OL].[2023-11]. <https://www.yidaiyilu.gov.cn/>

[] Self-cultivation and internal martial arts. Chairman of the Turkish Martial Arts Association: Hope that martial arts will become the number one sport in Turkey [EB/OL]. https://www.sohu.com/a/227878681_411209.2018-04-11.



Figure 7-1 President of Turkish Martial Arts Association In recent years, with the help of China and the promotion of the Turkish National Wushu Association, Turkey has become an important country in the development of world martial arts, and has achieved good results in recent World Wushu Championships and World Cup Wushu Competitions. In 2019, the Turkish Department of the Asia and Africa Language Program Center of China Central Radio and Television Station planned a China-Turkish cultural exchange event called "Falling in Love with Kung Fu", aiming to enhance the mutual understanding between Chinese and Turkish martial arts enthusiasts through interaction. Cultural exchanges between countries have also made martial arts known to more people. Finally, four "Kung Fu Stars" from Turkey came to Dengfeng to watch the "Zen Shaolin Music Ceremony", experience the Zen martial arts culture of the Central Plains, and appreciate the customs and customs of Songshan Mountain [Mao Rongjun. Turkey's "Kung Fu Stars" experience of the Central Plains Zen martial arts culture[N]. Henan Daily, 2019-10-29(16)]. On October 6, 2022, at the invitation of Turkish officials, the Confucius Institute at the Middle East Technical University in Turkey opened a Chinese class for about four months at the Presidential Palace of Turkey from the 6th. The teaching targets are mainly the staff of the Presidential Palace [Wang Tengfei. Confucius Institute Chinese class enters the Turkish Presidential Palace [EB/OL].<http://www.yidaiyilu.gov.cn.2022-10-08>]. Its teaching content mainly includes elementary Chinese courses and Chinese cultural practice activities, such as traditional Chinese tea art, Tai Chi, etc., injecting new impetus into cultural exchanges between the two countries. Türkiye is currently a relatively well-developed country in Europe. Due to Turkey's love for Chinese culture and the influence and influence of outstanding Chinese martial arts coaches, non-governmental organizations and even celebrities, there are currently nearly 200,000 martial arts athletes in Turkey. Large-scale martial arts competitions such as Taolu and Sanda are held every year in Turkey, with more than 4,000 athletes participating in each competition. According to interviews, the city with the best development of martial arts in Turkey is Istanbul, with nearly 10,000 athletes and at least 2,000 athletes participating in each competition. Deeply influenced by the local Turkish government and the Turkish Martial Arts Association, Turkey sends students to China to learn martial arts every year, to Xi'an, Jilin, Beijing and other regions.

7.2 Analysis of the achievements of precise spread of Chinese martial arts in Türkiye 7.2.1 Set up multiple martial arts courses to meet the needs of different audiences Communication content is an important part of the communication process, the key to attracting audiences, and the prerequisite for accurate martial arts communication. The quality of the communication content will directly affect the communication effect. The content of martial arts communication mainly includes philosophical thoughts with cultural connotations, training methods for self-cultivation, martial arts forms for fitness and self-defense, and martial arts concepts for teaching and educating people. Since the development of martial arts, its value system has been constantly changing, from the cold weapon era where the main functions were martial arts value and self-defense value to modern martial arts where fitness value, entertainment value, appreciation value, self-defense value and educational value have changed [Chen Jianmin. Communication strategies of Chinese martial arts from a cross-cultural perspective [J]. Journal of Physical Education, 2008, 15, (5): 25-28.]. It is true that among the many content and values of martial arts communication, the Turkish government can accurately analyze the characteristics of its own audience, set teaching content for different groups of people and different needs, and clarify the teaching materials, syllabus, curriculum standards, and teaching content corresponding to the martial arts teaching content. Plans, lesson plans and other materials. Its martial arts courses are classified according to the different values of martial arts. The curriculum is diversified. The audience chooses the corresponding courses according to their needs and forms a fixed student group. The spread of martial arts is steadily and continuously promoted.

[Mao Rongjun. Turkey's "Kung Fu Star" Central Plains Experiences Zen Martial Arts Culture[N]. Henan Daily, 2019-10-29(16).

[Wang Tengfei. Chinese class at the Confucius Institute enters the Turkish Presidential Palace [EB/OL]. <http://www.yidaiyilu.gov.cn.2022-10-08>.

[] Chen Jianmin. Communication strategies of Chinese martial arts from a cross-cultural perspective [J]. Journal of Sports, 2008, 15, (5): 25-28.

Enter. The diversified curriculum content that teaches students in accordance with their aptitude according to the audience's age, gender, physical characteristics, etc. is an important factor in the successful spread of Chinese martial arts in Turkey under the background of the "Belt and Road Initiative", and is also an important factor in building a precise communication system for martial arts along the "Belt and Road Initiative" prerequisites. 7.2.2 Establish special funds for martial arts and pay attention to the results of competitive martial arts events The communication subject is the first link in the communication chain, the starting point of communication activities, and the originator of communication content. The main body of communication not only determines the existence and development of the communication process, but also determines the quality and quantity, flow and direction of information content, and even determines its role and impact on human society [[[] Shao Peiren. Introduction to Communication [M]. Hangzhou : Zhejiang University Press, 1997:128]]. Generally speaking, communication subjects include countries, governments, societies, organizations and individuals. The implementation of any behavior requires a subject. For the international spread of martial arts, martial arts communicators are a general concept. All individuals and organizations that directly spread martial arts or have a guiding and management role in spreading martial arts are martial arts communicators [[[] Guo Yucheng. Introduction to Martial Arts Communication[M]. Beijing: Beijing Sport University Press, 2006:88.]]. In addition to individuals, Turkish martial arts propagators also include the Ministry of Foreign Affairs, the State Administration of Film and Television, local martial arts associations, Confucius Institutes, social martial arts organizations, etc. Among them, the Turkish government has established a special fund for the development of martial arts and has a planned and organized layout of communication bodies. Turkey holds Turkish martial arts competitions three times a year, covering routines and Sanda. More than 4,000 athletes participate in each competition. Turkish athletes participate in world martial arts competitions every year and have won 20 routine championships. The total number of Turkish championships ranks first in Europe. Turkey won 14 championships, 8 runner-ups, and 3 third-places in the 2023 Emeishan Traditional Martial Arts Championship. One minute on stage and ten years off stage. Turkey won the first prize for collective equipment. [[[] Sohu.com. Wushu.com. The 9th World Traditional Martial Arts Championships. Turkey performed one minute on stage and ten years off stage and won the first prize for collective equipment. -Turkey team 884 points[EB|OL].https://www.sohu.com.2023.09.10.]]. The results of these events have laid a solid foundation for the development of Turkish martial arts. Figure 7-2 Photos of Turkish athletes participating in competitions.



Figure 7-2 Photos of Turkish athletes participating in competitions 7.2.3 Form multi-level audiences and focus on group orientation The communication audience is the receiver of the communication information. In the communication activity, the audience is not just the participant in the communication activity.

[] Shao Peiren. Introduction to Communication [M]. Hangzhou: Zhejiang University Press, 1997: 12

[] Guo Yucheng. Introduction to Martial Arts Communication[M]. Beijing: Beijing Sport University Press, 2006:88.

[] Sohu.com. The 9th World Traditional Wushu Championships of Wushu. The first prize of Turkey's one minute on stage and ten years of collective equipment on stage - Turkish team 884 points [EB|OL]. <https://www.sohu.com> .2023.09.10.

They are also feedback providers of communication effects and are an indispensable and important part of the communication process. In communication practice, the emphasis on accurately distinguishing audiences determines the strength of the communication effect. When Turkey is promoting martial arts, faced with the different needs of athletes and general audiences, martial arts communication has been refined and divided from communication content to communication channels, gradually realizing the stratification of communication audiences. Turkey divides the audiences for martial arts communication into martial arts competition groups, martial arts fitness groups and sports medical groups. First of all, for the martial arts competition group, with the purpose of improving the level of competition, more scientific and advanced training methods and the latest competition routines are disseminated to athletes. Secondly, for martial arts fitness groups, focus on spreading the health concepts and fitness techniques contained in martial arts, and promote martial arts as a daily fitness method. Finally, for the sports medical community, martial arts are used as exercise prescriptions or auxiliary treatments in the treatment and rehabilitation of chronic diseases such as hypertension, diabetes, and asthma. Clarify the motivations of each group to practice martial arts and meet the different needs of each group.

7.3 The practical dilemma of accurate spread of Chinese martial arts in Türkiye 7.3.1 Focus on technology dissemination and lack of deep-seated culture Culture is the wealth generated in the development process of a country. Chinese culture has been established by the Chinese ancestors for thousands of years. China's excellent traditional culture is the root and soul of the Chinese nation, which contains China's unique ideas, humanistic spirit, and moral norms [[[] People's Daily Online. Xi Jinping: China's excellent traditional culture is the root and soul of the Chinese nation [EB/OL] .(2022-06-03).<https://politics.people.com.cn>]. In the current world situation, cultural penetration has become an important factor in demonstrating the soft power and influence of various countries, and has become the development theme of the times [[[] Wang Xue. Strategic research on the spread of martial arts culture from the perspective of "cultural self-confidence"[J] .Chinese Martial Arts (Research), 2018,7(06):38-40.]. As the quintessence of Chinese culture, Chinese martial arts has profound cultural heritage. The dissemination of martial arts must not only build cultural confidence, but also pay attention to the challenges and opportunities faced in the dissemination process. In particular, the compatibility of martial arts culture with foreign cultures in cross-cultural communication has become an urgent factor to be solved in martial arts communication. However, with the continuous advancement of the "One Belt and One Road" initiative, Chinese martial arts has not been able to deeply disseminate its unique physical cultural connotation together with its external technical content. Whether it is teaching or performance, the dissemination content is mostly based on technical movements and lacks martial arts culture. The in-depth explanation and interpretation of the connotation has led to the "two skins" phenomenon of martial arts international communication technology and culture. When interviewing outstanding athletes from Turkey, when asked about the origins of Changquan and Nanquan, they all knew nothing about it, and the description of the schools of Tai Chi was incomplete. Because I don't have a deep understanding of the history and origin of martial arts. As a result, students' learning efficiency of Chinese martial arts culture is greatly reduced, and they are unable to truly understand the essence of martial arts

culture. In addition, when Turkish martial arts coaches and athletes studied Chinese martial arts, they only learned the superficial technical movements, and did not fully understand the deep martial arts connotation and technical connotation, which led to the emergence of "culturalism" in the process of cross-cultural communication. discount" phenomenon.

7.3.2 Lack of media innovation and insufficient use of new media The media in Turkey mainly include newspapers, magazines, radio, and television. Electronic media are rarely used for communication, and there are very few reports from mainstream media. The lack of professional martial arts websites will cause the blockage of martial arts information to a certain extent and affect the spread of martial arts. Secondly, although different local martial arts gyms and martial arts academies have professional websites, their technical

[] People's Daily Online. Xi Jinping: China's excellent traditional culture is the root and soul of the Chinese nation [EB/OL]. (2022-06-03). <https://politics.people.com.cn>.

[] Wang Xue. Research on strategies of martial arts culture communication from the perspective of "cultural self-confidence" [J]. Chinese Martial Arts (Research), 2018, 7(06): 38-40.

The content still needs to be improved. The content of the martial arts website section is not updated in a timely manner and cannot achieve good two-way interaction. According to the survey, the social media with the largest number of users in Turkey are: Facebook, Twitter, and YouTube. Martial arts dissemination must cooperate with mainstream foreign social media. Through the dissemination of social media, it can not only achieve long-term preservation of martial arts content, but also play a two-way interactive role in forwarding and commenting on martial arts information. However, Turkish martial arts enthusiasts and martial arts teachers fail to make full use of domestic mainstream social media for martial arts communication due to insufficient understanding of the communication rules of foreign mainstream social media. Today, the number of Internet users in Turkey is as high as 82.6%[[[] Blue Turkey. The number of Internet users in Turkey is as high as 82.6% [EB/OL]. <https://www.propertyturkey.com/zh/news/number-of-turkish-internet-users-up-to-826> (2021-09-19).]], big data is coming. In the huge amount of information, martial arts communication lacks algorithm technology and cannot accurately match and push content based on the audience's own portrait. Under such circumstances, the international spread of Chinese martial arts has a long way to go in order to contribute to the grand blueprint of the cultural "One Belt, One Road" initiative.

7.3.3 Relying heavily on external teachers, there is a gap in sustainable development of teachers Although the spread of martial arts has achieved good results despite the vigorous promotion by members of official organizations represented by the Turkish Martial Arts Association. But on the whole, Turkey's domestic martial arts dissemination body still has the problem of insufficient and disconnected high-quality teachers. The Turkish Wushu Association is an important organizational force in the spread of martial arts, but the Wushu Association mainly relies on Chinese coaches to provide guidance and training for local martial arts coaches, and does not have a localized high-level martial arts communication team. Therefore, the withdrawal of China's foreign martial arts coaches will undoubtedly have a huge impact on the local martial arts teaching staff, bringing the training of martial arts teachers and the improvement of teacher capabilities to a stagnant state. Although the local martial arts reserve teachers have learned some martial arts content through training, due to the limited short-term training time, the training content often presents the problem of "more but not refined", resulting in the overall training effect being average. Not to mention the deep-seated essence of martial arts culture. In view of the differences in language, culture, and religious beliefs, most coaches directly choose to ignore this part of learning during training. In the long run, an unhealthy closed loop of martial arts communication is formed.



Figure 7-3 Turkish coach training

7.3.4 Neglect of communication effects and lack of evaluation system A complete communication chain must have a feedback link, through which feedback can achieve communication effects and provide a reference for re-dissemination. The effect of martial arts communication is the impact of martial arts communication activities on martial arts, martial arts communication objects, and society. It is the cornerstone of martial arts communication research. Successful research in this field will continue to promote martial arts.

[] Blue Turkey. Number of Turkish Internet users up to 82.6% [EB/OL]. <https://www.propertyturkey.com/zh/news/number-of-turkish-internet-users-up-to-826> (2021-09-19).

Healthy development plays an important role [] Guo Yucheng. Introduction to the Communication of Martial Arts [M]. Beijing: Beijing Sport University Press, 2006: 117.]. When martial arts are disseminated, there is a lack of network technical talents who can collect and analyze big data information and build user models, making it difficult to sort and integrate the dissemination effects. At the same time, it was learned from on-site inspections that Turkey lacks systematic evaluation of communication effects when spreading martial arts, which is mainly reflected in the practice of martial arts communication. Although the local area has set up diversified course content by category and segmented the audience into groups, in actual teaching, only one-way teaching by teachers is emphasized, but the audience's learning effects and problem feedback are ignored. Due to the lack of an evaluation system for martial arts communication effects, there is naturally a lack of understanding of the role and importance of communication effects in the process of "information processing - content dissemination - effect feedback - reprocessing - re-dissemination" of martial arts communication.

7.4 Digestion strategies for the accurate spread of Chinese martial arts in Türkiye 7.4.1 Seek the greatest common denominator of cultures and build a cultural communication matrix From a communication perspective, cross-cultural communication of martial arts will develop under the cultural differences of different ethnic groups, countries, and regions. The spread of martial arts culture should pursue the cultural concept of harmony without difference. Harmony means absorbing different cultural ideas, while difference means retaining the traditional nature of martial arts [] Cui Yingmin, Huang Cong. Cross-cultural communication: a new aspect in the development of martial arts culture communication) Perspective [J]. Journal of Beijing Sport University, 2013, 7, (36): 36-40.]. Therefore, in the process of dissemination, it is necessary to maintain the traditional cultural characteristics of martial arts itself, but also to combine it with local culture and be inclusive. This is a necessary prerequisite for heterogeneous cultural groups to form a value consensus. Nowadays, in addition to Islam, Turkey also has many minority groups that believe in other

religions, including Orthodox Christianity, Buddhism, etc. [] Wang Zhen. "One Belt, One Road" Country Research Report Turkey Volume [M]. China Social Sciences Press , 2022(1):196.], Baji Quan with Islamic culture can be disseminated to Islamic groups, Shaolin Quan can be disseminated to some audiences who believe in Buddhism, and corresponding boxing types can be disseminated according to the cultural characteristics of Turkey. On this basis, pay close attention to the overall understanding of Chinese martial arts by overseas audiences in China and in China (journalists, businessmen, international students and tourists, etc.), learn their recognition of Chinese martial arts, and then effectively gather the external culture of Chinese martial arts In the exchange, overseas audiences use the "other identity" to tell the positive energy of martial arts stories that benefit the people.

7.4.2 Rely on intelligent media to establish multi-modal communication paths In addition to making use of traditional mass media, the Chinese Wushu Association should strengthen cooperation in the field of culture and science and technology with international martial arts dissemination countries, improve the construction of modern information technology facilities, and realize the sharing and co-construction of martial arts culture. Strengthen technical guidance on the construction of the official Turkish martial arts website, provide regular content update reminders to martial arts schools that have set up martial arts websites, and provide interactive feedback. Use the "Martial Arts +" and "+Martial Arts" methods to spread martial arts, especially the new method of "Internet + Martial Arts" to organize online martial arts training, teaching, seminars, competitions, etc. In addition, it is necessary to strengthen cooperation with mainstream international communication media, learn from the communication models of mainstream media, and introduce martial arts content into Turkish mainstream media. The local martial arts association should not only make full use of the official website to promote martial arts content, but also be good at using new media to promote martial arts, providing a technical foundation and driving force for the accurate international dissemination of Chinese martial arts.

[] Guo Yucheng. Introduction to Martial Arts Communication[M]. Beijing: Beijing Sport University Press, 2006:117.

[] Cui Yingmin, Huang Cong. Cross-cultural communication: a new perspective on the development of martial arts culture communication [J]. Journal of Beijing Sport University, 2013, 7, (36): 36-40.

[] Wang Zhen. "One Belt, One Road" Country Research Report Turkey Volume [M]. China Social Sciences Press, 2022(1):196.

7.4.3 Cultivate local talents and build a high-quality talent system Talent is the first resource for the development of any undertaking, and the construction of a talent echelon is the core of the development and spread of Chinese martial arts. Only by relying on an endless stream of first-class and outstanding talent echelons can we ensure the efficient and lasting spread of precise martial arts. Therefore, attention should be paid to the systematic training of local martial arts coaches, and martial arts courses or training classes should be opened in Turkish sports academies and martial arts groups to cultivate a group of high-level martial arts talents. The government management agencies will formulate corresponding teacher management and evaluation systems for guidance; the martial arts management agencies will conduct specific teacher training and evaluation; each boxing style will research and formulate its own technical indicators, theoretical systems and evaluation standards; and unified management of martial arts teachers will be carried out. and standards; strengthen cooperation between universities and educational institutions in China and Turkey, and jointly carry out cooperation projects such as curriculum setting, textbook preparation, and teacher training for martial arts majors. Focus on solving the problem that the number and quality of coaches cannot meet the needs of communication. Additional high-level, high-quality, multi-level coaches who have undergone strict and unified training will be dispatched to carry out systematic popularization work, forming a teaching inheritance

system with the same origin, and the teaching process will be linked together, so that students' learning will be continuous and Consistency can effectively improve students' interest and efficiency, thereby increasing the coverage of communication audiences and improving the conversion rate of potential local martial arts audiences.

7.4.4 Pay attention to communication effects and create a two-way interactive communication model Communication is not a static one-way information transmission, but a changing two-way information interaction. Therefore, in the process of martial arts communication, it is necessary to fully mobilize the enthusiasm of the audience, guide the audience to transform from passive recipients to active participants, fully tap the potential of the audience to become regenerators of communication content, and reduce communication obstacles caused by lack of effect feedback. In this sense, constructing a martial arts communication effect evaluation system and feedback mechanism is a necessary step to strengthen martial arts communication capabilities. To establish an effective martial arts communication evaluation system and feedback mechanism, scattered and indirect feedback information must be collected and summarized for centralized research. In this way, we can start from three aspects: pre-feedback mechanism, mid-range feedback mechanism and late feedback mechanism. The practical implementation of martial arts communication is: before starting a martial arts class, use teacher-student chat mode to roughly understand the audience's doubts so as to grasp the key points of the course structure; during the class, carefully observe the emotional changes and reactions of students during the martial arts practice; after class It is necessary to keep abreast of students' attitudes towards each learning session, and teachers should reflect and adjust martial arts courses based on feedback information to truly improve the effectiveness of martial arts communication.

7.5.5 Use information technology to realize facility connectivity for technological martial arts In the field of Chinese martial arts, digital technology has also begun to be used in teaching and training. For example, using virtual reality (VR) technology, coaches and martial arts enthusiasts can experience the charm of Chinese martial arts immersively. Through AR (augmented reality) technology, martial arts movements can be combined with actual combat scenarios, allowing learners to have a deeper understanding of the application of martial arts. In addition, digital technology can also provide accurate movement analysis, helping coaches and martial arts enthusiasts better master technical essentials and improve training effects. Through the promotion and application of digital technology, new vitality can be injected into the spread and development of Chinese martial arts in Turkey. In addition, we can cooperate with Turkish technology companies to provide Turkish people with a more convenient and efficient way to learn Chinese martial arts by developing Chinese martial arts fitness apps and online courses. Develop martial arts fitness apps and online courses for different age groups and fitness needs in Turkey, so that more Turkish people can learn and experience Chinese martial arts anytime and anywhere. Empowering the development of martial arts with science, promoting the spread of martial arts, and using technological martial arts as a "method" to inject new impetus into the construction of a scientific and technological market for overseas demand for Chinese martial arts, and promote the construction of facility connectivity in the "One Belt, One Road" initiative. To sum up, this study takes Turkey as an example to analyze the precise spread of Chinese martial arts overseas. By studying the difficulties encountered in the spread of Chinese martial arts in Turkey, we provide corresponding relief strategies. These include setting up diversified courses to meet the needs of different audiences, establishing special funds for martial arts, focusing on talent introduction, and focusing on cultivating local talents, scientifically segmenting audiences, pursuing inclusive communication concepts, using new media communication media, and improving the evaluation system. By drawing on the experience and inspiration of the precise spread of Chinese martial arts in Turkey, and applying it to other overseas countries, Chinese martial arts can spread more widely and be truly accepted by more people, so that Chinese martial arts can go global and become

known to more foreigners. An important window to China and Chinese culture, promoting the spread and development of Chinese martial arts on a global scale.

Chapter 8 China's innovative path for the precise dissemination of Chinese martial arts in countries along the "Belt and Road" Through the five aspects of communication environment, communication audience, communication content, communication subject, and communication method, the precise communication path of Chinese martial arts in countries along the "One Belt and One Road" was analyzed, and it was found that they complement each other. According to the differences of the communication audience, we can create a communication environment suitable for the location, innovate communication methods that keep pace with the times, and communication content that adapts to the communication audience. Then, based on these relevant factors that affect the communication content, we can select the corresponding communication subjects to promote China Martial arts are spread accurately in countries along the "Belt and Road". 8.1 Break cultural barriers and create an efficient communication environment Communication environment refers to the specific social environment and communication conditions in which communication activities occur, including social, cultural, political, economic, technological and other factors [[[[Li Zhongmei, Zhang Xiangxian, Liu Jincheng. Research on the mechanism of think tank information communication in the new media environment [[[[J]. Think Tank Theory and Practice, 2020,5(02):11-20+28.]]. The communication environment is one of the important conditions for the effective development and successful implementation of communication activities. It directly affects the transmission and reception of information. Faced with the diverse cultural environments of the countries along the "One Belt and One Road", the key to finding the greatest common denominator among cultures, breaking the barriers between martial arts culture and other cultures, and creating an efficient communication environment lies in the implementation of "people-to-people connectivity." , being a good service guide is the core key to the accurate spread of martial arts in the context of the "One Belt, One Road" initiative. In other words, the most important starting point in the communication process of Chinese martial arts in the "One Belt and One Road" countries is to deeply understand and understand the needs of the audience, so as to ensure that the communication content and communication paths provided meet the requirements of the other party, and to avoid the trend of "taking my own interests" in communication. Dilemmas such as "mainly" and communicator-centered. To this end, we need to use the construction of a common culture as the starting point to strengthen multi-party martial arts cultural exchanges and cooperation. In the orderly implementation of the "One Belt, One Road" strategy, it is inevitable that Chinese martial arts culture will face resistance from heterogeneous cultures when going global. This requires us to not only absorb the essence of heterogeneous cultures, but also find ways to exchange and cooperate with martial arts cultures. The common ground enables the cultural power of Chinese martial arts to be fully demonstrated in the "Belt and Road" cultural exchanges, and its soft power value implications are fully expressed. Soft power is the ability to attract the other party through the charm of culture and ideology, that is, culture and ideology The invisible power of Chinese martial arts enables Chinese martial arts to assume the role of "messenger" in promoting mutual understanding and helping to build official exchanges between countries, thereby enabling Chinese martial arts' "cultural diplomacy to penetrate into the commonality of our humanity" [[[[White House 2000 Conference on Cultural Diplomacy: Final Report, the Bureau of Educational and Cultural Affairs[C]. Washington, D. C, 2000.]], ultimately enabling countries along the route to have mutual understanding and trust when they engage in dialogue, cooperation and exchanges based on the common culture of Chinese martial arts. Therefore, only by fully exploring the common cultural genes of Chinese martial arts can its prospects for going global in the construction of the "One Belt, One Road" become broader. First of all, it is necessary to seek commonalities in the connotation of Chinese martial arts culture that are consistent with international sports culture, learn from the successful methods of sports culture communication in other countries, accurately connect with local culture, and pay attention to the contemporary

interpretation of Chinese martial arts culture. An important manifestation of precise communication is the close integration of Chinese martial arts in the communication of "One Belt and One Road" countries

[] Li Zhongmei, Zhang Xiangxian, Liu Jincheng. Research on the information dissemination mechanism of think tanks in the new media environment [J]. Think Tank Theory and Practice, 2020, 5(02): 11-20+28.

[] White House 2000 Conference on Cultural Diplomacy: Final Report, the Bureau of Educational and Cultural Affairs[C]. Washington, D. C., 2000.

According to the acceptance habits of the audience, the dissemination of Chinese martial arts should be carried out in a targeted manner to maximize the fit between the two, thereby meeting the needs of the audience and optimizing the dissemination effect. Therefore, domestic departments and institutions that lead the dissemination of Chinese martial arts should carry out in-depth work in this area and provide a more comprehensive and detailed explanation of the contemporary value of Chinese martial arts and culture to facilitate in-depth dissemination and accurate docking. This forms the basis for the legitimacy and necessity of the spread of Chinese martial arts culture to countries along the "Belt and Road". However, the overall pattern of sports culture in the world today is still dominated by Western sports culture. Under this background, it is quite difficult for Chinese martial arts culture to be widely accepted by the "Belt and Road" countries where Chinese and Western cultures are mixed. In the process of dissemination of Chinese martial arts, it is necessary to break the "obstacles to understanding and interpretation" of Chinese martial arts culture among the people along the "Belt and Road", and use the teaching of Chinese martial arts skills as the basis and guide, from the outside to the inside, from form to spirit, to comprehensively spread Chinese kong-fu. In addition, Chinese martial arts disseminators must consciously explain the limitations of martial arts and kung fu movies and TV dramas in pursuit of artistic and entertainment effects, and promptly clarify the phenomenon of cultural distortion to avoid misleading the audience with biased content and concepts. It creates the wrong impression that "Chinese Kung Fu is invincible". At the same time, regarding the current bad habits in Chinese martial arts circles, such as various fake masters who are directly passed down and authentic, who create gimmicks and gain public attention for profit, they have seriously misled the people of the "One Belt and One Road" countries. At this time, the communication of Chinese martial arts is related Institutions and responsible communicators should take the initiative to clarify, analyze the omissions and inappropriateness of their words and deeds, and use these "negative teaching materials" to clarify the core and essence of Chinese martial arts culture and build a good basic communication environment for martial arts.

8.2 Define user information and scientifically divide communication audiences British communication scientist Dennis McGuire defines audience as "contacts of communication media and users of communication content" [[[[[UK] Dennis McGuire. Audience Analysis[M]. Liu Yannan, Li Ying, Translated by others. Beijing: Renmin University of China Press, 2006.]]. However, this was the definition of audience in the previous mass communication paradigm. In the context of today's media integration, it has transformed and spawned different patterns and forms of audiences. The main one is that audiences gradually evolve into "users". The audience is no longer limited to the "public", but has been further refined and differentiated on the basis of the public. Therefore, the premise of accurate international communication of Chinese martial arts is to conduct a more accurate positioning and segmentation of the target audience based on a scientific and reasonable analysis of the audience's situation and characteristics. First of all, big data technology can be used to accurately define the international communication objects of Chinese martial arts. Through the span integration of multiple platforms and the cross-border integration of multiple devices, the characteristics of communication objects in all aspects can be discovered and classified, so as to accurately define them, and achieve "demand" at the right time or in the right field. "Principle" and "Precision Principle" carry out communication activities that vary according to the audience [[[[Zou Hao. Research on precise communication of Chinese martial arts internationalization under the cultural going global strategy [D]. Nanjing Normal University, 2021.]]. In this

way, the precise international dissemination of Chinese martial arts will have clear goals and a basis for implementation, thereby achieving the best international results that vary from person to person, teach students in accordance with their aptitude, and adapt measures to local conditions. Secondly, the dissemination audience of Chinese martial arts in the "Belt and Road" countries must not only strive to achieve "full coverage", but also focus on key areas and key groups on this basis, and concentrate more energy and resources on dissemination to these groups. Strive to achieve the communication goals and effects of "key breakthroughs" and then "widespread popularity"

[] [English] Dennis McGuire. Audience Analysis [M]. Translated by Liu Yannan, Li Ying, et al. Beijing: Renmin University of China Press, 2006. [] Zou Hao. Research on the precise communication of Chinese martial arts internationalization under the cultural going global strategy [D]. Nanjing Normal University, 2021.

To this end, on the one hand, we start from the purpose and goal of spreading Chinese martial arts in our country, and on the other hand, we start from the practical experience of spreading Chinese martial arts, jointly divide different countries and audiences into different levels, and at the same time screen out some key areas or key groups. As the focus of achieving breakthroughs in the future, Chinese martial arts can take root in these regions and people, laying a solid foundation for subsequent expansion of influence. Thirdly, it is necessary to fully reflect the pertinence and differentiation, abandon the "big and unnecessary" communication model with unclear user positioning, and make the communication activities specific and detailed. It is necessary to combine the interests, hobbies and practice needs of the users, and focus on the role of martial arts in a certain area. The characteristics and functions of one aspect or several aspects form distinctive communication strategies, communication models and communication paths. To this end, martial arts global communication must not only achieve "full coverage" in the selection of service targets, but also focus on key areas and key groups on this basis, in order to achieve "key breakthroughs" and then drive the spread of "widespread patterns" Goals and effects. In particular, it is necessary to target the executive committee and members of the International Olympic Committee and select appropriate martial arts content based on their regional characteristics and cultural characteristics. First, achieve a breakthrough in their understanding of martial arts "from 0 to 1", and then enable everyone to The executive committee and members gradually understood the unique value and advantages of martial arts, and eventually formed a sense of identity and belonging that resonates emotionally. Accelerate the process of martial arts being included in the Olympics. Only in this way can martial arts be spread into many countries that take "Olympic sports" as their standard and realize the in-depth spread of martial arts.

8.3 Accurately formulate communication content based on audience needs The production and reproduction of communication content is an important part of the process of accurate international communication of Chinese martial arts, and it is also the core element for measuring the effectiveness of communication. If the international communication of Chinese martial arts is to achieve satisfactory results, it is necessary to make the content of martial arts communication consistent with the needs of the audience, so that a catalytic chemical reaction can occur between the two. Different individuals have different personality characteristics, cultural backgrounds, educational experiences, career choices, cognitive models, etc., which correspond to different needs and different levels of international communication content of Chinese martial arts. Therefore, when disseminating the main content, it is necessary to differentiate and screen the audience, so as to understand the "personality portrait" and cognitive model of the corresponding target audience, grasp their characteristics and needs, and produce products based on the core demands of the audience. Content, accurately locate the problem target, find the right points of fit, and improve the content and expression of theoretical products in a targeted manner. Currently, we can interpret the problem from a positive perspective regarding the cognitive bias and lack of interest in martial arts among the people in countries along the "Belt

and Road". For those who have doubts or lack of interest in Chinese martial arts, we must screen out content that can actually meet and effectively promote "people-to-people connections." First of all, Tai Chi can be regarded as a pioneer in spreading in countries along the "Belt and Road". When one type of boxing succeeds in taking the lead, the second type of boxing can follow more easily. Therefore, the dissemination of Chinese martial arts in the "One Belt and One Road" countries does not need to be comprehensive. One or a type of boxing type must be refined, including the offensive and defensive meaning of each move and style of the boxing type must be clear, as well as the traditional culture contained in it. connotation, and develop its different values according to different needs. Then, in the precise dissemination of Chinese martial arts, we deeply analyze the communication resources, screen and formulate Chinese martial arts content suitable for dissemination in different countries along the "Belt and Road", in order to achieve the purpose of in-depth dissemination. Countries in the Middle East, Iran, Saudi Arabia and other countries believe in Islam and are particularly fond of Bajiquan, Chaquan, etc.; while in Southeast Asian countries such as Thailand and India, Buddhist culture is prevalent, and Shaolinquan may be more in line with the culture of the audiences in these countries.

Psychology; in other countries in Asia, such as Vietnam, North Korea, and Japan, which are deeply influenced by Confucian culture, they are more familiar with Xingyi, Tai Chi, Bagua and other martial arts projects; in some European countries with the earliest industrialization, people are more It is easy to accept some slow-paced martial arts projects, such as health preservation and Tai Chi. Therefore, in the context of the "One Belt, One Road" initiative, the international communication of Chinese martial arts can demonstrate its outstanding international communication advantages. According to the different cultural needs of audiences in countries along the route, appropriate martial arts content can be selected for international communication according to local conditions, and improve the level of the countries along the route. cultural identity and consolidate the foundation of the international spread of Chinese martial arts. Secondly, we adopt targeted strategies to improve the integration, satisfaction and recognition in foreign cultural exchanges, so as to accurately convey the folk values such as "harmony of the mean, fitness and intelligence, and Tao following nature" promoted in the process of overseas dissemination of Chinese martial arts. The Chinese cultural values of being in harmony with each other and advocating virtue and doing good. Cultural exchange activities such as "Glimpse" Chinese martial arts performances can open up the interest of the people along the "Belt and Road". A solid Chinese martial arts education process is the key to promoting it to take root in the "Belt and Road" countries. Therefore, the focus of the dissemination of Chinese martial arts in the "Belt and Road" countries should be on the long-term teaching of Chinese martial arts skills, improving the short-term, one-time Chinese martial arts action performances and integrating them into China's excellent traditional culture, and fully exploring the cultural attributes of Chinese martial arts to make them Combined with Chinese martial arts technology, it truly combines skills and deeply spreads Chinese martial arts. Because it is difficult to fulfill the destiny of making China's excellent traditional culture shine as a civilization in the "Belt and Road" countries by merely disseminating Chinese martial arts technology or directly exporting culture to the outside world. This requires a full understanding of the guiding significance of "Chinese martial arts is an important carrier of China's excellent traditional culture" for the external dissemination of Chinese martial arts. Therefore, it is recommended to put forward and implement the action guide for the dissemination of Chinese martial arts with "skill teaching as the forerunner and cultural dissemination as the purpose". In the form of Chinese martial arts technology dissemination with a beautiful culture, the etiquette, harmony and morality of Chinese martial arts technology should be compared with Western competitive sports. Comprehensive integration of the game of confrontation, transcending cultural similarities and differences, conflicts and barriers or superior egocentric cultural views, opening up cultural communication channels between China and the "Belt and Road" countries, from the outside to the inside, from the outside to the inside, realizing that China's excellent traditional culture inspires the people of different countries Emotional resonance, enhance

cultural identity, and then consolidate the cultural foundation of the spread of Chinese martial arts, providing a security guarantee for the steady and long-term development of martial arts "going out".

8.4 Achieve joint promotion and overall planning of communication entities The spread of Chinese martial arts in the "Belt and Road" countries should focus on the construction of communication mechanisms, especially in the link with the "Belt and Road" initiative. Good mechanisms can stimulate the enthusiasm of communication subjects and improve the efficiency of communication. The first is the construction of policy support mechanisms. Regarding the current situation of different levels of Chinese martial arts developed in the "Belt and Road" countries, especially in areas with weak communication foundations, the government should provide complete policies, funds, and even information release and platform construction. support. For the policy of spreading Chinese martial arts in the "One Belt and One Road" countries to be effectively implemented and truly achieve "joint promotion", support and support from high-level institutions such as domestic governments, international organizations and celebrities are indispensable. Such boosting forces are both This includes appeals and advocacy from high-level individuals or institutions for the spread of Chinese martial arts, as well as direct policy design, incentive mechanisms, etc. Multi-department coordination and cooperation to form synergy is the most critical link in the spread of Chinese martial arts in the "Belt and Road" countries. First of all, set up a special agency for the promotion of Chinese martial arts along the "Belt and Road" to coordinate the work between various departments, and make overall plans among the General Department of Sports, the Ministry of Culture, and the Ministry of Education to avoid conflicts between departments.

Or raise your elbow. In recent years, based on the needs of Chinese martial arts communication resources, platforms and channels, the State Sports General Administration, Hanban, Confucius Institute Headquarters and other institutions have launched many cooperations in the field of Chinese martial arts culture communication. For example, the Chinese martial arts training base established by the Capital Institute of Physical Education, and the sports department's research and development of Chinese martial arts teaching materials for the Confucius Institute, etc. Cooperation with such institutions has contributed to the spread of Chinese martial arts in the "Belt and Road" countries and even the world. It is also suggested that the sports department responsible for competitive promotion should organize domestic martial arts players to participate in international competitions and promote wushu to become an important domestic competitive event. They can formulate rules, organize championships and competition training, etc., improve the competitive level of martial arts, and push Chinese martial arts to the global stage through these competitions. The coordination agency must have sufficient authority to organize sports departments, cultural departments and other institutions, and use the "One Belt and One Belt" Guided by the policies in the "One Belt and One Road" initiative, we should connect the national conditions and current situation of different countries, carry out the precise dissemination of Chinese martial arts in the "Belt and Road" countries, and achieve "one country, one policy". Secondly, folk martial arts organizations should also actively participate in the governance and dissemination of martial arts, provide normative guidance, and promote its promotion from disorderly spontaneous dissemination to conscious dissemination under overall planning. It is undeniable that there are large differences among individuals among folk communicators. Whether it is Chinese martial arts skills or theoretical knowledge of Chinese martial arts culture, it is not advisable to completely exclude them. The wisest move is to introduce them to the Chinese martial arts. The communication activities will be fully guided, and the cultural quality and cultural consciousness of the communicators will be improved through regular training, so that the Chinese martial arts communication activities will be closer to the nationally planned communication strategy, and jointly promote the precise communication of Chinese martial arts in the "Belt and Road" countries. 8.5 Optimize the evaluation mechanism and continue to innovate communication methods The communication effect is the final foothold of the precise communication of Chinese martial arts

and one of its most important evaluation criteria. Therefore, in-depth investigation and enhancement of the communication effect are extremely important tasks, so as to comprehensively build the precise communication of Chinese martial arts in the "Belt and Road" countries. Framework, the rationalization of the communication effect evaluation system, communication effect monitoring and evaluation must be continued, and timely feedback must be achieved to continuously guide communication activities, thereby achieving the expected goals. To pay attention to the dissemination effect of Chinese martial arts in the "One Belt and One Road" countries, we must clarify the dissemination tasks and purposes, rehearse and plan for the problems that arise during the implementation process, and then make overall arrangements for the technical and non-technical aspects of Chinese martial arts. Finally, and the most important Yes, we should promptly summarize the problems that occurred in the previous stage of Chinese martial arts activities and provide timely feedback through the "One Belt, One Road" Chinese martial arts communication agency. In order for Chinese martial arts to be accurate in the "One Belt and One Road" countries, we cannot just do "one-way communication". The "two-way communication" that pays attention to the communication effect and feedback is the way for Chinese martial arts to be accurate in the "One Belt and One Road" countries. Necessary conditions. It is necessary to timely summarize the successes and failures of Chinese martial arts communication activities in the previous stage, constantly consolidate existing experience and achievements, correct existing flaws and deficiencies at any time, and make more complete and reasonable plans and arrangements on this basis. The precise dissemination of Chinese martial arts in the "One Belt, One Road" countries is an ongoing systematic project that cannot be accomplished in one effort. The important thing is to make continuous progress so that subsequent dissemination activities can learn from the experience and lessons of previous series of dissemination actions and avoid detours. Or even repeat the same mistakes and keep moving forward on a higher basis. Therefore, as the "Belt and Road" initiative continues to advance, the relevant departments of Chinese martial arts communication need to pay close attention to the practice of Chinese martial arts in the "Belt and Road" countries, and timely grasp the development status, gains and losses, experiences and lessons learned, and then based on Evaluate and analyze the effects of these situations in a timely manner and summarize the advisability of current measures.

We will promptly correct the existing shortcomings and flaws, and introduce a more complete and feasible communication strategy to guide the communication activities of Chinese martial arts and achieve "two-way communication." In the implementation of the "One Belt, One Road" strategy, Chinese martial arts cultural entities should consciously transform the development mode of Chinese martial arts culture in countries along the route from one-way indoctrination to bilateral exchanges and cooperation dialogues, and transform the martial arts cultural industry category supply services from technology-based Transform into an all-rounder, accelerate the construction of a "two-way" martial arts talent output system, and truly play its role in leading the prosperity of the martial arts culture market in the regions along the "Belt and Road" and creating new demands for martial arts culture in the region.

Chapter 9 Conclusion (1) Deconstruct and analyze Chinese martial arts through the theory of cultural semiotics, demonstrate the national status of Chinese martial arts in Chinese culture and its unique function and value in the process of improving national soft power, and analyze the culture it may present overseas. Form, in response to "Chinese martial arts is a cultural brand that brings Chinese culture to the world." Research shows that: Chinese martial arts culture contains the core values of Chinese traditional culture; the international communication of Chinese martial arts is the inevitable way for my country's excellent traditional culture to go abroad; the international communication of Chinese martial arts carries China's international concepts; the international communication of Chinese martial arts is the implementation of The inevitable path for my country's cultural development strategy. (2) Chinese martial arts can be divided into the international spread of Chinese martial arts in the Han Dynasty, the international spread of Chinese martial

arts in the Ming Dynasty, the international spread of modern Chinese martial arts, the international spread of modern Chinese martial arts, and the international spread of Chinese martial arts in the 21st century. International communication. It sorted out the development trends and characteristics of the spread of Chinese martial arts in these stages. From the spread of overseas Chinese immigrants and overseas performances, to the spread of Chinese martial arts events, film and television dramas, etc., the popularity of Chinese martial arts in the world has risen rapidly, and then to the 21st century The international spread of Chinese martial arts in the century pays more attention to comprehensiveness and representativeness. (3) Chinese martial arts have created a mutually beneficial and win-win communication environment in the countries along the “One Belt and One Road”, presented rich and colorful communication content, formed a multi-level communication pattern, had a distinct audience group, and explored Communication media products that meet the needs of modernization. However, in the process of dissemination, there are a series of problems such as the lack of a dissemination environment adapted to local conditions and the lack of dissemination content adapted to individual motivation differences. In short, Chinese martial arts have both successes and aspects that need to be optimized and improved in the dissemination of Chinese martial arts in countries along the “Belt and Road”. . (4) By analyzing the international communication process and effectiveness of Tai Chi, a typical form of Chinese martial arts, it was found that Tai Chi has positioned precise and clear communication subjects, divided clear levels of communication content, and paid attention to the audience during the international communication process. Differentiated analysis and innovative communication media that adapt to the needs of the audience provide valuable practical experience for the dissemination of Chinese martial arts in countries along the “One Belt and One Road”, giving Chinese martial arts a new identity in the exchanges and mutual learning among countries along the “One Belt and One Road” and concepts to go out, go in, and stay, and provide new concepts, new categories, new frameworks, and new ideas for the dissemination and development of other Chinese traditional cultures. (5) Chinese martial arts has certain practical experience in the process of precise dissemination in Turkey, and has also encountered difficulties such as the lack of martial arts culture, the shortage of outstanding teachers, the imbalance of the martial arts industry, and lagging teaching methods during the dissemination process. Based on the obstacles encountered in the spread of Chinese martial arts in Turkey, the study provides corresponding countermeasures such as creating a cultural communication environment, optimizing the construction of teaching staff, building a Chinese martial arts industry, and using information digital technology. (6) Through the five aspects of communication environment, communication audience, communication content, communication subject, and communication method, the precise communication path of Chinese martial arts in countries along the “One Belt and One Road” was analyzed, and it was found that they complement each other. According to the differences of the communication audience, we can create a communication environment suitable for the location, innovate communication methods that keep pace with the times, and communication content that adapts to the communication audience. Then, based on these relevant factors that affect the communication content, we can select the corresponding communication subjects to promote China Martial arts are spread accurately in countries along the “Belt and Road”.

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appendix

Appendix 1: Interview outline 1 Interview outline for experts and scholars Interview time: Interview duration: Interviewees: Interview content:

1. Can you talk about the current situation of the spread of Chinese martial arts in countries along the “One Belt, One Road” initiative? And what do you know about the main aspects of the spread of Chinese martial arts among these countries?
2. What do you think is the value of accurate dissemination of Chinese martial arts in countries along the “Belt and Road”? What are the specific meanings?
3. Please describe the level of spread of Chinese martial arts in countries along the “One Belt, One Road” initiative? And what role does China play in the spread of these countries? What are the main transmission routes?
4. Please describe your current research on the spread of Chinese martial arts in countries along the “Belt and Road” and what is the focus?
5. How do you think the spread of Chinese martial arts in countries along the “Belt and Road” can be accurately achieved? What's missing? Why?
6. What obstacles and problems do you think exist in the construction of precise communication paths for Chinese martial arts in countries along the “Belt and Road”? And how do you think it can be solved?
7. What do you think of the international spread of Chinese martial arts?

Appendix 2: Interview outline 2 Outline for interviews with overseas coaches and IWUF member leaders Interview time: Interview duration: Interviewees: Target nationality: Interview content:

1. Please talk about the basic situation of Chinese martial arts disseminators in the country you lead.
2. Please talk about the types of boxing or equipment used in Chinese martial arts in the country where you lead the team.
3. Please talk about the composition of the people who practice Chinese martial arts in the country you lead and the reasons why.
4. Please talk about the environmental factors that affect the spread of Chinese martial arts in the country where you lead the team.
5. Please talk about the ways in which you are exposed to/learn Chinese martial arts in the country where you lead the team and the extent of your influence.

6. Please talk about the holding of Chinese martial arts cultural activities in the country you lead. (Including Chinese martial arts events, performances and others, event organizers, scale, number of participants, people’s attention, etc.)
7. The “One Belt, One Road” initiative will help you lead the country in spreading Chinese martial arts. (For example, the support of Chinese martial arts funding, the changes in communication channels brought about, etc.)
8. Please talk about your suggestions for more accurate dissemination of Chinese martial arts in the country you lead in the context of the implementation of the “One Belt, One Road” initiative.
9. Please talk about the current problems in the spread of Chinese martial arts in the country you lead, and where you can provide better support for the implementation of the “One Belt, One Road” initiative.

Appendix 3: Interview outline 3 Türkiye Case XXX Interview Outline Interview time: Interview duration: Interviewees: Target nationality: Interview content:

1. My basic situation 1. As of this year, how many years have you been practicing martial arts? What is your current martial arts professional level?
2. Which competitions and events have you participated in? What are the reasons why you continue to study martial arts? Did your family influence you in learning martial arts?
2. Martial Arts Association
2. 1. How many practitioners are there in the Turkish Martial Arts Association? What is the approximate age distribution and what industries does your occupation involve (is it related to martial arts)? What are the motivations for association members to practice martial arts?
- 2 What departments does the Turkish Martial Arts Association consist of? Is it an unofficial organization or an official organization (the relationship with the government is a direct leadership relationship or a mutual cooperation relationship)?
3. Does the Turkish Martial Arts Association have any contact or cooperation with other unofficial martial arts clubs? Does the Turkish Martial Arts Association have the right to make relevant requests to unofficial martial arts clubs?
4. Will the Turkish Wushu Association regularly carry out some martial arts exchange activities or martial arts competitions with martial arts associations from other countries? What activities are there? In the process of carrying out exchange activities between the two associations, will they cooperate with unofficial clubs? Will there be support for exchanges between unofficial martial arts clubs in Türkiye?
5. What kind of martial arts activities will the Turkish Martial Arts Association hold? Are they open to association members or the general public? What groups of people do exchange activities between international martial arts associations generally target? Is it only open to members of the martial arts association, or can everyone who loves martial arts from both countries participate?
6. Will Turkey provide policy support or financial support for the international exchange activities of the Turkish Martial Arts Association?
3. National team 1. Does the teaching of the Turkish national team provide targeted teaching according to the gender, age, and martial arts disciplines of each practitioner? Will the practice plan be adjusted in time during the practice process based on your practice results?
3. 1. Do Turkish national team coaches need to pass an assessment before they can teach? What qualifications do they need to become a national team coach? How does the current coach of the Turkish national team enter the national team?
1. Will the Turkish national team coaches have nationality restrictions? (Are there only coaches from your country, or will you choose martial arts coaches from different countries around the world to come to your national team to teach?)

2. If martial arts coaches from other countries come to your national team to teach, what conditions do they need to meet? Are they the same as the assessment requirements for coaches from your own country?
3. Does being a martial arts coach for the Turkish national team fit your training program? For example, if you practice Tai Chi, does the coach also require you to practice Tai Chi specifically?
4. Do Turkish martial arts coaches who are not national teams need to be assessed? Are there any level requirements?

Audience scope

1. Which age group has the most people practicing martial arts in Turkey? Distribution? Are the genders equally represented? What professions are involved?
 2. What are the main martial arts disciplines they practice? Which type of martial arts discipline is the most popular in Turkey?
 3. Will Turkish martial arts teaching develop teaching content that is consistent with Turkish culture based on Turkey’s national conditions and characteristics, and popularize Chinese culture to students through martial arts teaching?
- #### 5. Channels and media
1. From what sources do you receive martial arts information? social media? Official website? Or did you know it from other people’s mouths?
 2. Do people of different age groups in your country obtain martial arts information in the same way? For example, where do teenagers get it, where do middle-aged people get it, and where do the elderly get it?
 3. In the process of learning martial arts, in addition to direct teaching from coaches, do you also use some indirect auxiliary learning methods? Have you been to the school’s martial arts training base? Are there any such equipment from military training bases in your country? Similar to a wooden dummy.