

RESEARCH ON STRATEGIES FOR INTERNATIONAL PROMOTION OF CHINESE MARTIAL ARTS

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The international promotion of martial arts refers to the promotion of Chinese martial arts on a global scale, which mainly includes two aspects: one is the promotion of Chinese martial arts on an international scale; the other is the spread of Chinese martial arts on a global scale.

The international promotion of Chinese martial arts is conducive to the inheritance and development of China's excellent traditional culture, and is of great significance to the promotion of China's traditional culture.

The national destiny is prosperous; the culture is strong and the nation is strong [1]. Among them, Chinese martial arts culture is one of the typical representatives of China's excellent traditional culture. Building a common culture, finding entry points for exchanges and cooperation in martial arts culture and improving the support mechanism for coordinated regional development of martial arts culture are the key to highlighting the "going out" of Chinese martial arts culture in the new era."

The martial arts competition system plays a pivotal role in the international promotion of martial arts. It can not only reflect the level of martial arts development in a country or region, but is also an important indicator to measure the level of sports development in that country or region. Therefore, people must realize the importance of improving the Chinese martial arts competition system, which is of great significance to improving the international promotion level of Chinese martial arts.

First of all, we can refer to the martial arts competition systems of other countries or regions in the world and learn from their experiences and lessons to develop a more scientific and reasonable competition system for China.

This includes event organization, referee management, athlete management, etc. By establishing a scientific management system, we can ensure the fairness, justice and transparency of martial arts competitions and improve the quality and enjoyment of martial arts competitions. It is necessary to actively use various media for publicity and continuously increase the influence of martial arts around the world. We can make full use of traditional media and emerging media to expand the influence of Chinese martial arts, and actively use newspapers, magazines, television, the Internet, and mass media to increase the promotion of martial arts culture.

For example, some large-scale martial arts events can be held, such as the China International Martial Arts Festival, World Kung Fu Championships, etc. In addition, some outstanding martial arts athletes can also go abroad to participate in some martial arts festivals and competitions. Specialized international martial arts communication organizations can also be established to further strengthen the dissemination and promotion of Chinese martial arts culture around the world.

In the process of external communication, we should pay attention to the diversification of publicity and promotion methods. Various forms of publicity and promotion should be used, and various channels and means should be used to increase the visibility and influence of Chinese martial arts so that more people can understand Chinese martial arts culture.

In the process of international promotion of Wushu in the future, it is necessary to give full play to the role of relevant organizations in the process of international promotion of Wushu, and actively strengthen cooperation with relevant organizations in other countries, increase publicity efforts, and provide information for the international promotion of Chinese Wushu.

At the same time, it is also necessary to actively use various channels to promote Chinese martial arts. transmission and training, thereby increasing the visibility and influence of Chinese martial arts in the world.

Through comparative analysis, we can understand the characteristics and advantages of competition systems in different countries or regions, learn from their successes, and avoid their shortcomings [2].

Advanced training concepts and training methods can be introduced from other countries or regions in the world and these experiences can be integrated into our own martial arts training. By learning advanced foreign training concepts and methods, the training level of Chinese martial arts athletes can be improved, thereby improving China's competitiveness in international competitions.

From a global perspective, the development trend of international promotion of martial arts mainly reflects in the following aspects. The right to speak in the formulation of international rules is increasingly strengthened since 2008. Since the 2008 Beijing Olympics, the international promotion of martial arts has continued to accelerate, and the formulation and implementation of international rules have become an important symbol of the international promotion of martial arts.

From the perspective of development trends, the formulation of international rules will be an important direction for the international promotion of Chinese martial arts. It can provide a basis for the international promotion of Chinese martial arts and promote the continuous reform and innovation of martial arts. Let more countries and people understand and love Chinese martial arts, and promote the spread and development of martial arts culture internationally. Excavation of cultural connotations becomes increasingly in depth.

As an important representative of China's excellent traditional culture, martial arts is a concentrated expression of the wisdom and spirit of the Chinese nation. In the context of globalization, the international promotion of Chinese martial arts is not only a sports activity, but also a cultural communication activity [3]. As China's cultural soft power continues to grow, its influence around the world is also growing.

Therefore, we must continue to explore and develop the excellent traditional Chinese cultural connotations contained in Chinese martial arts. Deeply explore its historical value, contemporary value and humanistic value, and fully integrate it into the international promotion of martial arts. With the acceleration of globalization and the development of new media technology, the international promotion of Chinese martial arts must not only rely on traditional media for communication, but also make full use of new media for communication.

On the one hand, it is necessary to use international sports events, sports tourism, etc. for publicity; *on the other hand*, it is necessary to actively expand overseas communication channels and strengthen cooperation and exchanges with overseas media. Therefore, overseas social media should be actively used for communication and promotion.

The integration of modern technology and the international promotion of martial arts is an important trend in the international promotion and development of martial arts. In recent years, with the Internet and the development of mobile Internet technology, the deep integration of scientific and technological means with the international promotion of martial arts has become an inevitable trend.

On the one hand, modern scientific and technological means can be used to promote the international promotion of martial arts.

On the other hand, mobile Internet technology can be used to combine martial arts with modern information technology to broaden communication channels and audience scope. As a treasure of the traditional culture of the Chinese nation, martial arts is an important carrier for the dissemination and promotion of Chinese culture around the world. With the development of the times, the international promotion of martial arts is faced with many problems, such as cultural differences, language barriers, etc., which have caused certain obstacles to the international promotion of martial arts. In the process of international promotion, we should give full play to our own advantages, overcome difficulties and be brave in innovation.

We should pay attention to the martial arts culture excavating and interpreting connotations; actively cultivating martial arts translation talents and accelerating martial arts technology; formulate standards; build a martial arts cultural communication network and promote the international development of martial arts [4].

References.

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