

# *The International Spread of Chinese Wushu from the Perspective of Cultural Consciousness*

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**Abstract:** By sorting out the theoretical relationship between cultural consciousness and international communication, this paper explores the national cultural strategy of international communication of Chinese Wushu from the perspective of cultural consciousness. Based on the cultural consciousness of the internationalization of Chinese culture, this paper holds that "global localization" has become an important strategic concept of Chinese Wushu's foreign cultural exchange and cross-cultural communication. The strategic implementation plan of the internationalization of Wushu is the global integrated marketing communication of cross-culture, while the current strategic focus is the internationalization of Wushu's international image subordinate to the national image of China.

## **1. Introduction**

Faced with the disadvantage of Chinese cultural communication in the fierce competition of global culture and the extrusion and threat of Chinese and Western sports to Chinese traditional sports, the internationalization of Chinese Wushu is still facing severe obstacles and challenges. To realize its internationalization, Chinese Wushu must face the cultural form of Wushu from the perspective of modern science. Form a high degree of recognition of the cultural characteristics and achievements of Wushu, promote and disseminate a universal culture accepted and recognized worldwide, rather than stand alone in their national position and cultural vision. Self-recognition is the premise of self-confidence in Wushu culture, and also the basis of internationalization or cross-cultural communication. Wushu culture is the sum of the material and spiritual achievements of the reflection of Wushu system. In a specific environment, there will be specific emphasis and omission, which also constitute the characteristics of Wushu culture. This kind of characteristic accumulates the most core spiritual pursuit of the Chinese nation, represents the most essential spiritual symbol of the Chinese nation, and, of course, constitutes the basic content of our understanding of Wushu culture.

## **2. The Problems faced by the Internationalization of Chinese Wushu**

### **2.1 The international spread of Wushu culture needs to overcome cultural prejudice and obstacles**

In the process of international dissemination of Chinese culture, only by advocating cultural consciousness can we realize international understanding and achieve the goal of equal dialogue and effective communication among diverse cultures of the world. The understanding of internationalization is not the subject's understanding of the object, but between the subjects. The understanding is not subjectivity, but intersubjectivity, building a cultural consciousness with global consciousness, global ethics and global responsibility. Cultural consciously becomes a bridge to communicate the Eastern and Western cultures, so as to smoothly realize the international spread of Chinese martial arts culture, in order to effectively achieve cultural understanding and acceptance, dissemination of performance and dialogue with civilization. Today's cultural consciousness in China should be the cultural choice in the era of globalization, that is, the cultural intervention and conscious localization process in the comprehensive contact and in-depth exchange between Chinese and foreign cultures.

### **2.2 Too much emphasis on technical sports competition and neglecting its own cultural subjectivity**

At present, there are many obstacles in cross-cultural communication of Chinese Wushu, such as self-centeredness of Wushu development, inferiority complex of Wushu development, special manifestations of Wushu content structure, cross-cultural misunderstanding of Wushu, elimination of Wushu skills, pursuit of Wushu "Dao", westernization of Wushu development, severe squeezing of Wushu living space and so on. The international dissemination of Chinese Wushu must strengthen its cultural consciousness of cross-cultural dissemination in order to realize the cultural identity and equal dialogue of cross-cultural dissemination of Wushu. Under the international background of comprehensively enhancing the soft power of our country, through its unique and distinct national cultural characteristics, the international dissemination of Chinese Wushu provides "national concept, national spirit and national self-confidence" for the soft power of our country. However, the main reason for the slow process of international communication of Wushu lies in the lack of the concept of cross-cultural communication of Chinese Wushu.

## **3. International Communication Strategy of Chinese Wushu based on Cultural Consciousness**

### **3.1 Global localization strategy of Chinese Wushu internationalization**

Under the background of globalization, Chinese Wushu must have a new international vision, master and use the global design language skillfully, and explain the local national culture to the world attentively. Only by combining the international vision with the local characteristics, can Chinese Wushu truly realize its global localization.

In order to achieve leapfrog development in the process of globalization, Chinese Wushu must actively participate in cross-cultural communication, change its disadvantaged position and create international cultural advantages. Therefore, we must deeply reflect on the current cultural conflict and pattern of cultural interests between Chinese and Western sports, find the best fit between internationalization and localization of Wushu, and carry out the cultural reconstruction of cross-cultural communication of Chinese Wushu. In order to realize the international cultural strategy of cross-cultural communication of Chinese Wushu, we should develop on the basis of

communication, understanding and respect. The following figure 1 shows the global localization strategies of Chinese Wushu.

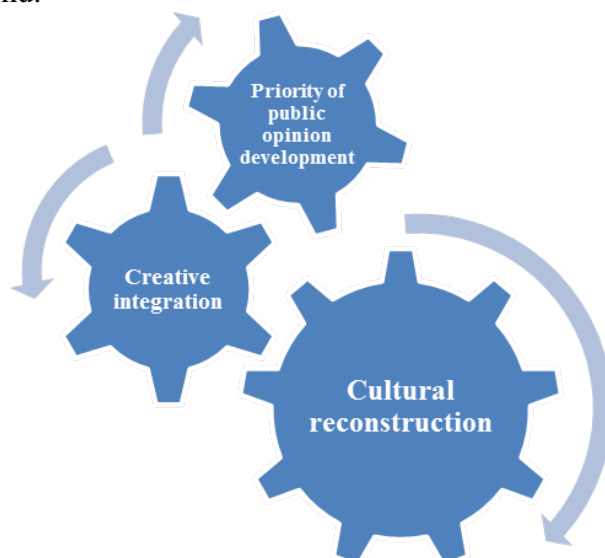


Fig1. Global Localization of Chinese Wushu

### 3.2 Global integrated marketing strategy of Wushu internationalization

Integrated marketing communication (IGMC) is an organizational strategy process to improve brand value and manage customer relationship. The global integrated marketing communication strategy is a global marketing communication based on customer orientation and full integration of new information technology, including IGMC value measurement, IGMC program formulation and implementation.

Generally speaking, to implement the national strategy of cross-cultural global marketing communication, the cross-cultural communication of Chinese Wushu should use advertising marketing, cultural festivals, cultural diplomacy and public diplomacy and other means of communication and diplomatic channels, use three-dimensional media such as print media, film and television creativity, and network communication, and dynamically monitor and manage the formulation of international communication strategy and activity planning of Chinese Wushu. The core task of global integrated marketing communication is to effectively disseminate and strengthen brand relationship and identity, so as to enhance brand value and assets. The international communication of Chinese Wushu should carefully plan the core of the overall image concept of Wushu, accurately locate the brand image of Wushu, and increase the added value of Wushu brand through cultural creativity. Therefore, the international communication of Chinese Wushu should be formulated and improved as soon as possible.

### 3.3 Image strategy of Chinese Wushu internationalization

The international dissemination of Chinese Wushu has not been based on the strategic height of national image construction and the overall planning of the international dissemination strategy of Wushu. Therefore, we should stand at the national image height of national cultural identity. The international dissemination of Chinese Wushu must undertake the cultural mission of building national image and relocate the international image of Wushu according to the cultural needs of building a good national image.

In the perspective of global international communication, the identity behind the cultural

symbols and national spirit of Chinese Wushu is more far-reaching than that of technology. Therefore, Wushu marks and narrates Chinese culture externally and promotes national cultural identity internally. We should thoroughly analyze and effectively avoid cross-cultural issues such as the image of China, excavate and refine cultural factors from the vast and profound treasure house of Wushu, and create a unique international Wushu logo system that is conducive to international communication and construction of a good national image to show the charm of national personality.

#### 4. Conclusions

Cultural differences are a major obstacle to the internationalization of Chinese Wushu. The internationalization of Chinese traditional Wushu should be based on cultural awareness and implement national strategies such as global localization, global integrated marketing communication and international image construction. This paper focuses on the theoretical discussion of cultural consciousness of international communication of Chinese Wushu, and puts forward the cultural strategy of international communication of Chinese Wushu from the perspective of cultural consciousness in the context of global communication.

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