

Research on the Application of Traditional Chinese Medicine Culture in the Construction of Teachers' Ethics System in Medical Colleges-Take Zhangzhou Health Vocational College as an Example

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ABSTRACT. *The construction of teachers' ethics determines the level of running a college, affects the social ethics, connects with the quality of people's life and the success of socialist construction. In the process of construction, teachers' morality is facing the impact of multi-cultural in the new era in psychology, the challenge of rapid development of new media in technology, and the reduction of teachers' acceptance in practice. Therefore, it is impossible to fundamentally solve the root cause of problem simply with the less effective system management and restraint. Therefore, we should absorb the essence of Chinese culture, consciously resist the temptation of consumerism, actively integrate Chinese medicine culture into the concept of teacher's ethics construction, apply it to the improvement of teachers' quality, breed it in the construction of campus atmosphere, apply it in the construction of social service ability, cultivate the needs of teachers' self-realization, and effectively promote the sustained and healthy development of teacher's ethics construction.*

KEYWORDS: *Chinese medicine culture, Teachers' ethics, Construction*

1. Introduction

General Secretary Xi Jinping pointed out at the symposium of teachers and students of Peking University: "The first criterion for evaluating the quality of teachers should be their professional ethics. The construction of teachers' ethics should be a constant task for every college. It should have strict rules and regulations as well as daily education supervision." Zhangzhou Health Vocational College, who undertakes the basic task of cultivating morality and cultivating talents in the new era, has made great efforts to establish a regular and long-term construction of teachers' ethics, in combination with the characteristics of the

medical profession, it has actively encouraged Chinese excellent traditional culture to enter the campus, made great efforts to create a publicity and education atmosphere for Chinese medicine culture, and carried out an effective practice of the docking and integration of Chinese medicine culture and teachers' ethics construction.

The party's 19th congress report made a major judgment of “socialism with Chinese characteristics entering a new era”, pointing out that the main social contradictions in our country have been transformed into the contradictions between the people's growing needs for a better life and the unbalanced and inadequate development, the people's expectations for better education and better medical care urgently require medical colleges and universities to improve their professional ethics, create cultural and educational characteristics, implement the fundamental task of cultivating morality and talents, and train more medical staff to serve the “Healthy China” strategy for the society. In order to meet the needs of the new era, teachers in medical colleges and universities must set a good example of teaching, be a model of virtue for others, should not only improve their professional quality, but also sharpen their moral character, try efforts to influence the correct cultivation of students' moral concepts with their own code of conduct, personality cultivation and moral sentiment. Therefore, the construction of teachers' ethics is not merely educating people, it determines the level of running a college, affects the moral standards of the society, relates to the quality of life of the people and the success or failure of the socialist construction, tends to be concerned by public opinion and become a hot issue in society. The frequent occurrence of negative incidents of teachers such as “child abuse”, “academic fraud” and “students from poor families jumping off buildings” exposed the seriousness and urgency of the construction of teachers' ethics. At the same time, medical colleges and universities are the cradle for training medical staff with lofty medical ethics and superb medical skills. The cultivation of medical ethics after graduation is closely related to teachers' words and deeds during their study. The construction of teachers' ethics is even more important in medical colleges and universities.

2. Challenges and Problems of Teachers' Ethics Construction in Medical Colleges and Universities

2.1 In Terms of Ideology, There is a Lack of Dedication to One's Post

The accelerated development of the pharmaceutical industry in recent years has provided more opportunities and platforms for teachers in medical colleges and universities. Some teachers have changed professional views obviously under the temptation of various environments, regard this noble profession of teachers as an ordinary means of making a living, blindly pursue economic benefits, engage in some activities unrelated to teachers in their spare time, take money income as the only criterion for measuring their own value, so they lost their sense of responsibility and initiative in teaching, without paying attention to teaching work,

adopt a perfunctory attitude, teach in a scripted way, and do not devote all their energies to their own work.

2.2 Technically, Professional Skills and Accomplishments Are Outdated

Under the background of the era of nationwide Internet access, some teachers lack the spirit of keeping pace with the times in their work and fail to improve their teaching level and network skills in time, resulting in pedagogic and rigid teaching methods, greatly reducing the “rising head rate” of students and making students easily lose interest in learning. What is more serious is that some teachers have been divorced from front-line practice for a long time and lack sensitivity to the renewal of medical technology, resulting in outdated and backward professional skills mastered by students, which directly affects students' practical ability, attacks students' self-confidence in learning and reduces students' professional pride.

2.3 In Action, Teacher-Student Interaction is Single

“Faith Moves Mountains”, the patient communication with students may open the door to understand their real demands to teaching. However, some teachers lack self-identification with the profession, simply satisfying 45 minutes of teaching in the classroom, and failing to seriously care about students' learning methods and acceptance degree, as well as various psychological conditions derived therefrom. The imperfect teacher-student relationship and limited teaching interaction in the classroom, lead a serious barrier between teachers and students, further affecting the teaching quality and personnel training objectives.

3. Benevolence is the Common Point between Chinese Medicine Culture and the Construction of Teachers' Morality and Style.

As teachers are the foundation of colleges, teachers' ethics, the soul of education, is an important part of the construction of teachers' team in medical colleges. “Teacher, the one who could propagate the doctrine, impart professional knowledge, and resolve doubts.”, under the influence of traditional Confucian culture, teachers' morality embodies the idea of “benevolence”. Sun Simiao, a famous doctor in the Tang Dynasty, put forward the principle of medical ethics of “benevolence to save people”, which shows that the traditional Chinese medicine culture, as the theoretical basis and value embodiment of the theory of traditional Chinese medicine, also adheres to saving people starting from “benevolence”. Therefore, although the Chinese medicine culture and the construction of teachers' ethics serve different objects, the benevolence thought contained in them is in the same strain, all embodying the traditional virtues of the Chinese nation. At present, China's health industry is still in initial stage and needs a large number of skilled and noble medical staff. This puts forward higher requirements for teachers' ethics in medical colleges and universities, evoking the research of traditional Chinese medicine culture to play

the role in the construction of teachers' ethics system, help medical colleges and universities take the initiative to assume the responsibility of serving the local economy and enhance the connotation construction and characteristic development.

4. Conclusion

In the process of construction, teachers' ethics are mentally confronted with the impact of multi-culture in new era, technically the challenge of new media's rapid development, and practically the reduction of teacher receptivity. It is impossible to fundamentally solve the root cause of problem simply with the less effective system management and restraint. Since the 18th National Congress of the Communist Party of China, the Party and the government have repeatedly proposed to establish cultural confidence, to respond to the needs of the times, to base on professional characteristics, and to vigorously promote cultural brand building. Therefore, Zhangzhou Health Vocational College, relying on advantageous specialties, applies traditional Chinese medicine culture to the construction of teachers' ethics, absorbs the essence of Chinese culture, resists the temptation of consumerism, adheres to the concept of people-oriented, implements the idea of benevolence, trains the needs of teachers' self-realization, and promotes the sustained and healthy development of the construction of teachers' ethics.

4.1 Melting Traditional Chinese Medicine Culture into the Concept of Teachers' Ethics Construction

(1) Carry out College Motto Education

The school motto is the spirit of a university, the summary and essence of the idea of running a university. Zhangzhou Health Vocational College, as a medical college, has always adhered to the motto of "virtuous, inspiring, studious and capable", and the melt of benevolence thought in the culture of traditional Chinese medicine into the whole process of teaching and educating people. The school motto of "virtuous, inspiring, studious and capable" contains a detailed requirement for future high-quality medical staff in terms of ideals and beliefs, career planning, knowledge reserve and practical ability, further more specifies a specific target for teachers in the process of talent cultivation, which is helpful to stimulate teachers' sense of responsibility in teaching and educating people. The purpose of carrying out school motto education is to enable teachers to truly understand the connotation of it, take it as a guide, strengthen their professional ideal of teaching and educating people, and cultivate rigorous academic attitude.

(2) Carrying out the Study of School History

Zhangzhou Health Vocational College, formerly the Evangelical Hospital Nurse School founded in 1934, after 85 years of struggle and development, now has 22 majors in 5 specialty groups, namely nursing, pharmacy, clinical medicine, medical technology, health and fitness, has built "ten centers" including medical testing

center, pharmaceutical research center, health movement and fitness center, Minnan reproductive culture research center, training center, teacher development center, party building activity center, student quality development center, innovation and entrepreneurship education center, and Red Cross emergency rescue center. The school history museum organizes new teachers to visit every year to help teachers get familiar with the college's development history, understand the future development plan, inherit the fighting spirit of several generations of Zhangwei people, and precipitate the history of the college's traditional Chinese medicine culture. The study of school history can help teachers to recognize the relationship among self "individual" and the "the collective" of colleges and society, cultivate teachers' sense of social responsibility, and stimulate the internal drive of starting a business.

(3) Reviewing the Oath of Medical Students

The oath ceremony for medical students is a unique form of ideological education held by Zhangzhou Health Vocational College, on which each medical student and teacher, wearing a white coat and raising their right hand, solemnly read out the oath of medical students: "Health entrusted. Lives confided". When I enter the holy medical university, I solemnly swear: I volunteer to devote myself to medicine, love my motherland, be loyal to the people, abide by medical ethics, respect teachers and discipline, study hard, work tirelessly, strive for perfection and develop comprehensively. I am determined to do my best to relief human ailments, promote health, maintain the sanctity and honor of medical skill, heal the wounded and rescue the dying, spare no effort and pursue persistently, and strive for the development of the motherland's medical and health undertakings and the physical and mental health of human beings for life." The essence of traditional Chinese medicine culture of love, benevolence, selflessness and dedication has also been well presented in the motto of medical students. The oath ceremony can not only stimulate students' professional pride in participating in medicine, but also encourage teachers to take on the mission of teaching medicine, guide teachers to strengthen self-cultivation and correct their value orientation.

4.2 Applying Traditional Chinese Medicine Culture to Improve Teachers' Quality

(1) Pilot Tutorial System for Young Teachers

Zhangzhou Health Vocational College focuses on the construction of a "pluralistic, open and people-oriented" training system, and formulates document "Measures for the Implementation of the" Young Seedling Cultivation Project "of Zhangzhou Health Vocational College" to speed up the professional growth of teachers in pairs, takes a one-to-one mentoring mode, mobilize old teachers with superb medical skills and noble ethics to play a role in inheritance, guide young teachers from all aspects of ethics, teaching methods, academic experience, etc., (for example, 29 young teachers twined with tutors in 2018), build a gradient construction of the teaching team, and train Chinese medicine culture team to

reserve talents. The traditional teaching method of Chinese medicine, the old teacher's words and deeds have greatly improved the comprehensive quality and teaching skills of young teachers, the typical demonstration has effectively helped young teachers to set lofty goals and enhance professional pride.

(2) Expand Channels for Improving Capabilities

The college tries to improve the quality of “double-qualified” teachers by means of sending scientific a special commissioners, arranging on-the-job practice, taking a temporary post in the enterprise, dispatching advanced studies and academic visit, as a result, in 2018 alone, six teachers in the college were selected as provincial scientific special commissioners, four teachers were selected as municipal scientific special commissioners, who were designated to give technical guidance on “high-yield cultivation technology of *Andrographis paniculata*” and other related fields of traditional Chinese medicine in all villages of the city. The college have signed a strategic cooperation agreement on “hygiene and health” with the people's government of Nanjing county and a strategic cooperation agreement on “Assist in poverty alleviation program” with the people's government of Yunxiao county, so as to realize the close and efficient connection between the college's brand of traditional Chinese medicine and social needs, enhance the quality and level of service to the society, and promote the development and improvement of teachers' literacy.

(3) Building Academic Exchange Platform

Zhangzhou Health Vocational College pays attention to all kinds of lectures and reports, and promotes teachers' clinical thinking and practical ability by hosting the provincial traditional Chinese medicine skills competition activities, keeping up with the forefront of Chinese medicine disciplines. This year, the college has once again become the host institution for the “Nursing Skills” and “Traditional Chinese Medicine Skills” competitions of Fujian Vocational Colleges in 2020, promoting by competition and pushing reform by evaluation, so that teachers' skills can be honed through the competition, the teams of teachers and students can be more harmonious, and communication barriers between teachers and students can be effectively eliminated.

(4) Establishing a Scientific Consideration System

The construction of teachers' ethics is the key to the construction of school ethos. Zhangzhou Health Vocational College has set up a scientific evaluation mechanism, regularly carried out teachers' professional ethics assessment, and selected “teachers' ethics pacesetters” every year, linking teachers' teaching behavior with performance assessment and professional title evaluation, so as to actively create a good atmosphere of respecting teachers and valuing teaching. On the celebration activities such as Teachers' Day Party, outstanding teachers who devote themselves to teaching and are deeply loved will be commended on the stage, the college takes this opportunity to shape models, unites people's hearts, boost morale, carry forward excellent Chinese medicine culture, create a good atmosphere of respecting teachers

and valuing teaching, form a group of teachers with common values, realize efficient operation of teachers' ideological construction, moral construction and style construction, and encourage teachers to be role models for students.

4.3 Breeding Traditional Chinese Medicine Culture in Campus Atmosphere Construction

(1) Taking Education in the Environment, Embodying the Flavor of Traditional Chinese Medicine in Campus Construction

Zhangzhou Health Vocational College insists on building a scholarly campus, melting traditional Chinese medicine culture and cultural elements with Minnan characteristics, forming a landscape pattern of “one garden, two corridors, three images and four halls” to enhance the cultural taste of the campus. The college starts from architectural style and environmental atmosphere, makes use of architecture, sculpture, network, publicity column to highlight the characteristics of traditional Chinese medicine culture. The campus road named after the special terms for traditional Chinese medicine, the public space of the teaching building decorated with portraits of famous historical doctors, the student dormitory adjacent to the Medicinal Botanical Garden, all of these enable the traditional Chinese medicine culture perfectly melt into the humanistic landscape and natural environment, enabling teachers to feel the breath of traditional Chinese medicine culture in the campus environment and inspiring moral cultivation and spiritual motivation.

(2) Taking Education in Practice, Showing Elements of Traditional Chinese Medicine from Literary and Artistic Activities

Campus culture is an important medium to edify, influence and cultivate people. Traditional Chinese medicine culture occupies a very important proportion in the campus culture of medical colleges and universities. Zhangzhou Health Vocational College attaches importance to the interactive effect of traditional Chinese medicine culture and campus cultural activities, organizes teachers to guide students to integrate traditional Chinese medicine elements into the activities of student associations, carrying out sports games, welcoming parties, micro-film shooting, etc., to enlighten students' thinking, strengthen the cooperation between teachers and students, make traditional Chinese medicine culture the link between teachers and students, optimize teachers' knowledge structure, set up teachers' professional pride, and strengthen teachers' self-identification.

4.4 Applying Traditional Chinese Medicine Culture to Social Service Ability

(1) Taking Central Medical Hospital as a Window to Serve People's Health

Taking Central Medical Hospital as the service window, Zhangzhou Health Vocational College regularly organizes teachers with rich clinical experience in traditional Chinese medicine to provide health services for the surrounding

residents, which not only embodies the humanistic care of “the Absolute Sincerity of a Great Physician”, but also promotes the overall level of traditional Chinese medicine in basic health units. By providing convenient and high-quality services to the masses, teachers and students are helped to firmly establish the professional ethics of “benevolent doctors” and “ the Absolute Sincerity of a Great Physician “.

(2) Taking Scientific Research and Innovation as the Starting Point to Promote the Transformation of Achievements

Based on the government's poverty alleviation strategy, Zhangzhou Health Vocational College has vigorously promoted traditional Chinese medicine planting technology, “Fructus Amomi Villosi Planting Technology Promotion Demonstration” has been approved by Xinghuo Project in our province, “A Method to Increase Pollination Rate or Output of *Amomum villosum*” has been authorized by the national invention patent, which has achieved a breakthrough in the transformation of traditional Chinese medicine technology, promoted the extension of medical colleges' functions in serving local areas, and enhanced teachers' sense of responsibility and mission in serving the society.

(3) Taking Social Service as a Platform to Spread Health Ideas

The college carries forward the traditional Chinese medicine culture, spreads the concept of national health, in combination with their own medical characteristics and professional advantages to carry out parent-child activities such as “small dentists, big dreams”, “small Chinese medicine and big health”, “I am a defender of eyes”, “first aid for children, children learn first aid”. Through classroom, interaction, games and other forms of dissemination of traditional Chinese medicine culture, establish the concept of great health, thus winning the respect and love of the people.

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