

Core Values of Traditional Chinese Medicine Culture and Overseas Education and Communication

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ABSTRACT. *In recent years, the research on the core value of traditional culture has become increasingly mature, and the field of traditional Chinese medicine is no exception. People's research on the theory of traditional Chinese medicine has gradually turned into the research on the cultural value of traditional Chinese medicine, and began to explore it in depth. The excavation of the core value of traditional Chinese medicine culture can promote the public's understanding of traditional Chinese medicine culture, and the external dissemination of traditional Chinese medicine culture is an important opportunity to promote the rejuvenation of the Chinese nation, to make the world feel the charm of traditional Chinese medicine culture, and then to promote the transformation of traditional Chinese medicine culture from national to global, and finally to make traditional Chinese medicine play an important role in the world medical field. Therefore, it is necessary to study the core value of TCM culture and the way of overseas communication for the current situation of TCM development.*

KEYWORDS: *Tcm culture; Core values; Overseas communication methods*

1. Introduction

In recent years, the use of Chinese medicine technology has spread all over the world with the acceleration of economic globalization. Traditional Chinese medicine is based on warm supplements, and conservative treatment is the consistent style of traditional Chinese medicine. Under such a treatment concept, the core values of philosophy, humanities, and ethics of TCM culture are essentially contained. An in-depth study of these values can help the world understand the charm of TCM culture more deeply. In addition, the government is also vigorously promoting the culture of Chinese medicine with the continuous improvement of China's overall national strength, but it is also facing some difficulties, such as incomplete policies and regulations, and a weak cultural identity, and other factors have severely restricted the process of the internationalization of Chinese medicine.

2. Mining of the Core Value of Tcm Culture

The core value of TCM culture is a relatively complex system, which involves multiple levels, including social, humanistic, political, moral, and educational content. It is both an independent and complete individual and a small part of the entire medical field. Research on the cultural value of TCM requires multi-angle analysis and comprehensive research on its intrinsic practical value. Of course, the core value of researching TCM culture is not only to allow TCM personnel and the general public to understand TCM culture, but also to provide a solid theoretical foundation for TCM culture to go global.

2.1 Philosophical Value in Chinese Medicine Culture

The core value of TCM culture is derived from the concept of neutralization of Chinese civilization, which is the essence of traditional Chinese philosophy. In the ancient philosophy of China, there are many ideological contents related to the theory of traditional Chinese medicine in the theory of essential qi, and the five elements of yin and yang. In addition, both TCM and Taoist thoughts focus on the lack of desire, relaxation of mind and body, and the relationship between TCM and Buddhism is that the medical practitioners can help the world, and the Buddhism has a strong sense of social responsibility. The dialectical thought in philosophy is embodied in Chinese medicine, which means that the use of medicines complements each other and complements each other. Therefore, the cultural connotation of Chinese medicine and the connotation of Chinese philosophical thinking are strikingly similar.[1]

2.2 The Value of Life in Chinese Medicine Culture

Human value is the value of self-awareness and moral standards gradually formed in the long-term production and life of human beings. The CPC Central Committee clearly pointed out in the *Outline of TCM Development Plan* that relevant departments at all levels should vigorously develop TCM culture, advocate TCM culture spirit, and do a good job in TCM culture construction and inheritance. Because of the profound value of life science in TCM culture, it can embody the spiritual connotation of human-oriented life science. After thousands of years of historical accumulation, TCM culture has formed a unique TCM treatment system and health preservation knowledge. In the exploration of human life, these specific theoretical knowledge abstracts the life value-based ideas such as “the unity of man and nature”, “never valuing yourself in man”. These ideas profoundly answer the questions of man and nature, man and society, and man and nature from the perspective of TCM content. The connection between life emphasizes that doctors should have “benevolence and virtue” to realize their self-worth. For example, *The Yellow Emperors Internal Classic* is an encyclopedia with the theme of life.

2.3 The Ethical Value in Chinese Medicine Culture

TCM culture also contains profound ethical values. The ethical value is mainly

reflected in the pursuit of truth, goodness and beauty. Traditional Chinese medicine treatment pays attention to medicine and illness, and physical and mental health. Generally, the general public uses some obvious words to evaluate doctors. For example, there are “benevolent doctors” and “good doctors”. These words fully express the pursuit of “goodness” in TCM thought. At the same time, in the culture of traditional Chinese medicine, doctors actually answer the questions and confusions of patients from the perspective of patients, not only telling them, but also telling them why, which reflects the pursuit of “truth”. In addition, Chinese medicine culture can also be called an art to a certain extent, and art must have its beauty. Therefore, TCM culture is also beautiful. Firstly, it is reflected in the beauty of the doctor's conduct, which can only be reflected in traditional Chinese medicine treatment; secondly, it is reflected in the beauty of the patient. Patients have good conduct and seek medical attention, and their behaviors are in accordance with rules. Therefore, the beauty of traditional Chinese medicine not only needs to reflect humanistic care, but also needs to show the beauty of ethical and moral values.[2]

3. Overseas Dissemination of Tcm Culture

Nowadays, under the background of globalization, Chinese and Western cultures are increasingly connected. Spreading Chinese medicine culture overseas can not only make up for the limitations of Western medicine treatment, but also better inherit and develop Chinese medicine culture. Diseases are no borders. Countries around the world often face new diseases that are difficult to resolve. In most cases, these problems will rise to the level of global problems. China needs to actively establish cooperative relations with overseas countries and use existing resources to strengthen its relations with overseas countries, and contact and jointly escort human life and health.

3.1 Relying on Information Technology to Spread Tcm Culture

At present, information technology is constantly developing, and the way Chinese medicine culture is transmitted overseas can make full use of information technology. Moreover, the modernization of Chinese medicine is also inseparable from the help of information technology. Therefore, when TCM culture spreads overseas, it is necessary to adhere to the standardization and informatization of TCM, and can independently develop TCM operating equipment and create information application systems, such as smart pulse robots and smart massage instruments, so that information technology can be fully utilized and played its work well. In addition, the use of information technology can also intelligently manage Chinese medicine methods. For example, a digital management system is created to encode TCM literature and related prescriptions, and TCM content can also be entered into the database, so that TCM literature can be stored for a long time.[3]

3.2 Enriching Foreign Education Exchange Forms

First of all, we should continue to encourage domestic TCM hospitals to establish overseas TCM Confucius Institutes. While ensuring the spread of TCM technology, we should strive to enhance the effectiveness of the spread of core values of TCM culture, and have a stricter control over the quality of TCM teachers in China. Level of teaching, but also have the basic ability of cross-cultural communication, to lay a solid foundation for the communication and dissemination of TCM culture.

Secondly, we will expand the scale of international students in Chinese medical colleges and universities and improve the quality of talents studying in China. According to the current development situation, the number of Chinese medicine students is increasing year by year; and more and more young and middle-aged students from Europe, America and other regions have joined the ranks of studying in China. Therefore, our country can improve the admissions promotion website, increase government investment, and expand the foreign education market for higher education institutions in China.

3.3 Innovative Tcm Cultural Characteristic Brand

If TCM culture is to be disseminated to the outside world, it should also be based on its own advantages and innovate the distinctive brand of TCM culture. Furthermore, Chinese and Western medicine cultures have their own particularities. With the present integration of cultures, only by continuously innovating the characteristics of Chinese medicine culture and reducing the interference of non-cultural factors, can we accelerate the spread of Chinese medicine culture overseas. It can build TCM cultural tourism industry, such as the development of Huatuo's former residence in Anhui Province, the building of TCM cultural ecological park, and the hospital can set up various columns of TCM, such as health preservation area, sightseeing area and human acupoint function experience area, so as to integrate TCM culture into every link of tourist attractions and better attract the attention of foreign tourists, so as to build a new communication of TCM culture to the outside world Platform.^[4]

4. Conclusion

TCM culture can last for thousands of years in the history of the Chinese nation. The reason is that TCM culture contains the excellent traditional culture of the Chinese nation. For example, the number of medicinal materials in the text of traditional Chinese medicine has increased from hundreds to thousands or even tens of thousands of flavors, providing multiple guarantees for physical and mental health of people. This shows that TCM culture is vast and profound. Even though its theoretical knowledge is constantly updated and its content methods are constantly changing, the core values it embodies are still new and have been implemented in all aspects of TCM treatment. Therefore, relevant departments need to summarize the intrinsic value of TCM culture and carry it forward so that it can continue to play an important role in the medical field.

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