

Research on Promoting the Spread of Traditional Chinese Medicine Culture at Home and Abroad through International Chinese Language Education

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Abstract: Culture is the basis of national development, under the background of economic and cultural global development, the guarantee of our country's cultural stability output is the key to enhance national overall strength. Doing a good job in inheriting traditional Chinese medicine culture and expanding the influence of traditional Chinese medicine literature at home and abroad is also the key to promoting the development of China's traditional Chinese medicine industry. Therefore, in the perspective of international Chinese language education, we should create a strong teaching atmosphere of traditional Chinese medicine culture, carry out a unique program of training traditional Chinese medicine talents, and promote the culture of traditional Chinese medicine to the world on the basis of the education of Chinese-speaking countries. Based on this, this paper takes the communication of traditional Chinese medicine culture as the research object, expounds the connotation of traditional Chinese medicine culture, analyzes the current problems of the communication of traditional Chinese medicine culture at home and abroad, explores the communication path of traditional Chinese medicine culture at home and abroad under the education of Chinese language countries, analyzes the effect of the integration and communication of the two, and creates a new way for the inheritance of traditional Chinese medicine culture in China.

Keywords: traditional Chinese medicine culture; Chinese international education; Spread at home and abroad; Problem analysis; Effective path

1. Introduction

Since the 19th National Congress of the CPC, the Party's theories on various work have gradually improved, with particular emphasis on the cultural communication of traditional Chinese medicine, clarifying the status of traditional Chinese medicine cultural communication in China's social development, and promoting the development of traditional Chinese medicine with the slogan of "adhering to both traditional and Western medicine, inheriting and developing traditional Chinese medicine". At the same time, it also laid the foundation for China's traditional Chinese medicine culture to go global. On the basis of international Chinese language education, it is one of the main tasks to carry out the cause of talent education, actively train Chinese medicine talents, and actively improve the teaching level.

2. Cultural Connotation of Traditional Chinese Medicine

With the increasing importance of cultural communication in China, the Guidelines for the Construction of Traditional Chinese Medicine Culture in Chinese Medicine Hospitals were issued in 2007, which clearly stipulated that traditional Chinese medicine culture is an important part of Chinese traditional culture, a spiritual wealth for the development of traditional Chinese medicine, and a means to prevent diseases and ensure good health summarized by the Chinese people in the course of historical development. It is also the ideological basis for the development of Chinese traditional medicine industry. Traditional Chinese medicine has a long history, which contains China's valuable humanistic spirit and culture, showing its unique light in today's world culture. The spread of TCM culture can be traced back to the ancient Silk Road period, when it was brought to countries along the route on the basis of trade activities. According to historical records, around the 5th century, Chinese

traditional Chinese medicine literature had been introduced to India, Japan, South Korea, North Korea and other countries, and in the 10th century, it was introduced to Western countries, exerting a profound influence on Chinese medicine at that time and even the world medicine. In the new era, with the development of economic and cultural globalization, the cultures of various countries are intertwined. In order to highlight the connotation of Chinese medicine culture, Chinese medicine culture should be spread at home and abroad on the basis of the education of Chinese-speaking countries, so as to enhance the world influence of Chinese medicine culture, while enhancing China's cultural soft power and laying a cultural foundation[1] for enhancing its international status.

3. Analysis of the current domestic and international dissemination of pharmaceutical culture in China

3.1. The cultural implication is lost in the communication

At this stage, acupuncture and massage are the focus of Chinese traditional medicine cultural communication. In the actual communication, the strong philosophical wisdom and health concept of traditional Chinese medicine itself are difficult to integrate into them, and the lack of cultural heritage reduces the quality and efficiency of communication. Without the nourishment of traditional Chinese culture, traditional Chinese medicine culture at home and abroad can not show its own characteristics and sense of identity, especially the lack of foreign people's sense of identity of traditional Chinese medicine culture, can not understand its internal cultural background meaning. Therefore, during the dissemination of TCM culture at home and abroad, only by demonstrating the Chinese cultural heritage and highlighting the unique humanistic care and cultural background can we promote the in-depth development of TCM culture dissemination at home and abroad and obtain the recognition[2] of TCM culture from people at home and abroad.

3.2. The lack of professional and compound propaganda personnel

The lack of professional organizations and compound translation talents for the overseas communication of TCM culture makes it difficult to open the overseas cultural market during the communication period, the driving force of overseas communication is insufficient, and the cultural competitiveness is poor. Although China attaches increasing importance to the inheritance of TCM culture and vigorously develops TCM colleges and universities, including Confucius Institute of TCM and Qihuang College of TCM, overseas TCM colleges and universities mainly focus on teaching professional knowledge, and the overall transmission of TCM culture is poor. At the same time, there is a special Chinese medicine culture overseas communication research center, the top-level design of cultural communication is not good, the communication organization is not standardized enough, it is difficult to give play to the characteristics of traditional Chinese medicine culture, and the communication is difficult. At present, the overseas disseminators of Chinese medicine culture in China are divided into two types: personnel engaged in the Chinese medicine industry, Chinese medicine teachers and Chinese medicine culture translators. However, in the actual communication and development, Chinese medicine personnel and teachers are not good at foreign languages, and foreign language translators have little understanding of Chinese medicine culture and are not proficient in the internal mechanics of Chinese medicine culture, which inhibits the spread and development of Chinese medicine culture at home and abroad. Therefore, in order to improve this phenomenon, the key to the development is to combine the international education of Chinese language with the dissemination of Chinese medicine culture at home and abroad, and cultivate compound talents with professional knowledge of Chinese medicine and strong language translation ability, so as to remove obstacles[3] to the spread of Chinese medicine culture at home and abroad.

3.3. Weak awareness of Chinese medicine culture going global

Different countries have different ideologies and national customs, and there are differences in the cognition of TCM culture. At the present stage, China's traditional Chinese medicine culture adopts the "self-centered" mode of communication, which leads to strong[4] resistance among some overseas people. Therefore, during the period of TCM culture transmission, we must pay attention to the cultural differences of different countries, divide the current TCM culture into "local culture" and "differentiated culture", reorient the TCM culture transmission, and adopt appropriate communication methods to promote the efficiency of TCM culture transmission. However, in the current dissemination

of Chinese traditional medicine culture at home and abroad, the work of cultural differentiation is not in place, and the degree of emphasis on cultural differences and cultural cognition is not enough. As a result, the international acceptance of Chinese traditional medicine culture is poor, and no Chinese traditional medicine cultural communication language system [5] with local characteristics has been formed.

4. Relying on Chinese language international education to promote the path of TCM culture dissemination at home and abroad

4.1. Integration of traditional Chinese medicine culture dissemination

At present, in order to promote the quality and efficiency of the dissemination of traditional Chinese medicine culture, Chinese universities are creating a unique traditional Chinese medicine cultural environment within their campuses, from shallow to deep, from campus environment to teaching atmosphere, showcasing strong traditional Chinese medicine characteristics. Under the nourishment of Chinese medicine culture, students majoring in international Chinese Language education have gradually made clear their determination to spread Chinese medicine culture at home and abroad. First of all, to create a campus landscape with the characteristics of TCM culture, the vegetation of TCM medicinal materials can be seen everywhere on the campus, and the botanical garden with a certain scale will be built to form a beautiful landscape on the campus and lay a foundation[6] for students to provide TCM teaching and practice courses. Secondly, the integration of Chinese language international education and Chinese medicine culture education should be strengthened, and the direction of students' professional development should be emphasized. Arouse campus students' interest in learning Chinese medicine culture, audit Chinese medicine culture courses while mastering the cultural knowledge of the major, improve students' knowledge reserves, and realize the dissemination of Chinese medicine culture on campus.

4.2. Build a distinctive brand of traditional Chinese medicine culture

Due to the influence of cultural differences, the dissemination of Chinese culture at home and abroad must be based on the principle of "adapting to local conditions", the communication subject should actively analyze the cultural background and cognition of the audience, always find a breakthrough in the audience group thinking weekend, adopt a way that conforms to the psychology of the people at home and abroad, and combine the living habits and cultural background of the people, improving the quality and efficiency of the dissemination of traditional Chinese medicine culture both domestically and internationally, and achieving the goal of promoting traditional Chinese medicine culture towards global development. Therefore, in the establishment of Chinese medicine culture communication centers at home and abroad, international education of Chinese language needs to play its due role in collecting people's living habits and historical and cultural background. Government departments should increase support and constantly innovate the forms and contents of communication, so as to achieve the effect of the right remedy and strengthen the effect of Chinese medicine culture communication at home and abroad. For example, carry out activities to popularize knowledge of traditional Chinese medicine health preservation and themed activities on traditional Chinese medicine diet, etc. At the same time, in order to enhance the participation enthusiasm of the masses and innovate the content of the activities, carry out traditional Chinese medicine culture promotion activities with seasons as the theme, hold health preserving flower tea parties in summer, and hold nourishing food therapy in winter. While tasting delicious food and drinks, understand the cultural connotation of traditional Chinese medicine, master daily health knowledge, and attract the participation interest of the masses. In the characteristic Confucius classroom teaching of traditional Chinese medicine, Taijiquan, eight Duan Jin and other carriers were used to publicize [8] traditional Chinese medicine culture. Under the background of international Chinese education, the dissemination of TCM culture at home and abroad should pay attention to the cultural value, express the cultural connotation of TCM, enhance the contagion and appeal of the culture itself, and open the space for the development of Chinese culture at home and abroad through the characteristic TCM cultural brand.

4.3. Cultivate professional and compound Chinese medicine culture

The dissemination of traditional Chinese medicine culture at home and abroad has a high demand for professional talents. Government departments need to pay more attention to the training of qualified

talents, strengthen the integration of Chinese language as a foreign language and Chinese medicine majors, and integrate the two to provide new ideas for the overseas dissemination of Chinese medicine culture. The main problem in the overseas dissemination of TCM culture is the language difference. In order to penetrate the culture to the whole world, professional translation talents are needed. Under the background of the integration of TCM international education and TCM education, these talents can provide the talent foundation for the establishment of professional translation teams, improve the translation standards of TCM professional terms, and strengthen China's international language production capacity[9]. In the communication of Chinese medicine culture at home and abroad, the key is to build a professional team, which not only requires the professional knowledge of Chinese medicine and in-depth understanding of the connotation of its cultural transmission, but also requires certain international language communication skills, so as to deal with the integration of foreign culture and Chinese medicine culture well, and select appropriate ways to accurately translate the connotation of Chinese medicine culture, ensuring that both domestic and foreign people can understand the cultural connotations within it. In order to achieve this goal, we will actively cultivate professional and versatile talents, combine international Chinese language education with the dissemination of traditional Chinese medicine culture, and enhance the overall effectiveness of the dissemination of traditional Chinese medicine culture both domestically and internationally.

4.4. Facing the international community, we will strengthen the effect

In order to promote the overseas promotion of TCM culture, it is necessary to rely on the international Chinese language education. Students continue to study the knowledge of TCM and international Chinese language education, and accurately translate the cultural connotation of TCM with international language as the carrier. It will cross the two disciplines and make people around the world feel the charm of TCM culture based on the cultural heritage of TCM. At this stage, the integration of international Chinese language education and Chinese medicine culture at home and abroad has made some achievements. Some students majoring in international Chinese language education have been engaged in the dissemination of Chinese medicine culture at home and abroad, distributed in the global Confucius Institutes for Chinese Medicine and other places, taking advantage of their own professional knowledge of international Chinese language education to enhance the dissemination speed of Chinese medicine culture, promoting the development of traditional Chinese medicine culture overseas^[10].

4.5. We will enhance the international influence of TCM culture

Against the background of diversified development, in order to improve the quality and efficiency of TCM cultural communication, relevant practitioners need to expand the communication channels and improve the TCM cultural communication system. First of all, to enrich the content of TCM culture at home and abroad, in order to realize the goal of TCM culture to the world, we need to actively innovate the forms of communication, create diversified cultural products, etc., raise the curiosity of the masses about TCM culture, and gradually guide them to have a deeper understanding of the cultural connotation. For example, the contents of traditional Chinese medicine health treatment techniques and historical allusions are taken as the starting point, and the core ideas of traditional Chinese medicine culture are continuously dug out, and suitable traditional Chinese medicine cultural products are developed according to the audience group. Secondly, to innovate communication channels, government departments need to pay more attention, increase support, set up TCM culture communication centers at home and abroad, set up professional communication organizations, strengthen the top-level design and overall planning of communication, increase the use of existing resources, and deepen the international influence of TCM culture. With the rapid development of information technology in the background of modernization, in the dissemination of TCM culture at home and abroad, we actively use information technology to carry out public accounts, short videos, online courses and other means to gently enter the life of people all over the world, understand the culture of TCM, and finally achieve the goal of dissemination and promotion at home and abroad.

5. Conclusion

To sum up, traditional Chinese medicine culture is a cultural treasure of our country. In order to continue the history and culture, it is necessary to actively carry out the dissemination of traditional Chinese medicine culture at home and abroad. However, in the actual communication and development,

the overall level of diplomatic ability leads to problems in cultural communication. The audience has a poor acceptance effect on traditional Chinese medicine culture and cannot fully understand the connotation of traditional Chinese medicine culture. Therefore, in order to reverse this phenomenon, we should strengthen the combination of international Chinese language education and the communication of TCM at home and abroad, and formulate scientific communication programs based on the needs of the audience to help the communication of TCM culture. Based on the dual vision at home and abroad, it aims to enhance the public's awareness of Chinese medicine culture, enhance the international influence of Chinese medicine culture on the basis of international Chinese language education, give top priority to the communication of Chinese medicine culture, actively combine the actual situation, do a good job in top-level design, strengthen the leading role of Chinese medicine culture and thoughts, and improve the quality of communication work at home and abroad, ultimately achieving the goal of domestic and international dissemination and promotion.

Acknowledgements

The authors acknowledge the State Administration of Traditional Chinese Medicine Key Discipline of Traditional Chinese Medicine during the 12th Five-Year Plan "Cultural of Traditional Chinese Medicine" (National TCM Personnel and Education Development [2012] No.32); Shaanxi University Philosophy and Social Sciences Characteristic Discipline Project Research on Heritage and Development of Traditional Chinese Medicine Characteristic Culture" (Shaanxi Jiao Wei [2009] No.6).

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