

Research on the Overseas Dissemination and Popularization of Chinese Medicine

Wang Guanne

Academy of Global Governance and Area Studies Sichuan Normal University, Chengdu, 610066, Sichuan, China

Keywords: Overseas dissemination, Chinese medicine culture, One belt one road

Abstract: The construction of “One Belt, One Road” has provided a historic opportunity for the international development of Chinese medicine. The overseas communication strategy of TCM is a comprehensive platform integrating service and exhibition for overseas communication of TCM, which plays an important role in promoting overseas development and communication of TCM and promoting cultural exchange between China and foreign countries. The establishment of “One Belt, One Road” Chinese medicine overseas center is an important initiative and an important strategic carrier for Chinese medicine to “go global”. After several years of construction and development, the overseas strategy of TCM has achieved certain achievements and milestones, which has laid a good foundation for the development of the overseas center, but in order to promote the long-term, stable, benign and sustainable development of the overseas center of TCM, so that it can play a greater role in serving the national economic and social development and the construction of “One Belt, One Road”, there is still a need for continuous summary and reflection. However, in order to promote the long-term, stable, healthy and sustainable development of the overseas TCM centers and make them play a greater role in serving the national economic and social development and the construction of “one belt and one road”, it is still necessary to continuously summarize, think and explore.

1. Introduction

Chinese medicine is an important part of traditional Chinese culture, the crystallization of China's collective wisdom for thousands of years, and has been the basic medical means and way for people along the “Belt and Road” to trust and watch over their health and happiness since ancient times. The “One Belt, One Road” Development Plan (2016-2020) clearly states that by 2020, the new pattern of all-round cooperation in Chinese medicine “One Belt, One Road” will be basically formed, and 30 overseas centers of Chinese medicine will be built in cooperation with countries along the route based on the neighboring countries and key countries. By 2020, a new pattern of all-round cooperation in Chinese medicine “One Belt and One Road” will be basically formed, and 30 overseas centers of Chinese medicine will be built with neighboring countries and key countries. According to the statistics, from 2015 to the end of 2017, the State Administration of Traditional Chinese Medicine has supported four batches of nearly 40 overseas centers of TCM to establish projects [1]. 2018 and 2019 have been the climax of the declaration, respectively, 31

overseas centers of TCM have been approved to establish projects.

According to the “One Belt, One Road” Development Plan for Chinese Medicine (2016-2020), the development plan of building 30 overseas centers of Chinese medicine has reached its target in 2018, indicating that Chinese medicine, which is both a natural discipline and a humanities discipline, has been actively responded to in the national In the context of “One Belt, One Road” construction, institutions from government departments to TCM colleges and universities, affiliated hospitals and enterprises have responded positively to build “One Belt, One Road” TCM overseas centers, promote TCM, promote TCM internationalization, and make TCM become the “policy communication, facility connection” between China and the world. Chinese medicine is a bridge and a link between China and the world for “policy communication, facility connection, smooth trade, capital integration and people-to-people contact”. Chinese medicine is an important link that serves global human health and connects global emotions [2]. In recent years, the unique cultural connotation, medical theory and medical skills of TCM have been recognized by more and more countries, which cannot be separated from the introduction and propaganda of national leaders in international conferences. The government, represented by national leaders, is characterized by strong authority, strong execution and great influence, which also determines the special status and role of the government in the process of international communication such as dominance and leadership. The government's authority and exclusivity over TCM information resources also determine its irreplaceable role in foreign communication [3]. Therefore, the international communication of TCM culture needs to be guided and supported by the governmental authorities from the macroscopic field to promote the international communication of TCM culture with authoritative power. General Secretary Xi Jinping has a unique and profound insight into Chinese medicine culture. He has explained the profound philosophical connotation of TCM on many occasions at home and abroad, and promoted TCM to the world. However, the process of spreading Chinese medicine culture in the countries along the “Belt and Road” is not smooth. As shown in Figure 1, the international dissemination of TCM culture is currently faced with problems such as the lack of TCM legislation, the lack of TCM management, cultural cognitive differences, and backward means of communication, which have led to the difficulties in overseas dissemination of TCM culture [4].

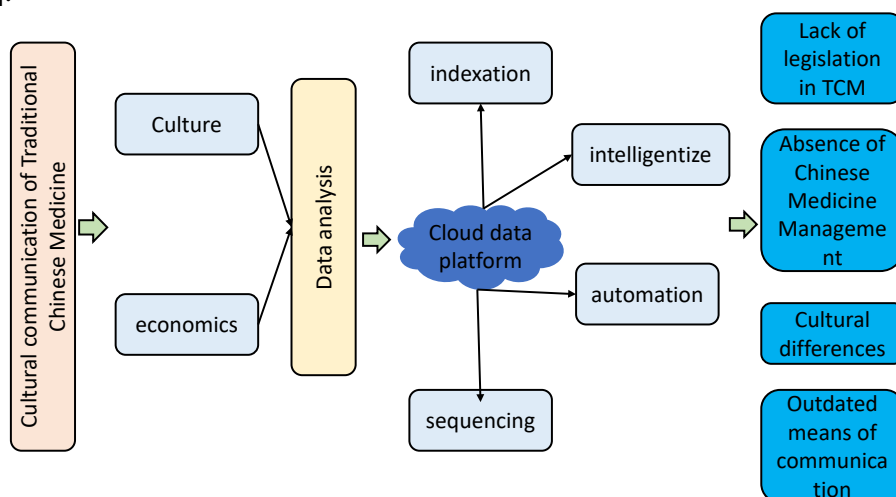


Fig.1 Problems Faced in the Process of International Communication of Chinese Medicine Culture

Different countries and regions have different cultural differences and policy preferences, so for different countries and regions along the Belt and Road, the government needs to make adjustments according to local conditions and social conditions. “Most of the countries along the Belt and Road

are developing countries with historical ties to China and have a high degree of recognition of TCM culture. The social system of these countries is deeply influenced by the former Soviet Union, and the government has more say. Therefore, the international dissemination of TCM culture needs to be led by the government, strengthen cooperation and dialogue among governments, and make full use of the existing intergovernmental cooperation mechanisms such as sister cities, so that TCM culture can be developed in a lasting and orderly manner in the countries along the “One Belt”. Most of the countries along the “One Road” are developed countries with better economic development and medical and health conditions, and Western medicine has long occupied the mainstream discourse. In this situation, Chinese medicine culture can seek cooperation between Chinese and Western countries under the guidance of the government in the process of international communication, especially in the treatment and scientific research of Chinese medicine, so as to highlight the charm of Chinese medicine culture in the cooperation, and then find a legal status for Chinese medicine.

2. Corporate Guidance

2.1 Role in the Market Economy

With the in-depth development of economic globalization, TCM enterprises, as an important participant in the market economy, play an irreplaceable role in the foreign dissemination of TCM culture [5]. A considerable number of TCM export enterprises have the most direct and close contact with the governments and people of the “Belt and Road” countries and regions, and have a deeper understanding of the society, economy, and culture of the regions along the belt and road, and take the important responsibility of promoting TCM culture, improving the influence of TCM and enhancing cultural identity, as shown in Figure 2. In recent years, the development of TCM has become more and more popular as TCM has gained prominence in the international arena and the concept of “Chinese medicine for treating the untreated” has become increasingly popular [6]. However, due to the great differences between TCM culture and modern western scientific theories, TCM lacks advanced modern instruments, precise measurement methods, and scientific chemical manufacturing processes as in western medicine, the spread of TCM culture in many western countries has been hampered. And if TCM culture wants to gain the recognition of foreign doctors and people in the world, the most fundamental thing is to rely on the efficacy of treatment. Therefore, enterprises play the role of bearer, disseminator, showcase and promoter in the process of international communication of TCM culture. On the one hand, they need to show the efficacy of TCM medicine, on the other hand, they need to accelerate the layout of TCM culture exchange centers overseas, establish TCM culture education and communication bases, and build a TCM culture communication system that integrates production, education, learning and research, so that overseas people can understand Chinese. On the other hand, we need to speed up the layout of TCM culture overseas exchange centers and establish TCM culture education and dissemination bases, so that overseas people can understand Chinese medicine, perceive Chinese culture and accept and identify with TCM culture [7]. At the same time, as the acceptance and recognition of Chinese traditional culture represented by TCM culture increases, the brand effect of “TCM culture” will be formed, which in turn will help Chinese pharmaceutical enterprises to go farther and realize the sustainable development of mutual benefit between China and foreign countries.

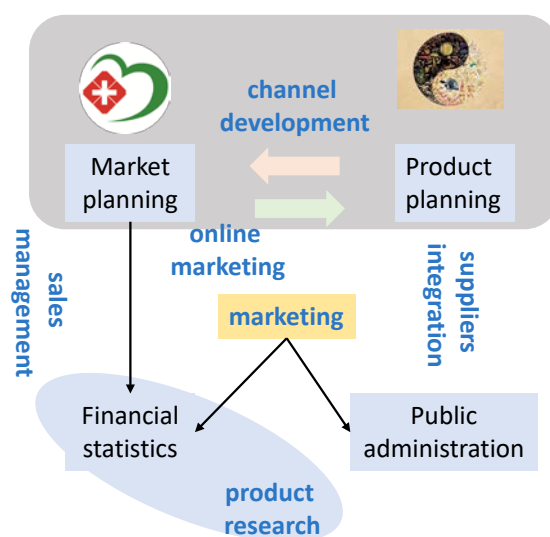


Fig.2 The Role of Chinese Medicine Enterprises in the Market Economy

2.2 Corporate Image

In order to shape the image of TCM and spread the culture of TCM in the international market, TCM enterprises must, on the one hand, display the most characteristic and advantageous medical resources to provide for the health development of the world's people. This requires, on the basis of inheriting and carrying forward the advantages and characteristics of TCM, making full use of the methods and means of modern science and technology, and drawing on the internationally accepted pharmaceutical standards and norms, to develop TCM products that can formally enter the international pharmaceutical market. Backed up by science, we will argue the effectiveness of TCM with more scientific and systematic proofs and bases, focus on the improvement of drug quality, pay attention to standardized management, and do a series of work on product research, production and brand building step by step, so as to benefit patients all over the world with efficacious TCM. On the other hand, it is necessary to create a distinctive TCM cultural brand with the power of branding. As symbols rich in specific culture, emotion, value and attributes, brands are increasingly playing an important role in global communication.

The international dissemination of TCM culture needs to cultivate a number of large multinational TCM enterprise groups, create TCM brands with distinctive cultures, form the synergy of TCM groups, and enhance the international competitiveness of TCM, so as to further realize the international dissemination of TCM culture. Chinese medicine enterprises have unique resources and advantages in the process of international communication. "Among them, the Bozhou region, represented by Huatuo Medicine, is particularly noted for having 55 of the top 100 TCM enterprises in China [8]. The brands of Bozhou, such as Huatuo Medicine, Yonggang Beverage Tablets, Yuanhe Tang Pharmaceutical, Jiufang Pharmaceutical and Jingquan Chinese Medicine, have a certain degree of popularity and reputation, and are the characteristic and strong brands of Chinese medicine enterprises. At the same time, Bozhou, with its long history of cultivation and operation of TCM and its real influence, is making every effort to build the international brand of "World Capital of TCM", which will help accelerate the modernization and internationalization of TCM. In addition, the "Ten Anhui Medicines" brand resources, including Dendrobium Huoshan, Ganoderma Lucidum and Poria, also lay the brand foundation for accelerating the international dissemination of TCM [9]. Of course, brand communication cannot be separated from the excavation of the cultural connotation of the brand, in the process of Chinese medicine foreign

communication, we need to integrate the elements of traditional Chinese medicine culture in the existing Chinese medicine brand, highlight the humanistic spirit of Chinese medicine, tell a good “Chinese medicine story”, and establish a good brand image of Chinese medicine, which is not only conducive to the sales of Chinese medicine products, but also helps to promote the internationalization of Chinese medicine through Chinese medicine products. This will not only benefit the sales of TCM products, but also help to promote the understanding and recognition of TCM culture among the people along the Belt and Road.

3. Dissemination of Chinese Medicine Culture

3.1 Social Organizations

Social organizations are between the government and enterprises, and they do not have the political authority of the government nor the profit-seeking nature of enterprises. As a result, organizational communication has the characteristics of flexibility and public welfare, and its communication contents and methods are more selective and have more room for play, as shown in Figure 3. The internationalization of TCM culture can build a platform for TCM culture dissemination and create an atmosphere for TCM culture dissemination through various forms of social organizations. First, we can make use of overseas Confucius Institutes and Confucius Institutes of Traditional Chinese Medicine to increase the international dissemination of TCM culture. According to the official website of Confucius Institute Headquarters, as of June 2019, 532 Confucius Institutes and 1,129 Confucius Classrooms have been established in 155 countries (regions) around the world, of which 137 Confucius Institutes have been established in 53 countries along the “Belt and Road”, with the purpose of spreading Chinese language and culture. Confucius Institutes with the purpose of spreading Chinese language and culture have provided an important platform and base for the spread of Chinese medicine culture. It is worth mentioning that, as the “Chinese medicine fever” is heating up around the world, overseas Confucius Institutes for Chinese medicine have been established one after another in recent years, among which the Confucius Institute in Stralsund is the first Confucius Institute featuring Chinese medicine in Germany, which was built in cooperation with Hefei College. Prof. Falke Horn, the director of Confucius Institute of Traditional Chinese Medicine in Stralsund, has been closely involved with the Confucius Institute for many years, and has taken the initiative to explore and utilize the cultural resources of TCM, offering TCM training courses and lectures on TCM in Germany, spreading the cognitive style and spiritual connotation of TCM culture, and at the same time promoting the spread of TCM culture in Germany, which has also led to the entry of TCM granules into Germany, opening a window for German people to understand TCM culture. Secondly, in the process of the international dissemination of TCM, the Chinese medicine industry has been able to make a lot of efforts to promote the internationalization of TCM. Secondly, in the process of international dissemination of TCM, it is also necessary to actively use various platforms such as embassies and consulates abroad, TCM overseas centers and overseas Chinese cultural centers to hold large-scale TCM cultural exhibitions, charity clinics, health lectures and popularization activities. Events, exhibitions and venues are also effective ways of spreading TCM culture abroad. We can take advantage of important festivals, anniversaries and events abroad, such as cultural festivals, art weeks, film festivals, Chinese New Year, etc., and carefully select and use internationally famous venues or public cultural spaces to produce international TCM promotional materials and conduct international TCM seminars to introduce Anhui TCM culture to the world.

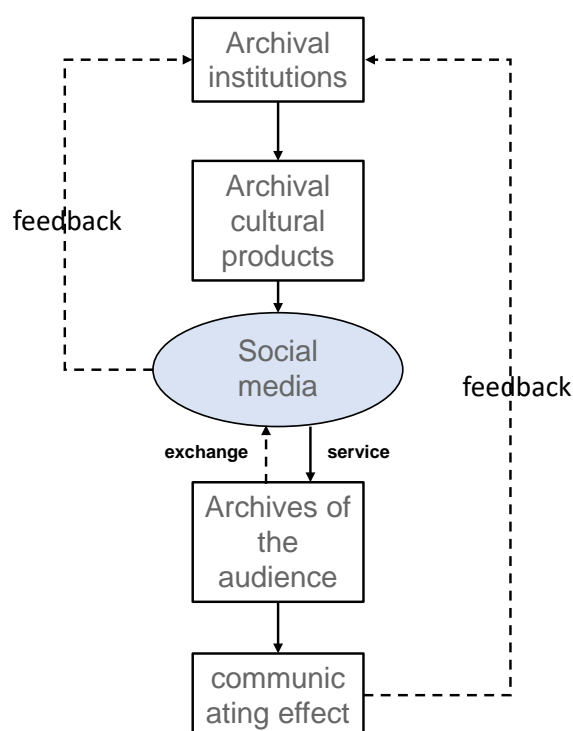


Fig.3 The Role of Social Organizations in Cultural Communication

3.2 Media Promotion

The latest Global Survey Report on China's National Image 2018 released by the Institute of Contemporary China and the World in Beijing on October 18, 2019 shows that Chinese food (55%), Chinese medicine (50%) and martial arts (46%) are the elements that overseas respondents consider to be the most representative of Chinese culture, as shown in Figure 4. As one of the national cultural symbols of the Chinese nation, TCM culture is an important part of the national image of China, which contains the mindset and philosophy of life that the Chinese people have adhered to for thousands of years, and is the externalization of the spiritual core of the Chinese nation, as well as a powerful spiritual impetus to enhance China's "cultural self-confidence" and promote China's foreign communication. As a "perceptible part of symbols" and a "tool for storing and transmitting symbols", the media plays an important function of transmitting meaning and perceiving culture in the process of international communication of TCM culture. In his book *Global Communication*, American scholar Yahya R. Gamalipo suggests that global communication refers to "the flow of information across the geographical boundaries of nation-states" and that the media, as an important link embedded in international politics, economy and culture, brings cultural effects in the social activity of global communication that cannot be ignored.

"Countries and regions along the Belt and Road have their own characteristics in terms of political systems, economic development, cultural traditions, values, and habits of life. The image of China shaped and disseminated by the media also constitutes the "national imagination" of the people along the Belt and Road about China. Therefore, if TCM culture, which is an important part of TCM culture, wants to enter different regions and be gradually accepted and recognized, it needs to play the role of two-way communication and information transfer across national boundaries, so as to achieve the purpose of cultural recognition and integration. First of all, the mode of "Internet + TCM" is adopted to disseminate TCM. With the continuous advancement of information revolution, new media technology based on network and digital technology has developed rapidly, and new

media has become an important channel for people to obtain information at the first time, therefore, Chinese medicine hospitals need to give full play to the advantages of modern network new communication media in the process of external communication, establish an authoritative international communication platform for Chinese medicine, and display the excellent cultural achievements through social media websites, apps, mobile terminals, short The Chinese medicine hospitals need to give full play to the advantages of the new modern network communication media and establish an authoritative international communication platform to display the excellent cultural achievements through social media websites, apps, mobile terminals and short video media. On the one hand, the rich and diversified TCM culture is conveyed through various forms of communication media to promote the process of TCM culture dissemination, on the other hand, through social media and other specific new media with interactivity, immediacy and accuracy, the inter-temporal communication and interaction with the people of countries along the “Belt and Road” is increased to explore their real thoughts and demands, so as to improve the communication effect. In order to improve the communication effect and provide targeted medical and health care solutions for people along the “Belt and Road”.

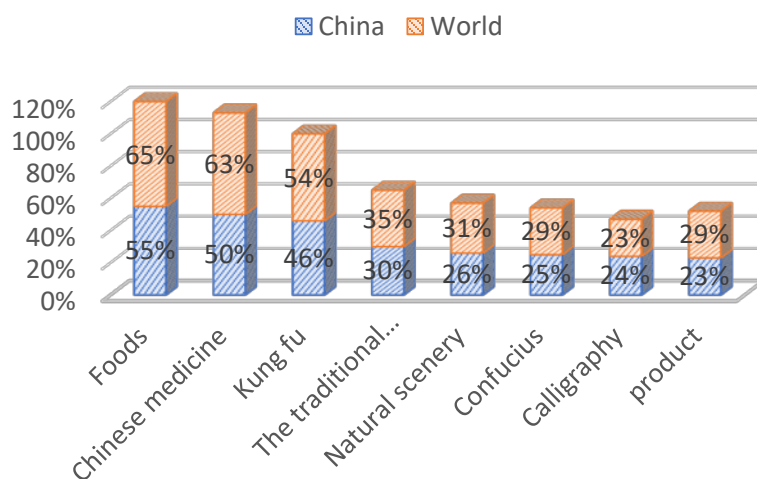


Fig.4 Classification of the Importance of Chinese Cultural Elements

4. Conclusion

Under the core initiative of global community of destiny, the value of international communication of TCM culture is to promote the propagation and promotion of TCM culture in our province, which will in turn boost the speed of foreign communication of TCM culture in China, promote the development of China's “One Belt, One Road” strategy, and deepen the “One Belt, One Road The value of the international dissemination of TCM culture in China is to promote the speed of China's TCM culture to foreign countries, promote the development of China's “Belt and Road” strategy, and deepen the recognition of China by countries along the “Belt and Road”. At the same time, the international dissemination of TCM culture is a reference path for exploring the cooperation mode of Chinese medicine to the world and for promoting the exchange and interaction between Eastern and Western civilizations. By going global, Anhui traditional Chinese medicine not only spreads advanced medical technology, but also spreads excellent Chinese traditional culture, which is conducive to the exchange and cooperation between China and the world, and contributes “Chinese wisdom” to the people of the world.

Acknowledgement

This paper is funded by Sichuan Traditional Chinese Medicine Culture Collaborative Development Research Center, the key research base of humanities and social sciences in universities of Sichuan Province (Project No. : 2020WH018)

References

- [1] Bayeck, Rebecca Yvonne, and Jinhee Choi. "The Influence of National Culture on Educational Videos: The Case of moocs." *The International Review of Research in Open and Distributed Learning*, vol. 19, no. 1, pp. 186-201, 2018.
- [2] Bukhari, Amal A., et al. "Cultural Influence on Generational Gaps: A Case for Medical Education in the Gulf Region." *Southern Medical Journal*, vol. 40, no. 6, pp. 601-609, 2019.
- [3] Liu, Hai Yue, et al. "The Determinants of Chinese Outward FDI in Countries Along 'One Belt One Road.'" *Emerging Markets Finance and Trade*, vol. 53, no. 6, pp. 1374-1387, 2017.
- [4] Sheu, JiuH Biing, and Tanmoy Kundu. "Forecasting Time-Varying Logistics Distribution Flows in the One Belt-One Road Strategic Context." *Transportation Research Part E-Logistics and Transportation Review*, vol. 117, pp. 5-22, 2017.
- [5] Du, Julan, and Yifei Zhang. "Does One Belt One Road Initiative Promote Chinese Overseas Direct Investment." *China Economic Review*, vol. 47, pp. 189-205, 2017.
- [6] Hafeez, Muhammad, et al. "Does Finance Affect Environmental Degradation: Evidence from One Belt and One Road Initiative Region?" *Environmental Science and Pollution Research*, vol. 25, no. 10, pp. 9579-9592, 2018.
- [7] Yang, Dong, et al. "On Service Network Improvement for Shipping Lines under the One Belt One Road Initiative of China." *Transportation Research Part E-Logistics and Transportation Review*, vol. 117, pp. 82-95, 2017.
- [8] Yunling, Zhang. "One Belt, One Road." *Global Asia*, vol. 10, no. 3, pp. 8-12, 2015.
- [9] Zeng, Jinghan. "Does Europe Matter? The Role of Europe in Chinese Narratives of 'One Belt One Road' and 'New Type of Great Power Relations.'" *Journal of Common Market Studies*, vol. 55, no. 5, pp. 1162-1176, 2017.