

Research on Traditional Chinese Medicine Cultural Communication under the Background of "The Belt and Road"

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Keywords: The Belt and Road; traditional Chinese medicine culture; colleges and universities; innovation

Abstract: Based on the historical background of traditional Chinese medicine culture dissemination in the Belt and Road Initiative, traditional Chinese medicine culture has been widely spread around the world and is known to more and more people. Traditional Chinese medicine culture is the treasure of the excellent traditional Chinese culture, the dissemination of traditional Chinese medicine culture needs medical colleges and universities to train professional talents, have the courage to undertake the historical mission of teaching traditional Chinese medicine culture well. In this paper, the "integration of production and education" in medical colleges and universities, innovation of education mode, and joint development advantages of the Guangdong-Hong Kong-Macao Greater Bay Area jointly help the dissemination of traditional Chinese medicine culture. To "improve people's livelihood, improve people's quality of life" and promote the construction of "healthy China", it is necessary to "promote the inheritance, innovation and development of traditional Chinese medicine", so as to "enhance the communication power and influence of Chinese civilization", which provides a guide for us to continue to promote the high-quality development of traditional Chinese medicine in the new era and on the new journey, and provides an important guarantee for the spread of traditional Chinese medicine culture.

1. Introduction

As far as the current national development strategy is concerned, the Belt and Road Initiative is China's unique wisdom and plan to contribute to world and regional peace and development[1]. The development of the initiative is in urgent need of improvement, which depends on the continuous enrichment of connotation, detailed research elements and overall consideration in the new era. Guangdong-Hong Kong-Macao Greater Bay Area have been key hubs along the "Maritime Silk Road" since ancient times. They need to take advantage of their geographical advantages to seek common development and contribute to the development of the "Belt and Road" amid the construction boom in the Greater Bay Area. As far as the driving force of the development of TCM

culture itself is concerned, its potential needs to be explored and its vitality depends on inheritance and innovation. It is also an ideal carrier for cultural exchanges with other countries under the Belt and Road Initiative. In particular, it is necessary to pay attention to innovative communication strategies in the process of inheritance, highlight the charm of excellent traditional Chinese culture, and benefit a healthy community with a shared future for mankind. Colleges and universities undertake the important mission of cultivating talents for the country [2]. TCM colleges and universities have concentrated advantages and played a prominent role in TCM professional personnel training, cultural inheritance, scientific research and other aspects: Ideological and theoretical education has a clear position, characteristic and advantageous disciplines cultivate professional talents, academic research promotes innovation, practical activities are rich and diversified, and foreign exchanges broaden communication channels. In the process of training successors, medical colleges meet the needs of the "Belt and Road" to spread traditional Chinese medicine culture for talent training, and can better integrate the advantages of colleges, local characteristics and innovative strategies into the national development strategy. We will promote the introduction of TCM to the world[3]. Therefore, under the combined effect of multiple factors, it is high time to study the cultural communication of traditional Chinese medicine under the background of "The Belt and Road". The core key is to rely on the strength of the platform of medical colleges and attach importance to the education mechanism.

2. Research Status of TCM Cultural Transmission at Home and Abroad

The importance of traditional Chinese medicine is becoming increasingly prominent. The spread of TCM culture in countries along the Belt and Road has drawn wide attention. TCM has been deeply involved in epidemic prevention and treatment. The release of TCM diagnosis and treatment plans for COVID-19 in multiple languages, the sharing of TCM anti-epidemic experience, the assistance of TCM experts in anti-epidemic, and the effective anti-epidemic TCM prescriptions of "three TCM drugs and three herbal formulas" have been learned and used by many countries[4]. While affirming the effectiveness of the current research, it also recognizes the lack of sufficient evidence for the efficacy of TCM overseas and the differences in TCM medical institutions abroad, which need to be further addressed.

TCM culture, as a representative of China's outstanding traditional culture, has spread to 196 countries and regions around the world, among which the influence of TCM culture related to epidemic prevention and control has expanded to more than 150 countries. How to further highlight its characteristics, how to highlight its advantages in the process of cultural inheritance and communication, and how to better show the characteristics, there are still many problems.

As a powerful platform for TCM cultural communication under the background of "The Belt and Road", medical colleges and universities have been realized by scholars. Relevant research results are from multiple perspectives such as industrial empowerment, talent training, cultural transmission paths and difficulties, and systematic research is still in urgent need of integration. How to highlight the regional cultural attributes under the background of "The Belt and Road" and further highlight the advantages of medical schools? How should universities focus accurately and improve specifically? How to guide teachers, how to develop students, how to innovate ways and means of communication? Many difficulties remain to be refined.

To sum up, to promote the integrated development of TCM culture under the background of "The Belt and Road", medical colleges and universities should be taken as the platform and education mechanism as the link to build a community of shared future for human health[5].

3. Ways for TCM Culture to Spread Abroad

In the face of the current situation and the challenges faced by TCM culture in the dissemination of "The Belt and Road", we should base on the characteristics of medical colleges, combine the three core issues to be grasped in the external dissemination of TCM culture, and open up the external dissemination path of TCM culture with a virtuous cycle mechanism of "inheritance-innovation-communication".

Under the background of "The Belt and Road", how to make use of industry resources and advantages to spread TCM culture? First, based on teaching and research, cultivate professional talents with solid professional foundation, and strengthen students' cultural literacy of traditional Chinese medicine by improving talent training programs and building public elective courses with Lingnan traditional Chinese Medicine cultural characteristics. Second, academic discussions are promoted to create a strong atmosphere. Centering on the heritage and innovation of TCM culture, an international exchange platform for cultural communication has been established, and well-known experts and scholars at home and abroad have been invited to hold lectures and carry out research and exchange activities. Third, to concentrate superior resources of colleges and universities, link Guangdong-Hong Kong-Macao research platforms, and strengthen cooperation to promote Lingnan medical colleges and universities with distinctive regional characteristics.

Under the background of "The Belt and Road", how does the traditional Chinese medicine culture carry out independent innovation with teachers and students as the main body? First, the top-level design should be strengthened and the policy guarantee should be strong[6]. Under the background of "The Belt and Road Initiative", the state and relevant departments have issued a policy document on the cultural communication of traditional Chinese medicine and planned the strategic layout of the cultural communication of traditional Chinese medicine. It is necessary to implement the policy spirit and strengthen the construction of international talents of traditional Chinese medicine. We will carry out university cooperation and promote the inclusion of traditional Chinese medicine in the higher education system of Belt and Road countries. China will expand training cooperation, strengthen training of international compound TCM talents, and implement overseas training cooperation programs for TCM talents[7]. Medical colleges and universities should release relevant plans of "Promoting Inheritance and Promoting Innovative Development Action" and integrate resources to build a comprehensive TCM education base integrating teaching, scientific research and cultural communication. Second, tell the stories of Lingnan traditional Chinese medicine culture well and accumulate excellent campus culture brands. Some colleges and universities have cultivated a number of traditional Chinese medicine clubs and practice workshops to carry out Lingnan traditional Chinese medicine culture brand activities by strengthening the construction of inheritance project workshops. Third, develop traditional Chinese medicine cultural creativity with characteristics, create students' creative "fist products", and cooperate with local incubation bases and related enterprises to promote creativity and facilitate the inheritance and innovation of excellent culture. Fourth, we increased input in the guarantee, promoted the organization and implementation, clarified the responsibility system, strengthened supervision and inspection, divided responsibilities among multiple bodies, and coordinated participation of all staff to ensure strong organizational guarantee.

Traditional Chinese Medicine cultural Communication under the background of "The Belt and One Road"? The first is to integrate industry resources, deepen the integration of industry and education, and create a platform for university-enterprise collaborative culture education. Medical colleges should follow the "six disciplines" collaborative education philosophy of "professional co-construction, resource sharing, talents co-training, teachers co-training, technology research, and service co-support" to carry out in-depth cooperation with the national traditional Chinese medicine

brand such as Caizhilin Pharmaceutical. Through "introducing enterprises into education", enterprises give full play to non-genetic inheritors [8] craftsmen and other high-quality resources, and achieve positive interaction between schools and enterprises in personnel training, scientific research and social services. Second, strengthen intra-regional cooperation, give full play to the advantages of resource integration, and create Lingnan characteristic traditional Chinese medicine culture card. Linkage with many medical colleges in Guangdong-Hong Kong-Macao, relying on national and provincial engineering centers to develop and utilize southern medicine resources, research on the processing of Lingnan decoction piece characteristics, and promote the creative transformation and innovative development of traditional Chinese medicine culture relying on the Medical Humanities Research Center [9]. Third, to build a media communication platform, expand the form of communication channels, skillfully use the university's website and official wechat public account for centralized publicity, share through student associations and self-conscious we-media platforms, strengthen network interaction, carry out characteristic activities such as "Medical History postal Summary" and "Medical History famous paintings", and create "TCM culture communication media communication matrix"[10]. Self-made multi-language "micro video" and "short video", multi-mode transmission of rich cultural communication carrier image. Fourth, make full use of existing resources, strive for financial support from various channels, and guarantee the evergreen of characteristic projects. In particular, medical colleges and universities should provide stable practical resources and financial support for the cultivation of talents for popularization of traditional Chinese medicine cultural knowledge and publicity, and continue to promote the operation of bases, traditional Chinese medicine associations, characteristic practice workshops and the construction of traditional Chinese medicine cultural media publicity platform. Fifth, strengthen international exchanges and cooperation in various forms to promote the spread of traditional Chinese medicine culture along the Belt and Road. Medical colleges should pay attention to top-level design, strengthen exchanges in various forms such as Sino-foreign cooperative education and friendship association[11], carry out overseas exchange visits and cross-regional practice activities between teachers and students in winter and summer, complement each other's advantages and cooperate for win-win results, and vigorously implement the construction project of traditional Chinese medicine culture. To cooperate with the "Belt and Road" TCM cultural dissemination[12].

4. Conclusion

Colleges and universities are the cradle of TCM professionals and shoulder the mission of TCM cultural inheritance and innovation. Make full use of the Belt and Road Initiative, a platform for China's foreign exchanges, encourage teachers and students to participate in the construction of a healthy China, so that the culture of traditional Chinese medicine will have more novel transmission carriers and more people to learn, so that the precious wealth of traditional Chinese medicine culture will be inherited, developed and utilized well in the great journey of building a healthy China and realizing the Chinese Dream. Schools, enterprises and the banking sector are helping TCM cultural inheritance and innovation, carrying forward TCM culture and spreading its value, and promoting TCM culture to the world along the path of "The Belt and Road".

Acknowledgment

This work was funded by Higher Education Research Project of Guangdong Pharmaceutical University: Lingnan Traditional Chinese Medicine culture inheritance and innovation research; Education Science Planning Project of Guangdong Province (Special Project for Colleges and Universities): Exploration and practice of multi-party cooperative school-running mode of Modern Industrial College of Traditional Chinese Medicine.

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