A Study on the Approaches to Dissemination of Traditional Chinese Medicine Culture in the Context of “Healthy China Initiative”

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Keywords: Healthy China, Traditional Chinese Medicine Culture, Dissemination

Abstract. In the process of building a healthy China, the positive role of Chinese medicine culture should be brought into play. As an important part of promoting Healthy China initiative, Chinese medicine culture plays a role in the dissemination of preventive treatment of disease and health knowledge of traditional Chinese medicine. By building a platform for TCM culture, strengthening the experience of TCM culture, developing education on TCM knowledge, expanding overseas dissemination of TCM culture, and developing Internet media communication and other ways, we will promote health for all and help build a healthy China.

1. Introduction

Healthy China Initiative (HCI) is both a demand of the times and an expectation of all citizens. HCI was first proposed at the Fifth Plenary Session of the 18th CPC Central Committee in 2015. General Secretary Xi Jinping highlighted at the National Health Assembly in August 2016 that without the health of all citizens, there would not be an overall well-off society. Therefore, it was strategically necessary to prioritize people’s health. Serving the cause of promoting health, Traditional Chinese medicine (TCM) universities should aggressively devote themselves to HCI. In October 2015, Specialty Committee of Translation of the World Federation of Chinese Medicines authorized Jiangxi University of Traditional Chinese Medicine to establish the "International Communication Research Center for Traditional Chinese Medicine Culture". Since its establishment, the Center has disseminated TCM culture mainly through translation. Besides, it will also gradually carry out activities for health culture promotion, conduct projects to experience and publicize TCM. Against the background of HCI, new directions should be set for the cultural dissemination of TCM. From the perspective of improving health nationwide, this paper explores the positive role of TCM culture in promoting health knowledge, spreading overseas cultural dissemination and cultivating talents in higher education.

2. Healthy China and TCM Culture

Healthy China is an innovative developmental concept that aims to solve the major contradictions and problems existing in the current national health. Its core is to prioritize health while its essence is to require the government, society and individuals to establish the developmental concept of prioritizing health. Moreover, its goal is to build a healthy society for all.ICI is an ambitious goal, in which the role of TCM cannot be neglected. TCM culture can be an important part in HCI, preventative treatment of disease, cultural publicity and dissemination of knowledge of TCM. Today's society is in a new era where everyone pursues health and everyone have access to health care. Health is not only an individual's valuable wealth, but also an intangible social asset. Therefore, maintaining public health is both the aspiration of the country and the responsibility of the society. Health is the embodiment of humanistic spirit and the sign of social civilization. Therefore, we should give full play to the unique advantages of TCM, which is “easy and convenient to use” as well as “effective and affordable”. It pays special attention to prevention and inexpensive fitness regimen. Relevant government departments and TCM
universities should improve the service capacity of TCM, expand the influence of TCM, develop the services for preventative treatment of diseases in TCM, implement projects of TCM health care, combining the health maintenance with the advantages of TCM treatment. The implementation of this process requires constant infiltration of TCM health culture. The core of TCM health culture is health for the general public. The dissemination of TCM health culture cannot stay at the level of treating diseases, without its theory transformed into the guidance for the public daily fitness regimen.

TCM culture is an important component and outstanding representative of Chinese distinguished traditional culture, and it is an exceptional culture that has played an important role since ancient times and is closely related to people's life. The theory that “man is an integral part of nature” and that “Tao follows nature” are consistent with universal values. Therefore, TCM culture has the function of widely influencing and shaping people, and thereby universally applicable. TCM culture has the inherent potential to spread widely. Thus, it is necessary to increase the publicity of TCM culture, especially its health culture. If this culture of health maintenance as well as healthy lifestyle take root, it will help the general public to paying more attention to health by forming healthy habits.

3. Approaches to Disseminating TCM Culture

Differing insights can be gained if the connection between TCM culture and HCI is contemplated from different angles. HCI is a massive national project. All sectors can contribute to HCI with their own functions, including health departments, culture departments, scientific research institutes, universities and even primary health units. This paper analyzes the mode of TCM culture dissemination mainly from the perspective of TCM universities.

3.1 Building Platforms for TCM Health Culture

Bulletin boards for TCM culture should be set up. They should be set in the areas with a large flow of people and high population density, such as the medical and health institutions, villages and towns, communities, etc. TCM health culture can be promoted and popularized with exhibition boards, banners, posters, etc. Knowledge of TCM health culture also can be spread via a variety of platforms. This could include WeChat official accounts, Weibo blogs and websites on popular science of TCM in addition to videos on TCM culture that are played on subways, squares, bus stops, etc. the variety of platform widens the scope of dissemination.

3.2 Highlighting the Experience in TCM Health Culture

Experiencing TCM is the best way to appreciate the charm of TCM culture. We should integrate the knowledge and experience of health maintenance into the introductory activities, attach importance to physical and mental involvement, highlight personal experience as well as promoting the implementation and extension of TCM health services. The items, which include identification of traditional Chinese medicinal materials, heat-sensitive moxibustion experience, acupuncture and massage, scraping and cupping, music therapy, and psychological diagnosis of TCM can all be experienced by the public.

3.3 Providing Health Education on TCM

Activities to bring TCM culture into universities, primary and secondary schools, could be carried out. TCM culture could infiltrate primary, secondary and higher education. Health education should be carried out according to the cultural connotation of TCM and the basic content of health education of TCM. It also needs to adapt to local conditions, including adjusting instruction to different students and exploit the best received content and forms to popularize TCM knowledge and healthy lifestyles. Contests on TCM health culture knowledge could also be utilized to popularize the core concepts of TCM to the general public.
3.4 Widening Overseas Dissemination of TCM Culture

Culture is the essence of the nation and the spiritual home of the people. Cultural confidence is a more basic, deeper and lasting force. To build a healthy China, we should have an international vision and acknowledge that culture knows no national boundaries. Actively expanding the influence of TCM culture overseas can not only enhance cultural confidence and the soft power of national culture, but also create a good domestic environment for the development of TCM culture in China, indirectly promoting HCI. As one of the representatives of Chinese elements, TCM has become an important part of economic cooperation and cultural exchange between China and the world. In order to develop the culture of TCM creatively, it is necessary to actively integrate into the national "the belt and road initiative" strategy and expand the international influence of TCM. To widen international dissemination, TCM universities can adopt approaches such as international academic conferences of TCM, training professionals for translation of TCM, translation of TCM works and papers, research on cross-cultural communication of TCM, and building multi-lingual websites of TCM culture, etc.

4. Seeking New Pathways to Spread TCM Culture Online

The Opinions on Implementing the Project of Inheritance and Development of Excellent Chinese Traditional Culture, printed and issued by the State in early 2017 has indicated that the new mode of international communication and exchange of Chinese culture should be explored to promote Chinese traditional culture such as Chinese medicine around the world. President Xi Jinping emphasized in his speech at the opening ceremony of the Second World Internet Conference that the Internet communication platform should be brought into play so that the people around the world can learn about the excellent traditional culture of China. The government hope TCM culture can keep advancing with the times with news means of online communication. With the rapid development of Internet technologies, new media have sprung up, which provide some new means of communication for Chinese medicine health culture. The key to use the Internet is to disseminate the core of TCM culture, which includes mindset, values, modes of behavior. Attention shall be paid to create appropriate atmosphere and conditions for interpreting TCM health culture. The culture of TCM (TCM) should meet the needs of the development of the times, innovate theoretical knowledge, innovative technology and methods, and innovative service content, so as to provide more health and cultural services of TCM for people. A website on TCM culture can present abundant and diverse health knowledge of Chinese medicine and help people acquire the health culture of Chinese medicine effortlessly, which contributes to helping more people understand the culture of Chinese medicine and improve their own health. As the basic elements of the Internet, the website has the characteristics of advanced technologies, low cost for development, rapid dissemination, ease of saving and updating the content, thereby providing a fast and extensive way for the spread of Chinese medicine culture.

However, the rapid development of the Internet has also brought new opportunities and challenges for the spread of Chinese medicine culture. The cultural communication based on Internet media has new characteristics and paths to develop. TCM culture communication based on Internet should take the health knowledge of TCM and the health culture of TCM as the main content and spread the view on philosophy, view on life and mindset of TCM, so that people can adopt correct views on health and scientific fitness regimen. Making the best of the technical characteristics and advantages of the Internet, we promote the sharing and dissemination of knowledge of TCM culture, and combine various multimedia such as text, image, video, virtual reality and so on, for network users to learn the health culture of TCM and improve people's health.

Many agencies can implement these new online disseminations, such as the medical and health departments, Chinese medicine enterprises and even individuals with sound medical knowledge and ability. Among all those agencies, Chinese medicine universities are in more advantageous positions. They are unique in that they are more qualified and able to do a good job in the network
communication of Chinese medicine culture in terms of medicine professionals, network technology or social credibility

5. Spreading the Culture of TCM in Combination with the Cultivation of Professional Talents

The communication of health culture of TCM in TCM universities can be combined with the cultivation of professional talents. The process of spreading TCM culture is also the process by which teachers and students learn and inherit TCM culture. TCM culture reflects the essence of TCM. TCM, as a carrier of traditional culture, fully embodies the intrinsic characteristics of Chinese culture. This knowledge system of medicine and pharmacy includes the philosophy, worldview and values accumulated by the Chinese nation over five thousand years. TCM universities can incorporate the content of TCM culture curriculum into the talent training programs, combine ideological and political education with the core ideas of TCM culture, attach importance to Chinese medicine cultural education in terms of personnel training goals, curriculum setting, classroom instruction, as well as cultivating students’ medical humanistic quality. We should strive to integrate the TCM culture into the ideological and political education, cultural knowledge education and social practice of students.

For one thing, only by comprehending the rich cultural connotation of TCM can students majoring in medicine apply what they have learned and take pride in it. For another, the cultivation of excellent talents of TCM is indispensable for the education of TCM culture. Only when we have a deep understanding of the connotation of TCM culture in the university classroom, can we inherit and carry forward the TCM culture, and integrate the values and behavior of TCM culture into the glorious cause of curing diseases and saving lives. Furthermore, TCM, as a cultural form, has penetrated people's daily lives. Learning and understanding the culture of TCM also serves as continuing education for universities students after graduation.

In the wave of mass entrepreneurship and innovation, university students are the main force of innovation and entrepreneurship, and universities are the incubators for the innovation and entrepreneurship of university students.

TCM universities can give full play to the advantages of professional characteristics and do a good job in combing industry, education and research. They should give full play to the role of TCM culture in personnel training, fostering values, gathering forces, guiding students to innovate TCM culture, building the brand of TCM culture, and promote the development of information technology for TCM. In the process of exploring innovation and entrepreneurship, universities can integrate TCM culture into employment and entrepreneurship, and guide college graduates to integrate TCM with tourism catering, press and publication, radio and television, digital media, sports performing arts, etc.

6. Conclusion

Do not forget the original ideal and ambition, keep moving forward. A new spiritual outlook is required when the current Chinese economy has entered a period of the new norm. TCM universities should actively take part in and contribute to the implementation of HCI. As learners of TCM, we should promote health as a kind of culture, rather than wait until we get sick to find a doctor. The grand blueprint of HCI is far from enough to just rely on medical reforms, hospitals and doctors. TCM cannot be absent. In terms of preventing diseases, TCM is an indispensable force. Chinese medicine culture will certainly play a great role in HCI.

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