

Research on the Propagation Path of Traditional Chinese Medicine Culture in Brazil

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Abstract. Different societies and cultures have different cognitions on the causes of diseases. People generally interpret the body structure and deal with various clinical phenomena according to the concepts, symbols and diagnosis and treatment plans accumulated and internalized in their social and cultural experiences. Therefore, social representations of health and disease are associated with the perceptions of life and society of individuals in different cultures, which can explain the positive response of Brazilian society to the new concept of treatment brought about by TCM culture. Trends develop over time. Globalization has continuously deepened the degree of cultural exchanges between countries. After decades of precipitation, the promotion of Chinese medicine culture in Brazil has formed a relatively mature transmission path.

Keywords: Brazil; TCM cultural dissemination; acupuncture and moxibustion; the Belt and Road Initiative.

1. Introduction

Any specific culture needs to meet certain conditions, have transmission channels and perfect operating mechanism in the process of transmission. "Huaxia Communication Theory: Communication in Traditional Chinese Culture" (1997: 243) mentioned, "Culture is the various achievements of each nation through physical and mental labor in material and spiritual life in order to survive and develop. The sum of achievements and achievements, including material culture and spiritual culture; communication is an interactive process of transmitting cultural information symbols; cultural communication refers to the process of cultural transmission and diffusion"[3]. Therefore, the promotion of traditional Chinese medicine around the world is a good way to spread Chinese culture and promote cultural exchanges between China and foreign countries. Just as Lou Yulie, a master of Chinese studies, said in a speech at Tsinghua University in November 2017: "If you don't understand Chinese medicine, you don't understand it." The fundamental spirit of Chinese culture".

And acceptance of foreign cultural characteristics, it is necessary to take the country's society's ability to break through cultural isolation and its ability to accept and integrate new things as the main analysis objects. Taking Brazil as an example, it is precisely because of the country's introduction of a series of promotional policies that the Chinese medicine culture has formed a unique dissemination and influence in Brazil.

2. Analysis of the occurrence conditions of the spread of TCM culture in Brazil

According to the point of view in "Huaxia Communication Theory" (1997: 243), "the characteristics of culture itself provide possible and necessary conditions for communication, and other social and natural factors also promote communication" [3]. The unique characteristics of TCM culture, which is different from the western philosophical theoretical system, provide sufficient and necessary conditions for its spread and promotion all over the world, and some social factors based on the national conditions of the country have played a role in promoting the spread of TCM culture in Brazil, a specific country. Effect.

2.1. Characteristic factors of TCM culture

Traditional Chinese medicine is based on the philosophical principles of traditional Chinese culture, and pays attention to the interdependence, opposition and mutual transformation of human physiology, pathology, and pathogenesis. It is very different from Western allopathic medicine. The overall concept of "correspondence between man and nature" is the philosophical basis of the theory of traditional Chinese medicine, that is, the concentrated expression of "Chinese people pay attention to the collective, while Westerners pay attention to the individual" in medicine. The classification of clinical diseases by Chinese medicine culture conforms to the principle of overall classification, rather than the Western classification principle of "treating the head for headaches and treating feet for foot pains", which is irrelevant to the overall purpose. Therefore, the two modes of thinking in China and the West are clearly different in the performance of medical concepts.

When traditional Chinese medicine, as a cultural concept and treatment method with different understandings of the body, health and disease, spreads in countries around the world, it will inevitably cause a series of social repercussions. Governments also need to consider whether to adopt corresponding policies and measures to incorporate it into their national health care system. At the same time, in the process of dissemination and promotion of TCM culture, it is inevitable to encounter a series of problems related to legislative supervision, professional training permits, and the formulation of medical service standards. The dissemination of Chinese medicine culture brings different personal habits, cultural customs, and unique medical insights closer to each other and enhances cross-cultural communication.

2.2. Brazilian social factors

Introduction of TCM culture into Brazil and its widespread spread can be roughly divided into three aspects. First, Brazil itself has a strong acceptance of Chinese medicine culture. Brazilian traditional medicine already has the means of seeking curative effects through natural resources, that is, using local medicinal plants to treat patients, which coincides with the diagnosis and treatment methods of traditional Chinese medicine decoctions and Chinese patent medicines. Therefore, the dissemination of traditional Chinese medicine culture in Brazil is not essentially the introduction of a completely different medical culture, which will cause a large-scale cultural shock, but a cultural dissemination that can also find a sense of identity in Brazil's own national culture; second, Brazilian society has doubts and reflections on the Western medical system. Looking back at the history of the spread of Chinese medicine culture in Brazil, it is not difficult to find that important development nodes are basically accompanied by a "crisis of trust" in the Western medical system in Brazilian society. In the development of Brazilian medicine, seeking and introducing a comprehensive and supplementary medical technology and medical culture with more humanistic care is an inevitable choice when the western medical system cannot solve the practical problems of the current medical and health system; finally, globalization is the key to traditional Chinese medicine. A third social factor for the widespread spread of culture in Brazil. As the Chinese scholar Zhang Baijia said, China's diplomatic process over the past few decades is "changing itself and influencing the world". While globalization has profoundly affected China's economy and people's way of life, it has also enhanced China's overall national strength. China's influence on the world is constantly increasing, making globalization gradually bring more elements of Chinese culture.

2.3. Analysis of the ways of dissemination and promotion of TCM culture in Brazil

China and Brazil formally established diplomatic relations on August 15, 1974, established a strategic partnership in 1993, and upgraded the relationship between the two countries to a comprehensive strategic partnership in 2012. The earliest intergovernmental cooperation involving traditional Chinese medicine between China and Brazil can be traced back to the 1980s. The two countries signed a letter of intent on promoting scientific and technological exchanges and cooperation in the health field between the two countries in Brasilia in 1983. An important turning point came in 2009 when Brazil's Minister of Health Temporo visited Beijing. Since then, the medical

and health cooperation between China and Pakistan and the promotion of traditional Chinese medicine culture have begun to make significant progress. In 2011, the two countries signed the "Health Joint Action Plan", which clarified how the two countries will cooperate in the field of medical and health in the next four years, marking a new era for the promotion and exchange of Chinese medicine culture in Brazil. In recent years, the two countries have been committed to the standardization of the promotion and dissemination process of TCM culture in Brazil at the government level, and have formulated corresponding policies and regulations to improve the promotion and dissemination path.

2.4. Brazil — incorporating traditional Chinese medicine diagnosis and treatment methods into the national medical and health system

Since the Brazilian Physiotherapy Council certified acupuncture as a physiotherapy profession in 1985, the promotion and development of TCM culture in Brazil has become more and more standardized, and a series of relevant laws and regulations on the practice standards and curriculum system of TCM industry have been issued. In 2006, the Brazilian Ministry of Health issued the 971 Act, which incorporated traditional Chinese medicine into the domestic unified medical system ("SUS system" for short), including acupuncture, Chinese herbal medicine, auricular point therapy, wind-removing therapy and Tai Chi; in 2017, passed Brazilian nationals seeking medical treatment under the SUS system have used the above-mentioned traditional Chinese medicine treatments for a total of 1.4 million times; in 2018, Brazil incorporated another 10 traditional Chinese medicine treatments into the SUS system. Up to now, there are a total of 29 traditional Chinese medicine treatments covered in the SUS system.

Regarding the use of basic terminology in traditional Chinese medicine, following the official publication of the "International Standards for Chinese-English Contrast of Basic Terminology in Traditional Chinese Medicine" in 2007, the Translation Department of the World Federation of Chinese Medicine Societies launched the "International Standards for Chinese-Portuguese Translation of Basic Terminology in Traditional Chinese Medicine". With the standardization of TCM terminology in Brazil and even in all Portuguese-speaking countries, the teaching and dissemination paths of TCM clinical disciplines and research fields in Brazil have been improved, and the quality and efficiency of internal information exchange in the TCM industry have been improved, thus ensuring TCM culture in Brazil. The smooth running of the Brazilian spread.

2.5. China — focus on supporting Macao as an important platform for the promotion of traditional Chinese medicine culture in Portuguese-speaking countries

Since Macao officially returned to the motherland on December 20, 1999, it has always served as an important platform for cultural exchanges between China and Portuguese-speaking countries. Therefore, various cultural fields, including traditional Chinese medicine, have gained more exchanges and mutual learning. This article mainly introduces the two important platforms of Macao in promoting Chinese medicine culture - the Guangdong-Macao Cooperation Traditional Chinese Medicine Science and Technology Industrial Park and the World Health Organization Traditional Medicine Cooperation Center.

In April 2011, as the first landing project of the "Guangdong-Macao Cooperation Framework Agreement", the Traditional Chinese Medicine Science and Technology Industrial Park of Guangdong-Macao Cooperation officially landed in Hengqin. On October 22, 2018, President Xi made important instructions on the development of traditional Chinese medicine and the construction of the park when he visited the industrial park. General Secretary Xi pointed out, "Chinese medicine is the treasure of Chinese civilization, and it is necessary to deeply explore the treasure house of Chinese medicine. The essence, promote the integration of production, education and research, promote the industrialization and modernization of traditional Chinese medicine, and let traditional Chinese medicine go to the world" [6]. The Industrial Park officially established the "International Exchange and Cooperation Center" in June 2015, taking Portuguese-speaking countries as the entry

point, to carry out international registration, import and export trade, talent training and other businesses. Combined with the international cultural promotion model of "medicine with medicine", we will continue to expand the cooperation of traditional Chinese medicine with different countries and regions around Portuguese-speaking countries.

On August 18, 2015, the "International Traditional Medicine Forum and the Establishment Ceremony of the World Health Organization Traditional Medicine Cooperation Center" was held in Macau. The center and the World Health Organization are committed to traditional medicine personnel training, drug quality and safety cooperation, and jointly promote the integration of traditional medicine into the public health system in countries around the world. In addition, Wang Guoqiang, then deputy director of the National Health and Family Planning Commission and director of the State Administration of Traditional Chinese Medicine, signed the "Supplementary Agreement on Cooperation in the Field of Traditional Chinese Medicine" with Tan Junrong, then the Secretary for Social Affairs and Culture of the Macao SAR Government. The Medical Administration supports the Macao Special Administrative Region World Health Organization Traditional Medicine Center to perform its functions, and supports Macao to play its unique role in carrying out exchanges and cooperation in traditional Chinese medicine with countries along the "Belt and Road", especially Portuguese-speaking countries.

3. Achievements of promotion of traditional Chinese medicine culture in Brazil and prospects for future development

This paper makes a reasonable guess about the direction of further promotion and dissemination of Chinese medicine and Chinese medicine culture in Brazil in the future by sorting out the existing communication channels and achievements. The cooperation between the two countries in the promotion of traditional Chinese medicine culture is still promising. This article mainly analyzes three aspects: the promotion of traditional Chinese medicine therapy, the training of talents in colleges and universities, and the export of Chinese patent medicines and decoction pieces.

3.1. Promotion of traditional Chinese medicine therapy

At present, six medical universities in Brazil have set up acupuncture courses, opened more than ten acupuncture training schools, and send an average of more than 30,000 professional acupuncture and moxibustion talents to the Brazilian society every year. As of 2021, there are about 150,000 officially registered acupuncturists in Brazil, about 80% of whom are professional doctors who graduated from various medical universities, and most of them are Brazilian nationals. Nearly 500 public hospitals and more than 2,500 clinics across Brazil have acupuncture treatment rooms, providing free acupuncture and moxibustion treatment services for the public. In September 2019, the "Brazilian Traditional Chinese Medicine Diagnosis and Treatment Training Base" jointly established by Brazil Damien Company and the Affiliated Hospital of Gansu University of Traditional Chinese Medicine officially landed in Sao Paulo State. Many famous Chinese medicine experts were invited to practice in Brazil, giving local people the opportunity to enjoy high-quality diagnosis and treatment services and experience traditional Chinese medicine culture.

The future, through the dissemination of Chinese medicine culture in Brazil by experts in the field of traditional Chinese medicine and acupuncture and the professional training of Chinese medicine for local doctors, the in-depth promotion of acupuncture and moxibustion therapy will be the starting point, and other traditional Chinese medicine therapies, such as massage, cupping, diet therapy and Tai Chi Qigong. It provides a mature and diverse cooperation platform and channel for the dissemination and promotion in Brazil and how to use integrated traditional Chinese and Western medicine to deal with the epidemic.

3.2. TCM education cooperation in colleges and universities

On October 25, 2019, witnessed by Chinese President Xi and then Brazilian President Bolsonaro, the Confucius Institute for Traditional Chinese Medicine at the Federal University of Goiás (UFG) in Brazil was announced. There are currently 11 Confucius Institutes in Brazil. The Confucius Institute at UFG University is the first and only Confucius Institute for Traditional Chinese Medicine among them, and it is also an important platform for Brazil to promote traditional Chinese medicine culture. In addition to the daily Chinese teaching work, the teachers of the Confucius Institute also teach Chinese courses in the Faculty of Arts of the school and carry out practical teaching of acupuncture and moxibustion in the School of Nursing. In addition, the Confucius Institute will regularly carry out public welfare diagnosis and treatment activities for the faculty and staff of the school, and take this opportunity to popularize Chinese medicine culture to the faculty and staff. In the future, UFG University plans to continue to offer a series of majors and courses related to Chinese medicine culture with Hebei College of Traditional Chinese Medicine based on the existing cooperation.

Affected by the new crown epidemic in recent years, cross-border exchanges between China and Brazil have been blocked, but the demand for training local Chinese medicine students in Brazil has not declined. In the future, it is necessary to digitalize the sharing model of TCM teaching resources and scientific research data, so as to provide technical support for the cooperation and cultural exchanges of TCM higher education between the two countries. The two countries need to proceed from the actual needs of student training, and try to ensure the quality of Chinese medicine culture education in Brazilian universities through MOOCs, regular online lectures and seminars, and the establishment of shared databases.

3.3. In terms of export of Chinese patent medicines and decoction pieces

In recent years, the Chinese government has been increasing its emphasis on the overseas dissemination of traditional Chinese medicine. In January 2022, the Chinese government issued the "Development Plan for Promoting the High-quality Integration of Traditional Chinese Medicine into the Joint Construction of the "Belt and Road" (2021-2025)", aiming to comprehensively improve the quality and level of Chinese medicine's participation in the joint construction of the "Belt and Road";³ In November, the General Office of the State Council issued the "14th Five-Year Plan for the Development of Traditional Chinese Medicine", which also mentioned accelerating the opening up and development of traditional Chinese medicine and promoting the high-quality integration of traditional Chinese medicine into the "Belt and Road" construction.

However, there are still many bottlenecks in the introduction and promotion of traditional Chinese medicine in Brazil that need to be broken through urgently. There are still a lot of traditional Chinese medicine products that face difficulties in registration and access as drugs and can only appear as food additives. In response to this phenomenon, the Chinese government should speed up the improvement of the top-level design layout, encourage domestic characteristic and high-quality Chinese medicine companies from a strategic height to speed up the standardization process of related Chinese patent medicines and decoction pieces, and strengthen communication and coordination with the Brazilian government to promote Chinese medicine legislation. Promote the mutual recognition of standards for Chinese medicine products between China and Pakistan. Relevant pharmaceutical companies should speed up the process of technological innovation and product development and promote the integration of Chinese and Western medicine resources to enhance their international competitiveness.

4. Conclusion

In the process of multicultural development in the world, Chinese culture can only demonstrate its unique charm that is different from other cultures in the collision, exchange and integration with foreign cultures, so that it can go to the world faster and better. However, no matter whether it is communication or integration, it will not and should not be a simple "transplantation" or

"assimilation", but to create an "international business card" of Chinese culture that adapts to the times and has its own distinctive characteristics.

As the world two largest economies and important members of the BRICS, China and Brazil have great potential for cooperation in the promotion and exchange of Chinese medicine culture. The cooperation between China and Brazil in the promotion of Chinese medicine culture has both medical and diplomatic value. Under the background of the 10th anniversary of the joint construction of the "Belt and Road" initiative, the dissemination and promotion of Chinese medicine culture in Brazil will usher in a historic opportunity, and promote the flowering of Chinese medicine culture in Brazil, which will surely become an important bridge and link between the peoples of China and Brazil.. The two countries should continue to carry out in-depth cooperation in the promotion of traditional Chinese medicine culture, jointly promote the construction of a "community of health and health", and accelerate the construction of a community of shared future for mankind.

Acknowledgments

This article is a phased achievement of the 2021 National Social Science Fund major art project "Research on the Innovation of Foreign Cultural Exchange and Tourism Promotion System in the New Era" (Project No.: 21ZD07) sub-project "Research on the Current Situation and System Innovation of China's Foreign Cultural Exchange".

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