

Research on the Cultural Communication of Traditional Chinese Medicine Based on International Chinese Teaching

Qin Yang

Xi'an Shiyou University, Xi'an, Shanxi, 710065, China

Abstract: As a part of China's excellent traditional culture, the concepts of "unity of heaven and man", "benevolence" and "harmony" contained in the culture of Chinese medicine fully demonstrate the profound philosophical thinking of the Chinese nation, which is inherited from the Chinese traditional culture. The concepts contained in Chinese medicine, such as "the unity of heaven and man", "benevolence and benevolence" and "the harmony of the middle", fully demonstrate the profound philosophical thinking of the Chinese nation, and are inherited from the excellent traditional Chinese culture. In addition, Chinese medicine culture also occupies an important position in the cultural teaching of international Chinese language teaching together with other traditional cultures, such as tea culture, Peking Opera culture, festival culture, etc. However, due to the fact that the dissemination of Chinese medicine culture focuses on acupuncture and moxibustion, health care therapies, narrow dissemination area, and low degree of acceptance, etc., the cultural values promoted by Chinese medicine culture are only on the surface and have not been effectively disseminated. Therefore, it is necessary to analyse the problems that hinder the dissemination of Chinese medicine culture and put forward corresponding solution strategies for the development of Chinese medicine culture dissemination in international Chinese language teaching.

Keywords: International Chinese Language Teaching; Culture of Chinese Medicine; Cultural Communication.

1. Introduction

Chinese medicine culture refers to the generalisation of Chinese people's unique wisdom and practical activities on life, health and disease, including values, cognitive thinking patterns, health concepts, health maintenance methods, diagnosis and treatment methods, doctor-patient relationship, drug prescription and operation system and other knowledge systems and medical service systems, part of the excellent traditional Chinese culture. The holistic view of "the unity of heaven and mankind", the ethical view of "benevolence and benevolence", and the health care view of "conformity to nature" advocated by the TCM culture are all reflections of the profound philosophical thinking of the Chinese nation. The spread of Chinese medicine culture can be traced back to the earliest days. The spread of Chinese medicine culture can be traced back to the period of Emperor Qin Shi Huang, until a large number of missionaries entered China and translated some of the Chinese medical texts during the Yuan, Ming and Qing dynasties, which opened the way for the wide spread of Chinese medicine in the West. Nowadays, with the increasingly frequent cultural exchanges between China and foreign countries, the culture of Chinese medicine continues to spread abroad through various forms of friction and exchange. The film "Gua Sha" is a typical example, the film tells the traditional way of acupuncture in Chinese medicine, from the beginning of the people do not understand or even mistaken for a means of abuse, with each other in-depth understanding and be experienced by the ultimate acceptance and recognition of the story, which is also part of the acceptance and recognition of our Chinese medicine culture. Apart from the dissemination of films, TCM has also gained recognition in other areas in certain countries. In Russia, acupuncture is used in the treatment of diseases; in Australia, herbal medicine is included in the management of

complementary medicines, and TCM is placed on the same legal status as Western medicine.

For example, in the fight against the epidemic of neocoronavirus pneumonia a few years ago, traditional Chinese medicine in China played a great role and demonstrated its strong advantages and characteristics. TCM treatment protocols were also included in the Diagnostic and Treatment Programme for Pneumonia Infected by New Coronavirus formulated by China's National Healthcare Commission and the Administration of Traditional Chinese Medicine, which has been translated into many languages, becoming Chinese wisdom and Chinese solutions shared by the world. As a treasure of Chinese traditional culture, TCM culture is a national cultural brand that promotes Chinese culture to the world. Against the background of the remarkable effectiveness of TCM treatment and its globalisation, a study of the current situation and dilemmas of TCM culture dissemination in international Chinese language teaching can provide more references and suggestions for the international dissemination of TCM culture.

2. The Current Situation of International Chinese Language Teaching and Dissemination of Chinese Medicine Culture

As the main force to disseminate Chinese medicine culture to international students, Chinese medicine institutions in China have made a lot of useful attempts to teach Chinese medicine culture to international students, while other institutions accepting international students lack the awareness of teaching and dissemination of Chinese medicine culture and related professional knowledge and talents. Many Chinese medicine institutions have added Chinese medicine culture into the curriculum system of international students.

For example, Beijing University of Chinese Medicine offers "Medical Ancient Languages" and "Introduction to Traditional Chinese Culture" for international students majoring in Chinese medicine; Tianjin University of Traditional Chinese Medicine has added Chinese language courses for Chinese medicine students and integrated elements of Chinese medicine culture into their teaching; Zhejiang Chinese Medical University offers "Traditional Chinese Culture and Chinese Medicine".

As a major platform for the spread of Chinese culture, Confucius Institutes abroad have also played a great role in promoting the teaching and promotion of Chinese medicine culture. As of December 2019, China has established 550 Confucius Institutes and 1,172 Confucius Classrooms in primary and secondary schools in 162 countries (regions). In 2007, the world's first Confucius Institute for Chinese Medicine, the London Confucius Institute for Chinese Medicine, was established in London, England, with its curriculum focusing on health care and health care, and offering specialties such as acupuncture and massage, Chinese medicine health care and Chinese medicine nursing. Its curriculum mainly focuses on health care, offering specialties such as acupuncture and massage, Chinese medicine health care and Chinese medicine nursing, etc. The curriculum is arranged in three years, with the first year of study being Chinese language and the second two years being Chinese medicine law. At present, China has set up 16 Confucius Institutes for Chinese Medicine overseas, and the rest of the Confucius Institutes for Chinese Medicine have similar curricula and settings. The headquarters of the Confucius Institutes has also incorporated the culture of Chinese medicine into the curriculum system of Chinese language teacher training, and its teaching method mainly focuses on traditional Chinese language teaching and popularisation of knowledge of Chinese medicine, while at the same time, it carries out various kinds of voluntary medical activities and Chinese talent demonstration activities, and the students can be engaged in health care and acupuncture and massage after graduating from the Confucius Institutes of Traditional Chinese Medicine. Under these conditions, Chinese for Chinese Medicine as a vocational Chinese language teaching programme has great potential for development.

3. The Difficulties of Teaching Chinese as a Second Language in the International Chinese Language Teaching Difficulties of Teaching Chinese Medicine Culture

In recent years, through the promotion and popularisation of international Chinese language teaching classrooms, although the dissemination of Chinese medicine law and the concept of Chinese medicine has achieved better results abroad, the dissemination of the cultural connotations and other therapeutic methods contained in Chinese medicine is still faced with many practical problems.

1. Cultural differences between China and the West lead to a lower degree of recognition of Chinese medicine.

Cultural identity is the social psychological process by which individuals are influenced by a group and develop a sense of belonging to the group culture, thus maintaining and innovating their own culture. The great difference between Chinese and Western cultures is also manifested between the

theoretical system of Chinese medicine and the theoretical system of Western medicine. The basic theory of Western medicine is the eight systems of the human body, and its theoretical sources are modern disciplines such as anatomy and pathology, which require microscopic study of the human body under the support of science and technology. On the other hand, the theoretical system of Chinese medicine is mainly based on the doctrines of yin and yang, five elements, qi, blood, fluids and meridians, and the theories are derived from the observation and summary of objective facts, with emphasis on the holistic view. Therefore, many Western countries are sceptical about TCM and its therapeutic effects, and even regard it as a "witch doctor", and have not fully opened up their mainstream markets to accept TCM, which can only be categorised as healthcare auxiliary products, and cannot obtain the status of official medicines. In addition, even if TCM is recognised by some countries, it is limited to the fields of acupuncture and massage. Correspondingly, the research on Chinese medicine in these countries only focuses on acupuncture, tuina, massage, etc., and there is still a large gap in the understanding of the use of Chinese herbs, prescriptions, etc., without realising that these un-researched aspects are the most indispensable parts of the entire Chinese medicine system.

2. Narrower paths for the dissemination of Chinese medicine culture.

According to a questionnaire survey of teachers and learners with international Chinese language teaching experience, in the process of spreading Chinese medicine culture to foreign countries, the difficulty of translating Chinese medicine terminology itself, the small number of foreign language monographs with greater influence, the lack of professional talents, and the small influence of the media with an international image are regarded as the main problems affecting the spread, so this paper will then analyse the above aspects.

The first is the dissemination of Chinese medicine writings. Internationally, it is difficult for non-Chinese cultural circle learners to truly understand and grasp the underlying logic of TCM theories due to language barriers and cultural gaps. Much of the content of classical Chinese medical writings is obscure, profound, contextually complex, and lacks uniform labelling. For example, Chinese medical classics such as *Huangdi Neijing* (The Yellow Emperor's Classic of Internal Medicine) and *Typhoid Fever* (Treatise on Typhoid Fever) are generally recorded in the form of literary texts, which need to be translated firstly from ancient Chinese into modern Chinese and then from modern Chinese into a foreign language. However, the language and grammar of ancient Chinese are different from modern Chinese, and the terminology in the texts are not all common words today. The same names of diseases and herbs may be different in different works, for example, "wind disease" may be called "evil wind" or "evil wind" in different works. For example, "wind disease" can be called "evil wind" or "thief wind" in different works, which is easy to generate controversy. If the translator lacks professional knowledge of Chinese medicine, it will be difficult to translate accurately, and the translated work will not accurately reflect its connotation. At the same time, there are some contents in Chinese medicine culture that are not found in other nationalities, such as Tibetan elephant thinking culture and meridian culture, etc., which do not have corresponding things in other languages and cultures and are difficult to translate.

Secondly, it is the teachers' own understanding and recognition of Chinese medicine. According to the survey, most international Chinese language teachers have a basic attitude towards Chinese medicine, and they only have a slight understanding of Chinese medicine, and their knowledge and mastery of the culture of Chinese medicine is even more minimal. In the dissemination of Chinese medicine culture, teachers are required to have extremely high knowledge and skills. Teachers at the Confucius Institute for Chinese Medicine should not only have the ability to teach Chinese as a foreign language, but also have a certain degree of understanding of the basic knowledge of Chinese medicine and its representative culture. Teachers specialising in Chinese medicine need to learn the basic knowledge of Chinese language and develop certain teaching skills, while full-time Chinese language teachers also need to learn the basic knowledge of Chinese medicine such as herbal medicine and physiotherapy. Therefore, there is still a big gap and weakness in the pool of teachers for full-time international Chinese language teachers of Chinese medicine.

Thirdly, the dissemination of the core values of Chinese medicine culture is relatively weak. Although many celebrities or ordinary people are willing to try acupuncture and physiotherapy abroad, and there are Chinese medicine halls or Chinese medicine clinics in many countries, the scope of treatment accepted by the local people is limited to acupuncture, cupping and other techniques, and the herbs and physiotherapy methods of Chinese medicine are still unacceptable. Traditional Chinese medicine are even regarded as pseudo-science, and core value concepts conveyed by the culture of traditional Chinese medicine, such as "unity of man and nature, identification and treatment, balance of yin and yang, and support of justice and elimination of evils". The question of how the historical and cultural values and philosophical ideas embedded in TCM culture can be appropriately integrated into the modern cultural system is also a problem that needs to be solved urgently in the dissemination of TCM culture.

3. The cultural characteristics of Chinese medicine are not distinctive in Chinese language teaching materials.

Due to the cultural differences between China and the West as well as the limitations of the professional background of the textbook writers, there are many problems with the presentation of the cultural elements of Chinese medicine in Chinese textbooks, for example, the content of Chinese medicine teaching is superficial, and the cultural knowledge cannot be fully integrated with language teaching. In the case of general textbooks, Chinese medicine is the theme of the text, but the topics and scenes set in the text are of a daily nature, such as going to the hospital on one's own when one is sick, or expressing concern by a friend, etc., and the expressions used are those of the daily Chinese language, which do not show the professionalism of the discourse of Chinese medicine, nor do they convey the process and results of the treatment of Chinese medicine. Specialised Chinese culture textbooks, considering the difficulty of the language and the nature of the profession, tend to oversimplify and involve too much content about health and folklore, such as short stories about Chinese medicine treatments and how to take care of one's health, resulting in the problem of more popularity and less professionalism. As for the Chinese language teaching materials for TCM majors, more texts are still about health maintenance and health care, only as supplementary knowledge. For example, "Practical Chinese

for Traditional Chinese Medicine - Intensive Basic Reading" consists of five units, of which "Health and Fitness" and "Folklore Chinese Medicine" each take up one unit, of which the text "Dragon Boat Racing" is basically not related to Chinese medicine, except that it introduces the fact that rowing can be used as a kind of sport or fitness mode.

4. Countermeasures for the Dissemination of Traditional Chinese Medicine Culture in International Chinese Language Teaching

In order to promote the effective dissemination of Chinese medicine culture, it is necessary to rely on international Chinese language education, the connotation of Chinese medicine culture is existing, the characteristics of Chinese medicine culture should be highlighted in the dissemination methods and media, the attractiveness and credibility of Chinese medicine culture should be continuously improved, and modern media communication means should be fully utilised to create a composite dissemination mode of "Chinese medicine culture + international Chinese language education", and make full use of modern media means of communication to create a composite communication model of "Chinese medicine culture + international Chinese language education".

1. Translation of Chinese medicine texts and teachers' knowledge reserve

First of all, in the translation of TCM texts, due to the wide range and large amount of TCM texts translated, there are also many jargons, such as "Liver-Qi stagnation, heart-kidney disharmony", etc., which not only require the translators to have a solid foundation in ancient and modern languages, but also to be familiar with the relevant ancient and contemporary cultures, western languages and corresponding physiotherapy culture. The translator should also be familiar with the relevant ancient and contemporary cultures, western languages and corresponding physiotherapy cultures, so as to have a chance to find the appropriate language in the original language and the target language to accurately convey the connotation of Chinese medicine culture.

Secondly, in terms of the reserve of teachers of Chinese as a foreign language, an undergraduate degree can be offered at a specialised Chinese medicine university in China to train professional composite talents in the communication of Chinese medicine and culture, i.e., based on professional knowledge of Chinese medicine and ontological knowledge of the Chinese language, and familiar with both Chinese and Western cultures. In addition, teachers should also pay attention to the dissemination role of international students, because part of their motivation to learn Chinese comes from interest. Therefore, not only in the classroom setting, but also in extracurricular activities, corresponding lectures and experiential activities can be organised to increase international students' interest in TCM culture, and positive publicity can be strengthened to enhance their identifying attitudes towards TCM culture, in order to open up a new path for the dissemination of TCM culture in their countries.

2. Expanding the content of Chinese language teaching materials for Chinese medicine.

In terms of Chinese language teaching materials for TCM, schools can develop teaching materials with country-specific features according to the cultural characteristics of the countries they teach and the characteristics of the students.

General Chinese language teaching materials can present different Chinese medicine cultures at different stages. For example, at the primary stage, when talking about the topic of "getting sick and going to the doctor", they can create a simulation of a Chinese medicine clinic and introduce simple Chinese medicine vocabulary, etc. At the intermediate stage, they can add stories of Chinese medicine characters and health care traditions, etc., and at the advanced stage, they can further elaborate on the abstract ideas and spiritual elements of Chinese medicine culture, such as the unity of heaven and man and the concept of wholeness. At the advanced level, the more abstract ideas and spiritual elements of TCM culture such as the unity of heaven and man and the concept of the whole can be further elaborated. In the teaching materials, the theory of dual-use of Chinese medicine, the health care skills of acupuncture points, as well as the culture of health care and historical stories can also be covered more frequently to increase students' interest in Chinese medicine culture.

3. Diversification of dissemination methods.

Teachers and other communicators should make good use of new media technology, using popular software such as Jitterbug and WeChat to shoot short videos on Chinese medicine culture with both connotation and interest, and also using Twitte, YouTube and the international version of Weibo to set up special Chinese medicine communication columns or mini-theatres to promote the knowledge and culture of Chinese medicine to overseas countries. At the same time, it is also possible to use "Catechism" to develop micro-teaching through online courses, so that Chinese medicine enthusiasts can choose topics to learn new knowledge according to their own preferences. It is also possible to produce videos on taijiquan, Ba Duan Jin, Wu Bird Opera, etc. and three-dimensional demonstration diagrams of acupuncture and moxibustion points, etc., so as to attract the attention and interest of learners. In addition, in order to improve the international influence of Chinese medicine, in addition to the use of small videos and micro-courses to disseminate, you can also shoot some documentaries on the use of Chinese medicine to see and treat the sick to show the public real, rich in the atmosphere of life scenes, to enhance the foreign people's understanding of Chinese medicine. Teachers of Confucius Institute for Traditional Chinese Medicine can not only set up small-scale TCM health museums or small clinics in the institute, so that local people can have personal experience and cultivate their enthusiasm for TCM culture, but also hold relevant TCM lectures and open days. For example, Tianjin University of Traditional Chinese Medicine and Kobe Toyo College of Medical Science in Japan have carried out activities of TCM health activities, lectures on TCM knowledge and health care of taijiquan, which have vividly shown the three-dimensional culture of TCM. This vividly demonstrates the three-dimensional culture of Chinese medicine.

5. Conclusion

The world health endeavour needs more involvement of the culture of Chinese medicine in the light of the new Crown Pneumonia epidemic. At present, the dissemination of TCM culture is mostly confined to cultural forms, such as understanding diagnostic and therapeutic methods and recognising medicinal herbs, which lacks hierarchy,

systematicity and depth. At the same time, with the development of new media on the Internet, some false information about Chinese medicine culture has proliferated, creating interference for Chinese learners interested in Chinese medicine culture. Therefore, in order to effectively disseminate Chinese medicine culture in international Chinese language teaching, what we need to do is not only to make efforts in communication channels and media, but also to strengthen our own profound understanding of Chinese medicine culture, enhance the construction of Chinese medicine culture, provide foreign audiences with strong proof of therapeutic efficacy, and change their attitudes towards Chinese medicine, so as to let them have a deeper understanding of Chinese medicine. International Chinese language teachers should not only consolidate their own basic knowledge in the teaching process, but also adopt diversified teaching methods to enhance learners' interest. Only through the joint efforts of many parties to create a new direction for the international dissemination of Chinese medicine culture can China's Chinese medicine culture better "go out".

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