

Research on the Development Strategy of Traditional Chinese Medicine Culture in the New Era

Li Yuanyuan¹, Liang Caichong²

¹Second Clinical Medical College, Yunnan University of Chinese Medicine, Kunming, Yunnan, China

²School of Marxism, Jimei University, Xiamen Fujian, China

Abstract: As an original medical science of the Chinese nation, traditional Chinese medicine(TCM) has both scientific attributes and profound humanistic connotations. However, in the technicalization and marketization of modern medical system, TCM culture has failed to give full play to its ideological leading role, resulting in the disconnection between humanities and medicine. The reconstruction of the development paradigm of TCM culture needs to re-examine the importance of the inheritance and development of TCM culture, find the current development dilemma, and explore a more reasonable development path. Build a more complete system of TCM culture.

Keywords: Chinese Medicine Culture; Traditional Culture; Cultural Communication; Cultural Construction

1. Introduction

As the original medical science of the Chinese nation, Chinese medicine profoundly reflects the world outlook, values, life outlook, health outlook and methodology of the Chinese nation. However, with the transformation of the medical system towards technicalization and marketization, the ideology has been impacted. TCM culture has failed to assume the ideological leading role that it should have, leading to the deviation of humanities and medicine. The modernization and development of TCM culture in the new era necessitates its deeper integration into the construction of socialism with Chinese characteristics. This integration should focus on enhancing the communicative capacity and global influence of TCM culture, thereby facilitating its role in contemporary societal development and international discourse.

2. The Significance of the Development of

Chinese Medicine Culture

As early as the 1950s, Mao Zedong said that "the problem of TCM is not just the problem of giving a few people a good view of the disease, but the problem of cultural heritage". In 2010, TCM failed to declare the world intangible cultural heritage due to the lack of "culture" in the application materials. The report of the 20th National Congress of the Communist Party of China pointed out the need to "promote the inheritance, innovation and development of TCM", which fully reflected the high attention of the CPC Central Committee to the cause of TCM. In this context, it is imperative to undertake a comprehensive reexamination and refinement of the conceptual underpinnings and epistemological boundaries inherent in TCM culture. Such scholarly endeavor should be directed toward enhancing academic consciousness and epistemic recognition within Chinese medicine culture research domains, thereby facilitating its progressive development and modernization within contemporary medical paradigms.

2.1 An Important Part of Chinese Traditional Culture

As a unique medical science in China, TCM carries profound historical deposits and rich philosophical wisdom, and is an important part of Chinese traditional culture. It is derived from the Chinese nation's health preservation concept and practical experience for thousands of years. It not only integrates the essence of China's traditional philosophy, but also constantly absorbs and learns from the ideological trends of different times, forming a unique theoretical system and rich practical achievements. For thousands of years, TCM has inherited the "rational core" and the deep spiritual pursuit of the Chinese nation by accepting and learning from the common excellent ideas of the East and the west,

especially in the study of Chinese traditional culture, and has been constantly integrated, expanded and enriched, thus forming its own theoretical system. A profound understanding of TCM as the inheritance and embodiment of Chinese traditional culture and humanistic spirit plays a key role in promoting the restoration of Chinese cultural confidence and understanding the essence of traditional culture.

2.2 Help Improve the National Cultural Soft Power

Under the background of accelerated evolution of the world pattern and profound changes in the international environment, it is particularly important to enhance the national cultural soft power and the influence of Chinese culture. In 2009, the opinions of the State Council on supporting and promoting the development of TCM clearly pointed out that TCM is an important embodiment of China's cultural soft power. In recent years, the state has promulgated a series of legislative and regulatory frameworks pertaining to TCM, reflecting an unprecedented level of governmental commitment to its advancement. The reinforcement of TCM cultural development is not only integral to enhancing the overall health standards of the Chinese populace but also pivotal to augmenting the nation's cultural soft power. The dissemination of TCM culture facilitates the pluralistic evolution of Chinese culture and fosters the exchange and integration of Chinese and global cultural paradigms.

2.3 Building Self-Confidence of TCM Culture

Since the inception of the New Democratic Revolution, the Communist Party of China has consistently upheld the protection, inheritance, and advancement of TCM culture. This steadfast commitment has established a robust foundation for both the preservation and innovation of TCM culture, positioning it as a critical pillar in the modernization of the national health governance system and its capacity. In the era of socialism with Chinese characteristics, it is imperative to foster the development of TCM culture, cultivate cultural confidence in TCM, and reinforce the populace's value orientation and commitment to TCM culture. Confronted with the interplay and selection between traditional Chinese and

Western medicine, vigilance against the phenomenon of "using Western methods to regulate Chinese practices" is essential to safeguard the autonomy and integrity of TCM culture.

3. Development Dilemma of TCM Culture

3.1 At Present, the Depth of TCM Culture Excavation is Insufficient

TCM culture is a comprehensive and interdisciplinary cultural phenomenon, which requires interdisciplinary research to deeply explore its connotation and value. However, at present, the excavation of TCM culture is mainly concentrated within the field of TCM, lacking exchanges and cooperation with other disciplines. Many important issues in the study of TCM culture have not been given a unified answer, and the interpretation of many issues is still at the stage of different opinions.

In addition, the core value of TCM culture lies in its leading role, but due to the relative lack of in-depth mining and practical application of the connotation of TCM culture, its role has not been fully demonstrated. At the same time, as an important carrier of TCM culture research, the theoretical system of TCM based on Huangdi Neijing has not fundamentally broken through, the overall level of innovation is not high, and there are bottlenecks in theoretical innovation.

3.2 There are Limitations in the Dissemination of TCM Culture

As for the main body of communication, the current international communication mode is mainly one-way communication led by the government. However, in practice, the international communication should not be implemented by the government and its subordinate organizations, but should also be given greater attention and support from the non-governmental forces. At the same time, the scale and participation of non-governmental entities are still insufficient, and there is a lack of cooperation among entities, and the potential of collaborative innovation has not been fully utilized.

In terms of communication path, at present, international communication is mainly carried out in the form of international academic exchanges, education and training. Although it is highly professional, its audience is too

narrow, and there is a lack of public participation outside the industry, resulting in the overall lack of communication effect. Although the use of new media technology has shown some innovative potential, more folk subjects have participated in the dissemination of TCM culture. However, the network construction from content, form to channel is still immature, and the discussion on the core value of TCM culture and the culture of philosophical thinking is insufficient.

4. Development Path of TCM Culture

The "Action Plan for the Dissemination of TCM Culture (2021-2025)" puts forward the goal of "wider integration of TCM culture into people's production and life."

4.1 Promoting the Creative Transformation and Innovative Development of TCM Culture

The revitalization and development of TCM need to "realize the creative transformation and innovative development of TCM health culture." [4] that is to say, it requires the modernization of TCM culture, activates its vitality, endows it with New Era Connotation and era value, and enhances its influence and appeal.

"For cultural construction, only by keeping the integrity can we not lose ourselves and direction". The preservation and advancement of TCM necessitate the inheritance and promotion of its exceptional traditional resources, alongside fostering the innovative transformation of TCM culture. A profound exploration into the historical origins, cultural essence, and intrinsic values of TCM culture is essential to establish a robust theoretical foundation for the contemporary development of TCM. The innovation of TCM should be carried out under the premise of integrity. We should not only focus on the characteristics of TCM, but also improve our ability to observe and think more extensively and deeply, and make a breakthrough in thinking patterns and theoretical understanding. We should encourage interdisciplinary research, promote knowledge integration between different fields, and further tap the potential value of TCM culture.

4.2 Promote the Prosperity and Development of TCM Culture and Cultural

Industry

With the increasing support of the state for the cause of TCM and the growing demand of the public for health, the TCM industry is gradually occupying a more important industrial position, and the culture of TCM is also more widely integrated into the production and life of the masses, and continues to promote the development of the TCM industry. The implementation plan for the dissemination of TCM culture (2021-2025) puts forward the goal of "more diversified supply of TCM culture and mass activities, and more extensive integration of TCM culture into people's production and life", which requires "telling the story of TCM well", and points out the direction for promoting the protection, inheritance and dissemination of TCM culture.

At the same time, promote the integrated development of "TCM+" industry in stages, and gradually increase the construction of "TCM+culture" industry. And make good use of new media channels, cultivate a number of influential new media accounts of TCM, and do a good job in the dissemination of TCM culture and the story telling of famous doctors, so as to "tell the story of TCM well". Let TCM from the traditional treatment, prevention, rehabilitation and other health aspects of the role of more to the people's production and life. On this basis, continue to develop TCM tourism, TCM pension and other related industries, and promote the benign development of TCM industry.

4.3 Strengthening International Communication Capacity Building

In 2020, the Institute of contemporary China and the world released the 2019 global survey report on China's national image, which pointed out that TCM culture has become the second most recognized Chinese cultural element among overseas respondents for three consecutive years. The development plan for promoting the high-quality integration of TCM into the co construction of the "belt and road initiative" (2021-2025) proposed that TCM should be included in the national major foreign cultural promotion activities to effectively spread the concept and culture of TCM. As one of the important representatives of Chinese culture "going out", TCM culture provides an important window for people

around the world to understand and understand Chinese culture.

At present, the main bodies of TCM culture communication include overseas TCM communication institutions and TCM academic groups guided by the government, TCM international trade service institutions and individuals. We should fully mobilize all forces, create a multi-party collaborative model, and provide a broad support platform for the international dissemination of TCM culture. We should fully tap the resources of people, enterprises and even individuals to carry out various forms of TCM culture dissemination activities. The government should also actively promote the transformation of its role and position, guide the direction and control the progress of the international communication of TCM culture, lead and coordinate the resources of academic institutions of TCM, scientific research institutions, multinational enterprises and mainstream media, promote the complementary advantages of various forces, and jointly promote the internationalization of TCM culture.

5. Conclusion

As a distinctive medical science of the Chinese nation, TCM not only embodies profound historical cultural heritage and rich philosophical wisdom, but also assumes a crucial role in enhancing national cultural soft power within the current international context. The development of TCM culture represents not merely an inheritance and promotion of traditional Chinese culture, but more

significantly, a substantial contribution to global health and well-being. Looking ahead, it is imperative to facilitate the creative transformation and innovative development of TCM culture while maintaining its independence and integrity. This approach will ensure its enduring vitality in the context of globalization. Undoubtedly, TCM culture will radiate with renewed brilliance in the new era, making positive contributions to the construction of a shared human destiny community.

References

- [1] Pan Xinli. Separation and reconstruction of community: medical philosophy thinking of contemporary doctor-patient relationship [J]. Journal of Huazhong University of Science and Technology (Social Science Edition), 2015, 29(02):109-113.
- [2] Zhang Lixia, Gao Jiansheng, Zhang Zhaokang, Tian Kan. Thinking about the cultural and realistic humanistic significance of traditional Chinese medicine [J]. Journal of Traditional Chinese Medicine, 2017, 58(24):2155-2157.
- [3] Xue Xiaojuan, Liu Cai, Wang Yimin et al. Current situation and thinking of the development of traditional Chinese medicine in the new era [J]. China Engineering Science, 2023, 25(05):11-20.
- [4] Xi Jinping. Xi Jinping: the governance of China [M]. Beijing Foreign Language Press, 2017:273.