The Transmission of Shaanxi Chinese Medicine Culture with the Strategy of One Belt and One Road -with the Example of Shaanxi University of Chinese Medicine

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Abstract. TCM culture runs through the principle of human-orientedness, harmony between heaven and people, kind medical conduct and virtue of great physician, which benefits all the people around the world. With the implementation of One Belt and One Road, TCM culture becomes more and more popular, and gets worldwide concern and recognition. However, currently there are many factors affecting TCM cultural heritage and transmission, such as the lack of Chinese medicine talents, and the narrowness of communication channels and the poor efforts of communication. Naturally Shaanxi University of Chinese Medicine, only one TCM institute in Shaanxi province, shoulders the great mission to solve these problems in order to pass on and spread TCM culture better.

Background of Introduction

Since the strategic implementation of One Belt and One Road in 2013, the number of foreign students from Middle and South Asia, Africa and other countries along One Belt and One Road has obviously increased. They come to this university with a firm and clear aim to learn certain Chinese knowledge, to have a command of the basic theory of TCM, to possess a certain ability to practice and apply what they have learned, and to transmit TCM culture. It is reasonable that those international students play the important role in carrying forward and spreading TCM culture.

TCM culture, the quintessence of the Chinese nation, gradually has won the world's recognition and welcome thanks to its extensiveness and profoundness and remarkable effect. To carry forward and spread TCM culture needs to develop and expand this culture. Shaanxi University of Chinese Medicine, the only one TCM institute in Shaanxi province, shoulders the sacred mission to pass on and spread TCM culture. This university not only cultivates excellent undergraduates and postgraduate talents, but also trains students from various places in the world.

Current Problems and Solutions

Currently there are many factors affecting TCM cultural heritage and transmission, such as the lack of Chinese medicine talents, and the narrowness of communication channels and the poor efforts of communication. In order to solve these problems, Shaanxi University of traditional Chinese medicine has taken certain measures in personnel training and export of TCM culture, such as cultivating excellent TCM undergraduate and graduate talents, in taking students from all over the world, sending masters of national physician, prominent veteran doctors of TCM and teaching masters to go abroad to such places as southeast Asia and the United States to give lectures and exchange, establishing the research base of TCM culture, and creating the cultural industry with the core of the skills and medical ethics of Sun Simiao. These measures have had remarkable effect on the promotion and communication of TCM. This will be explained further.

Improving Communication Channels

Since the initiation of the development strategy of One Belt and One Road, TCM and Chinese
become more and more popular in the world. We should seize the opportunity to expand the cultural exchange. With carrying forward and spreading Chinese medicine culture, we can also take advantage of this trend to conduct exchange and cooperation with the rest of the world. Over 400 Confucius institutes have been set up around the world, acting as an important platform and channel for expanding TCM culture. Furthermore, the TCM Confucius institutes we have established provide the better stage for us to spread TCM culture.

**Training Talents**

From the establishment of Shaanxi University of Chinese Medicine in 1959, this university is proud of a group of famous TCM physicians and masters. Professor Zhang Xuewen is expert at treating all kinds of rare and complicated diseases with multiple methods and remarkable effect. Professor Guo Chengjie, as the carrier of acupuncture, possesses lots of intellectual properties and innovations, particularly good at treating and relieving the pain of patients who suffer from cyclomastopathy. Besides, we also have such national masters as famous professor He Fengjie and Shen Shuwen, who have great contributions and outstanding work in TCM field, while they cultivate the young generations. They offer to leave the motherland for Malaysia, Singapore and America to deliver lectures and make exchanges, which plays the positive role in spreading our TCM culture with their extensive and profound knowledge and masterly medical skill.

With the enhancement of China's national strength and the improvement of international status, there appears the craze for Mandarin and TCM across the world. Our school with the long history and strong TCM strength, attracts the students from all over the world. Out of love for TCM culture, they come to learn the theoretical knowledge of TCM and the skill of acupuncture, moxibustion and massage. After graduation, they engage in the work related to TCM to promote and spread TCM culture.

**Opening TCSL**

In order to meet the current situation and need of foreign students, the university opens the course: Teaching Chinese as Second Language (TCSL). This focuses on practicality and characteristics of TCM. TCSL teachers bear the important responsibility of teaching Chinese and transmitting Chinese traditional culture. Understanding the Chinese foundation, learning purpose and learning requirements of the teaching objects, and considering the different origins of foreign students with their own tongues and different cultural backgrounds from China, the teachers tend to adjust the teaching content and method appropriately, and make good use of the new media platform such as network, multimedia and Wechat to carry out TCSL effectively. While teaching Chinese, the teachers often touch the knowledge of TCM culture consciously. A good point here is to introduce the concept and method of health care of Sun Simiao who was a famous doctor in the Tang dynasty. Especially when it comes to the fact that Sun Simiao is called "the Hippocrates of the east", who is well known as the father of Western medicine, foreign students may have a sense of certain identity of the ancient Chinese doctor, which benefits their study. Meanwhile, visiting the museum of medical history, foreign students can feel the long history and magic of TCM culture with "live" TCM relics and specimens, and enjoy TCM at their deep heart. The teachers also employ the situational teaching, comparison teaching and context teaching in class to help students lay a foundation for learning TCM specialty while obtaining the basic language knowledge.

**Making Greater Efforts of TCM Communication**

The establishment of the research base of TCM culture provides a good platform for the inheritance and dissemination of TCM culture. The study and dissemination of medical ethics and medical skills of Sun Simiao become a common practice. Professor Li Yajun often makes important reports on Sun Simiao culture, and the annual international cultural exchange activities of the Sun Simiao are held here.
Conclusion

All the efforts pave the distinctive way for inheritance and transmission of TCM culture. Yet this is a long-term and lasting task. It’s a long way to go. The prosperity and development of TCM culture needs to keep pace with times, seize the opportunity, expand publicity by the network platform, etc., to highlight the characteristics and practical value of TCM.

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References


