

Study on the Strategy of Traditional Chinese Medicine's Overseas Communication from the Perspective of Cultural Identity

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Abstract: As one of the oldest cultural factors in Chinese civilization, the theory and cultural connotation of traditional Chinese medicine have not been effectively excavated and disseminated.

Based on the theory of inter culture and from the perspective of cultural identity, this paper studies the external communication of traditional Chinese medicine culture, aiming to build a research model of external communication of traditional Chinese medicine culture and put forward strategies to promote cultural adaptation.

Keywords: Chinese medicine culture; External communication; Cultural identity

1. Literature review

1.1 Related Research at Home

Zhu Pinfang (2013) found many problems in the cultural communication of traditional Chinese medicine, including thinking and writing mode, communication mode, language, translation skills, technical editing, design and documentation. Then he interviewed some doctors, foreign practitioners of traditional Chinese medicine and studied the translation texts of traditional Chinese medicine, analyzed the online English texts of traditional Chinese medicine, and then he proposed solutions to oppose the factors that influence effective communication of traditional Chinese medicine.

1.2 Related Research Abroad

Cultural identity of traditional Chinese medicine: the communication and cultural identity of traditional Chinese medicine culture can be said to be a process of mutual influence and construction. Cultural identity is an important indicator to reflect the effect of TCM communication in society. The cultural identity of traditional Chinese medicine is actually the acceptance and recognition of the connotation of traditional Chinese medicine.^[1]

1.3 Cultural Identity

Traditional Chinese medicine culture is an important part of Chinese traditional culture. It is the concentrated embodiment of the Chinese nation's profound philosophy, noble moral sentiment and outstanding civilization wisdom in the field of traditional Chinese medicine. To understand the culture of traditional Chinese medicine, we must clarify it.

The relationship between traditional Chinese medicine culture and Chinese traditional culture. Chinese medicine culture is China's precious wealth accumulated in China's thousands of years of struggle with diseases. It can be said that without Chinese traditional culture, there would be no existing TCM theory and culture.

2. Research Design

2.1 Research Objectives

It can be said that the construction of medical model is the embodiment and development trend of the expansion of the public discourse space of Chinese and Western medicine culture.^[2]

2.2 Studying Tools

Under the heavy blow of the international financial crisis, even in developed countries like Britain, when providing comprehensive free medical services to the citizens, they also face huge financial deficit, and it is urgent to reduce the burden of medical care costs. The cost of Western medicine is high and the medical cost is expensive.

3. Current Situations and Predicaments of TCM Culture's Overseas Communication

3.1 Communication Subject

3.1.1 Current Situations of TCM Culture's Overseas Communication

The author uses the method of questionnaire to investigate the status of overseas communication of Chinese medicine culture. The author distributed 350 questionnaires, 320 questionnaires, the recovery rate was 91.43%, and the effective questionnaire was 300, with an effective efficiency of 85.71%.

occupation	Number of people	percentage(%)
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English Majors in Medical Colleges	137	45.67
Non English Majors in Medical Colleges	21	7%
Non medical college English Majors	33	11%
Medical practitioners	60	20%
Foreign language practitioners	34	11.33%
Others	15	5%
total	300	100

Table 4-1 main occupation of TCM culture external communication

It can be seen from table 4-1 that 137 English majors from medical colleges and universities, accounting for 45.67% of the total number of respondents, 21 non English majors from medical colleges and universities, accounting for 7% of the total number of respondents, 33 English majors from non-medical colleges and universities, accounting for 11% of the total number of respondents, and 60 practitioners from medical related fields, accounting for 20% of the total number of respondents %There are 34 employees in foreign language related fields.

Chinese medicine culture embodies the essence of Chinese traditional culture. There are not only English Majors in medical college but also practitioners in medical field. This not only brings a new opportunity for the inheritance and development of traditional Chinese medicine culture, but also provides a place for traditional Chinese medicine culture to show its unique medical value and efficacy.

3.1.2 Communication Route

From the professional level, through academic conferences, forums, lectures, scientific and technological cooperation, all kinds of organizations play a unique role in the dissemination of traditional Chinese medicine culture.^[3]

3.2 Predicaments of TCM Culture's Overseas Communication

Overemphasis more on Medicines than Cultures: Although TCM has set off a certain "communication boom" abroad, throughout the history of TCM's external communication, TCM is mostly exported in the form of medical science as a tool, rather than in the form of culture. What was introduced into the West was only the simple and superficial scientific and technological knowledge of traditional Chinese medicine. The theoretical and cultural connotation of traditional Chinese medicine has not been effectively excavated, exchanged and disseminated. They are independent, equal and complementary. Modern medicine is diversified.

4. Study on Strategies of TCM Overseas Communication from the Perspective of Cultural Identity

4.1 Construction of Shared Symbols

4.1.1 Application of Cultural Priming Effect

Some researchers believe that this is the embodiment of implicit memory. In general, the method of emotional priming is to use emotion - consistent words and emotion - inconsistent words as stimuli, and use words to induce corresponding emotional states. Cultural priming effect refers to the fact that traditional Chinese medicine can share traditional Chinese medicine culture with western medicine culture.

4.1.2 Perceivable Material Culture

Material culture refers to the culture embodied in the material products created by human beings, including the technology and art used. Material culture, which is directly related to the organization of social and economic activities, is shown by the infrastructure of economy, society, finance and market. Traditional Chinese medicine is a kind of perceptible material culture.

4.2 Utilization of Cultural Generalities between TCM and WM

4.2.1 Nature of Healing patients

In order to relieve those poor people who need help, the primary purpose of Chinese and Western medicine is no exception. Only with a common purpose, can we integrate each other and learn from each other. Only in order to cure patients can they be treated as doctors. Both traditional Chinese medicine and Western medicine have the same nature to cure patients.

4.3 Appropriate Application of Cultural Differences between TCM and WM

Enriching Connotations of TCM Symbols. Symbol is the perception that carries meaning. A simple symbol can represent a complex meaning. The special symbol of traditional Chinese medicine is the perception of traditional Chinese medicine knowledge, which can represent many cultural connotations of traditional Chinese medicine.^[4]

5. Conclusion

It is of great significance to study the external communication of Chinese medicine culture. From the perspective of the future development of human medicine, traditional Chinese medicine provides a distinctive footmark for the diversity of science, and provides a steady stream of power for the future development of world science; from the perspective of the development of human health, traditional Chinese medicine, as an original Chinese medicine, is most likely to have a positive impact on the development of human health. Only when this problem is solved can other problems be solved.

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