

Current Situation and Strategies of International Dissemination of TCM Health Preservation Culture Under Cross-cultural Perspective

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ABSTRACT

The culture of Traditional Chinese Medicine (TCM) health preservation has a long history and profound connotations. It is not only a shining pearl in the treasure trove of traditional Chinese medicine but also a concentrated expression of the wisdom and civilization of the Chinese nation accumulated over thousands of years. With the advent of a new era, people's pursuit of a high-quality healthy life is on the rise. TCM health preservation culture, with its unique charm and value, has gradually become an important way to promote physical and mental health and enhance the quality of life, garnering attention and admiration from all sectors of society. However, on the path of TCM health preservation culture going global, cultural differences, language barriers, differing ways of thinking, and limited international communication channels have all become obstacles and challenges to its dissemination abroad. These barriers not only restrict the widespread recognition and acceptance of TCM health preservation culture globally but also hinder the enhancement of its international influence. Therefore, this paper aims to deeply analyze the status of the dissemination of TCM health preservation culture, explore the communication barriers it faces in the context of globalization from a cross-cultural perspective, and uncover the specific issues existing in the current dissemination process. Furthermore, targeted strategies will be proposed to address these issues. These strategies will be dedicated to breaking down communication barriers, broadening dissemination channels, enhancing the international reputation and influence of TCM health preservation culture, and injecting new vitality and momentum into its international dissemination and development, allowing this treasure of the Chinese nation to shine even more brilliantly on the world stage.

Keywords: *TCM health preservation, Cross-cultural communication, International dissemination.*

1. INTRODUCTION

President Xi Jinping emphasized that Chinese medicine embodies profound philosophical wisdom and the health preservation concepts and practical experiences accumulated by the Chinese nation over thousands of years. It is a treasure of ancient Chinese science and a key to unlocking the treasures of Chinese civilization [1]. Health Preservation Culture occupies a pivotal position in Chinese culture, which is not only an integral part of traditional medicine but also a crystallization of the wisdom of the Chinese nation. It advocates "Preventing a disease before it arises" and emphasizes harmonizing the body and mind, enhancing physical fitness through balanced diets,

moderate exercise, and regular routines, reflecting the wisdom of harmonious coexistence between humans and nature. In the context of the new era, the value of Traditional Chinese Medicine Health Preservation Culture has become more prominent. People should dig deeper into its essence, not only to inherit this valuable heritage but also to make it revitalized in the new era. Through innovative dissemination methods, more people can be enabled to understand and benefit from the health preservation culture, so that it can blossom with a new luster in the new era and make a more positive contribution to human health endeavors and civilizational progress.

2. STATUS OF DISSEMINATION OF TCM HEALTH PRESERVATION CULTURE

Rooted in different cultural soils, Traditional Chinese Medicine (TCM) and Western medicine have differences that pose a significant obstacle to the international dissemination of TCM culture. In the post-epidemic era, TCM has played a crucial role in the fight against COVID-19. TCM treatment protocols were included in the "Diagnosis and Treatment Protocol for COVID-19" formulated by the National Health Commission and the State Administration of Traditional Chinese Medicine, and translated into multiple languages for sharing with other countries [2]. This initiative not only highlights the unique value of TCM in the global fight against the epidemic but also opens a new chapter in the international dissemination of TCM culture. With the increasing global recognition of TCM culture, the development of TCM health culture enjoys distinctive advantages. In recent years, TCM cultural promotion activities, primarily in the forms of exhibitions, free clinics, lectures, salons, and seminars, have been widely conducted on the platform of Confucius Institutes worldwide, which have become important windows for people around the world to learn about TCM culture [3]. This cultural dissemination endeavor has not only significantly deepened the international community's comprehensive understanding and high recognition of TCM culture, allowing the unique charm and outstanding value of TCM to win wider acclaim and admiration globally, but also effectively promoted deep dialogue and close integration between Chinese and Western medicine. It has laid a solid bridge for the two medical systems to learn from each other and advance together. This series of visionary actions fully demonstrates the infinite potential of the international dissemination of TCM and its profound implications and positive contributions in leading the vigorous development of global health undertakings.

3. DIFFICULTIES IN THE DISSEMINATION OF TCM HEALTH PRESERVATION CULTURE

With the deepening of globalization, traditional Chinese medicine health culture, a treasure of Chinese culture, faces numerous obstacles in its international dissemination. On one hand, language

translation barriers have become a primary challenge. The profound and unique terminology of TCM makes precise translation difficult, affecting the accurate communication of TCM concepts. On the other hand, the fundamental differences between Chinese and Western medical cultures, such as the "Yin-Yang and Five Elements" theory in TCM versus "physiological anatomy" in Western medicine, make it hard for overseas audiences to understand and accept. Furthermore, the single mode of dissemination, lacking diversified and modern means of communication, limits the spread of TCM health culture. At the same time, the shortage of dissemination talents is also a non-negligible issue. These factors collectively form barriers to the dissemination of TCM health culture, hindering its pace towards globalization.

3.1 Language Translation Barriers

Language translation barriers pose multifaceted challenges to the international dissemination of Traditional Chinese Medicine (TCM) health preservation culture. On the one hand, the professional terminology and unique concepts in TCM health preservation culture are difficult to translate accurately, leading to comprehension difficulties for foreign audiences. Inaccurate translations can easily trigger cultural misunderstandings and biases, further damaging the international image of TCM. On the other hand, language barriers also restrict the effectiveness of TCM health preservation culture's dissemination, making it hard for foreign audiences to resonate with and identify with it, thereby hindering international cooperation and exchange and limiting the enhancement of TCM health preservation culture's international influence. For example, as an important part of Chinese culture, the traditional exercise and health preservation culture represented by Tai Chi is known to many foreigners. However, the lack of unified translation standards for terminology and significant cultural differences between China and the West greatly impede the spread of Tai Chi abroad [4].

3.2 Chinese-Western Medicinal Cultural Differences

In cross-cultural communication, the two major obstacles primarily manifest as cultural deficiencies and cultural conflicts [4]. Among individuals with different cultural backgrounds, knowledge structures, and learning abilities, traditional knowledge and its meanings are recoded and

reconstructed, exhibiting numerous differences [5]. For instance, the "heart" in Traditional Chinese Medicine cannot be simply equated with the "heart" in anatomy. The latter refers to a specific anatomical entity, primarily focusing on its pumping function and role in blood circulation, while the "heart" in TCM is a comprehensive concept that not only encompasses the physical organ of the heart but also involves various aspects of human functioning such as spirit, consciousness, thinking, and emotions, being regarded as the "The monarch organ". The traditional exercise philosophy of TCM aims to regulate the body, breath, and mind, integrating intent, qi, spirit, and physical movement into a unified whole [6]. Western medicine, deeply influenced by linear thinking, regards the human body as an independent entity, forming unique therapeutic concepts and methods. In contrast, TCM is based on a "Holistic concept," believing that diseases in the human body are interconnected, resulting in a more comprehensive and multidimensional understanding of diseases and a therapeutic approach that tends to be multi-targeted and diversified.

3.3 Limited Dissemination Channels

Information asymmetry is also a significant factor that restricts the international dissemination of TCM exercise and health preservation culture. International understanding of TCM is often based on limited information sources, which are not sufficient to fully showcase the comprehensive nature of TCM and the effectiveness of its practices [7]. For example, some people may mistakenly believe that TCM relies solely on herbal medicines for treatment, overlooking its rich connotations in areas such as exercise and health preservation, as well as preventive healthcare.

3.4 Shortage of Dissemination Talents

The dissemination of TCM exercise and health preservation culture requires talents with foreign language skills, a solid professional foundation, theoretical knowledge, and practical experience. Currently, TCM-related videos on the overseas version of Douyin, known as TikTok, have begun to take shape, and a group of popular bloggers with distinct characteristics and vertically focused account content has emerged. However, overall, the number of popular videos is relatively small, indicating that TCM-related content on the TikTok platform is still in its infancy [8]. The Confucius

Institutes and Classes for TCM, as core platforms for the international dissemination of TCM culture, also face severe challenges in terms of teacher shortages. The core issue lies in language barriers and inadequate cross-cultural knowledge reserves. This shortage of teachers directly leads to a lack of systematic and coherent talent cultivation processes, which in turn results in a shortage of talent in terms of both quantity and overall quality.

4. STRATEGIES FOR DISSEMINATION OF TCM HEALTH PRESERVATION CULTURE

With the relentless advancement of globalization, the international dissemination of TCM health culture, as a vital component of Chinese culture, holds great significance. To navigate and overcome the current dissemination challenges, a series of strategies need to be adopted. Firstly, standardizing terminology translation is fundamental. By establishing a standard translation system for TCM terminology, translators can ensure the accurate communication of TCM concepts and reduce misunderstandings caused by language barriers. Secondly, enhancing cultural integration is paramount to fostering acceptance among overseas audiences. By elucidating the commonalities between TCM and Western medicine, as well as the close connection between TCM health culture and modern life, the acceptance of overseas audiences can be increased. At the same time, expanding dissemination channels through various forms such as social media, online lectures, and cultural experience activities can increase the exposure and interactivity of TCM health culture. Finally, strengthening the construction of talent teams by cultivating compound talents who are proficient in both TCM and international communication provides solid talent support for the international dissemination of TCM health culture. The implementation of these strategies will effectively promote TCM health culture to the world and enhance the understanding and recognition of Chinese culture by the international community.

4.1 Standardizing Terminology Translation

To promote the wider international dissemination of TCM health preservation culture, the translation of TCM terminology must be prioritized. Given that TCM terms are imbued with

rich cultural connotations and specialized knowledge, accurate translation is crucial for the precise conveyance of information. Therefore, it is urgently necessary to increase resource allocation and assemble a professional translation team to provide precise and standardized translations of TCM terms. In translation practice, translators should skillfully integrate artificial intelligence technology to enhance translation efficiency and accuracy. Human-machine collaboration models can fully leverage human translators' deep understanding of cultural backgrounds and language organization, while effectively utilizing the advantages of artificial intelligence in rapid processing and big data analysis. This combination will powerfully drive the precision and internationalization of TCM terminology translation, laying a solid and stable foundation for the overseas dissemination of TCM health preservation culture.

4.2 Strengthening Cultural Integration

Although the health preservation culture possesses unique charm, in the wave of globalization, its integration with other cultures will bring it new vitality. By deeply analyzing the cultural heritage and values of target countries, people can more accurately grasp the optimal points of fusion between TCM health preservation culture and local cultures, thereby significantly enhancing its recognition on the international stage. At the same time, people should actively draw on advanced cultural dissemination experiences from abroad, to more precisely formulate dissemination strategies for TCM health preservation culture, broaden dissemination channels, enrich dissemination methods, and enable TCM health preservation culture to integrate more smoothly into the international community, becoming familiar and accepted by more people. This will pave a broader path for the international dissemination of TCM health preservation culture.

4.3 Expanding Dissemination Channels

Due to information asymmetry, many overseas individuals hold misconceptions or biases towards TCM exercise and health preservation culture, even viewing it as a mysterious or incomprehensible field. This one-sided perception not only hinders the international recognition of TCM but also limits the popularization of its health preservation concepts globally. To overcome this dilemma, it is important to provide more comprehensive and

accurate information through diversified channels such as academic exchanges, international cooperation projects, and media promotion, thereby expanding the international influence of TCM culture. Furthermore, it is necessary to continuously improve the dissemination mechanisms, including refining content review, strengthening copyright protection, and establishing feedback mechanisms, to provide robust safeguards for the overseas dissemination of TCM health preservation culture and ensure its steady and efficient progression towards the world.

4.4 Strengthening Talent Teams Construction

To strengthen human resources, it is urgent to continuously attract and cultivate composite talents who possess both professional knowledge of TCM and international communication skills. At the same time, to more widely promote TCM culture, constructing a diversified communication matrix is an effective approach. Ancient TCM classics form the body of TCM health preservation culture, while traditional and new media constitute its two wings [9]. Based on continuing traditional offline activities, it is even more important to fully leverage online platforms, especially short video platforms like TikTok, to present the unique charm of TCM more vividly and intuitively. Through these platforms, more people can be enabled to contact and deeply understand TCM culture, appreciating its profoundness and extensiveness, thereby effectively promoting the international dissemination and prosperous development of TCM.

5. CONCLUSION

Nowadays, TCM health preservation, as a unique health concept, is receiving increasing attention and recognition globally. From a cross-cultural perspective, to address the obstacles in its dissemination process, the following four strategies can be proposed. The first is to ensure the accuracy and professionalism of relevant terminology translations, while deepening human-machine integration and utilizing intelligent technology to enhance translation efficiency and accuracy. The second is to enhance the recognition of TCM health preservation culture by organizing international TCM health preservation festivals, seminars, and other events to showcase the unique charm of TCM health preservation, and appropriately drawing on advanced foreign cultural dissemination models to broaden dissemination channels. The third is to

utilize big data to analyze audience needs, precisely target specific groups, and expand dissemination channels such as social media and short video platforms, while establishing a sound dissemination mechanism to ensure effective information transmission and reception. The last is to strengthen the talent pool for the dissemination of TCM health preservation culture by cultivating professionals with an international perspective and cross-cultural communication skills, building diverse platforms such as TikTok and other social media, and fostering dissemination talents to promote the international dissemination and exchange of TCM health preservation culture.

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