

The New Carrier and New Path of Traditional Chinese Medicine Cultural Inheritance in Lingnan

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Abstract: In the vast land of China, traditional Chinese medicine, characterized by its regional environment and according to the physical characteristics of the Lingnan people, has created a unique Lingnan traditional Chinese medicine and culture, which is of great significance to ethnic education and the promotion of national cultural identity. By considering how to improve the education system for inheriting Lingnan traditional Chinese medicine culture, build cultural bases, brand activities and workshops about it, explore new carriers and new paths for inheriting it, and enhance cultural identity and cultural confidence.

1. Introduction

Along with the deepening of reform and opening-up, various foreign cultures are introduced into our country, and the collision with Chinese traditional culture has taken place fiercely, which has great influence on people's ideological and political concepts. College students after 2000 grew up after the reform and opening up, their ideological and political views have changed a lot compared with the young students before. It is obviously not timely to carry out ideological and political education for college students by using the traditional theoretical education mode, so we should make appropriate adjustments to the traditional theoretical education mode, that is, combine theory with practice, and pay attention to the reasonable application of practical education in college students' ideological and political education [1]. This paper discusses how to apply practical education reasonably in the ideological and political education of college students.

2. The Main Background and Importance of Lingnan Traditional Chinese Medicine Culture

2.1. The Content of Culture

Ancient Lingnan is located in the southernmost part of China, with the north facing Wuling and the south facing the sea. The weather is hot and humid, and the ecology is primitive [2]. Locals often feel tired, upset stomach, waist and knee pain, and cold legs. In this case, local people created corresponding therapeutic prescriptions and health recipes according to the influence of the regional environment. Therefore, Lingnan traditional Chinese medicine and culture were gradually formed

in the long-term common life of the local people. Many generations of Lingnan ancient books has given full expression to "adjust measures to local conditions" theory in neijing this idea, pay attention to environmental climate impact on human nature, according to the characteristics of Lingnan people constitution is put forward for the diagnosis and treatment of common disease, frequently-occurring disease characteristics, fully embodies the "people accordingly with day" in neijing and the theory of Lingnan culture of traditional Chinese medicine.

2.2. The Meaning of Culture

The culture of traditional Chinese medicine in Lingnan is a summary of the experience of the people in Lingnan region in fighting against diseases for thousands of years, and it is a treasure house of knowledge and culture of the Chinese people. The local people mainly use the local medicinal materials of Lingnan region, combined with the treatment experience of folk medicine, and use local resources for medical treatment and health care, including cooking medicinal soup and drinking herbal tea, which has played a very important role in people's life in Lingnan region for thousands of years.

3. Application Points of Lingnan Traditional Chinese Medicine Culture in Inheritance and Innovation

Leader of state made important instructions on the work of traditional Chinese medicine and pointed out that "traditional Chinese medicine contains thousands of years of health concept and practical experience of the Chinese nation, is a treasure of Chinese civilization, embodies the broad wisdom of the Chinese people and the Chinese nation." The culture of Lingnan traditional Chinese medicine is the essence of Chinese culture and the representative of the quintessence of Chinese culture [3]. We should inherit, develop and innovate it. At present, although the culture of Lingnan traditional Chinese medicine is passed on by mouth among the people in Lingnan region, its effect and people's acceptance are generally not high. Therefore, it is necessary to publicize it in a more vivid way, to visualize and carrier it.

In the work of cultural inheritance and innovation of Lingnan traditional Chinese medicine, Guangdong Pharmaceutical University pays attention to top-level design, and has carried out systematic deployment from the aspects of talent training, discipline construction, scientific and technological innovation, cultural exchange and so on. Relying on the Lingnan Traditional Chinese Medicine Culture Inheritance Base and key laboratory of the College of Chinese Medicine, Guangdong Pharmaceutical University conducts research on the heritage of Lingnan Traditional Chinese medicine culture, constantly promotes the creative transformation and innovative development of traditional Chinese medicine culture, and strives to build the base into a brand of traditional Chinese medicine culture with Lingnan characteristics.

3.1. Internal and External Linkage, Building a High-Quality Lingnan Traditional Chinese Medicine Culture Heritage Base Inside and Outside the University

The Lingnan Traditional Chinese Medicine Cultural Heritage Base is jointly built by Guangdong Pharmaceutical University and Guangzhou Caizhilin Pharmaceutical Co., LTD. They manage, share resources, create achievements and nurture talents together, and continue to optimize and improve its inheritance and innovation [4]. The Traditional Chinese Medicine Herbarium and Botanical Garden of Guangdong Pharmaceutical University are the display platform of traditional Chinese medicine with the characteristics of southern medicine, the comprehensive education base of traditional Chinese medicine integrating teaching, scientific research, popular science and cultural

communication, and the professional place for students to practice traditional Chinese medicine.[5] Students spontaneously formed a interpretation team of traditional Chinese medicine specimens, and carried out related public benefit interpretation activities under the leadership of professional teachers of the college, so as to further consolidate professional knowledge and improve professional skills. Relying on media public accounts to publicize campus cultural activities with traditional Chinese medicine characteristics, popularizing knowledge of traditional Chinese medicine with cultural display bases, improving the level of scientific, cultural and health knowledge of grassroots people, and deeply cultivating traditional Chinese medicine culture are conducive to realizing the integration of comprehensive and whole-process professional teaching and cultural education [6]. Through the construction of traditional Chinese medicine herbarium and medicinal botanical garden, to promote the spread of traditional Chinese medicine culture among college students and among the next generation of children, not only has the practical significance of cultivating talents, but also has the historical significance of promoting traditional Chinese medicine culture, and really plays the role of cultural education [7].

Guangzhou Caizhilin Pharmaceutical Co., LTD., based on the strong traditional Chinese medicine culture atmosphere in Lingnan region, is the provincial college students practice teaching base of our university. The company is the first batch of national traditional Chinese medicine time-honored brand, provincial intangible cultural heritage of Guangdong Province, and municipal intangible cultural heritage of Guangzhou. Company is guangdong "yue bang" south medicine characteristics of one of the main transmission unit, the development of Lingnan traditional medicine played a great role in promoting, has important historical and cultural value, spiritual value, social value and scientific value, on the development of traditional Chinese medicine culture, especially the continuation and development of Lingnan Chinese medicine is of great significance [8]. The teaching mode and location are not limited to the school, but carried out in an innovative way of cooperation between the university and the enterprise. As an off-campus practice base, the two sides will deeply explore the historical and cultural value, spiritual value, social value and scientific value of the intangible cultural heritage, and make joint efforts to inherit and carry forward the traditional culture of Lingnan traditional Chinese medicine.

3.2. Keeping Integrity and Innovation, Shaping Lingnan Traditional Chinese Medicine Culture Brand Activities

We will strengthen innovative forms of cultural brand activities, take traditional Chinese medicine culture popularization activities in Lingnan as an important starting point, and improve the ability to inherit and radiate traditional Chinese medicine culture. Traditional Chinese medicine cultural activities such as art display, classic reading, video production and skills training "second credit class" activities will be carried out among students. Domestic and university lecturers are invited to hold relevant lectures on a regular basis, strengthen the exchange and display of achievements, and integrate the knowledge of Lingnan traditional Chinese medicine culture into the education of traditional Chinese medicine, nourish literary and artistic creation, and integrate it into professional practice and campus cultural life. At the same time, relying on the resources of the off-campus practice base of China Time-honored brand, it provides services for primary and secondary schools, communities, enterprises and academic institutions by building off-campus practice bases and popular science activities, and has more inheritance carriers, communication channels and students.

3.3. Interactive Development, Building Lingnan Chinese Medicine Culture Communication Workshop

With characteristic clubs and practice workshops as the starting point, to form a certain influence of traditional Chinese medicine cultural heritage education brand. Two to three characteristic clubs and workshops will be built to provide college students with traditional Chinese medicine culture inheritance education [9]. The Ben caoyuan and student interest clubs in the school, such as the Traditional Chinese Medicine Club, the Association for the Promotion of Chinese Traditional Culture, the Apricot Herb Club and other university-level clubs, all carry out activities related to the dissemination and inheritance of culture. By introducing professional teachers for guidance, the knowledge teaching of related organizations and associations will be more professional and more reasonable [10]. At the same time, using WeChat public since the media platform, give full play to network education function, around khalid ents fundamental task, traditional Chinese medicine culture network platform to class construction and professional characteristic of traditional Chinese medicine, the combination of ideal faith education as the core, with the socialist core values as the lead, construct platform for students practice "easy", The culture of traditional Chinese medicine "benevolence", "and", "pure", the core value of "honesty" in the teaching practice of network education, comprehensive build offline students practice "herbal garden workshop", do a good job in "compendium" publication magazine, online culture of traditional Chinese medicine "studio" easy class, do a good job in "medical history mail zong", "medical history painting" e publication. Under the guidance of the key research office of the university and the professional guidance teachers inside and outside the university, the clubs and studios at all levels dig deeply into the cultural context of traditional Chinese medicine culture, which has been passed down for thousands of years, and integrate the cultivation of socialist core values of college students into the education and practice of excellent traditional Chinese culture [11].

4. Conclusion

Lingnan traditional Chinese medicine culture is not only the accumulation of the Chinese nation for thousands of years, but also the wisdom crystallization of human civilization. Leader of state stressed that "traditional Chinese medicine is a treasure of ancient Chinese science and a key to the treasure house of Chinese civilization". "We should give full play to its unique advantages, promote the modernization of traditional Chinese medicine, promote the introduction of traditional Chinese medicine to the world, and earnestly inherit, develop and make good use of traditional Chinese medicine, the precious wealth left to us by our ancestors. And write a new chapter in the great journey of building a healthy China and realizing the Chinese dream." Therefore, we should enhance cultural confidence, which is also the demand of The Times. As an important part of traditional Chinese medicine culture, Lingnan traditional Chinese medicine culture has a stronger vitality in today's highly modernized development, which is of great educational significance to the young generation. Based on Lingnan and facing the world, we should carry forward and innovate its culture and promote the building of a community with a shared future for mankind.

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