

Research on the Integration Development Strategy of Traditional Chinese Medicine Culture and Chinese International Education

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Abstract: With the gradual awakening of people's awareness of health, society's attention to the pharmaceutical industry and its importance at the national level are increasing daily. Under the driving factors such as population aging, medical innovation and reform, pharmaceutical industry upgrading, and the country's increased economic investment, the development prospects of the medical and health industry are broad. At the same time, we approach the traditional Chinese culture in more dimensions to seek a sense of belonging. Therefore, we promote the popularization of Chinese medicine science knowledge into campuses and classrooms and compile the application of Chinese medicine cultural knowledge in the classroom for all stages and classes of society. It is also necessary to build more Chinese medicine MOOC platforms for primary and middle school students to enhance cultural self-confidence. This article will start with cultural self-confidence, explore the past and present of the development of traditional Chinese medicine and Chinese traditional culture, and explore the specific methods for developing Chinese medicine culture and Chinese international education.

1. Introduction

With the growth of the population and the acceleration of the aging population trend, the rapid development of the pharmaceutical industry is promoted. According to the data from the National Bureau of Statistics, it can be seen that in 2020, the operating income of enterprises above the designated size in the national pharmaceutical manufacturing industry will be 2,485.73 billion yuan, a year-on-year increase of 4.5%; the total profit will be 350.67 billion yuan, a year-on-year increase of 12.85%. In this context, the development of the traditional Chinese medicine cultural industry is becoming more and more prosperous. At the same time, it is approaching traditional Chinese culture in more dimensions to seek a sense of belonging. From this perspective, this article will carefully explore the past and present of Chinese medicine and culture.

2. Chinese Medicine and the Past Life of Traditional Chinese Culture

Traditional culture and traditional Chinese medicine are inseparable and belong to cultural and scientific activities. Second, due to the interlinkage between traditional Chinese culture and traditional Chinese medicine culture, sufficient talents have been prepared for the field of medicine, and the characteristics of medicine also serve and promote cultural development [1]. Therefore, the development history of traditional Chinese culture and traditional Chinese medicine is a history of mutual penetration, mutual promotion, and symbiosis. It mainly reflects the following aspects.

The life values pursued by Confucian scholars are "self-cultivation, family harmony, state governance, and world peace." First of all, the most extraordinary life pursuit of traditional Chinese scholars is to be able to enter the court and become an official, save the ordinary people from misery and fire [2], and realize the highest goal of life through their diligent study. Due to various reasons, a large number of students may not be able to become officials even if they have had gray hair all their lives, and they will not be able to find a stage where they can gain a foothold in their entire lives. The spiritual support of life can only find another way out. In addition, traditional Chinese culture advocates "benevolent governance" at the level of governing the country, and medicine is a recognized "benevolent art" still respected and admired by society. Medicine was a good choice for these unhappy intellectuals in the feudal society that emphasized agriculture over commerce. They generally believe that practicing medicine improves the survival rate of the people and treats their physical diseases, which is the closest to the goal pursued by Confucianism.

Since Fan Zhongyan in the Song Dynasty put forward the idea, "If you are not a good look, you can be a good doctor," influenced many Confucian scholars in later generations, it has gradually become the practical way for most scholars to contribute and leave their names in history[3]. The impact of saving lives and treating diseases on the general public overlaps with the highest pursuit of traditional Confucianism. For example, Li Shizhen turned to medicine because he needed an official career and became a generation of great medical experts. It is precisely because of these well-known or unknown Confucian scholars who entered medicine, which improved the artistic quality of medical personnel and strengthened the medical team.

3. The Current Development of Chinese Medical Culture

For many TCM doctors who devote themselves to traditional Chinese medicine, the future development direction of TCM is their foundation. From the Outline of the Strategic Plan for the Development of Traditional Chinese Medicine (2016-2030), the Outline of the "Healthy China 2030" Plan, the Law on Traditional Chinese Medicine, and the Development Plan for the Belt and Road Initiative of Traditional Chinese Medicine (2016-2020), Etc. With the introduction of medicine-related policies, it is easy to see that the state strongly supports the development of the Chinese medicine industry. The current Chinese medicine industry has ushered in a vigorous spring.

Since the implementation of the "Traditional Chinese Medicine Law," from the establishment of traditional Chinese medicine clinics to the creation of industrial research and development platforms, governments, medical institutions, and enterprises all over the country are actively participating in the field of traditional Chinese medicine health, creating a new model of traditional Chinese medicine health services, Seize the hundreds of billions of market.

At the same time, the development of traditional Chinese medicine has also entered a vicious circle of commercialization - too much commercialization, which must be appropriately managed. Managers should be more commercialized for material benefits, linking doctors' income with their daily work, significantly reducing medical care, doctor resources, and service quality. Therefore, medical institutions should strengthen and strictly implement professional training and ethics education for Chinese medicine personnel. Regarding the rules and regulations, and operating

procedures, this is very necessary to prevent the "Putian Hospital" incident from fermenting again.

Finally, the methods of diagnosis and treatment are relatively simple. Traditional Chinese medicine diagnosis and treatment of diseases adhere to the four principles of "seeing, hearing, asking, and understanding." The doctor's subjective judgment is prominent: the requirements and reliance on modern equipment are relatively small, and the service is simple. The form of future clinics is not only treatment but also diagnosis, rehabilitation, health care, Etc., so medical institutions should keep up with the trend of Internet development[4].

Although the national policy of supporting the development of TCM is favorable, TCM diagnosis and treatment institutions also need to start from themselves, improve the efficiency of diagnosis and treatment, and bring patients a better medical experience in order to seize the opportunity and flourish.

Chinese medicine has a long history and extensive and profound culture. The perfect integration of Chinese medicine and modern technology has brought bright prospects for developing Chinese medicine.

There are some similarities in the development trend of Chinese medicine and Beijing opera. Although they are known as the quintessence of the country, they also face the disadvantage of a small audience. The situation is even more unfriendly for the younger generation of TCM practitioners[5]. First, they have to face the common stereotypes among the ordinary people. Old TCM practitioners are more likely to gain patients' trust, while young TCM practitioners are often questioned. We should admit that the older generations of doctors have an irreplaceable wealth of experience, but which master of Chinese medicine did not grow up from a young age? How can a young Chinese medicine practitioner persevere under the pressure of real life if he sees no hope for three, five, or even ten years?

From the perspective of the medical environment, many people recognize TCM, but very few people choose TCM treatment. In the process of treatment, Chinese medicine is always fighting alone. In contrast, Western medicine is a mature and complete medical system, so many Chinese hospitals are just Western hospitals with little Chinese characteristics, while many skilled Chinese medicines are limited[6]. Problems such as educational background and identity can only be found among the people or at the grassroots level and exist in the form of clinics or medical clinics. The development of any industry is inseparable from the support of policies but depends more on the needs of market consumers. At present, countless healthcare products have achieved considerable development and benefits under traditional Chinese medicine. However, the role of traditional Chinese medicine itself in curing diseases and saving lives is becoming increasingly marginalized. A small number of diseases are the main body of treatment.

Chinese culture and traditional Chinese medicine culture are treasures worthy of respect and understanding by every Chinese. The real strength of a country is not only economic and military strength but also cultural strength; in addition to traditional Chinese culture, the most Chinese characteristic is Chinese medicine because Chinese medicine has been passed down for thousands of years and has the advantage of fewer side effects, so the people of the country have always loved it. With the rise of industrial civilization in the past century, western medicine has entered the country, and traditional Chinese medicine has gradually declined. However, as China's comprehensive strength grows, Chinese culture will gradually affect the world, and Chinese and Western medicine culture will also become famous worldwide with the globalization of Chinese culture.

4. New Ways for Traditional Chinese Medicine Culture to Go Global

4.1 Introducing a New Education Concept OBE Concept

Outcome-based education (OBE), also known as ability-oriented, goal-oriented, or demand-oriented, is an advanced educational concept. After being proposed by Spady et al. in 1981[7], it quickly gained attention and recognition and has become the mainstream concept of education reform in countries such as the United States, the United Kingdom, and Canada. The American Association for Engineering Education Accreditation (A-BET) fully accepts the concept of OBE and applies it throughout the certification standards for engineering education. After 2020, the application of the OBE concept in education reached a climax, with a surge in the number of publications. The main research focus is scattered middle school education, high school education, college education, undergraduate education, and more practical majors related to engineering, science, and humanities, such as English, computer science, mechanical design, and other majors, and it is mainly focused on curriculum reform. There is diversification in curriculum research, including the application of primary subject education and the citation of professional disciplines. In the above articles, the OBE concept has achieved good results in terms of research effectiveness. During the junior high school stage, there were Ju Lingling, Ju Lu, and Weng Yuyan published their "Home Experiment in Middle School Physics under the OBE Concept - Taking Fine Wire Diameter Measurement as an Example" in the core journal of Peking University aims to enhance students' core literacy and project guided thinking training and cultivate their innovative awareness and thinking ability in the field of physics. Ren Jiayi's Criticism and Transcendence of the Mode of Primary and Secondary School-based Curriculum Development published believes that the concept of results-oriented education (OBE) can help build a five-step school-based curriculum development mode based on students' learning achievements, including "value demonstration, theme orientation, path confirmation, evaluation establishment, and continuous improvement." During high school, Sun Xuhan found in his research on the reform of high school physics classroom teaching based on the OBE concept that teaching design based on the OBE concept has specific application value in teaching practice.

Firstly, the results-oriented education concept of physics classroom teaching is superior to traditional teaching to a certain extent, shifting from emphasizing score levels to emphasizing ability development, which is in line with the core concept of physics curriculum standards; Secondly, through multidimensional teaching evaluation, timely feedback on teaching effectiveness can be achieved, achieving the goal of continuous improvement in teaching; Thirdly, in the context of the implementation of the new curriculum standards, the attempt to integrate the OBE concept into the design and practice of middle school physics teaching provides a new choice for exploring the OBE concept and the teaching design and practice of middle school subject teaching. In the stage of college education, the primary research focuses on thinking about the OBE concept in managing vocational colleges and evaluating the management mode of vocational education, such as Fan Jie's "Improving the Quality of Classroom Teaching in Vocational Education Based on OBE - Evaluation of" Case Analysis and Innovation of Vocational Teaching Reform. "The research in this section is not strongly related to the direction of this paper, and there are very few articles. In the undergraduate education stage of universities, there are many reflections and analyses on the OBE concept, and the number of articles is also the most representative in many fields. Representative works include Liu Jie, Zhao Yongqiang, Liu Jingang's "C Program Design Curriculum Teaching Reform and Exploration Based on OBE Concept," Wang Hongning, and Chen Jia's "Reform and Innovation of College English Teaching Mode Based on OBE Concept - Review of" Research on Reform and Development of College English Teaching Mode, "Chunliu, and Guo Yueqin, In Wang

Yan's "Reform and Practice of Graduate Academic English Teaching Model Based on OBE under the Background of" Double First Class "- Taking China University of Petroleum (East China) as an example," the authors acknowledge that the OBE concept is of great help to the development and construction of the discipline's concept. It has a significant promoting effect on the improvement of students' practical application abilities. Based on the above research on OBE theory, the concept can be fully applied in some practical majors, meeting the needs of society and students and mobilizing learners' enthusiasm for learning.

4.2 Combining Medical Culture Communication with Classroom Construction

In the current dissemination of traditional Chinese medicine culture and classroom construction. The main research direction is divided into two research directions: one is to study communication abroad, and the other is to study communication in China. In foreign research, the main focus is on cultivating traditional Chinese medicine talents. For example, Xu Jingrong, Wang Chaoyang, and Yao Qunfeng's "Research on the International Communication of Traditional Chinese Medicine Culture Talent Training Model" has provided the elements of traditional Chinese medicine culture and the model of the course training system. They have also organized courses for cultivating traditional Chinese medicine artistic abilities in four traditional Chinese medicine universities and plan to spread traditional Chinese medicine culture this way. However, it still needs time to verify whether the cultivation model of Chinese students can be directly referenced in external dissemination. The article also provides four paths for developing traditional Chinese medicine culture - traditional Chinese medicine sports, traditional Chinese medicine techniques, traditional Chinese medicine health preservation, and Chinese clinical medicine. This classification will be set up in the later stage of cultural grading and questionnaire design. Song Li, Yao Qunfeng, Chen Yahui, Xu Jingrong, and Zhang Weijun's "Analysis of the Construction and Development of Overseas Bases in Higher Education Institutions of Traditional Chinese Medicine." Research on the Current Situation of the Development of Traditional Chinese Medicine Culture, such as Gao Jinping and Li Qinghao The Academic Field of International Communication Research of Traditional Chinese Medicine Culture for 30 Years - Based on CiteSpace Visual Knowledge Map Analysis pointed out that the internationalization of traditional Chinese medicine is still a hot issue in current research, and believed that the international communication of traditional Chinese medicine culture is not only the promotion of traditional Chinese medicine, acupuncture and moxibustion, massage, cupping and other medical technologies and health preserving methods but also the understanding and recognition of concepts and spirits, At the same time, this promotion and identification should be guided by national interests and serve national strategies such as shaping the national image and enhancing cultural soft power. Research on the localization of Chinese medicine culture communication, such as Jiang Jibiao's Research on the Cross-cultural Communication Strategy of Chinese Medicine in Britain, Yi Chun's Research on the Communication Strategy of Chinese Medicine Culture in Countries along the "the Belt and Road" and Ye Daqing's Research on the Communication Strategy of Chinese Medicine Culture in Countries along the "Belt and Road," mainly focuses on the cultivation and teaching of talents that emphasize the localization, and how to promote the mastery of Chinese medicine skills and people. As is well known, traditional Chinese medicine culture is established based on a particular traditional Chinese medicine culture. Cultivating an excellent talent in traditional Chinese medicine can only be achieved through mastering the background of Chinese culture[8].

5. Conclusion

Starting from the past and present of traditional Chinese culture, this article aims to clarify the

application of traditional Chinese medicine culture in international Chinese education classrooms, classify the system, and propose corresponding teaching strategies in order to guide international students majoring in traditional Chinese medicine and those with learning needs to learn traditional Chinese medicine culture to gain some benefits in learning Chinese culture courses. In this context, the development of the traditional Chinese medicine cultural industry is becoming more and more prosperous. At the same time, it is approaching traditional Chinese culture in more dimensions to seek a sense of belonging. From this perspective, this article will carefully explore the past and present of Chinese medicine and culture.

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