

Elements of Traditional Chinese Medicine Culture Communication Model in Community

Zehui Jiang¹, Jun Zhang² *

¹Jiangxi University of Traditional Chinese Medicine, Nanchang, Jiangxi China

²Department of Cardiovascular Medicine, the 908th Hospital of Chinese People's Liberation Army, Nanchang, Jiangxi, China

*Corresponding author

Keywords: Traditional Chinese Medicine Culture; Communication Model

Abstract: This paper mainly focuses on the elements of community traditional Chinese medicine culture dissemination, through the use of relevant theories to analyze the characteristics and elements of community traditional Chinese medicine culture dissemination mode, so as to provide a reference for the construction of community traditional Chinese medicine culture dissemination mode.

1. Introduction

The inheritance and development of traditional Chinese medicine have inherent consistency with the community, which is its ideal soil environment. The dissemination of traditional Chinese medicine culture in the community can not only improve the awareness rate of traditional Chinese medicine culture among residents in District and popularize the knowledge of traditional Chinese medicine in the treatment and prevention of diseases, but also help to improve the cultural value identification, cultural cohesion and sense of belonging of community residents.

2. The Characteristics of Community Communication of Traditional Chinese Medicine Culture

2.1 Transformation from Traditional Culture to Modern Popular Culture

Traditional Chinese medicine culture is an excellent representative of Chinese traditional culture. It is nourished by traditional culture such as literature, history and philosophy. It has unique humanistic and philosophical advantages. To spread healthy culture to community residents is the basic pursuit of traditional Chinese medicine culture disseminators. Similarly, the disseminators of traditional Chinese medicine culture can only be understood and accepted by people if they change the academic style of traditional Chinese medicine culture with strong flavor of ancient culture into the popular vernacular style acceptable to contemporary people, adopt flexible forms of expression and vivid art of expression, and find out a way to be popular with the common people from practice. Only when the traditional Chinese medicine culture is transformed into the means of medical and health care for people to prevent and treat diseases, can we realize the spread of traditional Chinese medicine culture in the community to promote the development of traditional Chinese medicine, promote the popularization of traditional Chinese medicine culture with the development of traditional Chinese medicine, and realize the purpose of bringing traditional Chinese medicine culture into the community and better serving the people.

2.2 Combination of Communication Culture and Knowledge

Although the curative effect and health care function of traditional Chinese medicine have been widely concerned by the society, the real charm of traditional Chinese medicine culture lies in its core idea of traditional culture, and lies in its core values of educating people, such as: people-oriented values, sincere professional values of great doctors, ethics of "medicine is

benevolence” and other core values of traditional Chinese medicine culture. It is the soul of TCM to exert the value of medical service for a long time. At present, a large number of identical TV health programs and health books make people mistakenly believe that Chinese medicine culture is health care culture, and the dissemination of Chinese medicine culture is the dissemination of health culture. This kind of thinking is harmful to the inheritance and development of traditional Chinese medicine culture. Traditional Chinese medicine culture is broad and profound. It includes natural culture and humanistic culture. It embodies scientific spirit and humanistic spirit. Health culture is only one part of it. It is an inexorable and effective way to spread traditional Chinese medicine culture to use the core values of traditional Chinese medicine culture to guide its inheritance and dissemination. It determines the connotation of dissemination, the carrier of dissemination and the effect of dissemination, so as to make the inheritance and dissemination of traditional Chinese medicine culture receive twice the result with half the effort.

2.3 Combination of Communication Culture and Residents'Life

While modern medicine conquers many diseases, it also brings a series of iatrogenic and drug-induced problems, which seriously endangers the health and even life of patients. Traditional Chinese medicine, known for its simplicity, convenience, cheapness and experience, conforms to the trend of “green”, “environmental protection” and “returning to nature” in human society. Traditional Chinese medicine has been favored by people again, not only because of “green” and “environmental protection” and little side effects, but also because most of them have the effect of “medicinal and food homology”. It's a medicine when it's sick and a delicious food when it's healthy.

3. Elements Analysis of Traditional Chinese Medicine Culture Community Communication Model

3.1 Main Elements of Traditional Chinese Medicine Culture Dissemination

With the marketization of commodity economy and the innovation of mass media technology, the main mode of cultural communication has changed from single dimension to multi-dimension and omni-directional. Modern elements such as network and fashion have also penetrated into cultural communication. The increasing secularization of cultural field is gradually changing the current mode of cultural acceptance from passive acceptance to active participation. We are being brought into an era of cultural communication in which the masses are participating widely and interactively. In traditional Chinese medicine culture, the authority of a single mode of communication with elite communication as its core is being subverted, replaced by the government, social organizations and enterprises as the main body of communication, giving full play to their respective advantages in the process of communication of traditional Chinese medicine culture, implementing the strategy of cultural guidance, cultural promotion and cultural influence. The popularization of radio, television, magazines, popular science books, especially the network media, the diversification of the media and the modernization of the means of communication have all become the multi-interactive mode of cultural communication in which the masses widely participate in the dissemination of traditional Chinese medicine culture.

3.2 Elements of Knowledge Conversion in Traditional Chinese Medicine Culture Dissemination

At present, the dissemination of traditional Chinese medicine culture depends largely on the promotion of state official policies. The main mode of dissemination is mass media, the content is text-based, obscure and difficult to understand, the coverage is narrow, and the dissemination effect is poor. Relying on the government to use administrative means to formulate and promulgate relevant laws, regulations and regulations to promote the dissemination of traditional Chinese medicine culture, the content of which is mostly the propaganda Manual of popular science knowledge, health knowledge of traditional Chinese medicine, etc. The content of communication is too specialized, the form is monotonous and lack of innovation, and the long-term mechanism

seriously hinders the social identification, transmission and effect of the cultural value of traditional Chinese medicine. Nouns and terms that are difficult to understand in traditional Chinese medicine culture have not found a suitable way to make them conform to the modern popular language system. The barrier between the encoding of the culture itself and the decoding of the culture by the audience leads to the barrier of the spread of traditional Chinese medicine culture. The dissemination ways and modes of TCM culture should keep pace with the times, make full use of network resources and emerging media, and interpret the profound and obscure terms of TCM culture by injecting modern popular elements, so that more people can understand it and recognize it.

3.3 Core Value Elements of Traditional Chinese Medicine Culture Communication

At present, traditional Chinese medicine (TCM) has attracted widespread attention because of its exact curative effect. Mass media publicize the curative effect of TCM widely. Various TV programs launch health-preserving programs of TCM, and the ratings remain high. But if we look carefully, we will find that the so-called traditional Chinese medicine has been paid attention only to the efficacy of traditional Chinese medicine. The content of traditional Chinese medicine culture dissemination focuses on health care, while ignoring the core values of traditional Chinese medicine culture: the philosophy of dialectical treatment; the value of people-oriented; the sincere professional concept of the doctor; The core of traditional Chinese medicine culture, such as the morality of “medicine is benevolence” is also valuable. If the dissemination of TCM culture can be spread from the level of its core values, guide TCM technology to serve the public and the community. Such communication will achieve twice the result with half the effort.

3.4 Characteristic Elements of Chinese Medicine Culture Communication Audience

The ultimate audience of TCM culture dissemination in the community is the community residents, so the preferences and needs of the community residents, education level and health status directly affect the choice of TCM culture dissemination content of the community residents. The degree of understanding and acceptance of community residents also directly affects the evaluation of the effect of traditional Chinese medicine culture dissemination. The complex theoretical system of TCM culture and the obscure language of motto are difficult for the general public of the community to truly understand, accept and produce needs. With the help of advanced equipment and high-tech inspection means, modern medicine makes more patients become its faithful “believers” through accurate analysis of pathogenic pathology and rapid diagnosis and treatment results; while the long process of cure of traditional Chinese medicine and the vagueness of the expression of etiological and pathological diagnosis and treatment make the inheritance and development of traditional Chinese medicine go on all the time. The disconnection between the language environment of traditional Chinese medicine and modern life will inevitably lead to the shrinking of traditional Chinese medicine and less and less audience. Therefore, in order to achieve the wide spread of traditional Chinese medicine culture in the community, we must change the mode and content of communication, popularize the knowledge of traditional Chinese medicine culture, and let the community residents understand and trust the ultimate goal of using traditional Chinese medicine to treat diseases and disseminate traditional Chinese medicine culture.

References

- [1] Shen Junlong, Ma Hongyao. Context and Path Analysis of Chinese Medicine Culture, Value Inheritance and Communication [J]. Journal of Chinese Medicine, 2013, 12
- [2] Xu Jian and Wang Xiaoqing, Path Analysis and Countermeasure Research of Traditional Chinese Medicine Culture Dissemination [J]. Journal of Chengdu University of Traditional Chinese Medicine, 2012, 35 (3)
- [3] Li Yongqian. On the Evolution of TCM Document Communication Vector [J]. Journal of Hubei College of Traditional Chinese Medicine, 2003, 5 (2)
- [4] Liu Yanjiao. Study on Modern Dissemination Path and Effect of TCM Knowledge [J]. Chinese Journal of Basic Medicine of TCM, 2007 (11): 867-868