

Analysis and Reflection on the Research Status of TCM Communication in the Past Thirty Years——Analysis of literature from 1989 to 2019 for 30 years

Ying Wang¹, Hong Wu² and Lu Han^{*}

College of Humanities, Jiangxi University of Traditional Chinese Medicine, Nanchang 330004

804491387@.com

^{*}corresponding author

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Abstract: Using China National Knowledge Infrastructure as a statistical source, collect data on TCM cross-cultural communication papers from 1989 to 2019 to analyze TCM from the number of publications, research hotspots, citations, and fund distribution in order to evaluate current status of cross-cultural communication research. The analysis results show that the domestic system research and empirical research are still insufficient, and the depth and breadth of transmission need to be strengthened. It is also suggested that the external communication and dissemination of Chinese medicine should be carried out in a more standardized, open and proactive manner, such as strengthening discipline construction, cultivating professional talents, relying on the national policy, and strengthening international cooperation.

1. Introduction

In recent years, with the continuous strengthening of China's economic strength, its international status has greatly improved. Cultural soft power is an important symbol of a nation's overall national strength. The state takes advantage of this situation and constantly emphasizes the importance of cultural self-confidence so that the world can hear the voice of China. With the encouragement and support of national policies, international exchanges and cooperation have been continuously strengthened, and cross-cultural communication and dissemination of Chinese medicine has continued to deepen. More and more scholars are conducting related research, and the theoretical and practical results are increasing. However, because the overall level of TCM-related translation needs to be improved, many studies are yet to be standardized, and there is a lack of systematic and empirical research, which limits the cross-cultural communication and spread of TCM. Through statistical analysis of relevant literature in the past three decades, a systematic review of cross-cultural communication and dissemination of traditional Chinese medicine has been conducted with a view to making an objective and fair analysis and evaluation of the intercultural communication and dissemination of traditional Chinese medicine and to summarize and reflect work done in the past three decades. Based on the research hotspots of TCM communication over the years and the current environment, make appropriate predictions and reasonable suggestions for the future development of external communication of TCM.

2. Statistical Sources and Research Method

This article uses CNKI(China National Knowledge Infrastructure)as a data source for statistics. The number of website journals is huge, and the original text can be read. The first-hand information is counted to ensure the accuracy of document data analysis. In order to ensure the comprehensive and accurate collection of the literature, the subject search was conducted with the key word of "Traditional Chinese Medicine". In view of the limitation of database retrieval and the complex statistical data, all documents were browsed and analyzed. After removing the interference documents, 200 valid documents were obtained. After being limited to core journals, only 34 valid documents were obtained. The following focuses on the analysis of the core journal literature, uses

the literature analysis center to summarize the data, establishes a traditional Chinese medicine cross-cultural communication database, and obtains the literature cross-citing map and literature distribution pie chart. Statistical analysis was performed on the number of publications, journals, institutions, authors, citations, etc. by using a research method in Bibliometrics.

3. Data Analysis

3.1. Publication

From the number of publications, from 2003 to 2019, the number of publications increased year by year. Among them, the year with the largest number of publications was 10 in 2018, followed by 9 in 2016. Although the year is limited to 1989 to 2019, until 2003, no core journals published papers related to TCM communication.

In terms of published journals, the journals with the largest number of publications are "World Science and Technology-Modernization of Traditional Chinese Medicine", accounting for 14.7%; followed by "Basics of Traditional Chinese Medicine", "Medical and Philosophy (A)", and "Traditional Chinese Medicine". They are all 3 articles, accounting for 8.8%; 2 articles were published in "Chinese Journal of Traditional Chinese Medicine", accounting for 5.9%.

From the author's point of view, most of them are college teachers, especially English teachers of Chinese medicine colleges. They have a background in traditional Chinese medicine and are proficient in foreign languages. They are able to conduct more overseas communication and cross-cultural communication of traditional Chinese medicine in deep research. The number of authors is relatively small, the main research is personal, and the co-authoring rate is low. The institution with the most authors is Nanjing University of Traditional Chinese Medicine, accounting for 23.5%; followed by Hunan University of Traditional Chinese Medicine, accounting for 17.6%. The following are in order: Beijing Foreign Studies University, accounting for 8.8%; Communication University of China, accounting for 5.9%; Wenzhou Medical College, accounting for 2.9%; Nanjing University, accounting for 2.9%; other institutions accounting for 26.5%.

3.2. Research Hotspots

Posting keywords are: "Traditional Chinese Medicine Culture", "Cross-Culture", "Confucius Institute", "Context", "Belt and Road", etc. Among them, the keyword that appears most frequently is "Traditional Chinese Medicine Culture", and the history of communication is also an important research hotspot. Articles published under the key word "Traditional Chinese Medicine Culture" include "Return to the People and Go to the World: The Contemporary Mission of TCM Cultural Development and Dissemination", "Thinking about TCM Cultural Dissemination in the New Era: A Study Based on Cultural Identity Differences", etc.; Articles published under the key word of "Cross-Culture" include "Analysis of Cross-cultural Communication of Traditional Chinese Medicine", "Status of Cross-cultural Communication of TCM", etc.; Articles published under the keyword of "Confucius Institute" include "Confucius Institute of Traditional Chinese Medicine and TCM Cultural Communication Research", "Research on the Dissemination of Traditional Chinese Medicine in the Confucius Institute of Traditional Chinese Medicine in London", etc.; Articles published under the key words "context" and "Belt and Road" include "Modern Context of Cultural Dissemination of Traditional Chinese Medicine", "Dissemination and Development of Traditional Chinese Medicine Based on Overseas Chinese Medicine Centers under the Belt and Road Strategy", etc.

3.3. Citations

The amount of literature citations is low, with a total of fifty articles, of which 15 are published books, and only one foreign language document. The citation is low, the H index is 7, which means there are 7 documents that have been cited more than 7 times. And the most cited one is Liu Guowei's "Analysis of Intercultural Communication of Traditional Chinese Medicine", which has been cited 37 times.

3.4. Fund Distribution

More than half of the documents are non-fund documents, accounting for 52.9%, and the others are the National Social Science Fund, Hunan Provincial Social Science Fund, Hunan Provincial Education Commission Scientific Research Fund and National Study Abroad Fund.

4. Status Quo Summary Reflection

According to the analysis of statistical measurement results, in the past thirty years, research on TCM communication has achieved a certain degree of development in both breadth and depth. These studies have provided theoretical support for TCM communication and promoted the TCM communication and dissemination cause to the outside world. Although research is constantly being strengthened, many problems are emerging at the same time. Issues such as low quality of thesis, insufficient research in communication theory, irregular academic research, and the need to further enhance the academic literacy of researchers, all restrict the process of TCM communication. However, the future trend of cross-cultural communication of Chinese medicine must be on the rise. Related scholars need to further increase their sense of urgency and responsibility, and continue to expand and deepen their research in order to further promote the development of Chinese medicine communication.

Firstly, the publication volume of core journals is too small, resulting in a low academic influence. As an emerging interdisciplinary course, this is of course unavoidable at the current stage. It often suffers the double cold treatment from core journals of Communication or Traditional Chinese Medicine. With the deepening of research, situation has been improved, but the inclusion of papers is still limited. As a cross-cultural communication study, there is relatively little research on foreign literature, which makes it more difficult to convince. Secondly, at present, the government does not pay enough attention to it. The relative shortage of research funds and the lack of relevant talents are also important reasons for the slow development of the discipline. Thirdly, research focuses on traditional Chinese medicine culture and traditional media communication. There are few researches on the clinical efficacy of traditional Chinese medicine, and most of the media are Confucius Institutes. The research on new media is insufficient. In the current era, the most rapid development is the new media platform. For instance, the international student groups on major foreign social media are also very active, and many people are happy to popularize traditional Chinese culture and change foreign stereotypes about China even seriously misunderstood. If it is guided and made good use of, then a huge number of Chinese groups can naturally help expand the influence of Chinese medicine and virtually enhance the status of the country.

5. Suggestions for Future Research

5.1. Combination of Theory and Practice

The focus of future research should be changed. Based on the theoretical research at this stage, practical research should be increased accordingly. Relevant theoretical studies, such as the establishment of Confucius Institutes and the establishment of overseas Chinese medicine centers in traditional communication methods, must continue. After all, the official platform discourse has higher credibility and deeper influence, but it should also seize the opportunity to promote new media communication activities. At present, with the rise of new media and the continuous expansion of the application of big data, relevant talents should take advantage of this situation, put excellent TCM-related content on various platforms, and publish short, humorous, and fascinating TCM culture videos. In addition, they are supposed to use big data to obtain feedback in a timely manner, continuously adjust the content, and combine the theoretical guidance of communication to output a TCM culture that the audience is willing to accept. At the present stage, the new media's propaganda is mixed, and there are many idle and miscellaneous personnel who are arrogant. They make false and exaggerated communications for the benefit, causing misunderstanding of the public and affecting the credibility of the traditional Chinese medicine. Coupled with the strong

development of Western medicine, the spread of traditional Chinese medicine is actually quite subtle, and many people have been constantly skeptical about it, suppressing its development. For the ones who are devoted to dissemination of traditional Chinese medicine inspirationally, they should not only use radio and television programs to preach traditional Chinese medicine, but also use Weibo, WeChat public account, short video websites and YouTube, Instagram, Facebook, etc. to strengthen the correct popularization of TCM, and even make Chinese-foreign cooperation in film and television drama implantation. We can learn from the successful example of the humanistic documentary "The Tale of Chinese Medicine", which is full of attractive history and inheritance of TCM, thus breaking the embarrassing situation of the spread of "cold and hot" in Chinese medicine. It is necessary to pay attention to the spread of both TCM culture and promote the clinical efficacy of TCM in no particular order.

5.2. Strengthen International Exchanges and Cooperation

China-foreign exchanges must be strengthened, and indulge in self-admiration should be abandoned. The research at this stage is actually more dangerous. The spread of TCM is largely due to external communication, but scholars generally know very little about the true development of TCM abroad. The existence of problems such as language barriers and the difficulty in obtaining first-hand materials make the path of TCM's external communication difficult. However, in order to make a truly meaningful dissemination, research on foreign literature should be strengthened. Only by truly understanding the current status of Chinese medicine abroad, can we continuously adjust the research direction and reduce empty talk. The process of disseminating traditional Chinese medicine to other regions is undoubtedly a long and arduous process. In the face of road obstacles and long conditions, as an old Chinese saying goes, it is wrong to shut oneself up in a room making a cart, but also to go out to check the tracing rut. Only by fully understanding the culture of different regions can we make corresponding adjustments, which is more conducive to the rooting of TCM in other places. As many audience are living overseas, only by reading foreign literature, newspapers, and foreign media reports, and knowing the truest effect of dissemination, can you avoid getting half the results with double the effort and waste research resources. The research content should not be too singular, because cross-cultural communication is not only spread in European and American countries. Each country and region has its own culture. As a foreigner, it is necessary to fully respect the traditional culture of other countries. Taking advantage of the trend, relying on local cultural characteristics and adding traditional Chinese medicine culture, this combination is an important breakthrough point in the input of traditional Chinese medicine culture.

5.3. Academic Research Closely Follows National Policies

With the advantages of the "Belt and Road" policy, the state has continuously established Confucius Institutes, increased the export of Chinese medicinal materials and the export of Chinese medical personnel, and the influence of overseas Chinese medicine has continued to increase. Therefore, the content of communication should not be limited to the content of TCM culture and theory, but should also cover all aspects such as TCM internal and external medicine, gynecology, pediatrics, acupuncture and massage. The state should also improve the corresponding regulatory mechanism to reduce the impact of adverse transmission. At the same time, the government and relevant institutions of the College of Traditional Chinese Medicine should increase their support for TCM communication research projects and promote the "going out" of TCM. This will inevitably create a virtuous circle and can be a powerful support for strengthening the soft power of the country's culture and create more advantages for the country.

5.4. Professional Talents Need to be Cultivated

At present, with regard to the training of talents in the direction of TCM communication, only some TCM colleges offer related majors, and other colleges are also slightly involved. TCM communication is an interdisciplinary subject that involves knowledge of TCM and communication. There are two keys to cross-cultural communication, one is the media, and the other is the content. The media is the bridge, and whether the content can be accepted is the key to the success of the

communication. Although there is a study combining Lasswell's 5W propagation theory, there is no specific suggestion on how to spread TCM. It is necessary to understand both communication theory and how to spread to get the best effect. It is also necessary to understand the knowledge of Chinese medicine, know the core theory of Chinese medicine, and analyze its advantages in combination with communication theory. However, many scholars engaged in the study of TCM communication are relatively unfamiliar with the fields of knowledge that are not involved in their own specialty. This makes many people who know TCM unable to start from the professional perspective of communication, and it is difficult for communication scholars to interpret the advantages of TCM. Therefore, with a view to making due contributions to the development and communication of Chinese medicine in the country, relevant colleges and universities should actively establish related disciplines, encourage the development of TCM communication, give full play to the advantages of specialized disciplines and collective wisdom, and enlarge team size to improve performance.

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