

Research on the International Communication and Development of Traditional Chinese Medicine Diet Culture

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Abstract: As an important part of traditional Chinese medicine culture, the traditional Chinese medicine diet values the medical effects of food and is rich in contents. With the feature of “believing that medicine and food are from one origin” and “taking advantage of the season, living environment and health conditions”, traditional Chinese medicine diet have attracted extensive attention worldwide, thus bringing both opportunities and challenges to its international exchange. In order to enhance the international image and popularity of traditional Chinese medicine diet culture and let this treasure of diet known to the world, this paper has conducted in-depth research on the origin, advantages and international promotion of traditional Chinese medicine diet. There is a hope that this paper could facilitate the international spread of traditional Chinese medicine diet culture, demonstrate the wisdom and charm of traditional Chinese medicine, so that it could benefit the people worldwide and contribute “China’s efforts” to the cause of international public health.

Keywords: Chinese medicine culture; Medicine diet; Health

In recent years, with the improvement of China's national strength, the overseas promotion of traditional Chinese medicine has entered the fast lane. Traditional Chinese medicine programs such as acupuncture and massage have been recognized by more and more countries. Traditional Chinese medicine diet culture is a unique and important part of traditional Chinese medicine culture. It has a profound dietary and humanistic foundation. It integrates the essence of various disciplines such as traditional Chinese medicine, nutrition, and folklore, and perfectly combines traditional Chinese medicine culture and Chinese food culture. Therefore, the promotion of traditional Chinese medicine diet culture can not only promote the improvement of human health, but also a way to explain the traditional Chinese medicine culture and Chinese characteristics.

1. The cultural origin and characteristics of traditional Chinese medicine diet

Traditional Chinese medicine diet is a combination of traditional Chinese medicine and ingredients. Under the theoretical guidance of the same origin of medicine and food, the same root of medicine and food, and dialectical food preparation, the effect of medicine and the delicious taste of ingredients are combined to make a medicine that not only prevents and cures diseases, but also maintains health and nourishes meal. Traditional Chinese medicine diet makes good medicine no longer bitter, and the delicious food that uses the power of food and food to help medicine is the perfect combination of traditional Chinese medicine and diet.^[1] Traditional Chinese medicine diet has a long history, sprouted in ancient times and matured in the Tang and Song Dynasties. The leader of doctors, ulcer doctors and veterinarians, in 《Zhou Li Tiangong》, the palm of the food doctor and the king's six foods, six drinks, six meals, one hundred shame, one hundred sauce, and eight treasures^[2]. In the world, the earliest record of medicated diet therapy in the above shows the status of medicated diet in the development of traditional Chinese medicine. “Huangdi Neijing” records 13 prescriptions recorded and 8 medicine recipes for eating and using. Schisandra, ginger, jujube, Poria and other well-known medicinal materials recorded in “Shen Nong's Materia Medica” have always been the food required by ordinary people in daily life, and are often used as raw materials for preparing medicinal diets. Yinshan Zhengyao” written by Hu Sihui in the Yuan Dynasty is the earliest nutritional monograph on medicated diet in my country.^[3] Traditional Chinese medicine diet are for nourishing the body, balancing yin and yang.

Traditional Chinese medicine diets have always adhered to the concept of “medicine and food being of the same origin”.

《Huangdi Neijing· Taisu》 believes that "food on an empty stomach is food, and patients eat it as medicine."The boundaries between food and traditional Chinese medicine are not clear-cut, and many well-known ingredients are both food and Medicinal materials.Through the cooking of the pharmacist, it becomes a meal with complete color, aroma, taste and effect on the table, which not only satisfies the appetite, but also relieves the pain of the body.The matching principle of medicated diet is also derived from the principle of "balance of yin and yang, and harmony between yin and yang" in traditional Chinese medicine. The four medicinal properties of warm and cool and the five tastes of pungent, sweet, sour, bitter and salty are combined in the diet, and according to the principle of "three factors" according to the time, place and person, the solar terms are, living environment and people's constitution dialectically make meals.At the same time, medicated diet pays attention to "the principle of eating", to achieve the purpose of physical fitness, beauty and beauty, disease prevention and treatment.

2. The advantages of Traditional Chinese medicine diet and food culture in foreign communication

Traditional Chinese medicine diet meets the urgent needs of modern people for dietary health preservation.Since the COVID-19 pandemic, people have become more and more aware of the importance of health, and gradually increase their awareness of health care.Traditional Chinese medicine diet is not only a delicious food, but also can treat existing diseases and prevent future diseases.The medicinal properties of medicated diets are mild and rarely produce side effects.They can be consumed for a long time and accelerate the recovery of patients.At the same time, medicated diets can also reduce the dosage of drugs and reduce the harm caused by drugs to physical and mental health.^[4] Traditional Chinese medicine and food culture has a long history of spreading to the outside world and has a profound social foundation.Chinatown, Chinese restaurants, Confucius Institutes and other Chinese features have been active overseas and have received wide attention and recognition.From the "Five Elements Theory, the concept of yin and yang, etc." in the early Western Zhou Dynasty to North Korea, Master Jianzhen of the Tang Dynasty traveled eastward to Japan, and introduced medical classics to Japan.^[5] Traditional Chinese medicine meals have also been deeply embedded in local customs and habits in Sino-foreign trade exchanges for thousands of years.

With the construction of the "Belt and Road" strategy, the foreign exchange of traditional Chinese medicine culture has entered a new stage and has a new mission.The traditional Chinese medicinal diet culture pays attention to "the same origin of medicine and food".As the product of the combination of medicine and diet, medicinal diet food is one of the symbols with the most Chinese cultural characteristics, and it is easy to obtain cultural recognition and favor.Therefore, traditional Chinese medicinal diet and the culture behind it are Chinese. A shortcut for the dissemination of medical culture to the outside world, it can not only capture the taste buds of overseas people with food, but also through the carrier of medicated meals, the concept of traditional Chinese medicine culture can be subtly infiltrated into Western society, and guide overseas people to understand the cultural concept of traditional Chinese medicine.

3. Strategies for the external dissemination of traditional Chinese medicine diet culture

3.1 Create a diversified international communication platform for traditional Chinese medicine diets

There are many types of medicated meals, and their functions and curative effects are different.In order to adapt to the differences in consumption needs and eating habits of different cultural groups overseas, a diversified international communication and sharing platform for traditional Chinese medicinal meals should be built.The sharing platform, through the alliance of domestic and foreign universities, scientific research institutions, professionals and authoritative media, allows the flow of food, traditional Chinese medicine and culture.On the other hand, give full play to the advantages of traditional media and new media in disseminating traditional Chinese medicine meals and traditional Chinese medicine meal culture, and through big data analysis, accurately deliver high-quality traditional Chinese medicine communication content to the corresponding audience groups, and create high-quality traditional Chinese medicine meal products and cultural services, spread the classic TCM ideology and theories such as "medicine and food homology", "treatment based on syndrome differentiation", and "three factors", further expand the popularity of traditional Chinese medicine meals, open more overseas markets, and integrate into local food life.The physical and mental health of the local people is escorted, a good international image of traditional Chinese medicine diet is built, and the international communication of traditional Chinese medical diet culture is achieved through consultation and win-win.

3.2 The national strategy and education and scientific research work together to speed up the cultivation of traditional Chinese medicine and diet talents

The overall design and planning at the national strategic level can accelerate the improvement of the soft power of traditional Chinese medicine (TCM) culture and the reserve of TCM catering talents, thereby improving the service level of TCM catering. On the one hand, the implementation of the national strategy can control the overall situation and direction for the promotion of traditional Chinese medicine diet culture and the international development of traditional Chinese medicine, and build a strong international communication framework. Cooperate to improve the credibility and influence of the dissemination of traditional Chinese medicine diets, using the government's credibility and resource advantages to accelerate the local cultural recognition and cultural recognition of traditional Chinese medicine diet culture. assimilate into. On the other hand, the dissemination of traditional Chinese medicine diet culture and the promotion of traditional Chinese medicine diet cannot be separated from the cultivation of international talents of traditional Chinese medicine diet, strengthen the support of traditional Chinese medicine colleges and universities to cultivate compound talents who are proficient in traditional Chinese medicine and foreign languages, improve the talent team training system.

4. Conclusion

As an outstanding representative of traditional Chinese medicine and traditional Chinese medicine culture, traditional Chinese medicine diet culture should be based on its own advantages and characteristics, with a high degree of cultural self-confidence and national self-confidence, to help the international dissemination and sustainable development of traditional Chinese medicine, and to demonstrate the wisdom of the Chinese nation With style, promote exchanges between civilizations of various countries, and contribute "Chinese wisdom" and "Chinese solutions" to world health issues and the building of a community with a shared future for mankind.

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