

A study on the international communication and identity of TCM culture from the perspective of "Healthy Belt and Road"—based on the safeguard discipline

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Abstract. Traditional Chinese Medicine (TCM) culture is an important part of Chinese excellent traditional culture. The proposal of the "Healthy Silk Road" has closely integrated the international promotion of TCM with the "Belt and Road Initiative". Safeguard discipline provides a systematic framework for risk prevention, standard construction, rights protection and sustainable development in the overseas promotion of TCM. Based on literature review and current situation analysis, this paper sorts out the advantages, shortcomings and realistic dilemmas of TCM culture communication under the "Healthy Belt and Road", integrates safeguard concepts such as cultural security, intellectual property rights, standardization and legal protection, and puts forward targeted strategies for talent training, communication channel construction and diversified communication mechanism. The study shows that taking safeguard discipline as the support can effectively reduce the "cultural discount" and overseas risks of TCM, improve the international recognition and sustainable communication level of TCM culture, and provide a stable guarantee path for TCM to go global.

Keywords: Healthy Belt and Road, TCM culture, international communication, safeguard discipline, cultural identity, standardization safeguard

1. Introduction

Since 2013, the "Belt and Road Initiative" has opened a new stage for the international communication of Chinese culture. In 2016, the "Healthy Silk Road" was formally proposed, which deeply integrated TCM into the international health cooperation system [1]. TCM culture carries the life cognition and health concept of the Chinese nation for thousands of years, and is an important carrier of cultural soft power [2]. At present, China's cultural international communication is in a "deficit" state, and the input and output are unbalanced [3].

Safeguard discipline takes security, protection, standardization and risk governance as its core, covering fields such as cultural security, intellectual property rights, legal systems and technical standards. In the process of TCM international promotion, safeguard can provide institutional support, risk prevention and rights protection for TCM technologies, products, trademarks and theories. From the perspective of safeguard discipline, this paper re-examines the current situation of TCM culture communication under the "Healthy Belt

and Road", retains the existing literature basis, and explores a stable, sustainable and legally guaranteed communication path.

2. Connotation and theoretical basis

2.1. Connotation of Healthy Belt and Road

The "Healthy Silk Road" was first put forward in the *Three-Year Implementation Plan for Promoting Health Exchange and Cooperation under the Belt and Road Initiative (2015–2017)*, and was formally elevated to a national strategy in 2016 [4]. It aims to carry out medical and health cooperation with countries along the route, promote the interconnected development of health industries, and provide an important platform for TCM to go global [5].

2.2. Connotation of TCM culture

TCM culture is the concentrated embodiment of material and spiritual civilization with TCM characteristics, including theoretical system, diagnosis and treatment technology, nursing technology, medication experience and health concept [6]. It has unique advantages such as holistic view, individualized treatment and external treatment (acupuncture, tuina, cupping, moxibustion, etc.), and has strong attraction in international exchanges [7].

2.3. Safeguard discipline and TCM promotion

Safeguard discipline provides a comprehensive guarantee framework for the international communication of TCM, which mainly includes five aspects: cultural security safeguard, intellectual property safeguard, legal and regulatory safeguard, standard system safeguard and risk prevention safeguard. Specifically, cultural security safeguard is to prevent the alienation, misinterpretation and loss of TCM culture in cross-cultural communication; intellectual property safeguard focuses on protecting TCM formulas, technologies, trademarks and geographical indications; legal and regulatory safeguard aims to promote the legalization and standardization of TCM in various countries; standard system safeguard is to unify TCM terminology, efficacy evaluation and quality standards to reduce the "cultural discount" in communication [8]; and risk prevention safeguard is to effectively respond to overseas market access barriers, safety doubts and policy restrictions.

3. Current situation of TCM culture communication from the safeguard perspective

3.1. Advantages

From the perspective of safeguard discipline, the international communication of TCM culture under the "Healthy Belt and Road" has obvious advantages. Firstly, TCM has a unique theoretical system and clinical value, which is conducive to forming an irreplaceable core of cultural protection [9], and its "six-in-one" development in medical treatment, health care, education, scientific research, culture and industry has laid a solid foundation for standardized safeguard. Secondly, the "Belt and Road" platform has realized the two-way exchange between TCM and foreign medicine, which is conducive to the integration of standards and the complementarity of systems [10], and the state has signed a number of TCM cooperation agreements, providing a policy safeguard framework for international cooperation [11]. Thirdly, as a forerunner of cross-

cultural communication of Chinese culture, the continuous improvement of TCM's communication theory system is conducive to the formation of a standardized communication and risk safeguard mechanism [12].

3.2. Deficiencies and safeguard dilemmas

While having obvious advantages, the international communication of TCM culture also faces prominent deficiencies and safeguard dilemmas. On the one hand, there is a serious shortage of compound talents with safeguard ability; most existing talents lack comprehensive knowledge of TCM, foreign languages, cross-cultural communication, law and intellectual property rights [13], making it difficult for them to undertake overseas legal safeguard, standard promotion and rights protection work, and the shortage of professional translation and standardization talents is particularly prominent due to the diverse languages of countries along the route [14]. On the other hand, the development of TCM international communication is unbalanced, with high recognition in Southeast Asia but a lack of legalization and standardized management in Central Asia, West Asia and Africa, and low acceptance in Europe [15]; only a few countries have clear TCM legislation, and many countries have strict restrictions on TCM products and technologies [16], and the lack of legal safeguard leads to the instability of TCM's overseas development. In addition, the communication subject is relatively single, mainly led by China, lacking multi-body interaction between governments, institutions, enterprises and society [17], and the safeguard subjects such as intellectual property rights, standardization and legal systems are not sound, making it difficult to form a coordinated protection mechanism [18].

4. Strategies for TCM international promotion based on safeguard discipline

4.1. Cultivate compound talents with safeguard ability

To cultivate compound talents with safeguard ability, it is necessary to strengthen the training of TCM English and standardized terminology to unify translation standards and reduce communication barriers [19], integrate safeguard-related courses such as intellectual property rights, international law and standardization into the TCM education system, and support high-level TCM talents to carry out overseas exchanges, so that they can undertake safeguard work such as legal consultation and standard promotion in the process of international communication [20].

4.2. Build a communication channel with safeguard support

In terms of building communication channels with safeguard support, we should rely on the "Belt and Road" cooperation agreements to promote the legalization and standard access of TCM in various countries [21], use the "Internet +" model to carry out standardized and copyrighted communication of TCM culture, and rely on Confucius Institutes to carry out TCM education guided by cultural security and standardization, so as to expand the influence of TCM culture while ensuring the standardization and safety of communication [22].

4.3. Construct a diversified TCM international communication mechanism with safeguard as the core

To construct a diversified TCM international communication mechanism with safeguard as the core, it is necessary to establish a multi-body collaborative safeguard mechanism involving governments, universities, enterprises and societies [23], actively promote the formulation and mutual recognition of international standards for TCM to reduce market access risks, strengthen the protection of TCM intellectual property rights to prevent the loss of classic formulas and characteristic technologies, and form a two-way communication

model to realize the effective integration of TCM and local medical systems under the safeguard framework [24].

5. Conclusion

From the perspective of safeguard discipline, the international communication of TCM culture under the "Healthy Belt and Road" is not only a cultural output, but also a systematic project involving cultural security, legal protection, intellectual property rights and standardization. At present, TCM has obvious advantages in characteristic strengths and policy support, but it faces dilemmas such as a shortage of safeguard talents, insufficient legal systems and a single safeguard subject. By constructing a talent system, channel system and mechanism system with safeguard as the core, we can effectively improve the stability and sustainability of TCM international communication, enhance international recognition, and provide a solid guarantee for TCM to better benefit the world.

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