



Research on External Publicity and Dissemination of the Southern School of Tibetan Medicine Culture in Garze Tibetan Autonomous Prefecture

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Abstract. The Southern School of Tibetan medicine in Garze Tibetan Autonomous Prefecture is influenced by the complex and diverse regional environment, climatic conditions and ethnic culture, and it has unique pharmaceutical characteristics, theoretical system and treatment methods, as well as medical academic thoughts. The Southern School of Tibetan medicine culture in Garze is one of the core cultures of Khampa culture and Tibetan culture, as well as an important part of traditional Chinese medicine culture, which has both cultural value, economic value and academic research value. In today's special era, its external publicity and dissemination is of great significance. However, due to the limitation of language and culture, the external publicity of the Southern School of Tibetan medicine culture in Garze is greatly restricted. By means of literature research, investigation and interdisciplinary research, literature and theories related to external publicity and dissemination of Tibetan medicine culture at home and abroad is extensively collected to understand the characteristics of the Southern School of Tibetan medicine in Garze, so as to analyze its effects and values of external publicity, find out its problems, and then put forward corresponding external publicity and dissemination strategies.

Keywords: Southern School of Tibetan medicine culture · Publicity and dissemination · Strategy · Garze Tibetan Autonomous Prefecture

1 Introduction

Everything has its order, and people are born, old, sick and dead. The medicine culture created by the struggle of human beings against birth, old age, illness and death contains rich material culture and spiritual culture. Traditional Chinese medicine culture is one of the most important and vigorous cultures in Chinese traditional culture. Tibetan medicine

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is a national traditional Chinese medicine, and the Southern School of Tibetan medicine is an important part of traditional Chinese medicine culture. The Southern School of Tibetan medicine is a system of Tibetan medicine developed in the southern part of Tibet-related areas in China, including the present areas of Shannan and Nyingchi in Tibet, Diqing in Yunnan, Garze Tibetan Autonomous Prefecture (is called Garze for short in the following) and Muli in Sichuan, which has the unique treatment of Tibetan southern area and special medical technology. The Southern School of Tibetan medicine culture in Garze is one of the core cultures of the Khampa culture and the Tibetan culture in Garze. Because of its unique geographical, climatic and humanistic environment, the Southern School of Tibetan medicine in Garze has formed its own unique advantages, which has unique regional and cultural characteristics and important research value of external publicity.

2 Characteristics of the Southern School of Tibetan Medicine Culture in Garze

2.1 Pharmaceutical Characteristics

“The Southern School of Tibetan medicine in Garze Tibetan Autonomous Prefecture is good at pharmacology” [1]. The Southern School of Tibetan medicine in Garze is mainly composed of Chinese herbal medicine, which derives from its unique geographical and climatic conditions and cultural background. Although the Southern School of Tibetan medicine in Garze is a culture of Nationalities of China Medicine, it carries the fine traditional culture of the Chinese nation. The Southern School of Tibetan medicine in Garze is mainly based on Garze Tibetan medicinal materials produced locally in Sichuan Province. Garze Tibetan Autonomous Prefecture is located on the Western Sichuan Plateau, with an average elevation of more than 2,000 m. The terrain includes plateaus, grasslands, mountains, plains, river valleys and virgin forests. “The climate is three-dimensional, with ‘There are four seasons in a mountain, and different weather conditions in ten miles.’ There is also a plateau monsoonal climate, with plenty of light and long duration of sunshine” [2]. It is the treasure house of wild animals and plants in China, which is breed with rich resources of Chinese herbal medicine. The area is rich in valuable Chinese herbs, such as *Cordyceps sinensis*, *Fritillaria*, *Gastrodia elata*, as well as the high yield of *Rhodiola*, *Dangshen*, *Angelica*, *rhubarb*, *Radix astragali*, *notopterygii*, *red peony*, *Ganoderma lucidum* and so on. The Southern School of Tibetan medicine in Garze specializes in the treatment of diseases such as plague and Chiba caused by heat, as well as hepatitis, cirrhosis, cholecystitis, gastritis, peptic ulcer, stroke, rheumatism and rheumatoid arthritis, as well as heart and lung disease in plateau area and so on has the unique treatment method and the curative effect.

2.2 Theoretical System and Therapeutic Methods

The Southern School of Tibetan medicine in Garze originated in Dege County of Garze Tibetan Autonomous Prefecture, Sichuan province, and is an integral part of both Khampa culture and Chinese Tibetan medicine culture. The theoretical system and

therapeutic methods of the Southern School of Tibetan medicine in Garze were deeply influenced by the mainland's great works of traditional Chinese medicine book *Huangdi Neijing*, and the Tibetan classical medicine book *Four-Volume Medical Code*. *Huangdi Neijing* is the earliest comprehensive medical classics in Chinese history and has a profound influence on all major medical schools in China. The *Four-Volume Medical Code* is the foundation work of Tibetan medicine in China and the most far-reaching classic in the history of Tibetan medicine. Its function and importance can be compared with the *Huangdi Neijing*. It is known as the clinical encyclopedia of Tibetan medicine and has influenced the lives and health of people in Tibet-related areas for generations. The history of Tibetan medicine in China can be traced back to the 1st century BC and developed to around the 14th century AD, when there emerged two schools of Tibetan medicine, namely the southern and northern schools, and the northern and southern schools of Tibetan medicine scholars interpreted the Four Medical Classics from different perspectives. From ancient times to the present, generations of medical experts have actively committed themselves to innovative research, enriching, developing and inheriting the Tibetan medicine culture of the Southern School. "The Southern School of Tibetan medicine, represented by Suokanianmuniduoji, was good at using antipyretic drugs to treat febrile diseases according to its location in the river valley. They expounded and explained from the aspects of drug taste, function, efficacy, and its effects, and carried forward the characteristics of the southern school" [3]. The theoretical system and treatment methods of the Southern School of Tibetan medicine in Garze are unique and adapted to local conditions. It still bears the burden of serving the ordinary people on one side of the country to today.

2.3 Academic Thinking

The Garze Tibetan Autonomous Prefecture is home to a large number of Tibetan Buddhism monasteries, and the Tibetan Buddhism is part of a localized, nationalized form of Buddhism. Tibetan Buddhism monks and followers are numerous, their way of life and ideological system deeply influenced by Buddhism, love life, advocate nature, abide by the rules of nature. At the same time, Garze Tibetan Autonomous Prefecture as a whole is a place where people of different nationalities live together. Due to the communication and integration of different nationalities, the Taoist culture and Confucianism in the interior of the country also has an important influence on people's production and life style. Therefore, the academic thinking of the Southern School of Tibetan medicine in Garze was deeply influenced by Buddhism, Taoism, Confucianism and folk culture, such as daily diet, traditional medicine, medical ethics and meditation. The academic thought of the Southern School of Tibetan medicine in Garze Tibetan Autonomous Prefecture focused on the Buddhist philosophy of "Purity of mind and asceticism" and the Taoist philosophy of "Yin and Yang". Different from Western medicine's local concept of treating headache and foot pain, the Southern School of Tibetan medicine in Garze pays attention to both symptoms and root causes, overall harmony, health care and prevention. The academic thoughts of the Southern School of Tibetan medicine in Garze have the Chinese philosophical thoughts of "Tao follows nature", "Harmony between man and nature" and "Harmony but not uniformity".

3 The Effects and Values of the External Publicity and Dissemination of the Southern School of Tibetan Medicine Culture in Garze

After the reform and opening-up of China, with the increase of exchanges and cooperation between China and Western countries, the influx of western culture and ideology, and the constant infiltration of Chinese traditional medicine culture, many people began to be completely superstitious about Western medicine over traditional Chinese medicine. Against the background of economic globalization and cultural diversity, the publicity of the Southern School of Tibetan medicine culture in Garze Tibetan Autonomous Prefecture has to a certain extent demonstrated the unique charm of Chinese traditional medicine culture.

3.1 Effects of the External Publicity and Dissemination

“The spread of Tibetan medicine culture is an important part of carrying forward the fine traditional Tibetan culture and building a strong sense of Chinese national Community” [4]. The external publicity and dissemination of the Southern School of Tibetan medicine culture in Garze played an important role in communicating political information and spreading the ideology of the country. “The development of national medicine is not only an important medical and academic issue, but also a political issue that respects national feelings, promotes national unity, protects national self-esteem and inherits national cultures” [5]. Some hostile western forces have “demonized” China’s image, fabricated rumors of “genocide” and questioned China’s human rights issues, leading to a long-term misunderstanding of China’s image in the international arena. The study of minority culture publicity and dissemination is a kind of invisible fact clarification, which makes the rumor of hostile western forces demolished. The Southern School of Tibetan medicine culture is one of the core cultures of the Tibetan people in Garze. To do a good job in publicizing and disseminating the Southern School of Tibetan medicine culture in Garze is to visually show the rich traditional culture of our nation to the foreign people, to remove ideological barriers, enhance the influence of China’s excellent culture, and establish China’s status as a cultural power. Firstly, let China’s traditional culture “go global”, on the other hand, it can achieve the effect of “subdue the enemy without fighting”. Secondly, the publicity and dissemination of the Southern School of Tibetan medicine culture in Garze played an important role in promoting economic exchanges between countries. The Southern School of Tibetan medicine culture in Garze is particularly well-known at home and abroad, and there is great space for cooperation with other countries. With the improvement of China’s international status in the world, Chinese culture is becoming more and more popular. Good publicity and dissemination of Chinese culture will contribute to the exchange and cooperation between China and the West in medicine and technology, as well as the development of economy and trade. Thirdly, the publicity and dissemination of the Southern School of Tibetan medicine culture in Garze has the function of promoting cultural development and cultural innovation. The external publicity and dissemination of the Southern School of Tibetan medicine culture in Garze helps Chinese traditional culture “go out” and foreign people have a

full understanding of the daily production and life of the Tibetan people in China, which is conducive to eliminating the estrangement and misunderstanding between different ethnic cultures. At the same time, the cultural publicity and communication should continue to absorb and learn from the essence of other cultures, and discard the dross parts that are not suitable for China's national conditions, so as to promote the inheritance, development and innovation of traditional culture and improve the competitiveness of Chinese culture.

3.2 Values of the External Publicity and Dissemination

Publicity and dissemination of the Southern School of Tibetan medicine culture in Garze can not only raise the international visibility of Tibetan medicine as a whole and Chinese traditional medicine, but also help strengthen the international recognition of Chinese traditional culture. This is not only the need for the development of the Southern School of Tibetan medicine culture in Garze, but also the need for Chinese traditional culture to go abroad. First, the publicity and dissemination of the Southern School of Tibetan medicine culture in Garze promoted China's international image. "International Image" refers to the 'Image' of a country in the international community. It refers to the knowledge and understanding of a country by the foreign public, as well as the evaluation and identification of a country's behavior" [6]. Since the beginning of 2020, COVID-19 pandemic has been endangering the safety of human life, and affecting people's healthy life. The Southern School of Tibetan medicine in Garze has made outstanding achievements in the "battle" to safeguard human health, and has made significant contributions to reflect the sense of Chinese ethnic community, it highlights China's national image of "Unity and Progress". At first, the public of other countries can gain general recognition by understanding the Southern School of Tibetan medicine culture in Garze, getting to know China better, understanding China and accepting Chinese traditional medicine culture, to increase China's international influence. Second, the promotion and dissemination of the Southern School of Tibetan medicine culture in Garze promoted the international strategy. In his "Belt and Road" strategy, Xi proposed the idea of a "community of shared future for mankind". Chinese traditional medicine has made great success in treating COVID-19 pneumonia, which has made great contribution to control the epidemic situation effectively and resume production and life. In the international strategy of China's "peaceful development", the publicity and dissemination of the Southern School of Tibetan medicine culture in Garze actively promotes the Chinese traditional medicine culture to go abroad, which helps to build up the prestige and maintain a good image of the country. Third, the publicity and dissemination of the Southern School of Tibetan medicine culture in Garze will enhance the soft power of the country. In today's world, whether a country is strong or not depends not only on its hard power, including economic and military strength, but also on its soft power, such as its system and culture. Since the 20th century, the United States has emerged as a world superpower, and its development is closely related to its strong hard power and rich soft power. Since the 1980s, China's economy has been developing at a high speed and its hard power has been growing rapidly. Today's China has become the world's important economic power, however, to achieve China's real strength, strengthen the soft power of culture is a problem that can not be underestimated. In 2006, the Southern School of

Tibetan medicine in Garze was selected into the National List of Representative Intangible Cultural Heritage, which carries the fine traditional culture of the Chinese nation. The Southern School of Tibetan medicine in Garze is an important part of the Tibetan medicine culture in China. It is also a part of the traditional Chinese medicine culture. To spread the Southern School of Tibetan medicine culture in Garze is to make the minority culture “goes global”. On the one hand, the mysterious veil of Tibetan medicine culture will be uncovered to let more people know the richness and tolerance of Chinese traditional culture. On the other hand, it is the demand of the times for China’s peaceful development and national rejuvenation. In addition, the publicity and dissemination of the Southern School of Tibetan medicine culture in Garze also has the value of academic research and application promotion. “Tibetan medicine plays an important role in human health care and in avoiding the toxic and side effects of chemical drugs, and we should even more integrate it with the advanced medical system so that it can better perform its unique functions for the health of the world’s people” [7]. The Southern School of Tibetan medicine of Garze is an important part of Chinese Tibetan medicine, it is the foundation and source from which modern Tibetan medicine can not be separated. It contains the inspiration and wisdom of generations of Tibetan working people and Tibetan medicine scholars. Tibetan medicine has long been shrouded in mystery because of rumors that it has quick and magical curative effects, so that the outside world stays far away from it. The research on the external publicity and communication of Southern School of Tibetan medicine culture in Garze is a beneficial attempt to explore the health communication with Chinese characteristics from the perspective of communication from an international perspective, and it is also a need to defend human health under the condition of COVID-19 pandemic. Several opinions on strengthening the medical work of ethnic minorities in the new era, issued in August 2018, pointed out the need to vigorously promote the medical culture of ethnic minorities and actively promote the overseas development of ethnic minority medicine. Taking the opportunity of the formulation of the external publicity and dissemination strategy of the Southern School of Tibetan medicine culture in Garze as an opportunity, it can promote the industrialization of Chinese and Tibetan medicine in the region, and promote the deep integration of Tibetan medicine culture with international tourism, it serves the “14th Five-year Plan” and the “Long-range Target Vision 2035”. It also serves as a reference program for the external transmission of health, especially during the condition of COVID-19 pandemic.

4 External Publicity and Dissemination Strategies of the Southern School of Tibetan Medicine Culture in Garze

Foreign studies on the external publicity and communication of the Southern School of Tibetan medicine culture in Garze are very scarce. The domestic studies related to the Southern School of Tibetan medicine culture in Garze mainly focus on its origin, inheritance and protection, few scholars have studied its publicity and dissemination strategy. The strategy of publicity and dissemination of the Southern School of Tibetan medicine culture in Garze is very important, as it restricts the effectiveness of the efforts to showcase the spirit, value and strength of the Chinese traditional medicine culture. This article will explore the external publicity and dissemination strategies of the Southern School of Tibetan medicine culture in Garze from multiple dimensions.

4.1 To Translate and Introduce Relevant Tibetan Medicine Books into Foreign Languages and Standardize the Materials for Their Publicity and Dissemination

Literature books are the important carriers of cultural exchange, and the translation and introduction of literature materials and professional books are the primary means of publicity and dissemination of the Southern School of Tibetan medicine culture of Garze. The representative works of the Southern School of Tibetan medicine include *Ten Million Sutras and Relics*, *Proverbs & Sunbeams*, *Herbal Medicine Identification*, *Ganlu Ku*, *Herbal Medicine and ecology*, *Four-Volume Medical Code*, etc., some well-known medical works have been translated into foreign languages, while most of the relevant books are available only in Tibetan language, or Tibetan language and Chinese. The relevant departments should organize a team of multilingual experts to translate and proofread the classic literature and representative professional books, standardize their external publicity and dissemination of literature, and effectively promote the application. It presents the Southern School of Tibetan medicine culture of Garze in a comprehensive and multi-dimensional way, and accurately presents the historical culture, medical culture and social situation of the Chinese Tibetan people to the rest of the world.

4.2 Construction of Popular Science Database of Tibetan Medicine Culture by Using Official Media

Popularization of science in the official media has a strong authority. The use of the official media in popularizing the culture of the Southern School of Tibetan medicine culture in Garze will help cultural publicity and dissemination. On the one hand, the mysterious veil of Tibetan medicine culture can be uncovered, on the other hand, let the public understand the real Tibetan medicine culture. For example, it turns out that in traditional Chinese medicine, there is a Chinese herb called “Dragon Bone”, which many people mistake for dinosaur bones. After the official media popularized science, people understand the fact that “keels” are the fossils of some ancient large mammals, to resolve the misunderstanding. Another Chinese medicine, *Cordyceps sinensis*, has been mistaken by many for a caterpillar-like herb, and by others for a dead worm, it became clear that the *Cordyceps sinensis* was actually a special mixture of bacteria and grass. Some people believe that *Fritillaria* is a fruit from a tree. After the official media popularized the idea, it was known that *Fritillaria* is actually a root fruit that grows underground. To make use of the official media to carry out a series of popularization of science and to construct a database of Tibetan medicine culture, so as to enhance people’s understanding of the Southern School of Tibetan medicine culture in Garze.

4.3 Applying Mass Media Communication, and Conforming to the Needs of the Times

Mass media such as Tik Tok, Kuaishou, Wechat video show and Public Accounts, such as a wide range of applications, has become a popular element of the times and necessities. For instance, He Jiaolong, director of the Bureau of Culture and Tourism of Yili Prefecture in Xinjiang, said by using short video show on Tik Tok to let the people across

the country know more about Yili Kazakh Autonomous Prefecture from different angles and attract countless tourists to go to Xinjiang to experience the vast beautiful territory of the motherland. Liu Hong, director of the Cultural and Tourism Bureau of Garze Tibetan Autonomous Prefecture, and many 318-national way tourists let the whole nation know about the most beautiful 318-national way and “Holy Garze” through short video show on Tik Tok and Kuaishou. Thanks to their publicity, Garze Tibetan Autonomous Prefecture in Sichuan province once made one of the Top Ten Most Popular Tourist Destinations in the whole country, even causing traffic jams on 318-national way for 2021 National Day Holiday due to too many tourists. These cases fully illustrate the mass media to quickly raise people’s attention to emerging things, the spread of the great, far-reaching impact on people’s lives. Using the mass media to promote the Southern School of Tibetan medicine culture in Garze and to let more people know about the functions and charms of the Tibetan medicine culture is a reflection of keeping pace with the times, as well as meeting the needs of the development of people’s lives.

4.4 Publicity of Making Use of the “Celebrity Effect” and Telling Stories About Famous People

At all times and in all countries, “celebrity effect” owns publicity flow and advertising effect. In recent years, due to the continuous development of self-media, praised a batch of another batch of network celebrities, their attention is extremely high and the influence is also huge. Take Li Ziqi, for example, a short video creator of showing Chinese traditional culture whose short videos have been well received at home and abroad. 2021, Feb. 2, the Guinness World Records announced that with 14.1 million YouTube subscriptions, Li Ziqi has set a new record for the most subscribed YouTube Chinese channel, Guinness World Records, and has quickly become a hot topic at home and abroad, and imitated by millions of other people. Ding Zhen, an unpretentious Tibetan boy who became an overnight sensation in November 2020 after impressing countless people with his innocent smile, is now as tourism ambassador of Litang County in Garze Tibetan Autonomous Prefecture. Ding Zhen attracts a large number of tourists into Garze to experience a different folk custom. Making use of “celebrity effect” to create “celebrity” is a new mean of publicity in the new era, with great room for development. According to historical records in Tibet-related areas, there are many famous doctors or historical figures who have made great contributions to the inheritance and development of the Southern School of Tibetan medicine culture in Garze from ancient times to the present, but they are not well known to the public. The lack of historical records and the low degree of people’s attention is an important factor that has little influence on Tibetan medicine culture. To promote the Southern School of Tibetan medicine culture in Garze and related historical celebrities, and to report their life experiences, major academic contributions, cultural background and anecdotes in columns, it is an effective means of publicity and dissemination to conduct publicity in a way that is popular with the public and close the distance with the public.

5 Conclusion

With the implementation of the “Belt and Road” initiative and the demand of the medical culture and other industries in the countries and regions along the way, and against the international background that the global COVID-19 pandemic is still severe, the publicity and dissemination of the Southern School of Tibetan medicine culture in Garze is facing new challenges. It also opens up new opportunities and innovative development space for the experienced traditional Chinese medicine. The Southern School of Tibetan medicine culture in Garze, as an outstanding traditional Chinese culture, is an important theme in telling Chinese stories, the study of its publicity and dissemination is of great significance in promoting the overseas dissemination of Chinese traditional medicine and enhancing the cultural confidence of China. How to promote the publicity and dissemination of the Southern School of Tibetan medicine culture in Garze has become an urgent problem, which is also directly related to the depth and breadth of excellent traditional culture “go global”, and through publicity and dissemination research to show the spirit, value and strength of Chinese medicine to promote the construction of a community of human destiny.

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