

A Brief Analysis of How TCM Colleges and Universities Spread TCM Culture through Improving English Teaching of ABC Era

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Abstract: In the ABC era, with the aid of TCM internationalization, raise the sail of TCM culture transmission. International transmission of TCM is imperative, yet the transmission could not go without the talents of this field. Language is the vehicle of culture, so are the transmission talents. Through searching and reading the corresponding literature, the authors find these academic researches primarily focus on the transmission necessity, methods, paths, countermeasures, lack of the research of vehicle——talents cultivation and incubation are in blank. Enlightened by the predecessors, the authors attempt to explore the measures for talents cultivation and incubation, and ultimately build a cultivating mode of “classroom training + base incubator”, cultivating TCM applied talents for international transmission. To some extent, it may enlighten the TCM universities in foreign language talents education.

1. Introduction

Half a century ago, McCarthy, Minsk and other scientists put forward the concept of "artificial intelligence"; Thirty years ago John Gage first came up with the idea of something like "cloud computing"; More than 20 years ago, the concept of big data emerged. In the second decade of the 21st century, Big Data, Cloud computing and artificial intelligence have finally become popular scientific and technological hotspots, and the new term ABC (AI, Big Data and Cloud Co., LTD.) is derived. TCM, as a favorable representative of China's soft power, there are still many communication problems.

The bottleneck of the development of traditional Chinese medicine cannot be solved without the medical services, scientific and technological innovation and talent cultivation of traditional Chinese medicine colleges and universities. From the perspective of The Times, the next five years will be a period when education in China will undergo a new round of great changes, great strides and great development. The new normal, "the transformation and upgrading", forced in strategic structural adjustment, the development of higher education classification guidance, pays attention to the connotation and characteristic development, pay attention to the practicality, practical and innovative talent training, especially the field of traditional Chinese medicine to "self-confidence to promote the revitalization of development of Chinese medicine with high culture"(Wang Guoqiang, 2017), so be sure to pay attention to the domestic and foreign spread traditional Chinese culture. From the perspective of colleges and universities, it puts forward higher requirements for the development of colleges and universities to adapt to the good situation, grasp the favorable conditions, rely on the advantageous disciplines, highlight the cross-characteristics, deepen the education reform, cultivate innovative talents and promote innovation-driven development strategy. Seize the opportunity of The Times and promote the dissemination of traditional Chinese medicine culture in English teaching assistant of traditional Chinese medicine under the background of ABC technology.

Artificial intelligence, big data and cloud computing affect people and many fields now. In terms of education and talent cultivation, we should not only apply new technologies, but also combine them with English teaching reform.

2. Measures to Improve English Teaching in TCM Colleges and Universities

The external communication of TCM culture is an important way to enhance the soft power of national culture. Taking the cultural communication of traditional Chinese medicine as an opportunity and the cultivation of international communication talents as a starting point, this paper explores the carrier, communication mode and cultivation mode of international communication talents of traditional Chinese medicine. Clarify the relationship between foreign language teaching, base construction and media use. Explore the establishment of school-enterprise cooperation, the construction of theory + practice + application of talent training framework and the school and enterprise to build the international communication incubator base of traditional Chinese medicine road. In this way, it is not only conducive to the improvement of talent training system construction in TCM colleges and universities, the comprehensive development of innovation and entrepreneurship mechanism, but also conducive to the cooperation and interaction between universities and enterprises.

In the ABC era, artificial intelligence can expand the communication scope of TCM English. Based on big data, popular translations of TCM English translation can be accurately defined. Cloud computing helps us store a large number of TCM English texts.

Based on the above analysis, talent training needs to be repositioning: adapt to the development of The Times, advocate relying on advantageous disciplines, highlight the cross-characteristics, uphold the concept of "expanding the international vision, promoting the culture of traditional Chinese medicine, and cultivating compound talents", train the compound talents who "understand traditional Chinese medicine, understand humanities, and master foreign languages", as well as cultivate multicultural talents. Based on this orientation, the foreign language talents training in TCM colleges and universities should be comprehensively reformed.

2.1. Reform of Training Objectives

It is suggested that the foreign language majors of TCM colleges and universities should follow the characteristics of TCM and explore the way to cultivate and develop interdisciplinary disciplines. We should advocate pluralism and complexity in the training of talents, and pay attention to practicality and innovation. On talent training mode is focus on "solid foundation, the application", and "thinking, strong ability", give attention to two or more things, highlight the characteristics of the language, and highlights the characteristics of TCM, cultivate meet the needs of socialist modernization, comprehensive development in moral, intellectual, physical, the United States has a good professional ethics, knowledge, ability and quality coordinated development of interdisciplinary talents. Graduates are required to have a solid foundation of English language knowledge, proficient language skills and certain knowledge of traditional Chinese medicine, have good humanistic quality and cross-cultural communication ability, and be able to engage in education, translation of traditional Chinese medicine, foreign affairs, tourism, business, conference translation and external communication of traditional Chinese medicine. "Understand traditional Chinese medicine, humanities, fine foreign language" and can spread to foreign culture of traditional Chinese medicine compound talent training into practice, training need to have a solid English language foundation and good language skills, and extensive cultural knowledge, know both Chinese culture and understand western culture, can speak good Chinese story, spread good voice of China, to be able to familiar with traditional Chinese medicine science and technology, economy, trade, business, and other related professional knowledge, can be in education, foreign affairs, trade, culture, traditional Chinese medicine, the press and publishing, scientific research and tourism departments engaged in teaching, translation, secretarial, business and senior management of the new foreign language talents.

2.2. Revision of the Training Plan

Around the reform of the syllabus, curriculum outline, teaching plan, curriculum system, teacher allocation, teaching materials, teaching methods, practical teaching links, internship links of these major elements to adjust and optimize the combination. Reform the existing cultivation mode, construct the talent cultivation framework of theory + practice + application, and establish the dual cultivation mode of campus cultivation + base incubation.

2.3. Curriculum System Reform

Specialized in "English intensive reading", "Chinese medicine English foundation" course as the carrier, such as "English interpretation" will "task-oriented teaching", "case teaching" is introduced into the teaching reform, make the students master the basic knowledge of English, good listening, speaking, reading and writing translation ability, and familiar with the basic theory of TCM and clinical characteristics of traditional Chinese medicine, in finding out the "understand traditional Chinese medicine, humanities, fine language" compound talents training mode. Attach importance to TCM theory and promote TCM culture. In terms of the curriculum system for cultivating talents for international communication of traditional Chinese medicine, emphasis should be placed on the combination of English language courses and basic theories of traditional Chinese medicine, and compulsory courses of traditional Chinese medicine and elective courses of traditional Chinese medicine and acupuncture and moxibustion. "Internal medicine of traditional Chinese medicine" and other courses of traditional Chinese medicine introduce the overall concept of traditional Chinese medicine, syndrome differentiation and treatment, characteristic theory, observation, hearing, inquiry and cutting and other diagnosis and treatment methods; The English foundation of traditional Chinese medicine, English translation of traditional Chinese medicine and international communication of traditional Chinese medicine culture have been established to enable students to master the expression of English terms of traditional Chinese medicine, get familiar with the overseas development of traditional Chinese medicine, and consolidate the academic foundation of traditional Chinese medicine translation talents. Explore the law of teaching, expand training links. In order to realize the multi-modal three-dimensional teaching and training of "language-knowledge-culture", all-round reform should be implemented to realize the organic integration of traditional Chinese medicine and English language teaching. Taking the core courses of English intensive reading of English, English foundation of traditional Chinese medicine as the platform for language competence training, the advantageous courses of translation theory and practice, medical English vocabulary as the carrier for competence training, and cross-cultural communication as the platform for cross-cultural communication. The British and American literature and other professional courses, supplemented by network teaching and language testing teaching counseling and testing (language, English level 4, 8 test project training), language teaching (summer social practice, the academic thesis guidance, report of the literature, culture and communication activities), etc., the practicability of language knowledge, professional knowledge of traditional Chinese medicine and the humanities knowledge of general sex together, realize the mode of three-dimensional teaching.

2.4. Reform of Team Building

Encourage academic study, gathering compound faculty, outlook of talents training the teachers construction, absorb the traditional Chinese medicine background and English specialty teachers, encourage teachers English backgrounds to study for a master of traditional Chinese medicine, Ph.D., set basic knowledge of traditional Chinese medicine to English teachers training, cultivating the backbone teachers with double academic background, Chinese and English linguistics and sent to Britain, the United States, Australia and other countries access to education, improve the competence of teachers, focusing on gathering multiple highly educated, high level of interdisciplinary faculty, provide diversified teaching platform for English professional talent training.

2.5. Reform of Training Mode

Explore the way to reform the cultivation mode and implement the 3+1 mode, which is, 3 years of classroom learning +1 year of base incubation. Through the reform of higher colleges and universities of Chinese medicine personnel training scheme and the practical research of the college students' practice base incubation effect, make the system cognitive objects of traditional culture of Chinese medicine, understand the history and present situation of TCM culture propagating foreign publicity of Chinese medicine and the translation methods and skills, understand the basic knowledge of Chinese medicine clinical and acupuncture, master of traditional Chinese medicine culture in foreign affairs the etiquette knowledge and characteristics of reception and put into practice. The dual cultivation mode of campus cultivation and base incubation should be established to cultivate compound talents who "understand traditional Chinese medicine, understand humanities, master foreign languages" and can engage in international communication of traditional Chinese medicine.

3. Conclusion

By exploring the carrier and mode of TCM international communication and the cultivation mode of TCM international communication talents, this paper puts them into practice, and from the perspective of the new concept and reorientation of talent cultivation, it leads to the revision of the talent cultivation plan of existing TCM colleges and universities, the reform of the cultivation system and the construction of new cultivation mode. Through the research, we can find out the effect of the relationship between foreign language teaching, base construction and base application on the cultivation of talents. We can explore ways to establish school-enterprise cooperation, establish a talent cultivation framework of theory + practice + application, and jointly build an incubator base for international communication of traditional Chinese medicine between schools and enterprises. It can explore the cultivation and incubation paths of TCM international communication talents, construct the cultivation system of TCM international communication talents, explore the construction of theoretical + practical + applied talent cultivation framework and the road for schools and enterprises to jointly build TCM international communication incubation base. In the theoretical sense, it is helpful for colleges and universities of traditional Chinese medicine to focus on the cultivation system construction of international communication talents of traditional Chinese medicine so as to promote educational reform. In practical sense, it is helpful for students to achieve employment "Zero adapting period", which can increase the stability of employment quality and employment of graduates, help students practice and employment channel is stable and reliable, and is beneficial to promote the all-round development of innovative entrepreneurial mechanism, is advantageous to the cooperation and interaction between universities and enterprises, personnel training of colleges and universities of Chinese medicine has certain inspiration and radiation effect.

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