

# 推动中医在英国跨文化传播的几点设想

## Thoughts on Promoting TCM Intercultural Communication in UK

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**【摘要】**由于文化、体制的差异及移民政策等的影响,中医在英国传播面临诸多现实的困难,因此要推动中医在英国的跨文化传播,就要有针对性地注重中医的文化品位宣传,加强中医教育体系建设并充分利用中国留学生资源。

**【关键词】**中医;跨文化传播;英国

**【Abstract】**Due to the differences in culture and system and the influence of migration policy, etc. the spread of TCM in UK faces lots of difficulties, therefore, to promote the TCM intercultural communication, we need to enhance the publicity of TCM cultural taste, to strengthen the construction of TCM education system in addition to making full use of overseas Chinese students in UK.

**【Keywords】**TCM; Intercultural Communication; UK

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在主要讲英语的国家中,英国是历史文化传统最为悠久的一个,同时也是经济、政治等各方面政策最为保守的一个,中医在英国的传播效果并不理想。英国人对自己文化传统的归属感和自豪感非常强,比较不容易接受文化背景差异巨大的中医,同时,英国的社会福利和医疗保障体系比较完备,民众能够享受到比较周到全面的西医服务,而且由于移民政策等原因,在英国没有形成一个稳定的华人定居、聚居群体,这些都对中医在英国的跨文化传播造成了不小的困难,而要进一步促进中医在英国的传播,就要考虑这些因素,对症下药。

UK is an English-speaking country which is famous for her rich historical and cultural traditions; meanwhile, UK is conservative in economic and political policies. The spread of TCM in UK is not ideal out of several reasons: firstly, British people are attached to and be proud of their own cultural traditions, which make it harder for them to accept TCM, a totally different culture; secondly, UK has an advanced welfare and national health system, which cover almost all the British people; thirdly, there is no stable TCM customer group in UK due to many factors, such as the immigration policy and so on. To spread TCM in UK, all these factors need to be taken into consideration, here are several proposals.

### 1 增强中医的文化品位宣传

作为一个君主立宪制国家,英国在长期的历史发展过程中逐渐形成了比较浓厚的贵族情结,这一点即使在普通民众身上也表现的很明显,所谓绅士风度,很大程度上来自于普通人对于贵族生活的向往和效仿。总体上,英国人的生活是讲究品位的,送别人礼物时,哪怕只是个普通的小饰品,英国人也会郑重的向你介绍它的历史、珍贵之处和与众不同之处。就像他们喜欢关注王室成员的一举一动那样,有品位的東西总是更能吸引他们的目光。毫无疑问,中医的历史厚重感所孕育出来的文

化品位其实是非常合英国人口味的,如果能够让英国人在接受中医治疗的同时感受到中医的文化品位,相信他们会更加容易接受中医。

### 1 To enhance the publicity of TCM cultural taste

As a constitutional monarchy, UK forms her intense nobility complex, which manifests itself in common people, British people are famous for their being gentleman-like, therefore, they pay attention to taste, and even in presenting an ordinary gift they would like introduce its history, its value and its distinctiveness in a formal way. They focus on the Royal family closely because those of high taste always draw their attention naturally. Undoubtedly, TCM cultural taste should meet the taste of British, which makes it possible and easier for the British people to accept TCM by following those tips.

首先,中医可以尝试走高端路线:中式的装修风格、中式的布局陈设,工作人员的一举一动都循规蹈矩、严谨而庄重,再配合上扎实的疗效,必定对英国各个阶层的民众都极具吸引力,然后他们会自然而然地将疗效与中医悠久的历史、深厚的文化底蕴联系在一起。而且从中医在英国传播的前景来看,吸引更多中上层人士的关注和支持非常重要,这对于营造有利于中医发展的舆论、争取有利于中医发展的政策都是必不可少的。目前看,发展这种高端中医院或者诊所的难度主要来自两方面。①在英国的中医从业人员首先考虑的是经济问题,前期的投入和高运营成本是否在自己的承受范围之内,以及高端化带来的高收费是否会造患者的流失等问题。②目前从业人员本身的综合素质是否足以支撑这种高端形象。其实,由国内有实力的院校、医院甚至政府出资,在英国设立一部分高端的中医院或者诊所,选派高素质的医师和工作人员前往,就可以解决这两方面问题,等到示范作用形成后,后续的资金和人员跟进都不是问题,因为英国人的商业头脑还是很精明的。此外,

走高端路线也并不排斥普通诊所、药店的存在,二者的目标患者群交集很少,不会出现利益上的冲突。

Firstly, TCM spread should focus on high-end service and quality. TCM clinics should be set up in buildings with Chinese decoration and traditional Chinese settings and provide upscale health service with obvious therapeutic effects, which will be self-evident in attracting all walks of British people, who will naturally combine TCM with Chinese history and culture, meanwhile, they would be the live advertisement of TCM in the future. In the long run, this will help TCM to gain favorable position in the medical market. There are two major tough problems in setting up those high-end clinics, the first one is financial concern, generally, it is beyond the TCM practitioner's personal ability to provide and maintain such service; the second concern lies in the TCM practitioners, in China, it is not hard to find some noted Chinese doctors, however, it is not easy to invite those celebrated doctors to British clinics. To solve those problems, Chinese government, hospitals and medical universities and organizations should cooperate in setting up high-end TCM hospitals or clinics in UK, selecting well-known doctors and staff for those clinics and hold related TCM health lectures regularly, at the same time, the staff should be shifted at regular intervals to provide services in different fields and to attract more potential customers. This will not conflict with native clinics and drug stores, because they provide different services.

其次,中医诊疗要注重程序和仪式:自古以来,中国人是重实体轻程序的,认为只要结果是好的,过程怎样并不重要;而包括英国人在内的绝大多数西方国家都有重视程序的传统,他们认为如果程序没有保障,不可能达到理想的效果。因此,推动中医在英国的传播,必须重视这一点,应该建立起完整统一的工作流程甚至服装制度,否则,各个诊所、医院在程序上的差别会极大地影响英国人对于中医规范性的印象。这一点,通过行业协会的沟通与努力就完全可以实现,这些程序未必要与国内一致,只要统一、规范,符合英国人的习惯就可以了。仪式都是带有强烈象征意义的,很大程度上就是历史和文化的代名词,重视传统、讲究品位的英国人,对于仪式的重视程度也是很高的。就中医而言,如果能够在环境布置、诊疗过程中适当融入能体现自身历史和文化特色的仪式类元素,也能够有效提升中医的文化品位。

Secondly, TCM diagnosis and treatment should lay emphasis on procedure and ceremony. Generally, Chinese lay emphasis on results and seldom care about the procedures, which form a contrast with most European countries, especially, UK, who believes that procedures guarantee ideal effects. Therefore, procedures and ceremonies should be emphasized to improve TCM in UK. Uniforms should be set up in procedure, dressing, etc. to achieve the standardization, which could be different from what we have in China and be realized through the efforts of TCM associations in UK. This will make it easier for the British people to accept TCM. As for ceremony, it is strongly symbolic and has become a

synonym for history and culture to some degree; it is understandable that British people, who care about tradition and taste, lay great emphasis on ceremony. When it comes to TCM, its cultural taste would be greatly enhanced if ritual elements such as traditional environmental setting, historical sense and cultural features are incorporated into TCM diagnosis and treatment.

## 2 加强中医教育体系建设

教育水平的高低决定了中医在英国持续发展的能力,而目前英国的中医教育刚刚起步,必须要有计划地加以扶持和引导,通过加强我国政府公派师资力量帮助和两国学校之间的师生交流及学术研讨,使英国的中医教育尽快规范化并且扩大规模,才能从根本上解决英国的中医人才依赖输入、自身造血功能不足的问题。目前,英国正规的中医教育主要采取与我国合作办学的模式,以此来保证教学质量,这种模式在未来相当长一段时间内仍然会是英国中医教育的主要模式。因此,还是要在更好地开发利用这种模式方面多做努力。

首先,要在合作培养学生之外,尝试帮助英国培养教师。经过多年的发展和积累,已经有为数不少的英国人从事针灸推拿行业,可以从中选拔一批理论基础和操作能力比较优秀的人到中国培训,进一步提高他们的理论水平,充实到英国的中医教师队伍当中,教学岗位可以从针灸推拿开始,逐步向其他领域扩展。教育的本土化是中医在异国他乡落地生根的重要标志之一。

其次,要为英国的中医学生创造更多的实践机会。作为一个医疗行业,中医的实践操作能力非常重要,而英国学生的实践操作机会是比较欠缺的。要解决这一问题,除了让更多人来中国之外,还要充分考虑到他们未来从业的服务对象,在英国多组织中医义诊活动,使他们有机会在自己熟悉的语言环境中提高自己的实践能力。

## 2 To strengthen the construction of TCM education system

The education quality determines the possibility of TCM's continuous spreading in UK, TCM education in UK is just budding and needs strategic guidance and support, which would be realized through official efforts, including sponsoring TCM faculty and encouraging communication and academic seminars between medical universities. This in the long run will accelerate the standardization of TCM education in UK and help to solve the problem of lack of professional staff. Currently, the formal TCM in UK adopts the mode of Sino British cooperation to guarantee the teaching quality, which will be the main stream educational mode in a long time; it will be practical to make full use of this mode.

Firstly, we should try to train British TCM teachers in addition to educating students. There are lots of British who are in the practice of TCM acupuncture and tuina, it is advised to select some of the excellent members to receive further education in China, after deepening their knowledge in TCM and accumulating more experience, they would become qualified TCM teachers in UK and start their teaching. In this way, the spread of TCM could realize its localization in UK, which is sign that TCM has

completely incorporated into UK.

Secondly, more practice opportunity should be provided for the TCM learners in UK. The practical operational ability is vital to TCM learners, especially the British TCM learners. One solution lies in inviting them to China to practice in Chinese hospitals; another way is to organize TCM promotion activities on a volunteer basis, during which TCM learners could improve their practical ability in their familiar language environment.

### 3 充分利用留学生资源

英国高水平的教育正在吸引着越来越多的中国留学生前往英国。据中国新闻网 2012 年 2 月 27 日的报道, 目前有超过 90000 名中国学生在英国留学, 其中有超过 70000 人在就读高等教育课程, 中国学生数量约占英国大学全部 445000 名国际学生中的 1/5。在英国留学的学生当中, 中国学生有着最好的口碑, 他们学习非常勤奋刻苦, 而且成绩优良。在英国的留学生群体虽然受到政策的限制, 绝大多数最终会离开英国, 但是这个群体也有着巨大的优势, 有可能为促进中医在英国的发展做出贡献。首先, 留学生的受教育水平比较高, 并且能够与英国人顺畅的交流。其次, 留学生的总体形象良好, 宣传的可信度高。再次, 留学生与英国的高等教育广泛接触, 无论是教师还是学生, 都有可能对未来英国的政策产生深远的影响。因此, 中医在英国的传播要充分利用留学生资源。

首先, 通过在国内对中医的宣传推广来普及提高留学生的中国传统文化素养, 包括对中医的理解和认同。当我们遇到一个外国人时, 能够打破僵局的最好话题就是彼此国家的代表性事物。例如, 遇到德国人我们会很容易谈到啤酒, 巴西的桑巴舞、古巴的雪茄烟、西班牙的斗牛等都是很容易联想到的话题, 并且这些话题非常容易激发彼此的民族自豪感。而如果谈到中国, 美食、乒乓球和传统文化必定是会被提及的, 帮助留学生们多掌握一些传统文化知识, 除了能够润物细无声地促进中医传播, 也可以增长他们的爱国热情。

其次, 在留学生中推广中医保健。在英国, 居留时间超过 6 个月的留学生就可以享受到 NHS (国民医疗保障体系) 的免费服务, 但是由于留学生的年龄构成特点, 真正的大病相对较少, 常见的多是因水土不服原因引起的腹泻等症状, 而英国 NHS 的漫长等待是举世闻名的, 因为这些轻微症状所能享受到的医疗保障其实非常有限。在这种情况下, 可以由中医诊所或药店进行留学生的日常保健和治疗。这样一来, 不但可以使留学生们的健康状况有保证, 也能够为中医行业提供更多的发展空间。

### 3 To make full use of Overseas Chinese students in UK

The high quality of British education is attracting more and more Chinese overseas students. According to the statistics reported by China News on Feb, 27th, 2012, there are over 90,000 Chinese overseas students studying in UK, among whom 70,000 students are seeking higher education, which accounts for 1/5 out of the total 445,000 international students in UK. Besides, Chinese overseas students have the best reputation because they are

diligent and achieve good grades. Due to the limitation of British immigration policy, most of the Chinese overseas students would leave UK after graduation; however, this group has great advantage in contributing to the spread of TCM in UK: Chinese overseas students have no language barrier in communicating with the natives; they enjoy a high reliability because of their good general images; their own experience and confidence in TCM are more convincing to their British teachers, classmates and friends and so on. Therefore, we should make full use of Chinese overseas students in spreading TCM in UK.

Firstly, we should enhance traditional culture education of Chinese overseas students in the early days to improve their understanding and recognition on TCM, they would become volunteers in introducing our traditional culture in contacting with foreigners. Representatives of a nation are always safe topics to strike up a conversation when we come across foreign friends. For example, we tend to talk about beer when we meet Germany, similarly, Brazil Samba, Cuban Cigar, Spanish bullfight are safe topics, which are always associated with their sense of national pride. When it comes to China, delicious foods, table tennis and traditional culture would be mentioned, in which TCM is an important ingredient. To improve Chinese overseas students' understanding and recognition on TCM would build up patriotism in them in addition to helping to spread TCM.

Secondly, we should provide TCM health maintenance among Chinese overseas students. Actually, Chinese overseas students who stay in UK over six months are covered by free NHS services, however, due to the age features of Chinese overseas students, they seldom suffer from serious illness, on the contrast, they frequently have colds or diarrhea, they have to wait for a long time to enjoy NHS service due to the problem of procedures, such as to make a reservation and so on. TCM health maintenance would be of help under those occasions, which could guarantee Chinese overseas students' health and provide potential market for TCM in UK.

总之, 中医在英国的传播发展, 首要的是继续培养群众基础, 并在英国民众对中医认可度逐步提高的过程中稳步推进中医的合法化进程, 这可能是一个漫长而艰难的过程, 但只要各方面形成合力, 方案得当, 再加上其他国家的示范和带动, 中医在英国必定能够有所作为。

To sum up, the primary thing is to improve British people's understanding and recognition on TCM and to accelerate the legalization process of TCM in UK, which would be long and tough to achieve. We believe that TCM would finally get accepted through the cooperation of all those who are involved.