

# Study on the Current Situation of Publicity and Dissemination of the Southern School of Tibetan Medical Culture in Ganzi Prefecture

Daiqiong Liu<sup>1</sup>

<sup>1</sup> School of Foreign Languages, Sichuan Minzu College, Kangding, Sichuan 626001, China

## ABSTRACT

The Southern school of Tibetan medicine in Ganzi Prefecture is a summary of the valuable medical experience gained by the ancient Tibetan people during their long struggle against various diseases in the harsh natural environment, with an important place in Chinese traditional ethnic medicine. Southern school Tibetan medicine in Ganzi Prefecture is not only a medical school, but also carries a rich ethnic culture. In today's world of promoting Chinese culture, it is of great practical significance to study the current situation of the publicity and dissemination of southern school Tibetan medical culture in Ganzi Prefecture in order to disseminate and promote Chinese ethnic medicine abroad.

**Keywords:** *Publicity and dissemination, Southern school of Tibetan medical culture, Current situation.*

## 1. INTRODUCTION

The Tibetan medicine has a history of thousands of years and is a summary of the valuable medical experience and wisdom of the Tibetan ancestors who fought against the harsh natural conditions and various diseases in the process of seeking for life. From the 12th to the 15th century AD, the Northern and Southern schools of Tibetan medicine were gradually formed [1]. With the continuous development and integration of Tibetan medicine in the north and south, in the period of Situ Qujijiong<sup>1</sup>, the northern and southern schools of Tibetan medicine gradually merged into one, and the southern school of Tibetan medicine once became the backbone of Tibetan medicine, leading the entire succession and development of Tibetan medicine [2]. The southern school of Tibetan

medicine is based on the theoretical system of the Four Medical Tantras, according to the different inheritance of the masters, combined with the characteristics of lower terrain and more tropical climate, summarizing clinical practice experience and dispensing methods, forming a unique and advantageous school [3]. As a representative of the southern school of Tibetan medicine, southern school of Tibetan medicine in Ganzi Prefecture is not only a medical school, but also carries a rich ethnic culture. In the process of the origin, formation and development of the southern school Tibetan medicine in Ganzi Prefecture, all the founder's knowledge and cultural forms related to healing, disease prevention and health care belong to the scope of the southern school of Tibetan medical culture in Ganzi Prefecture, including both the physical level of Tibetan medicine resources, Tibetan medical classics, etc., also the life and health philosophical ideas, beliefs and habits contained in Tibetan medicine at the spiritual level, which is the root and soul of the cause of southern school of Tibetan medicine in Ganzi Prefecture.

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1. Situ Qujijiong was born in 1700 AD in Anjiesi Village, Gongya Township, Dege County. Besides being proficient in medicine, he also studied and mastered a lot of Tibetan knowledge such as Buddhist philosophy and logic, astronomy and calendar, language and literature, painting and art, and has the title of "Pandit" who is proficient in the ten major cultures of the big and small five minds. His knowledge and cultivation have injected cultural vitality into the origin and development of southern school Tibetan medicine in Ganzi Prefecture. See Deng Du's "Southern School Tibetan Medicine", pp. 74-103.

## **2. SIGNIFICANCE OF PUBLICITY AND DISSEMINATION OF SOUTHERN SCHOOL TIBETAN MEDICINE CULTURE IN GANZI PREFECTURE**

First of all, the publicity and dissemination of southern school of Tibetan medicine culture in Ganzi Prefecture has made important contributions to human life and health, disease prevention, and medical research. Xi Jinping's congratulatory letter to the BRICS Health Ministers' Meeting and High-level Meeting on Traditional Medicine on July 6, 2017 pointed out that "Traditional medicine is an important carrier of excellent traditional culture and plays an important role in promoting mutual appreciation of civilizations and maintaining people's health ... " The Southern school of Tibetan medicine in Ganzi Prefecture is good at comprehensive treatment such as tuina, massage, rubbing, and cupping [4], and is good at treating plague and fever epidemics caused by heat, and has unique efficacy in treating febrile diseases such as gastritis, gastric ulcer, hepatitis, cholecystitis, and liver cirrhosis, and it also specializes in the treatment of rheumatism, rheumatoid, stroke, paralysis, and plateau heart and lung diseases caused by a mixing of cold and heat and the disorder of the "three types of disease causes" [5]. Health is the common vision of all human beings, and the southern school of Tibetan medicine in Ganzi Prefecture has a vital role in the world of medicine and health. Secondly, the publicity and dissemination of southern school of Tibetan medical culture in Ganzi Prefecture is related to the depth and breadth of China's excellent traditional culture going abroad. According to the Global Survey on China's National Image 2018, Chinese medicine, Chinese food and martial arts are considered to be the three most representative of Chinese culture in the eyes of the international public [6]. "As an important part of the international medical system, traditional Chinese medicine (TCM) not only plays an important role in promoting human health, but also contributes Chinese wisdom and Chinese solutions to the development of humanity. [7] "As an important component of traditional Chinese medicine, the southern school of Tibetan medicine in Ganzi Prefecture carries a rich traditional Chinese culture and is an important subject matter for telling the Chinese story well. Its publicity and dissemination can not only enhance the international visibility of Tibetan medicine as a whole and even TCM, but

also strengthen the international identity of excellent Chinese traditional culture, and promote the construction of a human health and wellness community by demonstrating the spirit, value, and power of Chinese medicine to the outside world. Therefore, the publicity and dissemination of southern school Tibetan medicine culture in Ganzi Prefecture is not only a need for the development of southern school Tibetan medicine in Ganzi itself, but also a need for the outreach of China's excellent traditional culture, and a need to defend human health under the COVID-19 epidemic.

## **3. OVERVIEW OF PUBLICITY AND DISSEMINATION OF SOUTHERN SCHOOL TIBETAN MEDICINE CULTURE IN GANZI PREFECTURE**

This section mainly focuses on four aspects of the publicity and dissemination of southern school Tibetan medicine culture in Ganzi Prefecture: foreign translation, publicity and dissemination platform, academic research, and international exchange.

### ***3.1 Foreign Translation***

Translation is the medium through which the southern school of Tibetan medicine culture in Ganzi is systematically promoted and disseminated. As scholar Li Zhaoguo said, "The core content of the communication of TCM to the outside world is to introduce, interpret and explain the meaning, connotation and spirit of the ancient books of TCM in the past dynasties. And in order to truly introduce, interpret and explain the meaning, connotation and spirit of the ancient books of TCM in the past dynasties, it is natural to do so through translation [8] ", as is the case with Tibetan medicine. Tibetan medical ancient books contain the complete theory of Tibetan medicine and rich clinical practice experience of the traditional ethnic medical system, which is an important component of Chinese national culture. The foreign translation of the southern school of Tibetan medicine ancient books is an important link for the foreign dissemination of southern school of Tibetan medicine, and plays an important role in promoting the internationalization of Chinese ethnic medicine. According to the collected data, the representative Tibetan medical ancient books translated and introduced to foreign countries include the Four Medical Tantras and the Complete Series of Wall Charts of the Four Medical Tantras (Tibetan-

English bilingual) by Desi Sangjiejiacuo and translated by Cai Jingfeng [9]. Some chapters, diagnostic and treatment concepts and methods, and medicines of the Four Medical Tantras have been translated by foreign scholars into Russian, Japanese, English, German, and other languages [10]. The Complete Series of Wall Charts of the Four Medical Tantras (Tibetan-English bilingual) incorporates the wisdom of the southern and northern schools of Tibetan medicine in their atlases of Tibetan medicine and medical wall charts drawn for the teaching of the Four Medical Tantras. The southern school specializes in realistic Tibetan medicine, and the northern school specializes in the tracing of human body parts, all of which are the preliminary basis of the Wall Charts of the Four Medical Tantras. The Complete Series of Wall Charts of the Four Medical Tantras (Tibetan-English bilingual) is closely related to the 156 chapters of the Four Medical Tantras with specific discussions, which systematically depicts the basic theories of Tibetan medicine, the anatomical structure and physiological functions of the human body, the etiology, pathology and symptoms of diseases, the diagnosis and treatment principles of diseases, the types, flavors and uses of medicines, the knowledge of diet, living and health care, and the ethics and codes of medical practice. [11]"

### **3.2 Publicity and Dissemination Platform**

There are few publicity and dissemination platforms for southern school Tibetan medicine culture in Ganzi Prefecture, and they are mainly focused on website publicity and TV station visits. For example, the online websites of travel companies "TRIPS IN TIBET", "Top China Travel" and "China's Tibetannet" have dedicated their online web pages to Tibetan medicine. "TRIPS IN TIBET" website provides a brief description of the origins of the southern school Tibetan medicine, its founder Zurkhar Nyamnyid Dorjee (1439-1475), and his achievements in Tibetan medicine, in English version[12]. "Top China Travel" introduces Tibetan medicine in English at various stages of its history. The developmental stages also point out that in the late 15th century, Tibetan medicine evolved into two major schools of north and south, each with its own characteristics, and the website further introduces relevant Tibetan medical ancient books and their main contents, such as the Four Medical Tantra by the master of Tibetan medicine, Yutuo Yuandangongbu, and Shel Gong Shel Phreng by Dima Danzengpengcuo, the heir of the southern

school Tibetan medicine.[13] The website "China's Tibetannet" also provides a brief introduction to the history of southern school of Tibetan medicine and its founder Sukar in English.[14] For example, the English version of Kangba TV conducted a 23-minute interview with Jiangjicun, the representative inheritor of the national intangible cultural heritage of "southern school of Tibetan Medicine" in Ganzi Prefecture. The host and Jiangjicun discussed the role of southern school of Tibetan medicine in the prevention and treatment of epidemic diseases, with particular reference to the important role played by the southern school Tibetan medicine formula of "clearing the lungs and relieving the plague" in conjunction with TCM and Western medicine during the fight against the COVID-19 in Ganzi Prefecture. [14] However, there are few platforms for the publicity and dissemination of southern school of Tibetan medicine in Ganzi Prefecture. The existing platforms, such as the World Congress of Chinese Medicine[15], the China Academic Society of Native Medicine[16], and the Tibetan Medicine and Tibetan Medicine Network[17], all focus on the historical origins of southern school of Tibetan medicine and the introduction of the Tibetan medicine and Tibetan medicine industry, but not on the publicity and dissemination of southern school of Tibetan medicine in Ganzi Prefecture. Although the existence of these English-language websites on the southern school of Tibetan medicine in Ganzi Prefecture doesn't explicitly aim at its publicity and dissemination, it still provides a possibility for the publicity and dissemination of southern school of Tibetan medical culture in Ganzi Prefecture directly or indirectly.

### **3.3 Academic Research**

There are not many research results on academic topics related to the publicity and dissemination of southern school Tibetan medicine culture in Ganzi Prefecture. Up to now, from the database of National Social Science Foundation Project Database and the database of HowNet, it can be seen that the high-level projects include the Western Project of National Social Science Foundation of China, "Research on the Rescue Excavation and Collation of Southern School of Tibetan Medical Ancient Literature and Database in Southern Sichuan"[18], and the General Humanities and Social Science Project of Sichuan Provincial Education Department, "Research on the Modernization Inheritance and Development of Ethnic Medicine from an Anthropological

Perspective — Taking the National Intangible Cultural Heritage 'Southern School of Tibetan Medicine' as an Example." [19] Related monographs include "Southern School of Tibetan Medicine" edited by Yu Shuguang and Deng Du, and "the Southern School of Tibetan Medicine in Ganzi Prefecture" edited by the Ganzi Prefecture Culture, Sports, Radio, Film and Television Press and Publication Bureau [20]. Academic papers include "Southern School of Tibetan Medicine in Ganzi", "Research on the Development of Southern School of Tibetan Medicine in Ganzi Prefecture", "Research on the Protection of Tibetan Medical Culture in Ganzi in the Context of Cultural Tourism Integration", and "Inheritance and Protection: Southern School of Tibetan Medicine in the Context of Kangba Culture" and so on. Due to the limitation of documentary resources and collection methods, the expressions related to Tibetan medical culture are mainly concentrated in English works, which all take the whole Tibetan medicine as the grand narrative background, and there are very few special descriptions of southern school of Tibetan medicine, and almost no records of southern school of Tibetan medicine in Ganzi Prefecture. Although these related works don't directly focus on the publicity and dissemination of southern school Tibetan medicine in Ganzi Prefecture, they have made important contributions to the historical tracing and development of the southern school of Tibetan medicine in Ganzi Prefecture, and have made good preparations and pavements for the publicity and dissemination of materials.

### **3.4 International Exchange**

There are few international exchanges and interactions concerning the publicity and dissemination of southern school Tibetan medicine culture in Ganzi Prefecture. From 2015 to 2019, the Tibetan Hospital of Ganzi Prefecture, as a unit for the protection of southern school of Tibetan medicine in Ganzi Prefecture, participated in the five annual academic conferences held by the Tibetan Medicine Committee of World Federation of Chinese Medicine Societies in Xining, Lhasa, Harvard University and Beijing respectively. All previous annual academic conferences of the Tibetan Medicine Committee of World Federation of Chinese Medicine Societies have been devoted to promoting the international dissemination of Tibetan medicine and enhancing the voice and dominance of Chinese Tibetan medicine scholars in the world. In particular, the fourth annual conference for the first time explicitly included the

discussion of the branch of the southern school Tibetan medicine into the discussion content of the special branch venue. Although it didn't directly involve the discussion on the international dissemination of southern school of Tibetan medicine, the convening of the conference has, to a large extent, created a context and a platform for the publicity and dissemination of southern school of Tibetan medicine culture in Ganzi Prefecture, taking into account the main themes of previous conferences and the distribution of council members.

## **4. CONCLUSION**

Although the existing publicity and dissemination activities related to the southern school of Tibetan medical culture in Ganzi Prefecture have begun to emerge, the relevant conservation units and inheritors are still in a passive and unconscious publicity and dissemination mode. Therefore, it is necessary to pay further attention to the publicity and dissemination of southern school Tibetan medical culture consciously, so as to promote the function of Chinese ethnic medicine in treating diseases and saving people in a broader scope.

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