

Research on the Strategy of "the Belt and Road" Initiative Promoted by Cultural United Front in Traditional Chinese Medicine Colleges

Zhiqiang MAO ^{1,a}, DeHui YANG ^{2,b}, Meijun Ding ^{*c}

^{1,*}Department of ideology and politics, Yunnan University Of TCM, Kunming 650500,P.R.China

² Department of assets, Yunnan Normal University, Kunming 650500,P.R.China

^a E-mail:823172115@qq.com, ^b E-mail:ydh01zj @136.com, ^c E-mail:13233642@qq.com

Abstract—The purpose of this study is to solve the practical problem of integrating advantages to help implement "the Belt and Road" initiative. The procedure embodied in the following aspects: firstly, they are highly correlated, that is, they are correlated in subject, object and work environment. Secondly, as an important carrier for the realization of "the Belt and Road" strategy, the cultural united front of traditional Chinese medicine colleges and universities can shape a stable external environment and meet the needs of nations involved in "the Belt and Road". In the end, the conclusion is drawn that the cultural united front of traditional Chinese medicine colleges and universities can help realize "the Belt and Road" initiative strategy.

Keywords—Traditional Chinese medicine universities; The Cultural United Front; "The belt and Road" initiative strategy

I. INTRODUCTION

"People's judgment on the validity of any kind of practical activity is mainly based on whether the result of this practical activity is valid or not." [1] As a practical activity, how can we effectively bring into play the integration advantages of the Cultural United Front Work of Traditional Chinese Medicine universities to achieve its effectiveness? This is a realistic problem that all traditional Chinese medicine universities and practitioners of TCM are facing to be solved urgently. Therefore, whether we can make good use of Traditional Chinese medicine culture and answer this question from both practical and theoretical levels in combination with social needs becomes the key to the continued development of United Front Work in Chinese medicine colleges. In the new era, if the united front work in colleges and universities of traditional Chinese medicine has no actual effect, its own efficacy, value, status and significance will no longer exist, and its continued development will only become empty talk. The cultural united front work in Chinese medicine colleges is an integral part of the united front work of the Communist Party of China. In recent years, the united front work in all colleges and universities, including Traditional Chinese medicine colleges and universities, has effectively played its resource advantages in personnel training and selection, multi-party cooperation and political consultation, democracy and legal system construction, harmonious campus construction, etc. However, the united front work in Traditional Chinese medicine colleges is also facing new challenges and tasks.

Since the end of 2014, the proposal of the "the belt and road initiative" strategy has provided a new opportunity for the cultural united front work in Chinese medicine colleges and universities in terms of working objects, working environment, working methods and contents, working results and working mechanisms. Therefore, to give full play to the united front work in Chinese medicine colleges, especially the effectiveness of cultural united front work in Chinese medicine colleges. this includes the effectiveness of the elements of cultural united front work in Chinese medicine colleges, the effectiveness of the process of cultural united front work in Chinese medicine colleges and the effectiveness of the results of cultural united front work in Chinese medicine colleges, etc. we need to seriously understand the connotation of the "the belt and road initiative" strategy, use the cultural united front of Chinese medicine to guide the united front work in Chinese medicine colleges and help the realization of the "the belt and road initiative" strategy.

II. THE DIALECTICAL RELATIONSHIP BETWEEN THE CULTURAL UNITED FRONT WORK OF TRADITIONAL CHINESE MEDICINE COLLEGES AND "THE BELT AND ROAD" INITIATIVE STRATEGY

Under the leadership of the Communist Party of China, the university United front work is guided by Marxism - Leninism, Mao Zedong Thought and an introduction to the theoretical system of socialism with Chinese characteristics, adhering to the principle of correctly handling the relationship of diversity and consistency, adhering to the theme of grand unity, actively promoting harmony among ethnic relations, political parties, class relations, religious relations and compatriots at home and abroad, consolidating and developing the broadest patriotic united front, serving the goal of "two hundred years", maintaining social harmony and stability, safeguarding the interests of national sovereignty and security, maintaining the long-term prosperity and stability of Hong Kong and Macao, achieving complete reunification of the motherland, and serving the Chinese dream of realizing the great rejuvenation of the Chinese nation. In practice, the cultural united front work in traditional Chinese medicine colleges and universities must also fulfill the "role function" according to the "role requirements" mentioned above.

From the point of view of the characteristics of the united front work in Chinese medicine colleges and universities, the cultural united front of Chinese medicine is an important position of the united front work of the Communist Party of China, with the characteristics of strong comprehensiveness, wide coverage, large number of united front objects, high educational level, strong professionalism, strong service consciousness, wide influence range, and strong ability to participate in and discuss politics.

From the perspective of the constituent elements of the cultural united front work in Chinese medicine colleges and universities, it is also a systematic project. It is an organic system including cultural united front subject, cultural united front object, cultural united front mediator and cultural united front ring, and the cultural united front subject and cultural united front object become a pair of basic contradictions in the cultural united front work of Chinese medicine colleges. The relationship between of them determines the emergence and development of other elements in the cultural united front work in Chinese medicine colleges and universities, and also determines the fundamental nature and purpose of the cultural united front work in Chinese medicine colleges and universities.

The "the belt and road initiative" strategy is short name for the "Maritime Silk Road" and "Silk Road Economic Belt" strategies, and the spirit of "the belt and road initiative" is centered on "openness and tolerance, mutual benefit and win-win, peaceful cooperation and mutual learning". The ultimate goal of the "the belt and road initiative" strategy is to realize the "Chinese Dream" of the great rejuvenation of the Chinese nation. The realization goal of "the belt and road initiative" needs to fully mobilize the enthusiasm and participation of the people. However, the United Front work in Chinese medicine colleges and universities is aimed at people with high level, high quality and high education. Therefore, it is necessary to rely on the United Front work in Chinese medicine colleges and universities to promote the realization of the "the belt and road initiative" strategy.

A. *The relationship between the subject and object of "the Belt and Road" initiative strategy and cultural united front work in Traditional Chinese medicine colleges.*

With the smooth development of "the belt and road initiative strategy", remarkable achievements and effects have been achieved. This makes "the belt and road initiative strategy" promote the "expansion" and "appreciation" of the cultural united front objects in Chinese medicine colleges, deepen the deep understanding and further recognition of "the belt and road initiative strategy" for the cultural united front objects in Chinese medicine universities, and then use the spirit of "the belt and road initiative strategy" to gather positive energy, stimulate the enthusiasm and creativity of the cultural united front objects in Chinese medicine colleges and universities to actively participate in "the belt and road initiative" construction, and provide intellectual factors and material guarantee for the realization of the strategic goal of "the belt and road initiative strategy".

B. *"The Work Environment relationship between "the belt and road initiative Strategy" and Cultural United Front in Traditional Chinese Medicine Colleges*

"The belt and road initiative strategy" has condensed the hearts of people all over the world, meets the requirements of win-win cooperation among people all over the world, also optimizes the humanistic environment and spiritual atmosphere of the cultural united front work in Chinese medicine colleges and universities, and provides favorable external environment support for the smooth development of the cultural united front work in Chinese medicine colleges and universities. "The belt and road initiative strategy" is not only a "dream of development", "dream of prosperity" and "dream of China", but also a "dream of all countries in the world" and a "dream of great united front" for China. To optimize the external environment of cultural united front work in Chinese medicine colleges and universities, it is necessary to suck nutrients and draw strength from the "the belt and road initiative strategy". However, the cultural united front work in Chinese medicine colleges and universities can help the realization of "the belt and road initiative strategy" by giving full play to the advantages of integration.

III. THE STRATEGIC ANALYSIS OF THE CULTURAL UNITED FRONT IN TRADITIONAL CHINESE MEDICINE COLLEGES TO HELP "THE BELT AND ROAD" INITIATIVE UNDER THE ROLE EXPECTATION

Xi Jinping once said: "The domestic and international situation facing the Chinese Communist Party at present, its historical orientation and its historical mission have undergone great changes. The greater changes, the better achievement we should carry out and develop the United Front work. The united front work must serve the central work and development strategy of the state and the party, and develop the united front work from the political field to the economic field, the social field and the cultural field." [2] and the cultural united front in Traditional Chinese medicine colleges is an important part of the cultural united front work of the Communist Party of China.

At present, culture has become an important source of national creativity and cohesion, the soul of national development, and the spiritual power to consolidate and develop the broadest political alliance of the patriotic united front in the new era. "Cultural United Front" is to use cultural theories and related cultural activities, cultural policies and other cultural resources to unite all social forces, mobilize all positive factors that can be mobilized, promote the cultural identity of United Front members, promote political identity, national identity with the help of cultural identity, and ultimately serve the development strategy of the country and the nation and serve the great rejuvenation of the Chinese nation. [3] The Traditional Chinese medicine colleges and universities can use the advantages of Traditional Chinese medicine's culture resources to carry out cultural united front, thus promoting the realization of the "the belt and road initiative strategy".

From the perspective of "social role theory", this paper discusses the cultural united front of Traditional Chinese medicine colleges and universities to help realize the strategy of "the belt and road initiative", which is conducive to analyzing its reasons for existence, explaining its functions, analyzing its challenges and analyzing its final development trend. In sociology, "social role theory" is a theory that uses the concept of "role" to explain people's social behavior. The concept of "role" mainly refers to "individuals performing certain responsibilities when they are in a certain position in a particular social relationship." [4] and play a "role" can be both an organization and an individual. The connotation of "role" mainly includes three levels: Firstly, it represents a kind of social expectation, which requires "role" to perform its matching obligations and norms; Secondly, it represents a kind of social behavior, which can reflect a specific social role. Thirdly, it represents a kind of social status, which can reflect the specific social status. "Social Role Theory" is a sociological theory that explains the behavior of individuals and organizations with specific status and status according to the concept of "role", that is, according to the understanding and expectation of individuals and organizations for roles. Its theoretical content includes role formation, role expectation, role playing, role specification, role gap, role integration, role adjustment and other related contents. Role expectation refers to whether an individual or organization with a certain status in social relations can play its own advantages to meet various expectations of all parties in society. As an important carrier of "one generation, one way" strategy, cultural united front in Traditional Chinese medicine colleges is the result of social practice and demands of the times.

A. The urgent need to stabilize the external environment

At present, the world economy is out of balance, social conflicts are prominent, regional crises are frequent, and the surrounding environment deteriorates. It is urgent that cultural united front work adhere to the principle of coordinating the interests of all parties, resolving conflicts among all parties, properly handling relations between all parties, strengthening win-win cooperation, and giving full play to the advantages and characteristics of cultural united front work in colleges of traditional Chinese medicine. Traditional Chinese medicine culture is the essence of Chinese culture and an important carrier of cultural exchanges between the Chinese nation and the nations along "the belt and road initiative". It is conducive to the connection between the hearts and minds of the Chinese nation and those along the "the belt and road initiative" line. Countries along the "the belt and road initiative" line have a history of using traditional medicine or traditional Chinese medicine and have a certain mass character. The spirit of "benevolence, harmony, diligence and sincerity" in the traditional Chinese medicine culture plays a role in eliminating contradictions and opening up cooperation, so as to unite forces of all parties, mobilize enthusiasm and innovation of all parties, create a cooperation platform of "openness and inclusiveness, mutual benefit and win-win, peaceful cooperation and mutual learning and learning", and form a harmonious situation of co-construction and sharing among countries along the "the belt and road initiative" line. As an integral part of the cultural united front, the cultural

united front in Chinese medicine colleges can promote the smooth development of the cultural united front work and thus help the "the belt and road initiative" strategy.

B. The recreational needs of the people involved in "the Belt and Road" initiative

The cultural united front in Chinese medicine colleges and universities will give full play to the advantages of cultural soft power, dispel misunderstandings, remove obstacles and vigorously promote collective equality to meet the needs of the public for collective recreation. Traditional Chinese medicine culture has always advocated respecting the main body, attaching importance to harmony, establishing the overall concept, and emphasizing the humanistic spirit of lifting pots and saving the world. The cultural spirit of Chinese medicine can be spread to the outside world through national exchanges and cooperation in the cause of Chinese medicine, so as to achieve the perfect combination of instrumental rationality and value rationality. Because the traditional Chinese medicine culture shows the characteristics of helping the main body to solve problems, communicate with the mind, exchange ideas and have equal dialogue in respect of the main body, these methods and characteristics are also applicable to the communication and cooperation of countries along the "generation-by-generation" route, and the charm of traditional Chinese medicine culture is used to promote the motive force of cultural exchange and exchange, and to display the charm of innovation and efficacy of traditional Chinese medicine culture, so as to meet the people's desire for recreation in the countries along the route.

IV. CONCLUSION

"The TCM is helping the realization of the 'One Belt And One Road' strategy, and progressing relatively smooth in advancing related work." At present, China has launched an international cooperation project to build the "One Belt And One Road" overseas TCM center. Internally, a number of domestic demonstration bases are under construction. we also included Chinese medicine in the 'One Belt And One Road' national free trade area negotiations. The worldwide TCM service market is estimated to be worth \$500 billion a year. At present, there are great opportunities for us to go out, so we should consider whether we are ready to go out and help realize One Belt And One Road in terms of traditional Chinese medicine culture.

REFERENCES

- [1] Shen Zhuanghai. Research on the Effectiveness of Ideological and Political Education [M]. Wuhan: Wuhan University Press, 2001, P15.
- [2] Xi Jinping. Consolidating and developing the broadest patriotic united front to provide power support for realizing the Chinese dream [N]. People's Daily, 2015, P1.
- [3] Pei Li-ning. Bringing the United Front Advantage of Traditional Chinese Medicine Culture into Full Play to Innovate the United Front Work in Colleges and Universities [J]. Journal of Guangdong Socialist University, 2011 (3), P24.
- [4] Yang Jiangfan. Research on the construction of grass-roots organizations from the perspective of harmony - from the perspective of social role theory [J]. Fujian Forum, 2001 (7), P15.