

# Exploration and Practice of “Cultural Confidence” Education Mode Integrating “Baise Red Culture + Traditional Chinese Medicine Culture + Classroom Ideological and Political Education”

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## Abstract

**Purpose:** Under the teaching concept of cultural confidence, based on the advantages of Baise red culture and local Chinese herbal medicine resources, the “cultural confidence” education mode integrating “Baise red culture + traditional Chinese medicine culture + classroom ideological and political education” applies. **Solutions:** In the process of medical talent training, Baise red culture and traditional Chinese medicine culture are taken as good carriers of ideological and political education, and the “cultural confidence” education mode integrating “Baise red culture + traditional Chinese medicine culture + classroom ideological and political education” is constructed to promote patriotism and cultural confidence. **Results:** Baise red culture and traditional Chinese medicine culture are integrated into classroom ideological and political education, which promotes the connotation of medical talent training, enables students to establish correct professional ethics and social responsibility, and significantly improves humanistic accomplishment and comprehensive quality of students. **Conclusion:** The “cultural confidence” education mode integrating “Baise red culture + traditional Chinese medicine culture + classroom ideological and political education” promotes excellent traditional culture, increases national pride and cultural confidence, and realizes the unity of educating people and cultivating talents.

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## Keywords

Classroom Ideological and Political Education, Baise Red Culture, Traditional Chinese Medicine Culture, Integration of Theory and Practice, Cultural Confidence

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## 1. Introduction

A good education means “becoming a useful person” on the premise of advocating moral cultivation and “pursuing success” on the basis of “becoming a useful person”. General Secretary Xi Jinping pointed out in the report addressed at The 19th National Congress of the Communist Party of China that cultural confidence represents a fundamental and profound force that sustains the development of a country and a nation. Curriculum ideological and political education is a brand-new and all-round educational concept in the contemporary era (Wang, Guo, Cheng, Luo, & Liao, 2020). Baise red culture, traditional Chinese medicine culture and ideological and political education objectives are consistent. Baise red culture and traditional Chinese medicine culture should be integrated into curriculum ideological and political education, and patriotism should be carried forward to inherit preferably the value of traditional Chinese medicine culture and enhance the cultural confidence of the Chinese nation.

## 2. Problems in Medical Talent Training in Ethnic Minority Areas

To adhere to the unity of educating people and cultivating talents, and avoid two misunderstandings. First, equating “cultivating talents” with “educating people”. Second, integrating “success” with “to be a useful person”. On account of the profound science education background of most medical students in ethnic minority areas before entering school, they lack a solid foundation of literature and history, and there are deficiencies in medical humanistic accomplishment. In addition, the curriculum objective orientation is not clear. Teachers often attach importance to the presentation of knowledge instead of the cultivation of ability, then the atmosphere of construction of traditional Chinese medicine culture is not strong enough, and students lack the connotation and inside information of traditional Chinese medicine culture, as well as the sense of identity and belonging of traditional Chinese medicine culture (Wang, He, Wang, & He, 2018). Therefore, according to the current situation of medical college education, this paper explores the “cultural confidence” education mode integrating “Baise red culture + traditional Chinese medicine culture + classroom ideological and political education” to actively promote the reform and innovation of educational concepts and ideas.

### 3. Educational Practice of Inheriting Red Cultural Genes

Youjiang Medical College for Nationalities is located in Baise, Guangxi, the birthplace of the Baise Uprising led by Deng Xiaoping. The Baise Uprising Memorial Park of Guangxi is a national AAAAA class scenic spot. The Baise Uprising Memorial Park is a thematic memorial park formed on the basis of integrating revolutionary historical and cultural resources such as the Baise Uprising Memorial Hall, Youjiang Museum of Nationalities, the Baise Uprising Monument, Red Army Bridge, Copper Drum Tower, Nange Pavilion and Guangdong-Guangxi Youth Friendship Park. Since it was officially opened to the outside world in December 1999, the Baise Uprising Memorial Hall has received more than 50 party and state leaders and millions of visitors from home and abroad. It has played an important role in patriotism and revolutionary tradition education and achieved good social benefits. It has been designated as a National Demonstration Bases for Patriotism Education by the Publicity Department of the CPC Central Committee.

- 1) Revitalizing red resources and building multi-dimensional learning positions. On the premise of the resources of red holy places such as the Baise Uprising Memorial Hall, the “Qingming Festival to Sacrifice Heroes and Martyrs” activity is organized for inheriting the red genes by cherishing the memory of our revolutionary martyrs. Every year, we organize students to review the Party Oath in front of the Baise Uprising Monument; Visiting the Baise Uprising Memorial Hall, and experiencing the great sacrifices made by the people of all ethnic groups in Youjiang to win the revolutionary victory to learn and inherit the Baise Uprising spirit of “perseverance, seeking truth from facts, relying on the masses and uniting and striving” (Xu & Xu, 2021).
- 2) Enriching educational forms and carriers by using WeChat and QQ groups. Through the combinations of centralized learning and independent learning, online learning and offline learning, red culture learning and education will be carried out at different levels and multi-dimensions in full coverage. By organizing special knowledge contests, essay contests, watching Baise red culture videos and other activities, the study and education of red culture can be “alive”.
- 3) Carrying out red culture practice activities, and promoting red culture learning and education to go to heart and reality through field research, voluntary service activities and other means. These activities allow students to understand today’s hard-won happy life. They are encouraged to remain true to their original aspiration and keep their missions firmly in mind, and think about their shortcomings in daily work and life, so as to more strictly require themselves to make their professional contributions to people’s health and rational drug use.

### 4. Path of Integration of “Traditional Chinese Medicine Culture + Classroom Ideological and Political Education”

Teachers should follow the law of teaching and education and the law of students’ growth when they design the curriculum ideological and political education. Specifically, in courses with obvious natural science attributes such as bio-

chemistry, we should highlight the cultivation of scientific spirit and innovative spirit, and pay attention to the penetration and infiltration of dialectical materialism into classroom teaching. However, in disciplines with obvious traditional cultural attributes such as traditional Chinese pharmacology, we should highlight value guidance and inheritance of excellent traditional culture to constantly enhance cultural confidence. Promoting and carrying forward traditional Chinese medicine culture in courses related to Chinese herbal medicine will make students feel strong cultural confidence, which is the natural advantage of medical colleges to realize ideological and political education.

#### **4.1. Traditional Chinese Medicine Culture under the Wisdom Guidance**

Internet technology breaks the limit of time and space and improves the efficiency of diffusing traditional Chinese medicine culture. In 2017, National Administration of Traditional Chinese Medicine proposed to deeply integrate traditional Chinese medicine health services such as traditional Chinese medicine culture with the innovative achievements of the Internet to promote the international promotion and popularization of traditional Chinese medicine culture. In the era of the growing development of the Internet, we should make full use of the network platform to learn traditional Chinese medicine culture to constantly innovate cultural carriers. Publicity and education activities of traditional Chinese medicine confidence by combining online and offline should also be carried out to vigorously promote the spread of traditional Chinese medicine confidence. Learning platforms such as WeChat, Duifene and Moso Teach provide new channels for medical students to learn traditional Chinese medicine culture knowledge. Medical students use these mobile learning platforms to follow WeChat official account of well-known traditional Chinese medicine masters, traditional Chinese medicine colleges and forums of famous doctors related to traditional Chinese medicine culture knowledge, and learn the latest progress of traditional Chinese medicine culture in real time. Many students said that learning traditional Chinese medicine culture via these network platforms improve their interest in traditional Chinese medicine culture and promote the inheritance and development of traditional Chinese medicine culture.

#### **4.2. The Second Classroom and Brand Activities of Integrating Traditional Chinese Medicine Culture Knowledge into Campus**

Baise of Guangxi, where Youjiang Medical College For Nationalities is located, has rich resource advantages of regional ethnic medicine and Chinese herbal medicine (Huang, Huang, Pan, Liang, & Huang, 2017). The school has established brand activities related to traditional Chinese medicine culture knowledge, including: drug marketing planning and skill competition; simple drug production activities; traditional Chinese medicine specimen making activities; traditional Chinese medicine skills competition; pharmacy post knowledge and

skills competition; knowledge contest on rational drug use; Baise national intangible cultural heritage and hydrangea innovation and entrepreneurship activities. We have designed these brand activities from the perspective of “cultural confidence” which traditional Chinese medicine culture is integrated into, such as combining drug processing culture, drug folk culture, drug geoherbalsm culture and others with drug knowledge. Through these, the exchange platform of traditional Chinese medicine skills and experience has been set up, which has enhanced students’ enthusiasm for learning traditional Chinese medicine culture, created a good atmosphere for learning traditional Chinese medicine knowledge, expanded the influence and dissemination scope of excellent traditional Chinese medicine culture among students, and played a strong role in promoting the inheritance of traditional Chinese medicine culture. In addition, we make full use of various facilities such as billboards, wall newspapers and exhibition rooms to widely publicize traditional Chinese medicine culture.

#### **4.3. International Exchange of Traditional Chinese Medicine Culture under the Background of “the Belt and Road Initiative”**

“Healthy China Strategy” needs to promote the development of the pharmaceutical industry. The People’s Government of Guangxi Zhuang Autonomous Region is responsible for taking the lead in building an international innovation cooperation circle for traditional Chinese medicine health industry between Guangxi, Hong Kong, Macao and ASEAN in the context of “the Belt and Road Initiative”. In 2020, the State Council approved to establish Baise Key Development and Opening-up Experimental Zone, one of which is to promote the development of ethnic medicine and health industry (Chen, 2020). As an important part of world medicine, traditional Chinese medicine culture has endless vitality and unique practical value. Traditional Chinese medicine culture with “preventive treatment of diseases” as its main feature plays an important role in developing relations between China and countries along “the Belt and Road Initiative”, enriching cooperation connotation and building a community of health with a shared future for mankind. Youjiang Medical College for Nationalities has been qualified to recruit foreign students since 2000. From the communication with foreign students, we know that many foreign students are interested in traditional Chinese medicine culture. Many foreign students often go to the national medicine guild hall to study and enjoy massage and acupuncture, etc. Activities such as inviting foreign students to participate in various traditional Chinese medicine knowledge competitions and skill operation competitions, to learn massage, acupuncture and other skills, and holding lectures on traditional Chinese medicine culture can exchange traditional Chinese medicine culture with foreign students, and promote the international promotion of traditional Chinese medicine culture to activate the vitality of local students to inherit traditional Chinese medicine culture.

#### 4.4. Using the Development Tendency of Traditional Chinese Medicine Industry and the Integration of Production and Education to Promote Classroom Ideological and Political Education

In recent years, traditional Chinese medicine has ushered in a good opportunity for development. General Secretary Xi Jinping has explained the history and modern value of traditional Chinese medicine in an all-round way. He pointed out that traditional Chinese medicine contains the nation's ideas and experience in healthcare spanning millennia which is the gem of ancient Chinese science and also a key to open the treasure of Chinese civilization. In the fight against novel coronavirus pneumonia pandemic, the excellent performance and outstanding contribution of traditional Chinese medicine have created unprecedented historical opportunities to further strengthen the confidence of traditional Chinese medicine (Wang & Hu, 2020). We should accurately grasp the development tendency of traditional Chinese medicine, introduce the latest research results of traditional Chinese medicine into the curriculum, and improve the novelty and challenge of the curriculum content. On the one hand, social hot events like Honey out of Date from Tongrentang, Treatment of Brain Injury in Liu Hairuo, Adulteration of Chinese Herbal Pieces are helpful to cultivate students' sense of mission and social responsibility. On the other hand, using the latest achievements of traditional Chinese medicine, updating teaching materials in time, and striving to present the latest appearance of traditional Chinese medicine to students to make students feel the new glory constantly created in traditional Chinese medicine. For example, in recent years, more than 50 scientific research achievements of traditional Chinese medicine have won national science and technology awards; Researcher Tu Youyou became the first scientist in China to win the Nobel Prize in Physiology or Medicine because of her discovery of artemisinin in treating malaria. In addition, making full use of various teaching activities such as on-site teaching in medicinal botanical garden and traditional Chinese medicine museum to firmly establish confidence in traditional Chinese medicine culture.

### 5. Conclusion

Traditional Chinese medicine culture and Baise red culture are rich in humanities and philosophical thoughts, as well as ideological and political education resources. The new practice of reform and innovation of the "cultural confidence" education mode integrating "Baise red culture + traditional Chinese medicine culture + classroom ideological and political education" fully embodies the school-running characteristics of medical colleges in old revolutionary base areas. Integrating Baise red culture and traditional Chinese medicine culture into curriculum ideological and political education can prevent curriculum ideological and political education from falling into the dilemma of formalization and give full play to the "educating talents" of professional courses. The "cultural confidence" education mode integrating "Baise red culture + traditional Chinese medi-

cine culture + classroom ideological and political education” has innovated the practice of cultural education in universities and colleges, which has been widely praised by peers and achieved good social influence. We will constantly improve this mode in continuous practice.

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### Conflicts of Interest

The authors declare no conflicts of interest regarding the publication of this paper.

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