

# 基于全球化语境下中医文化自信建构的文化认同<sup>\*</sup>

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**摘要:**当前社会环境下, 中医文化传承的基本因子正在经受时代的冲击。对中医“象数思维”和“精诚仁和”核心价值观的深刻理解将会成为全球化语境下中医文化自信建构的基础。当今, 西医价值观强势冲击着中医文化, 中医在现代医学环境中的主体性失语和中医正在面临的现代化悖论逐渐成为传统中医的文化认同现实之困。作为中华优秀传统文化的精髓, 中医文化复兴和文化自信建构正在成为中医文化传播的当代核心诉求。以中医文化认同为起点, 重视中西医文化间性, 促进中西医文化适应, 构筑全球化语境下中医文化自信的实现路径, 正在迫切成为提升我国文化软实力的现实诉求。

**关键词:** 中医文化; 身份认同; 文化自信; 中医复兴; 全球化语境

**中图分类号:** R2-05    **文献标识码:** A    **文章编号:** 1672-0571(2020)04-0108-05

**DOI:** 10.13424/j.cnki.mtcm.2020.04.027

## On the Construct of TCM Cultural Confidence in the Global Context to Cultural Identity

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**Abstract:** Currently, the elementary factor of the TCM inheritance is under the impact of this age. The profound understanding of the TCM core ideology like image-numerology and Jingcheng Renhe (absolute sincerity, benevolence and harmony) will establish the foundation for the TCM cultural confidence construct. Nowadays, the Western Medicine ideology is so aggressively shocking the TCM culture that the TCM is losing its position in the modern medicine and the TCM are faced with the paradox of modernization, which poses a real difficulty for the identity of TCM. As the quintessence of the excellent traditional Chinese culture, the renaissance of TCM culture and the cultural confidence construct are becoming the core appeal in the spread of TCM. Starting from the TCM culture identity, the importance attaching to the cultural difference between the Western and Chinese Medicine, the promotion of the compatibility between the Western and Chinese Medicine are urgently becoming the real appeal to enhance the soft power of Chinese culture, finally constructing the path to realize the TCM cultural confidence in the global context.

\* **基金项目:**咸阳市科技计划项目(2018k02-113);陕西省教育厅重点项目(19JZ029);国家级大学生创新创业训练计划项目(201810716005X);陕西中医药大学学科创新团队建设项目(2019-PY04);陕西省中医药管理局科研课题(2019-zz-zc006)