

Reading Promotion Campaign Themed “Promoting the Spirit of Craftsmanship and Inheriting Intangible Cultural Heritage” Disseminates the Profound Craftsmanship Culture of Traditional Medicine

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Abstract

The activity centers on traditional medicine intangible cultural heritage and the connotations of its unique craftsmanship. Through recommending library collections and digital resource platforms, combined with on-site promotion of the classification and distinctive features of ethnic medicine via exhibition panels on “Tibetan Medicine Bath Therapy,” a knowledge quiz titled “Inheriting the Cultural Treasures of Traditional Medicine” was conducted. This initiative provides precise guided reading across multiple domains, including Party building political theory and required readings for undergraduate programs in chemical engineering, medicine, and biology. It explores teachers’ and students’ comprehension and edification regarding the knowledge connotations of exquisite skills inherent in national traditional medicine intangible cultural heritage, and discusses strategies for exerting long-term value in the inheritance and protection of traditional medicine as national intangible cultural heritage.

Full Text

Preamble

“Ingenious Ethnic Medicine: Sharing the Treasures of Traditional Culture” –A Reading Promotion Activity Disseminating the Profound Skills and Culture of Traditional Medicine

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Abstract: This activity focused on the intangible cultural heritage of traditional medicine and its unique artisanal connotations. Through multiple approaches—including recommending library collections and digital resource platforms, displaying on-site exhibition panels on the classification and characteristics of ethnic medicine featuring the “Tibetan Medicine Bath Therapy,” conducting knowledge Q&A sessions on “Inheriting the Cultural Treasures of Traditional Medicine,” and providing guided reading on Party-building political theory and required readings for undergraduate programs in chemistry, medicine, and biology—the project explored how faculty and students understand and appreciate the exquisite knowledge and craftsmanship embedded in national traditional medicine intangible cultural heritage, and examined how to foster long-term value in the inheritance and protection of these national traditions.

Keywords: Traditional medicine intangible cultural heritage; Party-building teaching guidance; Reading promotion; Square-inch craftsmanship; Knowledge competition evaluation

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Introduction

Cultural heritage constitutes an integral part of the excellent traditional cultures worldwide, representing the precious crystallization and invaluable wealth of collective wisdom from people across all nations throughout history. Since the dawn of civilization and throughout human evolution, cultural heritage has developed through a long historical process, with its tangible and intangible classifications closely related to ideological and political education and the policies and laws of the National People’s Congress of the Communist Party of China [1]. As intangible cultural heritage, forged through time by human creativity and practical activities, its intrinsic spiritual meaning of excellent traditional culture is discovered through unique physical objects, possessing profound scientific, artistic, and historical value. China’s intangible cultural heritage embodies traditional cultural spirit closely associated with and passed down

through generations via the creative thinking, oral traditions, physical expressions, and technical craftsmanship of its people, continuously being developed, documented, excavated, appreciated, inherited, protected, innovated, and commercially applied [2].

National intangible cultural heritage was first proposed in the report of the 17th National Congress of the Communist Party of China, and the 20th National Congress further emphasized “strengthening the protection of cultural relics and heritage, and enhancing the preservation and inheritance of historical culture in urban and rural development” to advance cultural confidence and self-improvement, forging a new brilliance in socialist culture [3]. Notably, every five-year National Congress of the Communist Party provides policy guidance for the promotion, protection, and inheritance of Chinese excellent traditional culture, particularly national intangible heritage [4]. Cultural heritage is also protected by multiple laws [5], including the *Administrative Measures for the Protection of World Cultural Heritage* (2006), *Law of the People’s Republic of China on the Protection of Cultural Relics* (1982), *Copyright Law of the People’s Republic of China* (1990), *Patent Law of the People’s Republic of China* (1984), and *Law of the People’s Republic of China on Intangible Cultural Heritage* (2011). China’s Cultural Heritage Day was initially established in 2006, and since 2016, the second Saturday of June each year has been designated as “Cultural and Natural Heritage Day” [6]. On June 8, 2024, marking the 20th anniversary of China’s ratification of UNESCO’s *Convention for the Safeguarding of Intangible Cultural Heritage*, the theme “Protecting and Inheriting Intangible Cultural Heritage, Continuing Historical Context, and Writing a New Chapter of the Era” was celebrated nationwide through various forms of performance, exhibition, and documentation showcasing the rich historical development and inheritance achievements of national intangible cultural heritage [7].

Despite domestic and international promotion of national intangible cultural heritage, this was the first time our university library conducted a reading promotion activity related to national intangible heritage. UNESCO issued the call “Towards a Reading Society” to the world in 1972 [8], and 23 years later, in 1995, designated April 23 as “World Book Day” [9]. On the occasion of the 29th “World Book Day” in 2024, Qinghai Minzu University Library launched its ninth reading promotion project under the theme “Read, Share, Experience; Communicate, Exchange, Integrate,” with the opening ceremony held at Panshi Square on the Dongxu Campus. Our team was responsible for one sub-theme: the “Promoting Craftsman Spirit, Inheriting Intangible Cultural Heritage” reading promotion activity. Within this framework, we selected the traditional medicine category from national intangible cultural heritage to conduct the “Ingenious Ethnic Medicine: Sharing Traditional Culture Treasures” reading promotion activity. Through communication and exchange with various relevant units, a creative plan was conceived (see [Figure 1: see original paper]). During the project period, we produced activity posters and promoted the content both online and offline, encouraging participants both on and off campus to engage in sharing, exchanging, and inheriting knowledge and information about tradi-

tional medicine national intangible heritage while understanding the activity' s purpose.

[Figure 1: see original paper] “Promoting Craftsman Spirit, Inheriting Intangible Cultural Heritage” Reading Promotion Activity Plan

1.1 Integrating Party-Building Leadership with Ideological and Political Education to Guide Required Readings for Disciplines and Majors, Leveraging Party History to Trace the Scientific and Educational Significance of Traditional Medicine

Although China successfully applied for its first batch of World Intangible Cultural Heritage in 2006, various ethnic groups have spontaneously explored livelihoods since ancient times. Over the 103 years since the Party' s founding, revolutionary leaders of the Communist Party of China united the people in wars of defense, creating excellent cultural heritage filled with struggle, harvest, and shared Chinese practical achievements despite hardships. During the activity, guided reading of the required text *Ninety Years of the Communist Party of China* for ideological and political education undergraduates enabled deep appreciation of the evolution of medical policies and rescue teams behind each historical period [10]. The 1922 Declaration of the Second National Congress of the Communist Party of China proposed “establishing workers’ hospitals and other health facilities in factories,” and in 1928, Comrade Mao Zedong’ s essay *Why Can China’ s Red Political Power Exist?* identified “building better Red Army hospitals” as a crucial measure for saving lives and consolidating revolutionary bases. Throughout the periods of domestic revolutionary war, anti-Japanese war, and liberation war, the health administrative management system and institutions of the Red Army’ s medical corps led by the Communist Party of China gradually improved, including health departments, health stations at all levels, hospitals, medical administration sections, outpatient departments, pharmaceutical departments, health expense management systems, and medical talent recruitment and training systems [11]. After the founding of New China, the medical system under the Party’ s leadership experienced recovery, adjustment, reform, and deepening periods, producing a series of pharmaceutical policy innovations and replacements, establishing urban public and private hospital systems and comprehensive medical networks covering cities, counties, townships, and villages, and creating robust systems for major diseases, epidemic insurance, and medical assistance [12]. From the guided reading of *Research Report on 40 Years of Development of Ideological and Political Education Discipline*, we can observe how Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era guides the deep integration of theory and practice in ideological and political education, implementing the Healthy China strategy and the real-world value of integrating national traditional medicine with science and education, incorporating traditional medicine intangible cultural heritage into the ideological and political education of medical students [13]. Under the leadership of the Communist Party of China in building the pub-

lic health system [14], the scale of talent cultivation for faculty and students, the licensed pharmacist system, and the national intangible cultural heritage inheritance talent team in China' s science and education fields continues to expand and standardize training, thereby promoting the integrated enhancement of Party governance and the development of traditional medicine disciplines and professions [15].

1.2 Purpose of Recommending and Guiding Reading of Library Collections on Intangible Cultural Heritage, Craftsman Spirit, Stamps, and Traditional Medicine

The library hall exhibition panels recommended 28 library books, including 16 on intangible cultural heritage and protection, 4 on craftsman spirit, 2 on intangible cultural heritage in stamps, and 6 on traditional medicine. Each book' s content was introduced with classification numbers and library locations according to the library classification system, facilitating faculty and student inquiry and borrowing. The recommended books focused on national intangible cultural heritage as the main thread. For instance, *Experience and Enlightenment from Foreign Intangible Cultural Heritage Protection* compares the experiences and methods of 38 foreign countries in intangible cultural heritage protection, introducing the research, utilization, preservation, and development of China' s intangible cultural heritage and spatial characteristics, particularly the careful guidance of folk culture inheritance and protection content. *Research on the "Group Wisdom Model" for Intangible Cultural Heritage Archive Resource Construction* systematically studies the theoretical and practical aspects of intangible cultural heritage archive management in China, exploring standards, strategies, and documentation methods for intangible cultural heritage archive management needs, providing materials for long-term preservation and convenient utilization of intangible cultural heritage projects and their inheritors. *Beijing Intangible Cultural Heritage Illustrated Canon* summarizes and displays nearly 300 intangible cultural heritage projects in ten categories in Beijing through text and images, interviewing and documenting the profound history and wisdom of intangible cultural heritage inheritors, reflecting the spiritual connotation and unique charm of traditional culture. In the medicinal incense craftsmanship section, the historical origins and cultural background detail each process and secret of incense making, the incense-making stories of inheritance families, and the social and cultural fragrance value of incense [16]. Additionally, 11 recommended library books comprehensively explore the institutional construction and theoretical value of China' s intangible cultural heritage legal protection from perspectives of law, protection mechanisms, ethnic academic development, social and cultural practice, and digital research, including the improvement of intangible cultural heritage protection theory from an administrative law perspective, regional heritage collaborative preservation mechanisms, intangible cultural heritage information resource sharing mechanisms, literature heritage digital sharing mechanisms, and the construction of cultural and technological integration protection mechanism models and platforms. Particularly, *Digital*

Research on Intangible Cultural Heritage presents the latest research applications regarding “intangible cultural heritage database digitization,” establishing a “double-layer four-division” classification coding system for intangible cultural heritage projects and constructing a digital standard system based on core meta-data compilation principles for intangible cultural heritage digital resources.

The national intangible cultural heritage standard system is also a product of the generation and development of its academic essence. The 7-volume *Intangible Cultural Heritage Academic Essence* series, based on the classification of the *Convention*, represents 20 years of representative achievements in various fields of national intangible cultural heritage through selected papers, showcasing major research results in intangible cultural heritage theory and protection practice, oral traditions, performing arts, knowledge and practices concerning nature and the universe, traditional craftsmanship, and social rituals and festivals. The “Nature and Universe Knowledge and Practice Volume” (ISBN: 9787520399036) includes 9 representative papers discussing the basic theories, classification, and protection research of the classic traditional medicine intangible cultural heritage text *Huangdi Neijing*, acupuncture and traditional Chinese medicine theory and inheritance, and the inheritance path research of ethnic minority Tibetan medicine bath therapy and Miao medicine intangible cultural heritage, providing solid historical resources for effectively promoting the innovative construction, research, and evaluation of the intangible cultural heritage discipline system.

As the saying goes, “Slow work produces fine craftsmanship; skilled hands create ingenious artisans.” The core of intangible cultural heritage lies in the craftsman spirit that permeates its techniques. Four guided books—*How Craftsman Spirit is Forged*, *Research on Shanghai Craftsman Spirit in the New Era*, *Craftsmanship Within Reach*, and *Craftsman Spirit*—vividly demonstrate how intangible cultural heritage inheritors meticulously refine and pursue excellence in protecting inherited techniques, striving for perfection in every detail and continuously applying new skills to innovate and produce new achievements. In September 2021, the craftsman spirit was approved by the Central Committee of the Communist Party of China and introduced into the first batch of the great spirit of Chinese Communists by the Central Propaganda Department, embodying the national spirit with patriotism at its core and the spirit of the times with reform and innovation at its core. This represents a powerful spiritual driving force for the rejuvenation of the Chinese nation, containing Chinese philosophical and aesthetic implications [17], and establishes a comprehensive system, channels, and pathways for the inheritance and protection of national intangible cultural heritage from the perspective of core techniques, promoting innovative nationwide dissemination and popularization of national intangible cultural heritage practice activities.

As the nation’s calling card and dissemination carrier, stamps must be mentioned. In their small space, stamps artistically and 考究 ly display the nation’s history and the memory of all ethnic groups through the changing times, telling

Chinese stories and witnessing and disseminating China's intangible cultural heritage and spiritual demeanor [18]. In the library books *The Large Dragon Stamp* and *The World of Music in Stamps*, the first set of stamps issued by the Qing government on August 15, 1878—the Large Dragon Stamp (3 stamps featuring the coiled dragon, symbol of the Qing imperial family)—is introduced in detail through information-rich, innovatively conceived, and exquisitely printed stamps, showcasing the development history of customs postal services at that time. Chinese postal stamps silently display intangible cultural heritage such as musicians, musical masterpieces, and music knowledge from around the world, allowing people to approach and appreciate the elegant music hall through the cultural carrier of philatelic products with both text and images. Stamps and intangible cultural heritage together constitute the precious wealth of Chinese culture; stamps reflecting China's historical changes and cultural development represent living intangible cultural heritage practices in people's lives, transmitting China's voice and helping the world understand China's brilliant excellent culture. The latest 2025 philatelic calendar 方寸天地—*Stamps on China's Intangible Cultural Heritage* distills and depicts the essence and skill connotations of each intangible cultural heritage project.

Traditional medicine, which contributes to human health and well-being, serves as a key link in global communication [19]. The activity introduced 23 major categories of traditional medicine through exhibition panels, detailing their numbers, names, applications, development, content, and regions, involving 182 application regions or units and 131 representative inheritors. In the library exhibition hall and natural science reading room, we selectively recommended and promoted 6 library books related to traditional medicine: *Practical Tuina and Acupuncture Techniques*, *Color Atlas of Prepared Chinese Medicine Pieces*, *Pao Zhi Ming Zang*, *Science of Chinese Medicine Processing*, *Research on Traditional Chinese Medicine Health Elixir Guilingji*, and *Research on Calcination Techniques in Tibetan Medicine Processing*. These showcase national intangible cultural heritage items and techniques in traditional medicine, such as acupuncture—a unique and rich medical thinking and treatment method of the Chinese nation with 9 project listings including Lu's, Cheng's, Liu's, Yang's, Chun moxibustion, Chen's, and Zhao's acupuncture therapies, with protection units including the China Academy of Chinese Medical Sciences Acupuncture Institute and China Acupuncture Society. Characteristic Chinese medicine processing and preparation techniques are traditional methods and technologies for processing Chinese medicinal materials into decoction pieces and preparations according to traditional Chinese medicine requirements, forming various traditional processing and preparation tools and region-specific planting, processing, and preparation techniques, such as Minxian angelica, ginseng, Huai medicine, Zhangshu, Xinhui tangerine peel, and Hanpai Peng Yinting processing techniques. The activity also showcased in-depth research on Chinese medicine preparation techniques, including 54 project listings such as traditional Chinese medicine preparation methods for Liushen pills, Dong's Eejiao, Guilingji, Luofushan Baicao oil, Jingwanhong ointment, loquat paste, and Wangshi Baochi

pills. Additionally, centuries-old traditional Chinese medicine culture is passed down through 11 protection units including Tongrentang, Huqing Yutang, Chenliji, and Tongjitang, extracting essence culture from the endless practical activities of traditional medicine intangible cultural heritage inheritors. China Post issued the *Chinese Medicine Halls* special stamps in 2010, showcasing four traditional Chinese medicine halls [20]: the imperial official medicine Tongrentang, the Jiangnan medicine king Huqing Yutang, the national medicine legend Le Yunshang, and Guangdong's Chenliji, vividly disseminating the craftsman spirit and cultural heritage of Chinese medicine to people worldwide. As the saying goes, "In traditional Chinese medicine health preservation, every plant is a treasure." Plant resources form the basic material for traditional Chinese medicine techniques to exert their disease prevention and treatment efficacy. The activity used mind maps to guide detailed reading of 13 types of Li Shizhen's classic Ming dynasty herbal works *Compendium of Materia Medica* in two sets of books (see [Figure 2: see original paper]). Published by thread-bound book publishers in 2009 and Jiangsu Science and Technology Press in 2016, these books contain finely hand-drawn plant illustrations in four volumes, vividly displaying 1,897 plant resources in their original ecology. Classified by "department" as the main category and "class" as the subcategory into sixteen departments, they summarize and depict plant resource classification, usage methods, and efficacy through detailed sections including "Column Explanation," "Explanation of Names," "Collection and Explanation," "Distinguishing Doubts and Correcting Errors," "Preparation," "Properties," "Indications," "Inventions," and "Attached Prescriptions," providing effective references for traditional medicine professionals.

Through the transmission and promotion of diverse book fragrance cultural knowledge, the activity guided and encouraged faculty and students to better understand and appreciate China's intangible cultural heritage in traditional medicine, and to appreciate the inheritance and innovative wisdom of intangible cultural heritage in the exquisitely designed artwork of China's postal national calling card, thereby promoting the positive dissemination and exchange significance of traditional Chinese medicine culture in global cultural contributions.

1.3 The Cultural Achievements of the Representative Intangible Cultural Heritage Item "Tibetan Medicine Bath Therapy" for Human Health and Wellness

China's 56 ethnic groups have formed unique skills, folk customs, and spiritual cultures through practical life activities, constituting important components of China's intangible cultural heritage. Among China's intangible cultural heritage list are 14 categories totaling 48 representative ethnic projects including traditional Chinese medicine, Mongolian medicine, Tibetan medicine, Zhuang medicine, and Miao medicine. Traditional Chinese medicine possesses universally applicable theoretical foundations and skillful culture among all ethnic groups, while ethnic minority regions, particularly Tibetans concentrated on

the Qinghai-Tibet Plateau representing 0.5% of the population, have created 17 categories of national intangible cultural heritage and some UNESCO representative items through generational life skills. The activity introduced the intangible cultural heritage of Tibetan medicine, the “Tibetan Medicine Bath Therapy,” and the inheritance techniques of its protection units through panel displays combining text and images [21]. Tibetan medicine developed based on theoretical foundations from more than 10 classic Tibetan medical works including *The Four Medical Tantras*, *Crystal Pearl Materia Medica*, *Tara Materia Medica*, and *Selected Compilation of Tibetan Medicine*.

The activity detailed the UNESCO Representative List of the Intangible Cultural Heritage of Humanity “Tibetan Medicine Bath Therapy” approved on November 28, 2008, particularly the “Five Nectars” original plants: juniper, rhododendron, white wild artemisia, Tibetan ephedra, and water cypress. Combined with issued square-inch stamps depicting their appearance, the activity explained their sources, distribution, and efficacy through text, and demonstrated the preparation techniques and efficacy of the five medicinal ingredients in the “Tibetan Medicine Bath Therapy” through video from the Qinghai Museum’s intangible cultural heritage exhibition hall, thereby exerting special therapeutic effects for disease prevention and revealing the profound historical and cultural significance of its inheritance. Dr. Li Xianjia, the inheritor of the “Tibetan Medicine Bath Therapy,” demonstrates exceptional professional skills in Tibetan medicine. Through the bathing technique in the project, the skin—the body’s largest metabolic organ—can be cleansed of microorganisms, enhancing skin resistance, promoting blood circulation, improving nutritional status of tissues and organs, reducing muscle tension, and eliminating fatigue. Furthermore, Dr. Li Xianjia has drafted and compiled scientific and educational books including *Tibetan Medicine Bath Diagnosis and Treatment Standards and Technical Specifications*, *Tibetan Medicine Bath Medical Record Writing Standards*, and *Required Reading for Tibetan Medicine Nursing* based on the standardized process of “Tibetan Medicine Bath Therapy” to facilitate standardized clinical operation and application of the intangible cultural heritage project. Simultaneously, through introduction to its protection unit “Qinghai Provincial Tibetan Hospital,” the activity clearly and effectively discovered the indelible value and role of “Tibetan Medicine Bath Therapy” theory and practice in daily protection, inheritance, research, disciplinary and clinical teaching, popular science promotion, and clinical application.

1.4 Digital Resources and Offline Intangible Cultural Heritage Physical Exhibitions Promoting Virtual-Integrated Dissemination and Inheritance

With the development of information technology, not only have the hardware devices and server platforms for various documentation centers serving readers changed, but the construction and application of electronic information digital resources in library collections and online platforms have also been enhanced.

Through communication and recommendation with professional units and personnel, we organized and publicly shared digital resources from official websites related to traditional medicine intangible cultural heritage during the activity, such as the Traditional Chinese Medicine Intangible Cultural Heritage Network (<http://www.ichtcm.com/>), Qinghai Intangible Cultural Heritage Online (<http://www.qhfy.org.cn/>), and Qinghai Museum (<http://www.qhmuseum.cn/>). By aligning with readers' cultural appreciation abilities through online audio, video, animation, and text-image viewing, the activity enhanced readers' understanding of policy regulations, project dynamics, inheritors, and characteristic medical diagnosis, treatment, and preparation techniques of Qinghai region intangible cultural heritage. To experience national and Qinghai provincial traditional medicine intangible cultural heritage techniques and products refined by craftsman spirit up close, the activity posters recommended readers visit the Qinghai Museum's intangible cultural heritage exhibition hall to view public digital materials and physical products, including Chinese medicine diagnosis and treatment methods (Haixi folk salt medicinal techniques), Tibetan medicine (Tibetan medicine Arura processing technique, 70-flavor pearl pill Setai processing technique, Youque therapy, Tibetan medicine bath therapy), and Tibetan medicine preparation products Basang Manma pills. The activity continuously advocated for interested faculty and students to contact inheritance protection regions and responsible personnel of traditional medicine projects for face-to-face communication and practical activities throughout the year.

Additionally, the library's digital resources were shared and applied for traditional medicine-related purposes [22]. The library's digital resources are currently divided into six categories, each comprising a certain number of retrieval databases and platforms: 30 Chinese resources, 12 foreign resources, 40 trial resources, 9 government resources, 6 shared resources, and 6 OA resources, totaling 103 Chinese and foreign databases. Among them, 34 databases include 2.01 million electronic books, which can provide long-term consultation, exchange, and experience in using electronic digital resources for faculty and students, as well as query, download, comparison, and analysis of digital resources. The activity screened 8 digital resources related to traditional medicine intangible cultural heritage: CNKI, Wanfang Data Knowledge Service Platform, VIP Chinese Journal Service Platform, Pharma Cloud, National Laws and Regulations Database, PubMed Central (PMC), National Philosophy and Social Science Documentation Center, and PubScholar Public Academic Platform. The recommended retrieval content in digital resources includes national policy laws and regulations, academic research, traditional medicine, and publicly available electronic journals, doctoral and master's dissertations, and other professional databases, providing daily participation in the retrieval, reading, and learning of electronic materials from the library's collection for this activity. For example, the "Pharma Cloud" database (<https://edu-pharma.bcpmdata.com/>) allows login after group or individual identity registration and authentication, including six retrieval sub-databases (drug research and development, global marketing, consistency evaluation, traditional Chinese medicine, industry reference, and

pharmaceutical industry) with 132 sub-modules totaling over 18 million retrieval entries. It features rich digital resource content, timely updates, and powerful and convenient retrieval methods, enabling download and comparative analysis of information resources retrieved through ordinary and advanced searches via database subscription.

For each digital platform and database showcasing the creation history and profound cultural implications of China's traditional medicine intangible cultural heritage, the activity can be conducted through interactive forms engaging viewers' five senses and thinking, effectively promoting viewers' whole-hearted experience and conscious research, inheritance, and protection of intangible cultural heritage culture.

1.5 Guiding Reading of Required Books and New Books for Traditional Medicine Intangible Cultural Heritage Undergraduate Education to Enhance Faculty and Student Awareness of Heritage Protection

As the saying goes, "Education is the foundation; nurturing people is the priority." The library is an important place for gathering and transmitting educational ideas and knowledge books. The Academic Affairs Office, which manages undergraduate education, and professional colleges jointly collected and organized 895 books for the 2024 undergraduate education training program for the library to recommend and guide reading in daily book activities. After compilation and statistics, there were 147 basic natural science books, 322 basic social science books, and 426 basic humanities books, including 74 books related to traditional medicine (30 volumes), biology (9 volumes), physical chemistry (8 volumes), and mathematics and statistics (27 volumes). During this reading promotion activity, we recommended and guided reading of 8 required books for undergraduate education training programs related to traditional medicine national intangible cultural heritage [23]: *Chemistry Teaching Design and Skills Practice*, *Introduction to Modern Chemical Engineering*, *Inorganic Chemical Technology*, *Formulary Science*, *Traditional Chinese Medicine Pharmaceuticals*, *Co-evolution of Organisms and Environment*, and *The Four Medical Tantras: Deluxe Edition*. Through detailed introductions of content, authors, Chinese Library Classification numbers, library locations, and call numbers, we encouraged chemistry, medicine, and biology faculty and students to understand the knowledge of professional books in the collection, increasing awareness and focus on professional updates and enhancing professional knowledge structure and information acquisition capabilities. Additionally, after reorganizing 28,000 books in the natural science reading room, we screened 292 newly purchased natural science books in 2024, selecting 13 new chemistry and traditional medicine professional books, combined with 90 types from 485 volumes of the same classification in the collection, totaling 103 paper books related to traditional medicine intangible cultural heritage for public reading in the new book display cabinet of the natural science reading room. These recommended new books were frequently borrowed

by faculty and students, continuously supplementing the library collection. For books of interest not available in the library, students were recommended to access them through ordering paper copies, public libraries [24], or consulting advisors for electronic versions. By guiding students to extensively and accurately read traditional medicine professional books, broadening and timely updating knowledge structures, and verifying knowledge accuracy through interactive exchange and practical testing, we enhanced the mutual growth of medical education, cultural quality, information literacy, and innovative skills for chemistry and medicine faculty and students.

2 Charitable Donations Updating Library Book Resources, Enabling Readers to Access the Latest Information Resources and Wisdom

The famous writer Maxim Gorky once said, “Books are the ladder of human progress.” On the occasion of the 75th anniversary of national and university founding, to supplement the library’s collection of new books on traditional medicine intangible cultural heritage, the activity received donations of 78 new books written by copyright owners since 2018 from Chinese plant and pharmaceutical industry associations, Qinghai Tibetan medicine units, and individuals. The books primarily cover theoretical and practical experience in plant records, biodiversity and conservation, pharmaceutical chemistry, traditional medicine, and Tibetan disease prevention and treatment. The library specially provided commemorative paper donation certificates to donating units and individuals, thanking the selfless public welfare units and professional teachers who contributed to the development of traditional medicine. Books and knowledge are the nutritionists of human thought and soul; therefore, loving donations of new books represent the power of shared wisdom and the light of life hope, empowering the construction of campus book fragrance culture, knowledge resource sharing, and cultural inheritance transmission.

Charitable book donations have profound significance. They can compensate for book resource shortages caused by lack of educational resources in impoverished and remote areas, promote open sharing and fairness of educational resources. As cultural carriers of various disciplines’ knowledge and information, donated new books not only timely update and enrich collections but also help follow new developments in teaching and research, meet reading needs, and promote cultural spirit, nourishing thought and soul. Digital electronic book resources can not only comprehensively stimulate people to use modern information methods to read and acquire knowledge but also enable whole-hearted experience and deep thinking to cultivate creative thinking. Whether electronic or paper book resources should be shared publicly as much as possible; through donation and recycling, environmental protection and conservation behaviors protect the common ecological and social biological environment of all humanity while cherishing and utilizing resources reasonably. Selfless charitable donation behavior resonates with more people for harmonious mutual assistance, bringing posi-

tive energy to inspire others, and helping improve public cultural literacy and moral standards. Therefore, charitable book donations bring social, cultural, educational, and public welfare mutual assistance value.

3 Knowledge Competition Feedback on “Inheriting Traditional Medicine Cultural Treasures” Promotes Application Attention and Precision

During the activity, we conducted a knowledge Q&A series on “Inheriting Traditional Medicine Cultural Treasures,” designing 20 single-choice questions covering Party-building intangible cultural heritage craftsman spirit (2 questions), cultural heritage laws and regulations (3 questions), protection and inheritance policies (2 questions), and stamps and traditional medicine intangible cultural heritage (13 questions). After reviewing 156 online and offline responses from faculty and students, we found that most students only knew the names of national intangible cultural heritage and some familiar traditional medicine intangible cultural heritage techniques and products. Knowledge about the historical aspects of specific traditional medicine intangible cultural heritage items and inheritor techniques required consultation and in-depth communication to master accurately, indicating a lack of popular science promotion and targeted application of national intangible cultural heritage knowledge on campus in daily life and education. Based on correct answer rates and time rankings, we selected 11 outstanding students: 1 first prize, 2 second prizes, 3 third prizes, and 5 excellence awards. We communicated with students about the knowledge content and significance examined in the Q&A design, awarding prizes and certificates. The knowledge competition promoted faculty and student understanding of the exquisite techniques and spiritual culture of skilled craftsmen in various regions and ethnic groups of national traditional medicine intangible cultural heritage.

4 Effectiveness and Improvement Plans for the Reading Promotion Activity

The activity adopted an open recommendation and Party-building ideological and political history guidance approach, combining online database platform digital books and reading room paper book guidance, database official website retrieval methods to promote policies, regulations, craftsman spirit, academic research, professional knowledge, and characteristic Tibetan medicine inheritance project protection and inheritance techniques related to traditional medicine national intangible cultural heritage, donating new books to update library collections, and timely recommending required reading books for chemistry and medicine undergraduate teaching and training, enabling book fragrance culture and digital information knowledge to permeate the entire process. The activity attracted 156 students participating in the “Inheriting Traditional Medicine Cultural Treasures” questionnaire, with many students constantly paying attention to and reading recommended new books, indicating that the project inadver-

tently attracted considerable attention and active participation from faculty and students, reflecting students' thirst for knowledge updates and serious learning attitudes, and promoting knowledge exchange through interactive communication in both sound and silence, experiencing the knowledge baptism brought by traditional medicine national intangible cultural heritage, inheritance techniques, database applications, and digital information culture. However, the activity also had shortcomings: actual expenses used only 67% of the budget, and due to lack of fair resource support from organizational departments, normal popular science promotion of the historical development process and inheritor technique displays of traditional medicine national intangible cultural heritage could not be conducted. Future improvements require overall management and operation mechanism enhancements to effectively organize active participation from chemistry, traditional medicine, biology, and other related professional faculty and students, cooperate and communicate using all-media promotional methods for extensive campus publicity and promotion to better achieve inheritance and protection of traditional medicine intangible cultural heritage projects.

As the saying goes, "Read ten thousand books, travel ten thousand miles." Mastering solid knowledge and culture through reading and understanding, recognizing, and contacting society through social practice, effectively combining both static and dynamic aspects can improve people's spiritual and humanistic qualities, accumulate experience through subjective and objective philosophical actions, and navigate social life and work with ease. Since the report of the 18th National Congress of the Communist Party of China in November 2012 proposed "carrying out nationwide reading activities," continuous advocacy, vigorous promotion, and in-depth advancement have occurred at each congress over the past 13 years. As a library for science, education, and cultural promotion, we have an unshirkable responsibility and obligation. Through this reading promotion activity on traditional medicine national intangible cultural heritage, combining traditional paper books with new digital reading methods, we advocated for faculty and students to feel and enjoy the happiness of reading books, share the experience of reading and harvesting traditional medicine intangible cultural heritage knowledge, and in the edification of high-level spiritual culture, promote faculty and students to comprehend the refreshing effects of traditional medicine disease prevention and treatment in the tranquility of mind, explore the miraculous healing bestowed by Shennong's tasting of hundreds of herbs in cultural appreciation of inheritance techniques, and experience the vitality that traditional medicine skills and inheritance culture bring to healthy living organisms. More meaningfully, through the popularization of reading education for everyone in society, not only can individual cultural literacy be improved, but the accumulation and precipitation of knowledge across society can enhance the entire nation's cultural soft power and spiritual cultural life.

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Author Contributions Statement

Du Qing: Proposed and designed the project plan, executed the activity, drafted and revised the final version of the paper; Nima Cairang: Provided and collected materials on Tibetan medicine intangible cultural heritage for the activity and revised paper expressions; Chen Donghai and Yin Xianchong: Provided and collected professional materials on national philatelic products and implemented the activity.

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Note: Figure translations are in progress. See original paper for figures.

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