Research on Traditional Chinese Medicine Culture Promoting the All-round Development of Audience in Morality, Intelligence, Physique, Beauty and Labor—An Empirical Investigation Based on the Traditional Chinese Medicine Theme Debate Competition of the World Federation of Chinese Medicine Societies

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Abstract

In today's China, it is necessary to cultivate the newcomers of the era with all-round development of morality, intelligence, physique, beauty and labor. With a long history, traditional Chinese medicine culture is one of the outstanding traditional cultures of the Chinese nation. Based on an empirical survey of the World Federation of Traditional Chinese Medicine Societies Debate Competition on Traditional Chinese Medicine, it is further proved that it is also feasible to use traditional Chinese medicine culture to promote the all-round development of the audience's morality, intelligence, physique, beauty and labor.

Keywords: traditional Chinese medicine culture, all-round development, debate competition

1. Introduction

It is an important topic in contemporary Chinese educational practice to promote the all-round development of moral, intellectual, physical, artistic and labor of the educated. Traditional Chinese medicine has distinctive cultural characteristics and contains rich elements to educate people. At present, educators generally believe that through the culture of traditional Chinese medicine, people's thoughts and opinions can be changed, and even the all-round development of the audience's morality, intelligence, physique, beauty and labor can be promoted. However, at present, there is not enough empirical research in academia to prove this point of view.

2. Research Purposes

The Traditional Chinese Medicine themed debate competition is centered on the promotion of traditional Chinese medicine culture. In the process of this competition, the contestants will fully experience the charm of traditional Chinese medicine culture and accept the edification of traditional Chinese medicine culture. The purpose of this study is to conduct an empirical analysis by taking the Chinese medicine theme debate competition as an example. Therefore, we will design and distribute a questionnaire. On this basis, we will explore whether the contestants have improved their moral, intellectual, physical, and aesthetic skills to some extent before and after the competition.

3. Research Methods

The Chinese Medicine Debate Competition, hosted by the World Federation of Chinese Medicine Societies, is currently the largest professional themed debate competition in the Chinese medicine industry and even in

various domestic industries. In this study, on the basis of previous studies, the NPS scale (1-10) was designed and questions were formulated. Among them, there are five questions related to moral, intellectual, physical, aesthetic and labor education, namely: "How much do you agree with the moral health concept of 'benevolence and longevity'?" "To what extent do you agree that traditional Chinese medicine culture represents human beings and nature. How much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?" "How interested are you in experiencing the aesthetics of traditional Chinese medicine life? Are you interested in participating in the production of sachets, tea, medicinal meals and other labor activities? How much interest do you have in labor activities such as medicated meals?". These five questions are set up because: first, the concept of "benevolence and longevity" can reflect the moral concept in Chinese medicine culture, that is, under the Chinese medicine culture system, having good moral conduct is considered to maintain good health. feasible strategies. It is the proper meaning of moral education to instill the concept of "health by virtue" to the audience. Second, how can man and nature live in harmony? How to understand the laws of nature? Such issues require a certain amount of knowledge to understand and grasp. Therefore, the audience agrees to a greater extent that Chinese medicine culture represents the harmony between man and nature, and conforms to the laws of nature, which means that intellectual education has achieved certain results to a certain extent. Third, traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc. are an important part of Chinese medicine culture. Under the influence of Chinese medicine culture, if the audience is more interested in such sports, it can be considered to a certain extent. Chinese medicine culture has sports value; fourth, the focus of aesthetic education is to cultivate the audience's ability to perceive beauty. The growing interest in the aesthetics of traditional Chinese medicine life is a concrete manifestation of a stronger appreciation of beauty. Fifth, labor education needs to cultivate the audience's recognition and love for labor behavior. Therefore, after experiencing the influence of traditional Chinese medicine culture, if the audience is more interested in participating in labor activities such as making sachets, tea drinks, and medicated meals, it means that traditional Chinese medicine culture has the value of labor education. Satisfactory answers to the above five questions can be obtained, which means that the traditional Chinese medicine culture is very likely to promote the all-round development of the audience, morality, intelligence, body, beauty and labor. Questionnaires were distributed by Questionnaire Star, and a total of 2,824 valid questionnaires were obtained after a sample survey was conducted on the contestants of the TCM competition. After using spssau software for reliability test, we have evidence to further prove that the questionnaire setting itself is reasonable and the quality of the questionnaire data is high. Specifically: the reliability coefficient value of this study is 0.998, which is greater than 0.9, indicating that the reliability of the data in this study is of high quality. After using KMO and Bartlett test to verify the validity, it is found that the KMO value of this study is 0.936. According to statistical theory, when the KMO value is greater than 0.8, it means that it is very suitable for extracting and analyzing information. (as shown in the picture below)

Table 1. Cronbach reliability analysis

topic name	Correction Term Total Correlation (CITC)	term removed alpha coefficient	Cronbach's alpha coefficient
Before participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?	0.991	0.998	
After participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?	0.993	0.998	
Before participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?	0.990	0.998	0.998
After participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?	0.992	0.998	
Before participating in the competition, how much do you agree with the moral health concept of 'benevolence and	0.988	0.998	

topic name	Correction Term Total Correlation (CITC)	term removed alpha coefficient	Cronbach's alpha coefficient
longevity'?			
After participating in the competition, how much do you agree with the moral health concept of 'benevolence and longevity'?	0.991	0.998	
Before participating in the competition, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?	0.991	0.998	
After participating in the competition, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?	0.992	0.998	
After participating in the competition, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?	0.988	0.998	
Before participating in the competition, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?	0.982	0.998	
After participating in the competition, how interested are you in experiencing the aesthetics of traditional Chinese medicine life?	0.991	0.998	
Before participating in the competition, how interested are you in experiencing the aesthetics of traditional Chinese medicine life?	0.987	0.998	
Before participating in the competition, how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?	0.982	0.998	
After participating in the competition, how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?	0.988	0.998	

Table 2. Validity Analysis Results

topic name	Factor loading factor — factor 1	Common degree (common factor variance)
Before participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?	0.992	0.984
After participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?	0.994	0.988
Before participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?	0.991	0.982
After participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?	0.992	0.985
Before participating in the competition, how much do you agree with the moral health concept of 'benevolence and longevity'?	0.989	0.979
After participating in the competition, how much do you agree with the moral health concept of 'benevolence and longevity'?	0.992	0.984

topic name	Factor loading factor	Common degree (common factor variance)
	factor 1	
Before participating in the competition, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?	0.992	0.984
After participating in the competition, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?	0.993	0.986
Before participating in the competition, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?	0.984	0.969
After participating in the competition, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?	0.989	0.979
Before participating in the competition, how interested are you in experiencing the aesthetics of traditional Chinese medicine life?	0.989	0.979
After participating in the competition, how interested are you in experiencing the aesthetics of traditional Chinese medicine life?	0.993	0.985
Before participating in the competition, how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?	0.985	0.970
After participating in the competition, how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?	0.989	0.979
Eigenvalues (before rotation)	13.732	-
Variance explained rate % (before rotation)	98.089%	-
Cumulative variance explained rate % (before rotation)	98.089%	-
Eigenvalues (after rotation)	13.732	-
Variance explained rate % (after rotation)	98.089%	-
Cumulative variance explained rate % (after rotation)	98.089%	-
KMO value	0.936	-
Barth's spherical value	160001.991	-
df	91	-
p value	0.000	-

4. Research Result

Before participating in the competition, "To what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?" The score for this question was 7.08, and after the competition it was 8.08. Take the number of "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers) as the independent variable, and "after participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote Chinese medicine". Linear regression analysis is performed as dependent variable. The model formula is: after participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation? =4.553 + 2.488* How many times have you participated in the "Chinese medicine competitions" (competitors, judges, and event volunteers). The model R-square value is 0.910, which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and event volunteers) can explain 91.0% of the reasons for the change in "after participating in the event, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will boost the great rejuvenation of the Chinese nation?" When the F-test is performed on the model, it is found that the model passes the F-test (F=28388.548, p=0.000<0.05), which also indicates how many "Chinese medicine

competitions" you have participated in. "After participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?" It has an influence relationship, and finally we can know: how many "Chinese medicine competitions" you have participated in (contestants, judges, competitions). The regression coefficient value of all volunteers is 2.488 (t=168.489, p=0.000<0.01), which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers). After participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?" There is a significant positive influence relationship.

Table 3. Linear regression analysis results (n=2824)

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
constant	4.553	0.043	-	106.668	0.000**	-			
How many "Chinese Medicine Competitions" have you participated in (contestants, judges, and competition volunteers are all welcome)	2.488	0.015	0.954	168.489	0.000**	1.000	0.910	0.910	F (1,2822)=28388.548,p=0.000

dependent variable: After participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?

D-Wvalue: 2.022

* p<0.05 ** p<0.01

Before participating in the competition, "To what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?" The score for this question was 7.08, and after the competition it was 8.08. Take the number of "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers) as the independent variable, and "after participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote Chinese medicine". Linear regression analysis is performed as dependent variable. The model formula is: after participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation? =4.553 + 2.488*How many times have you participated in the "Chinese medicine competitions" (competitors, judges, and event volunteers). The model R-square value is 0.910, which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and event volunteers) can explain 91.0% of the reasons for the change in "after participating in the event, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will boost the great rejuvenation of the Chinese nation?" When the F-test is performed on the model, it is found that the model passes the F-test (F=28388.548, p=0.000<0.05), which also indicates how many "Chinese medicine competitions" you have participated in. "After participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?" It has an influence relationship, and finally we can know: how many "Chinese medicine competitions" you have participated in (contestants, judges, competitions). The regression coefficient value of all volunteers is 2.488 (t=168.489, p=0.000<0.01), which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers). After participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation?" There is a significant positive influence relationship.

Table 4. Linear regression analysis results (n=2824)

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
constant	4.740	0.042	-	112.119	0.000**	-			
How many "Chinese Medicine Competitions" have you participated in (contestants, judges, and competition volunteers are all welcome)	2.549	0.015	0.957	174.296	0.000**	1.000	0.915	0.915	F (1,2822)=30379.223,p=0.000

dependent variable: After participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?

D-Wvalue: 2.028

* p<0.05 ** p<0.01

Before participating in the competition, "to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?" The score for this question was 7.51, and after the competition it was 8.39. Take the number of "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers) as the independent variable, and "after participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?". Linear regression analysis is performed as dependent variable. The model formula is: after participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world? =4.740 + 2.549* How many times have you participated in the "Chinese medicine competitions" (competitors, judges, and event volunteers). The model R-square value is 0.915, which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and event volunteers) can explain 91.5% of the reasons for the change in "after participating in the event, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?" When the F-test is performed on the model, it is found that the model passes the F-test (F=30379.223，p=0.000<0.05), which also indicates how many "Chinese medicine competitions" you have participated in. "After participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?" It has an influence relationship, and finally we can know: how many "Chinese medicine competitions" you have participated in (contestants, judges, competitions). The regression coefficient value of all volunteers is 2.549 (t=174.296，p=0.000<0.01), which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers). After participating in the competition, to what extent do you believe that traditional Chinese medicine culture is a beautiful business card to show China's charm to countries around the world?" There is a significant positive influence relationship.

Table 5. Linear regression analysis results (n=2824)

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
constant	4.219	0.044	-	96.875	0.000**	-			
How many "Chinese	2.378	0.015	0.948	157.788	0.000**	1.000	0.898	0.898	F (1,2822)=24897.154,p=0.000

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
Medicine Competitions" have you participated in (contestants, judges, and competition volunteers are all welcome)									

dependent variable: After participating in the competition, how much do you agree with the moral health concept of 'benevolence and longevity'?

D-Wvalue:1.952

* p<0.05 ** p<0.01

Before participating in the competition, "how much do you agree with the moral health concept of 'benevolence and longevity'?" The score for this question was 6.76, and after the competition it was 7.56. Take the number of "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers) as the independent variable, and "after participating in the competition, how much do you agree with the moral health concept of 'benevolence and longevity'?" Linear regression analysis is performed as dependent variable. The model formula is: after participating in the competition, how much do you agree with the moral health concept of 'benevolence and longevity'? =4.219 + 2.378*How many times have you participated in the "Chinese medicine competitions" (competitors, judges, and event volunteers). The model R-square value is 0.898, which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and event volunteers) can explain 89.8% of the reasons for the change in "after participating in the event, how much do you agree with the moral health concept of 'benevolence and longevity'?" When the F-test is performed on the model, it is found that the model passes the F-test (F=24897.154，p=0.000<0.05), which also indicates how many "Chinese medicine competitions" you have participated in. "After participating in the competition, how much do you agree with the moral health concept of 'benevolence and longevity'?" It has an influence relationship, and finally we can know: how many "Chinese medicine competitions" you have participated in (contestants, judges, competitions). The regression coefficient value of all volunteers is 2.378 (t=157.788， p=0.000<0.01), which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers). After participating in the competition, how much do you agree with the moral health concept of 'benevolence and longevity'?" There is a significant positive influence relationship.

Table 6. Linear regression analysis results (n=2824)

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
constant	4.673	0.042	-	111.976	0.000**	-			
How many "Chinese Medicine Competitions" have you participated in (contestants, judges, and competition volunteers are	2.529	0.014	0.957	175.127	0.000**	1.000	0.916	0.916	F (1,2822)=30669.629,p=0.000

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
all welcome)									

dependent variable: After participating in the competition, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?

D-Wvalue:2.031

* p<0.05 ** p<0.01

Before participating in the competition, "To what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?" The score for this question was 7.42, and after the competition it was 8.25. Take the number of "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers) as the independent variable, and "after participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote Chinese medicine". Linear regression analysis is performed as dependent variable. The model formula is: after participating in the competition, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?? =4.673 + 2.529*How many times have you participated in the "Chinese medicine competitions" (competitors, judges, and event volunteers). The model R-square value is 0.916, which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and event volunteers) can explain 91.6% of the reasons for the change in "after participating in the event, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?" When the F-test is performed on the model, it is found that the model passes the F-test (F=30669.629，p=0.000<0.05), which also indicates how many "Chinese medicine competitions" you have participated in. "After participating in the competition, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?" It has an influence relationship, and finally we can know: how many "Chinese medicine competitions" you have participated in (contestants, judges, competitions). The regression coefficient value of all volunteers is 2.529 (t=175.127，p=0.000<0.01), which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers). After participating in the competition, to what extent do you agree that Chinese medicine culture represents the harmony between man and nature and conforms to the laws of nature?" There is a significant positive influence relationship.

Table 7. Linear regression analysis results (n=2824)

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
constant	3.867	0.045	-	86.472	0.000**	-			
How many "Chinese Medicine Competitions" have you participated in (contestants, judges, and competition volunteers are all welcome)	2.262	0.015	0.940	146.215	0.000**	1.000	0.883	0.883	F (1,2822)=21378.903,p=0.000

dependent variable: After participating in the competition, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?

D-Wvalue:2.002

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						

* p<0.05 ** p<0.01

Before participating in the competition, "how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?". The score for this question was 6.03, and after the competition it was 6.98. Take the number of "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers) as the independent variable, and "after participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote Chinese medicine". Linear regression analysis is performed as dependent variable. The model formula is: after participating in the competition, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.? =3.867 + 2.262*How many times have you participated in the "Chinese medicine competitions" (competitors, judges, and event volunteers). The model R-square value is 0.883, which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and event volunteers) can explain 88.3% of the reasons for the change in "after participating in the event, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?" When the F-test is performed on the model, it is found that the model passes the F-test (F=21378.903，p=0.000<0.05), which also indicates how many "Chinese medicine competitions" you have participated in. "After participating in the competition, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?". It has an influence relationship, and finally we can know: how many "Chinese medicine competitions" you have participated in (contestants, judges, competitions). The regression coefficient value of all volunteers is 2.262 (t=146.215，p=0.000<0.01), which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers). After participating in the competition, how much are you interested in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi, etc.?" There is a significant positive influence relationship.

Table 8. Linear regression analysis results (n=2824)

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
constant	4.035	0.045	-	90.642	0.000**	-			
How many "Chinese Medicine Competitions" have you participated in (contestants, judges, and competition volunteers are all welcome)	2.316	0.015	0.943	150.403	0.000**	1.000	0.889	0.889	F (1,2822)=22621.157,p=0.000

dependent variable: After participating in the competition, how interested are you in experiencing the aesthetics of traditional Chinese medicine life?

D-W value:1.974

* p<0.05 ** p<0.01

Before participating in the competition, "how interested are you in experiencing the aesthetics of traditional Chinese medicine life?" The score for this question was 6.21, and after the competition it was 7.27. Take the number of "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers) as the independent variable, and "after participating in the competition, how interested are you in

experiencing the aesthetics of traditional Chinese medicine life?". Linear regression analysis is performed as dependent variable. The model formula is: after participating in the competition, how interested are you in experiencing the aesthetics of traditional Chinese medicine life? =4.035 +2.316* How many times have you participated in the "Chinese medicine competitions" (competitors, judges, and event volunteers). The model R-square value is 0.889, which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and event volunteers) can explain 88.9% of the reasons for the change in "after participating in the event, how interested are you in experiencing the aesthetics of traditional Chinese medicine life?". When the F-test is performed on the model, it is found that the model passes the F-test (F=22621.157，p=0.000<0.05), which also indicates how many "Chinese medicine competitions" you have participated in. "After participating in the competition, how interested are you in experiencing the aesthetics of traditional Chinese medicine life?". It has an influence relationship, and finally we can know: how many "Chinese medicine competitions" you have participated in (contestants, judges, competitions). The regression coefficient value of all volunteers is 2.316 (t=150.403，p=0.000<0.01), which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers). After participating in the competition, how interested are you in experiencing the aesthetics of traditional Chinese medicine life?". There is a significant positive influence relationship.

Table 9. Linear regression analysis results (n=2824)

	Unstandardized coefficients		standardized coefficient	t	p	VIF	R 2	AdjustmentR 2	F
	B	standard error	Beta						
constant	4.145	0.045	-	91.342	0.000**	-			
How many "Chinese Medicine Competitions" have you participated in (contestants, judges, and competition volunteers are all welcome)	2.354	0.016	0.943	149.897	0.000**	1.000	0.888	0.888	F (1,2822)=22469.059,p=0.000

dependent variable: After participating in the competition, how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?

D-Wvalue:2.021

* p<0.05 ** p<0.01

Before participating in the competition, "how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?" The score for this question was 6.44, and after the competition it was 7.43. Take the number of "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers) as the independent variable, and "how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?". Linear regression analysis is performed as dependent variable. The model formula is: after participating in the competition, to what extent do you believe that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation? =4.145 +2.354 *How many times have you participated in the "Chinese medicine competitions" (competitors, judges, and event volunteers). The model R-square value is 0.888, which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and event volunteers) can explain 88.8% of the reasons for the change in "after participating in the event, how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?". When the F-test is performed on the model, it is found that the model passes the F-test (F=22469.059，p=0.000<0.05), which also indicates how many "Chinese medicine competitions" you have participated in. "After participating in the competition, how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?" It has an influence

relationship, and finally we can know: how many "Chinese medicine competitions" you have participated in (contestants, judges, competitions). The regression coefficient value of all volunteers is 2.354(t=149.897，p=0.000<0.01), which means how many "Chinese medicine competitions" you have participated in (competitors, judges, and competition volunteers). After participating in the competition, "how much interest do you have in participating in labor activities such as making sachets, tea drinks, and medicinal foods?" will promote the great rejuvenation of the Chinese nation?" There is a significant positive influence relationship.

5. Summary and Discussion

In China, traditional Chinese medicine culture has always been widely concerned and loved by the people. Excavating and presenting the educational significance of traditional Chinese medicine culture and trying to realize the educational value of traditional Chinese medicine culture is one of the important topics of contemporary Chinese traditional culture education. Through this research, we will find that the use of traditional Chinese medicine themed debate competitions can allow the audience of traditional Chinese medicine culture to have a deeper understanding of traditional Chinese medicine culture, and further improve all aspects of morality, intelligence, body, beauty and labor. Specifically, after participating in the debate on the topic of traditional Chinese medicine, the audience of traditional Chinese medicine culture has a deeper understanding of the status and significance of traditional Chinese medicine culture. The audience further believes that the inheritance and development of traditional Chinese medicine culture will promote the great rejuvenation of the Chinese nation, and that traditional Chinese medicine culture is a beautiful business card to show China's charm to all countries in the world. Of course, from this research, we can think that the Chinese medicine theme debate competition will further promote the all-round development of the audience, morality, intelligence, body, beauty and labor. This is because, in terms of moral education, the audience has a deeper understanding of the moral and health concept of benevolent life; in terms of intellectual education, the audience recognizes that Chinese medicine culture represents the harmony between man and nature, and is in line with nature to a greater extent. In terms of sports, the audience also has a stronger interest in participating in traditional sports such as Taijiquan, Bagua Zhen, Wuqinxi; in terms of aesthetic education, the audience has more interest in experiencing the aesthetics of traditional Chinese medicine life; in labor education, the audience also has more interest in participating in labor activities such as making sachets, tea drinks, and medicinal meals. More importantly, the more times you participate in the debate on the topic of traditional Chinese medicine, the greater the improvement the audience can get in the above-mentioned fields.

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