

Handbook Of Chinese Popular Culture

East-West business is booming as thousands of people flock to China. The author, with 25 years of experience dealing with the Chinese, provides up-to-date advice on how to succeed, avoid gaffes, interpret behaviour and make positive impressions.

What does it mean for a cinematic work to be "Chinese"? Does it refer specifically to a work's subject, or does it also reflect considerations of language, ethnicity, nationality, ideology, or political orientation? Such questions make any single approach to a vast field like "Chinese cinema" difficult at best. Accordingly, *The Oxford Handbook of Chinese Cinemas* situates the term more broadly among various different phases, genres, and distinct national configurations, while taking care to address the consequences of grouping together so many disparate histories under a single banner. Offering both a platform for cross-disciplinary dialogue and a mapping of Chinese cinema as an expanded field, this Handbook presents thirty-three essays by leading researchers and scholars intent on yielding new insights and new analyses using three different methodologies. Chapters in Part I investigate the historical periodizations of the field through changing notions of national and political identity — all the way from the industry's beginnings in the 1920s up to its current forms in contemporary Hong Kong, Taiwan, and the global diaspora. Chapters in Part II feature studies centered on the field's taxonomical formalities, including such topics as the role of the Chinese opera in technological innovation, the political logic of the "Maoist film," and the psychoanalytic formula of the kung fu action film. Finally, in Part III, focus is given to the structural elements that comprise a work's production, distribution, and reception to reveal the broader cinematic apparatuses within which these works are positioned. Taken together, the multipronged approach supports a wider platform beyond the geopolitical and linguistic limitations in existing scholarship. Expertly edited to illustrate a representative set of up to date topics and approaches, *The Oxford Handbook of Chinese Cinemas* provides a vital addition to a burgeoning field still in its formative stages.

This is a state-of-the-art survey of an emerging area of study in media, communication and cultural studies, mobility studies and mobile communications. 'Mobile socialities' demarcates a new area of research that captures people's various and contrary experiences of media in relation to their mobilities and socialities. The chapters in this volume are written by a range of international scholars offering a comprehensive overview and source of inspiration for a diverse range of topics on the contingent practices and finite resources of people and media on the move. The book demonstrates through empirical and theoretical research how mobile socialities is a generative concept for thinking through power, identity and the contexts of media in public and mediated spaces, work and everyday life, addressing a

spectrum of mobile socialities and lived politics. The research and various cases make visible previously hidden, or obscured, social practices and allow us to rethink the meanings of mobility, digital media or the home in these examples of people living within the centre and peripheries of society. The Handbook establishes mobile socialities as a new area of academic enquiry, ideal for advanced undergraduate students and scholars across the disciplines of media, communication and cultural studies, anthropology, cultural geography and sociology.

While a decade ago much of the discussion of new media in Asia was couched in Occidental notions of Asia as a "default setting" for technology in the future, today we are seeing a much more complex picture of contesting new media practices and production. As "new media" becomes increasingly an everyday reality for young and old across Asia through smartphones and associated devices, boundaries between art, new media, and the everyday are transformed. This Handbook addresses the historical, social, cultural, political, philosophical, artistic and economic dimensions of the region's new media. Through an interdisciplinary revision of both "new media" and "Asia" the contributors provide new insights into the complex and contesting terrains of both notions. The Routledge Handbook of New Media in Asia will be the definitive publication for readers interested in comprehending all the various aspects of new media in Asia. It provides an authoritative, up-to-date, intellectually broad, conceptually cutting-edge guide to the important aspects of new media in the region — as the first point of consultation for researchers, advanced level undergraduate and postgraduate students in fields of new media and Asian studies.

A handy reference in one single volume of the key institutions and profound changes over the last three decades that transformed China into a global power.

The mass production and diversification of media have accelerated the development of popular culture. This has started a new trend in consumerism of desiring new consumption objects and devaluing those consumption objects once acquired, thus creating a constant demand for new items. Pop culture now canalizes consumerism both with advertising and the marketing of consumerist lifestyles, which are disseminated in the mass media. The Handbook of Research on Consumption, Media, and Popular Culture in the Global Age discusses interdisciplinary perspectives on media influence and consumer impacts in a globalizing world due to modern communication technology. Featuring research on topics such as consumer culture, communication ethics, and social media, this book is ideally designed for managers, marketers, researchers, academicians, and students.

The Routledge Handbook of Modern Chinese Literature presents a comprehensive overview of Chinese literature from the 1910s to the present day. Featuring detailed studies of selected masterpieces, it adopts a thematic-comparative approach. By developing an innovative conceptual framework predicated on a new theory of periodization, it thus situates

Chinese literature in the context of world literature, and the forces of globalization. Each section consists of a series of contributions examining the major literary genres, including fiction, poetry, essay drama and film. Offering an exciting account of the century-long process of literary modernization in China, the handbook's themes include: Modernization of people and writing Realism, romanticism and modernist aesthetics Chinese literature on the stage and screen Patriotism, war and revolution Feminism, liberalism and socialism Literature of reform, reflection and experimentation Literature of Taiwan, Hong Kong and new media This handbook provides an integration of biographical narrative with textual analysis, maintaining a subtle balance between comprehensive overview and in-depth examination. As such, it is an essential reference guide for all students and scholars of Chinese literature.

From President Nixon's historic visit to China in 1972 to the aftermath of the Tiananmen tragedy, this book examines the changing perceptions of the United States articulated by China's "America Watchers," whose occupation is to interpret the "beautiful imperialist" for China's elite and public. While other studies have looked at the behavioral history of U.S.-China relations, this is the first to probe the perceptual dimension.

Handbook of Chinese Popular Culture Greenwood Publishing Group

China is at the crux of reforming, professionalising, and internationalising its cultural and creative industries. These industries are at the forefront of China's move towards the status of a developed country. In this comprehensive Handbook, international experts including leading Mainland scholars examine the background to China's cultural and creative industries as well as the challenges ahead. The chapters represent the cutting-edge of scholarship, setting out the future directions of culture, creativity and innovation in China. Combining interdisciplinary approaches with contemporary social and economic theory, the contributors examine developments in art, cultural tourism, urbanism, digital media, e-commerce, fashion and architectural design, publishing, film, television, animation, documentary, music and festivals.

Asian Popular Culture in Transition examines contemporary consumption practices in South Korea, China, India, and Japan, and both updates and extends popular culture studies of the region. Through an interdisciplinary lens, this collection of essays explores how recent advances and shifts in information technologies and globalization have impacted cultural markets, fashion, the digital generation, mobile culture, femininity, matrimonial advertising, and a film actress' image and performance. Drawing upon a diverse range of sources and methods including historical research, content analysis, anthropological observation, textual analyses, and interviews, Asian Popular Culture in Transition makes a significant contribution to this growing area of research. Given its broad range of countries, theories, and approaches, this book will be of great interest to students and scholars of Asian studies, cultural studies, media and

communication studies, and gender studies.

Featuring contributions from top scholars and emerging stars in the field, the Handbook of Protest and Resistance in China captures the complexity of protest and dissent in contemporary China, while simultaneously exploring a number of unifying themes. Examining how, when, and why individuals and groups have engaged in contentious acts, and how the targets of their complaints have responded, the volume sheds light on the stability of China's existing political system, and its likely future trajectory.

The Oxford Handbook of Chinese psychology is the first book of its kind - a comprehensive and commanding review of Chinese psychology, covering areas of human functioning with unparalleled sophistication and complexity. In 42 chapters, leading authorities cite and integrate both English and Chinese-language research in topic areas ranging from the socialization of children, mathematics achievement, emotion, bilingualism and Chinese styles of thinking to Chinese identity, personal relationships, leadership processes and psychopathology. With all chapters accessibly written by the leading researchers in their respective fields, the reader of this volume will learn how and why China has developed in the way it has, and how it is likely to develop. In addition, the book shows how a better understanding of a culture so different to our own can tell us so much about our own culture and sense of identity.

Collects entries on contemporary Chinese culture since 1980, discussing such topics as prisons, underground churches, and rock groups.

The economies of the advanced countries have gone global, but not the cultures! This presents a plethora of problems that include economic as well as political affairs, especially with countries whose cultures are often so different that compromises--much less agreements--range from difficult to impossible. In this book, author Boye Lafayette De Mente, known for his pioneer books on the business and social cultures of China, Japan, Korea and Mexico, presents a series of business-oriented insights that take much of the mystery out of the mindset and behavior of the Chinese, Japanese, Koreans and Mexicans. It is excellent background reading for business people, diplomats, political leaders, academics and students.

Since the 1990s there has been a dramatic increase in cultural flows and connections between the countries in the East Asian region. Nowhere is this more apparent than when looking at popular culture where uneven but multilateral exchanges of Japanese, Korean, Taiwanese, Hong Kong and Chinese products have led to the construction of an 'East Asian Popular Culture'. This is both influenced by, and in turn influences, the national cultures, and generates transnational co-production and reinvention. As East Asian popular culture becomes a global force, it is increasingly important for us to understand the characteristics of contemporary East Asian popular culture, and in particular its

transnational nature. In this handbook, the contributors theorize East Asian experiences and reconsider Western theories on cultural globalization to provide a cutting-edge overview of this global phenomenon. The Routledge Handbook of East Asian Popular Culture will be of great interest to students and scholars of a wide range of disciplines, including: Cultural Studies, Media Studies, Communication Studies, Anthropology, Sociology and Asian Studies in general.

The study of Chinese media is a field that is growing and evolving at an exponential rate. Not only are the Chinese media a fascinating subject for analysis in their own right, but they also offer scholars and students a window to observe multi-directional flows of information, culture and communications within the contexts of globalization and regionalization.

Moreover, the study of Chinese media provides an invaluable opportunity to test and refine the variety of communications theories that researchers have used to describe, analyse, compare and contrast systems of communications. The Routledge Handbook of Chinese Media is a prestigious reference work providing an overview of the study of Chinese media. Gary and Ming-Yeh Rawnsley bring together an interdisciplinary perspective with contributions by an international team of renowned scholars on subjects such as television, journalism and the internet and social media. Locating Chinese media within a regional setting by focusing on 'Greater China', the People's Republic of China, Taiwan, Hong Kong, Macau and overseas Chinese communities; the chapters highlight the convergence of media and platforms in the region; and emphasise the multi-directional and trans-national character of media/information flows in East Asia.

Contributing to the growing de-westernization of media and communications studies; this handbook is an essential and comprehensive reference work for students of all levels and scholars in the fields of Chinese Studies and Media Studies. Chinese popular culture is extremely diverse and richly complex. The 18 chapters in this reference provide the most comprehensive and current bibliographical and descriptive study of Chinese popular culture in English. Each chapter, written by an expert contributor, provides a thorough survey of research materials and an overview of the most significant points of critical concern. The extensive closing bibliography provides references for topics not treated in the volume.

The Routledge Handbook of Chinese Translation presents expert and new research in analysing and solving translation problems centred on the Chinese language in translation. The Handbook includes both a review of and a distinctive approach to key themes in Chinese translation, such as translatability and equivalence, extraction of collocation, and translation from parallel and comparable corpora. In doing so, it undertakes to synthesise existing knowledge in Chinese translation, develops new frameworks for analysing Chinese translation problems, and explains translation theory appropriate to the Chinese context. The Routledge Handbook of Chinese Translation is an essential reference work for advanced undergraduate and postgraduate students and scholars actively researching in this area.

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reflect considerations of language, ethnicity, nationality, ideology, or political orientation? Such questions make any single approach to a vast field like "Chinese cinema" difficult at best. Accordingly, The Oxford Handbook of Chinese Cinemas situates the term more broadly among various different phases, genres, and distinct national configurations, while taking care to address the consequences of grouping together so many disparate histories under a single banner. Offering both a platform for cross-disciplinary dialogue and a mapping of Chinese cinema as an expanded field, this Handbook presents thirty-three essays by leading researchers and scholars intent on yielding new insights and new analyses using three different methodologies. Chapters in Part I investigate the historical periodizations of the field through changing notions of national and political identity -- all the way from the industry's beginnings in the 1920s up to its current forms in contemporary Hong Kong, Taiwan, and the global diaspora. Chapters in Part II feature studies centered on the field's taxonomical formalities, including such topics as the role of the Chinese opera in technological innovation, the political logic of the "Maoist film," and the psychoanalytic formula of the kung fu action film. Finally, in Part III, focus is given to the structural elements that comprise a work's production, distribution, and reception to reveal the broader cinematic apparatuses within which these works are positioned. Taken together, the multipronged approach supports a wider platform beyond the geopolitical and linguistic limitations in existing scholarship. Expertly edited to illustrate a representative set of up to date topics and approaches, The Oxford Handbook of Chinese Cinemas provides a vital addition to a burgeoning field still in its formative stages.

The Routledge Handbook of Yoga and Meditation Studies is a comprehensive and interdisciplinary resource, which frames and contextualises the rapidly expanding fields that explore yoga and meditative techniques. The book analyses yoga and meditation studies in a variety of religious, historical and geographical settings. The chapters, authored by an international set of experts, are laid out across five sections: Introduction to yoga and meditation studies History of yoga and meditation in South Asia Doctrinal perspectives: technique and praxis Global and regional transmissions Disciplinary framings In addition to up-to-date explorations of the history of yoga and meditation in the Indian subcontinent, new contexts include a case study of yoga and meditation in the contemporary Tibetan diaspora, and unique summaries of historical developments in Japan and Latin America as well as an introduction to the growing academic study of yoga in Korea. Underpinned by critical and theoretical engagement, the volume provides an in-depth guide to the history of yoga and meditation studies and combines the best of established research with attention to emerging directions for future investigation. This handbook will be of interest to multidisciplinary academic audiences from across the humanities, social sciences and sciences.

Families are the cornerstone of Chinese society, whether in mainland China, in Taiwan, Hong Kong, Macao, Singapore,

Malaysia, or in the Chinese diaspora the world over. Handbook of the Chinese Family provides an overview of economics, politics, race, ethnicity, and culture within and external to the Chinese family as a social institution. While simultaneously evaluating its own methodological tools, this book will set current knowledge in the context of what has been previously studied as well as future research directions. It will examine inter-family relationships and politics as well as childrearing, education, and family economics to provide a rounded and in-depth view.

Through analyses of a wide range of Chinese literary and visual texts from the beginning of the twentieth century through the contemporary period, the thirteen essays in this volume challenge the view that canonical and popular culture are self-evident and diametrically opposed categories, and instead argue that the two cultural sensibilities are inextricably bound up with one another. An international line up of contributors present detailed analyses of literary works and other cultural products that have previously been neglected by scholars, while also examining more familiar authors and works from provocative new angles. The essays include investigations into the cultural industries and contexts that produce the canonical and popular, the position of contemporary popular works at the interstices of nostalgia and amnesia, and also the ways in which cultural texts are inflected with gendered and erotic sensibilities while at the same time also functioning as objects of desire in its own right. As the only volume of its kind to cover the entire span of the 20th century, and also to consider the interplay of popular and canonical literature in modern China with comparable rigor, *Rethinking Chinese Popular Culture* is an important resource for students and scholars of Chinese literature and culture.

A combination of scholarly, commercial, and popular interests has generated a large quantity of literature on every aspect of Chinese life during the past two decades. This bibliography reflects these combined interests; it is broken up into sections by subject headings, and cross-references refer the researcher to related topics.

Cultural policy intersects with political, economic, and socio-cultural dynamics at all levels of society, placing high and often contradictory expectations on the capabilities and capacities of the media, the fine, performing, and folk arts, and cultural heritage. These expectations are articulated, mobilised and contested at – and across – a global scale. As a result, the study of cultural policy has firmly established itself as a field that cuts across a range of academic disciplines, including sociology, cultural and media studies, economics, anthropology, area studies, languages, geography, and law. This Routledge Handbook of Global Cultural Policy sets out to broaden the field's consideration to recognise the necessity for international and global perspectives. The book explores how cultural policy has become a global phenomenon. It brings together a diverse range of researchers whose work reveals how cultural policy expresses and realises common global concerns, dominant narratives, and geopolitical economic and social inequalities. The sections of the book address cultural policy's relation to core academic disciplines and core questions, of regulations, rights,

development, practice, and global issues. With a cross-section of country-by-country case studies, this comprehensive volume is a map for academics and students seeking to become more globally orientated cultural policy scholars. The Routledge Handbook of Asian Music: Cultural Intersections introduces Asian music as a way to ask questions about what happens when cultures converge and how readers may evaluate cultural junctures through expressive forms. The volume's thirteen original chapters cover musical practices in historical and modern contexts from Central Asia, East Asia, South Asia, and Southeast Asia, including art music traditions, folk music and composition, religious and ritual music, as well as popular music. These chapters showcase the diversity of Asian music, requiring readers to constantly reconsider their understanding of this vibrant and complex area. It is divided into three sections: Locating Meanings Boundaries and Difference Cultural Flows Contributors to the handbook offer a multi-disciplinary portfolio of methods, ranging from archival research and field ethnography, to biographical studies and music analysis. In addition to rich illustrations, numerous samples of notation and sheet music are featured as insightful study resources. Readers are invited to study individuals, music-makers, listeners, and viewers to learn about their concerns, their musical choices, and their lives through a combination of humanistic and social-scientific approaches. Demonstrating how transformative cultural differences can become in intercultural encounters, this handbook will appeal to students and scholars of musicology, ethnomusicology, and anthropology.

Recent years have witnessed the remarkable development of the cultural and creative industries (CCIs) in Asia, from the global popularity of the Japanese games and anime industries, to Korea's film and pop music successes. While CCIs in these Asian cultural powerhouses aspire to become key players in the global cultural economy, Southeast Asian countries such as Malaysia and Thailand are eager to make a strong mark in the region's cultural landscape. As the first handbook on CCIs in Asia, this book provides readers with a contextualized understanding of the conditions and operation of Asian CCIs. Both internationalising and de-Westernising our knowledge of CCIs, it offers a comprehensive contribution to the field from academics, practitioners and activists alike. Covering 12 different societies in Asia from Japan and China to Thailand, Indonesia and India, the themes include: State policy in shaping CCIs Cultural production inside and outside of institutional frameworks Circulation of CCIs products and consumer culture Cultural activism and independent culture Cultural heritage as an industry. Presenting a detailed set of case studies, this book will be an essential companion for researchers and students in the field of cultural policy, cultural and creative industries, media and cultural studies, and Asian studies in general.

This handbook of Classical Chinese literature from 1000 bce through 900 ce aims to provide a solid introduction to the field, inspire scholars in Chinese Studies to explore innovative conceptual frameworks and pedagogical approaches in

the studying and teaching of classical Chinese literature, and facilitate a comparative dialogue with scholars of premodern East Asia and other classical and medieval literary traditions around the world. The handbook integrates issue-oriented, thematic, topical, and cross-cultural approaches to the classical Chinese literary heritage with historical perspectives. It introduces both literature and institutions of literary culture, in particular court culture and manuscript culture, which shaped early and medieval Chinese literary production.

I was once approached by a colleague with the question, "You're an expert on China, right?" My reply was, "No, I don't think anyone is an expert on China." This book is essential study for those travelling in that direction. Æ Romie Frederik Littrell, *Journal of International Business* This state-of-the-art Handbook encompasses theoretical and empirical research on Chinese organizational behavior over the last two decades of its renaissance, with prominent scholars providing critical reviews of empirical studies in Chinese societies on 14 important topics. This comprehensive Handbook explores limitations and challenges arising from attempts to develop indigenous theories and constructs applicable to Chinese social reality. Key contributors integrate the literature in their topic areas, providing directions for pushing forward the frontiers of research into a more culturally sensitive and powerful representation of Chinese organizational behavior. Areas examined include emotional intelligence, creativity and motivation, leadership, team conflicts, trust, power and business ethics. Experienced practitioner input is included. Scholars interested in research on international business and Chinese work behaviors and their effective management will find much of value in this compilation.

Students of management, including organizational behavior, human resource management, strategic management, and international management will also find information and guidance that will prove invaluable as will practitioners who have business connections in China and other Chinese societies.

The Routledge Handbook of Chinese Culture and Society is an interdisciplinary resource that offers a comprehensive overview of contemporary Chinese social and cultural issues in the twenty-first century. Bringing together experts in their respective fields, this cutting-edge survey of the significant phenomena and directions in China today covers a range of issues including the following: State, privatisation and civil society Family and education Urban and rural life Gender, and sexuality and reproduction Popular culture and the media Religion and ethnicity Forming an accessible and fascinating insight into Chinese culture and society, this handbook will be invaluable to students and scholars across a range of disciplines, including anthropology, sociology, area studies, history, politics and cultural and media studies.

Bringing together leading authorities, this definitive handbook provides a comprehensive review of the field of cultural psychology. Major theoretical perspectives are explained, and methodological issues and challenges are discussed. The volume examines how topics fundamental to psychology—identity and social relations, the self, cognition, emotion and

motivation, and development—are influenced by cultural meanings and practices. It also presents cutting-edge work on the psychological and evolutionary underpinnings of cultural stability and change. In all, more than 60 contributors have written over 30 chapters covering such diverse areas as food, love, religion, intelligence, language, attachment, narratives, and work.

Portrays the ongoing revolution in cultural production that has transformed contemporary life in the People's Republic of China.

Every year, at the Wa Huang Gong temple in Hebei Province, China, people gather to worship the great mother, Nuwa, the oldest deity in Chinese myth, praising her for bringing them a happy life. It is a vivid demonstration of both the ancient reach and the continuing relevance of mythology in the lives of the Chinese people. Compiled from ancient and scattered texts and based on groundbreaking new research, Handbook of Chinese Mythology is the most comprehensive English-language work on the subject ever written from an exclusively Chinese perspective. This work focuses on the Han Chinese people but ranges across the full spectrum of ancient and modern China, showing how key myths endured and evolved over time. A quick reference section covers all major deities, spirits, and demigods, as well as important places (Kunlun Mountain), mythical animals and plants (the crow with three feet; Fusang tree), and related items (Xirang—a kind of mythical soil; Bu Si Yao—mythical medicine for long life). No other work captures so well what Chinese mythology means to the people who lived and continue to live their lives by it. With more than 40 illustrations and photographs, fresh translations of primary sources, and insight based on the authors' own field research, Handbook of Chinese Mythology offers an illuminating account of a fascinating corner of the world of myth. With over forty original essays, The Oxford Handbook of Modern Chinese Literatures offers an in-depth engagement with the current analytical methodologies and critical practices that are shaping the field in the twenty-first century. Divided into three sections--Structure, Taxonomy, and Methodology--the volume carefully moves across approaches, genres, and forms to address a rich range topics that include popular culture in Late Qing China, Zhang Guangyu's Journey to the West in Cartoons, writings of Southeast Asian migrants in Taiwan, the Chinese Anglophone Novel, and depictions of HIV/AIDS in Chu T'ien-wen's Notes of a Desolate Man.

This handbook provides a comprehensive overview and holistic analysis of the intersection between tourism and popular culture. It examines current debates, questions and controversies of tourism in the wake of popular culture phenomena and explores the relationships between popular culture, globalization, tourism and mobility. In addition, it offers a cross-disciplinary, cutting edge review of the character of popular cultural production and consumption trends, analyzing their consequences for tourism, spatial strategies and destination competitiveness. The scope of the volume encompasses various expressions of popular culture such as cinema, TV shows, music, literature, sports and heritage. Featuring a mix of theoretical and empirical chapters, the handbook problematizes and conceptualizes the ties and clusters of popular cultural actors, thereby positioning tourism within the wider context of creative economies, cultural planning and multimodal technologies. Written by an international team of academics with expertise in a range of disciplines, this timely book will be of interest to researchers from a variety of subjects including tourism, events, geography, cultural studies, fandom research, political economy, business, media studies and technology.

Examines Chinese religious rituals, literature, performing arts, fine arts, food, clothing, architecture, housing, family life, holidays, festivals, and social customs.

Two assumptions prevail in the study of Chinese citizenship: one holds that citizenship is unique to the Western political culture, and China has historically lacked the necessary conditions for its development; the other implies that China is an authoritarian regime that has always been subject to autocratic power, in which citizens and citizenship play a limited role. This volume negates both assumptions. On the one hand, it shows that China has its own unique and rich experiences of the emergence, development, rights, obligations, acts, culture, education, and sites of citizenship, indicating the need to widen the scope of citizenship studies to include non-Western societies. On the other hand, it aims to show that citizenship has been a core issue running through China's political development since the modern period, urging scholars to bring 'citizenship' into consideration in the study of Chinese politics. This Handbook sets a new agenda for citizenship studies and Chinese politics. Its clear, accessible style makes it essential reading for students and scholars interested in citizenship and China studies.

A comprehensive reference tool for maximizing healing of the mind, body, and spirit through a holistic synergy of Chinese medicine and Ayurveda • Details the foundational principles of each tradition and the many concepts they share, such as qi and prana, meridians and nadis, and energy centers and chakras • Provides tools for self-assessment including a primer on tongue diagnosis and a mental, emotional, and physical constitutional questionnaire • Offers breathing exercises, dietary regimens, herbal recommendations, and guides for detoxification, including safe and gentle at-home cleansing Chinese medicine and Ayurveda are two of the oldest healing systems in use today. Each is a complete art, in and of itself, and has profoundly contributed to the health and well-being of millions of people around the world. Drawing on their shared roots and spiritual principles, Bridgette Shea, L.Ac., MAcOM, shows how these two practices integrate seamlessly, with the two traditions' individual strengths harmonizing to form a practical basis for prevention, wellness, detoxification, and treatment. The author explains the foundational principles of both Chinese medicine and Ayurveda in detail, providing the reader with a working understanding of both disciplines. She examines shared concepts such as qi and prana, meridians and nadis, and energy centers and chakras. She explores the strengths of each practice, such as the clinical efficiency of diagnosis and the use of acupuncture for pain relief, improving fertility, and stress reduction in Chinese medicine and the dietary, detoxification, and spiritual guidance of Ayurveda, including the detox branch of Ayurveda known as Panchakarma. Moving beyond theory into practical application, she explores the Elements, known as the Five Phases and the Panchamahabhutas, and how they affect our well-being. She provides tools for self-assessment including a primer on tongue diagnosis and a mental, emotional, and physical constitutional questionnaire. Offering treatment and prevention strategies that draw from both disciplines, she encourages the reader to implement an integrated practice of these two systems in daily life or clinical practice. She details breathing exercises, dietary regimens, herbal recommendations, and guides for detoxification, including safe and gentle home cleanses, all rooted in the holistic synergy between Ayurveda and Chinese medicine. Sharing case studies that highlight the interconnectedness of these approaches, Shea provides a comprehensive guide for self-healing of body, mind, and spirit and a practitioner's resource to cross-reference complex questions with respect to both healing traditions.

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