



AN INVESTIGATION OF ENGLISH IN TRADITIONAL CHINESE
MEDICINE LABELS

ZHUOXIN LI

A THESIS SUBMITTED
FOR THE DEGREE OF MASTER OF ARTS IN
ENGLISH LANGUAGE TEACHING
MA-ELT

GRADUATE SCHOOL OF ENGLISH (GSE)
ASSUMPTION UNIVERSITY
BANGKOK, THAILAND

DECEMBER 2010

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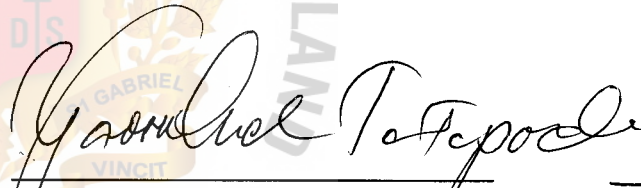
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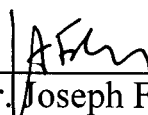
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Abstract

Medicine labels play a significant role in indicating how to use the drug correctly, yet it has to be written accurately. However, there are some medical labels, such as herbal medicines which are incorrect in some ways, which may lead to one's misunderstanding or even misusing the medicine. To some extent, such labels implied that there is a lack of standard texts on herbal medicines. This study aimed to investigate the English which is used in traditional Chinese medicine (TCM) labels that may cause misunderstandings. The data of this study was collected from Chinese medicine products websites. The labels were analyzed mainly based on Baker's theories of translation, which focuses on various areas of language, ranging from the meaning of single words and expressions to grammatical categories and cultural contexts.

The findings showed that, due to TCM being distinct from western medicine to a large extent, the language being used tended to be highly culture-specific. This becomes the main source of confusion. Further, the differences between words in English and Chinese lead to literal translation out of context which also can be seen as a confusion source. In addition, owing to Chinese influence on text organization, the labels thus appeared to be highly context dependent which may confuse the readers. Lastly, vague language showing vagueness by implications generated an imprecise word or sentence that could also be considered as a cause of misunderstanding.

It was expected that the findings could benefit the readers in understanding the TCM labels written in English. In addition, it was hoped that the findings could

enable translators, English language teachers and language learners to become aware of how culture or subculture influence language use.



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Chapter One

Introduction

This study aimed to examine the influence of Chinese Professional Subculture as represented in Traditional Chinese Medicine (TCM) on English as used in the traditional Chinese medicine labels. Moreover, it also investigated whether or not there were characteristic patterns of English that may give rise to misunderstanding of the labels.

This chapter provided an introduction followed by the rationale and the goal of the study. The significance and the research questions were also discussed.

1.1 Background of the Study

1.1.1 Problems of Herbal Medicine Label

According to Edmunds, 40% to 50% of Americans were using alternative therapies and even more were taking herbs and supplements on their own, yet health workers discovered that standard texts and reference books did not cover herbs, supplements, and homeopathic remedies (Edmunds, 2000). To some extent, such information implied that there was a lack of standard texts on herbal medicines. Moreover, one of the reports on the common health problems, claimed that there was a well-documented evidence of inaccurate labeling and intentional substitution by herbal manufactures (Hepler, 2003). Furthermore, a variety of sources were available for medical products, yet the internet and other media were used by medical

manufactures to advocate their considerable care of people's health. However, manufactures may not care about people's health as much as they advocated. The improper or even inaccurate instructions in medicine labels should be alerted to those who are concerned about people's life.

The various websites on traditional Chinese medicine products overseas indicate that herbal products are used. Therefore, clear, appropriate and accessible labeling would be necessary for producers. However, one may find many difficulties in understanding Chinese medicine labels. Problems occurred in the labels, besides the appropriateness of English used, more difficulties associated with Chinese medical terminology, which were inherent in Chinese cultural characteristics created a gap in understanding for ordinary people. For example, 'to be taken' or 'sucked orally' and 'arousing the spirit', this awkward sounding English may give rise to a negative impression on the products. Hence, it was essential to investigate what kind of English was used in the traditional Chinese medicine labels and explore the characteristics patterns which may cause misunderstanding.

1.1.2 Causes of the Problems

Translation plays a role in all aspects of the process of conveying messages across linguistic and cultural barriers. However, translation problems occur when there is a lack of equivalents between the target language and source language. As Dong (2005) pointed out when there was no correspondence between the same objects. Many Chinese-English dictionaries are available in China. People refer to those dictionaries

when they want to translate from Chinese into English. However, linguistic equivalence may not be found easily between Chinese and English. The translation then appeared to be unnatural when one is not able to find such equivalence.

In addition, translation to some degree is still ignored as a valid activity which can be benefit to language teaching. For a long time, translation has been treated as a subject in foreign language departments of universities in China. It is thus not surprising that English departments have played a dominant role in translation education. As Hung (2002: 330) claimed: “The use of translation in the learning process remained intact. If one recalled the expressed purpose for the founding of the College of Translators in 1862, one could see that the role translation in foreign language instruction has not changed substantially over a century.” Hence, the training of translation in China is still treated as an independent subject rather than applied to language acquisition process.

Furthermore, the lack of general knowledge of foreign languages contributes to ignorance on the part of the clients who believe that any graduate from an English department must be a translation expert. Yet this illusion is also shared by the translators themselves (Hung, 2002). Students majored in English, therefore, were believed to be properly trained translators. However, knowledge in general English is not transferable to knowledge in specific English, and translation could not easily be performed by anyone who studied English. From this point of view, due to the unqualified translators who may not be capable of translation, the general standard on translation is doubtful.

Textbooks are the fundamental learning materials for English learners to expose themselves to the target language input. And more importantly, the proper material of language learning should be authentic, not a textbook language. Unfortunately, textbooks as used in China, although have been developed in some aspects, distorts the real world. This is a challenge in English language teaching. As Kachru (1992) points, aspects of a non-native English speaker's native linguistic and cultural life may be transferred to English. It is common to see that some students who succeed in achieving high scores in many tests also have troubles using English appropriately.

1.2 Rationale

English as used in traditional Chinese medicine labels has a primary function of instruction. The information provided in the labels should be clear and understandable. Given that improper or even incorrect English is easily found in the medicine labels, one of the most serious and direct consequences would be misusing the medicine. People's life is therefore endangered. Communicational value is one of the features of language, as inappropriate language forms applied to different contexts or cross over cultural boundaries, communication may generally breakdown.

In China, most English learners find that to write an essay is very difficult. Besides, a great number of students in China are not able to speak English, even after ten years or more of formal English education. As many English teachers realize, the majority of students have a certain amount of knowledge about English grammar and vocabulary; however, they seem to have problems with the practical use of English.

This inefficiency seems to be, to some extent, due to lack of flexibility of English knowledge among students. And to large extent, students' incompetence in using English in different contexts is due to the inadequate emphasis given to authentic texts in language learning. It seems, thus, that English is treated as a subject rather than a media to convey messages.

Furthermore, English as used in real situation seems to be largely ignored apart from in language teaching, yet few teachers would use authentic materials in their classes. Language teaching is not based on real context or the real world around us.

In order to help language learners become successful communicators of English, it is necessary to look at to what extent that English as being used may fail to convey meanings.

Even though, much research on English patterns has been performed, few studies investigate medicine labels English. Therefore, it is of interest to the researcher to find out what patterns of English are used that may give rise to misinterpretations.

1.3 Aims of the Study

In this study, the researcher planned to analyze the English as used in traditional Chinese medicine labels. The researcher concentrated on the labels which were found in online shopping websites. This research aimed:

- To examine how the Chinese Professional Subculture as represented in Traditional Chinese Medicine (TCM) influence English as used in the traditional Chinese medicine labels.

- To investigate the characteristic patterns of English that may result in misunderstanding.

1.4 Significance of the Study

This research analyzed the English which is used in the traditional Chinese medicine labels. By exploring the English which is used in an incorrect way, the results may help the readers in several ways.

Firstly, unsuitable English may result in misunderstanding of the product information. Thus, to examine how inappropriately English was used in the labels would benefit the label designer in conveying information, which would help them to use the correct English.

Secondly, as texts were considered one of the effective ways of presenting real language, the possible unsatisfactory English patterns as illustrated in this study, would alert English teachers to pay more attention to textbooks. Thus, to enable English learners to be exposed to the real language.

Thirdly, Chinese subculture as represented in TCM may be one direct cause of the improper use of English patterns. Thus, this research investigated how culture influences language and translation, and their effects on readers' and language learners' better understanding of TCM medical labels. The research results would enable translators, English language teachers and language learners to become aware of how culture or subculture influence language use.

1.5 Research Questions

The researcher sought to answer the following questions:

- How does the Chinese Professional Subculture as represented in Traditional Chinese Medicine (TCM) influence English as used in the traditional Chinese medicine labels?
- What are the characteristic patterns of English that could be found in traditional medicine labels that could cause misunderstanding?



Chapter Two

Literature Review

2.1 General Introduction

The review presented here is an attempt to identify some of the theoretical and practical issues related to translation. This chapter consists of two parts, namely, translation related issues and culture-specific concepts. The former analyses confusions that may result from translation, which emphasis perceptions of Non-equivalence, information structure text organization and vague language. The latter explores culture-specific notions in Chinese which are completely distinct that from of English and which might also cause misunderstandings.

2.2 Translation Related Issues

2.2.1 Cultural Distinctions in Translation

The word ‘culture’ and ‘translation’ are closely linked. Newmark’s (1995) stated that translation is the most economical method of explaining one culture’s way to another. Translation itself, following Nida (1976) is viewed as essentially an aspect of larger domain, namely, that of communication. Steiner (1975) took an even wider view of translation, arguing that inside or between languages, human communication equals translation. Thus, translation is discussed in the wider context of communication and has been put forward by a variety of translation scholars such as Baker, Bassnett, Bell, Hatim and Mason, Holmes, Honing, Newmark, Neubert, Snell-Hornby and Wilss

(Katan, 1999).

Nevertheless, questions between culture and translation arise from cultural diversity which consequently leads to translation difficulties. The difficulty faced by translator was untranslatability (Bassnet, 2003). Catford further distinguishes two types of untranslatability, which he terms linguistic untranslatability and cultural untranslatability. This was partly agreed by Bassnet (2003), who explained this linguistic untranslatability occurs when there was no lexical or syntactical substitute in the TL for an SL item. However, the development of linguistic brings many benefits for translation. Mounin tends to pay attention on the actual problems that the translator has to face, rather than on the theoretical issues. Hence, he suggests that translation was a dialectic process that can be accomplished with relative success. Bassnet taking his points, suggests that the aim of the translator was to find solution deliver invariant information with respect to a given system of reference was in itself a creative act (Bassnet 2003: 37). Baker uses the notion of equivalence “for the sake of convenience-because most translators were used to it rather than because it has any theoretical status (Kenny 1992: 5-6, cited in Baker 2005: 77).”

2.2.2 Non-equivalence from Linguistic Perceptive

This notion of equivalence was taken into consideration by Baker. She questioned: “what does a translator do when there was no expression in the target language which expresses the same meaning as the source language? (Baker, 2004: 10).” Further, she suggests that the conception of Non-equivalence is the intention to gain maximum

benefits for translation by means of involving more linguistic elements.

Following 'bottom-up approach' advocated by Baker, who starts analyzing the text from the words level may help those who were not trained linguists. She explains that simple words and phrases rather than the text situated in its context of culture. Yet, too much information in the text may not be interpreted by untrained linguists (Baker, 2004:3). Moreover, an excessive emphasis on 'text' and 'context' runs the risk of obscuring the fact that although 'a text is a semantic unit, not a grammatical one...meanings are realized through wordings; and without a theory of wordings...there was no way of making explicit one's interpretation of the meaning of a text' (Halliday, 1985). In other words, text is a meaning unit rather than a form unit, but meaning is only recognized through form and one fails to understand the meanings of individual forms if one cannot interpret the meaning of the text as a whole.

As the focus of this study is the misleading English patterns which are translated from Chinese, thus, researcher then followed 'bottom-up approach', focusing on the differences between Chinese and English that may raise translation issues.

2.2.2.1 Differences of Lexical Meaning in Chinese and English

Word is defined as the smallest unit which possesses individual meaning (Baker, 2004: 11). And yet, word can be used by itself. Most people would assume that words are the smallest units of language to carry meaning. However, it may not be true in different languages. Carter (2001: 36) claims that "meaning can be even carried by

units smaller than the word, the units which were smaller than words were morphemes.”

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Words as it is known in English may be made up of one or more morphemes. However, the ‘word’ in Chinese, is *zi*(字). The term ‘zi’ can mean either a morpheme in the spoken language, or a written Chinese character (Hoosain 1992, cited in Sun 2006). Nonetheless, people do not distinguish between these two meanings of ‘zi’ in most occasions, *zi* as a morpheme and *zi* as a written character is one and the same thing (Packard, 2004:15). For example, yellow is translated as *huangse* (黄色) in Chinese word, which consists of two characters, namely, *huang* (黄) and *se*(色). The word ‘huangse’ can be seen as a morpheme and be understood as the color ‘yellow’ in spoken language, but it is written as two characters in written Chinese. The morpheme thus in Chinese has no difference. Therefore, the differences between the notion of word in English and Chinese can further affect translation.

In spite of morphology, lexical ambiguity can be generated from synonyms and polysemy (Carter, 2001). The former refers to the same meaning shared by two words causing a problem when a word has more than one synonym. The latter refers to a word which has more than one meaning, causing the readers not be able to identify which meaning the synonym was intended (Carter, 2001:80).

However, due to the lexical meaning, a word can only be recognized through its usage. Thus, the lexical ambiguity may arise from other sources than synonyms and polysemy. As Baker’s states, “it is rarely possible to analyze a word, pattern, or structure into distinct complex (Baker, 2004:14).”

Similarly, Bell (1995) states that word-meaning can only be arrived at through the study of the word in the linguistic co-text of the sentence. The linguistic co-text, as in Bell's consideration, refers to lexical and semantic field. Moreover, it is these two elements that link words to words not only in terms of (1) meaning postulates such as synonymy, hyponymy and antonym but also in terms of (2) syntactic occurrence (collocation) and (3) phonological characteristics: initial sound, rhyme, etc.

Hence, lexical issues tend to be even more complex as in the process of translation. Given the lexical meaning is shared in Chinese and English, misunderstanding can originate from 1) failure to identify the semantic fields in which the lexical words is used in English; 2) using the synonyms carelessly so failing to recognize its semantic settings; 3) choosing the commonest meaning of the word but ignoring its proper usage; 4) collocating the lexical words to form a collocation which is unfamiliar to English speakers. It might be concluded that, confusions due to lexical words may largely have to do with its improper semantic choice.

2.2.2.2 Differences of Sentence Structure in Chinese and English

Lexical elements should be followed by grammatical system to construct a sentence to convey the meaning. Different grammar rules in Chinese and English hence may generate different sentence structure. Owing to Chinese language has no formal category of tense. The form of the verb does not change to express temporal or aspectual distinctions (Baker, 2001:99). The distinctions, then more or less tend to inherent in translation. Hence, the first obstacle which may be encountered by

someone is reference. It is easy to get lost when one is interpreting Chinese text as the time reference always seems to omission. Chinese language hence tends to highly rely on its context, which may predictable question for those who are not familiar its context.

So far, a brief introduction on differences between Chinese and English, from lexical to sentence structure viewpoint, is intended to find the evidences which may useful to analyze the misleading English pattern that being used in Chinese medicine labels.

2.2.3 Misunderstanding due to Literal Translation

Literal translation is also known as word-for-word translation, has been defined as ideally the segmentation of the Source Language (SL) text into individual words and Target Language (TL) rendering of those word-segments one at a time in Latin and British tradition translation (Robin 2005:125). Catford (1965) classifies the terms such as word-for-word, literal, sense-for-sense and free by speaking of rank-bound translation and unbounded translation. Rank-bound translation, in his term, refers to proceeds rendering textual segments that at the same rank, which includes morpheme, word, group, clauses or sentence. “By contrast, unbounded translation is explained as a translation that did not adhere so closely to a single rank or textual segment but rendered now individual words, now whole sentences, sometimes condensing or expanding (Catford 1965, cited in Baker 2005:128).”

Likewise, Newmark (1998:46) makes a slight difference between literal and

word-for-word translation. In his term of word-for-word translation, the SL word-order is preserved and the words translated singly by their most common meanings, out of context. Whilst, in terms of literal translation, he defines that the SL grammatical constructions are converted to their nearest TL equivalents but the lexical words are again translated singly, out of context. And yet, literal translation is preserved as a pre-translation process which indicates the problems to be solved. Further, Newmark suggests, the intention of using word-for-word translation is either to understand the mechanics of the source language or to construe a difficult text as a pre-translation process. Hence, translator should bear it in mind to use it carefully.

2.2.4 Misunderstanding due to Text Organization

Some of the English patterns as presented in Chinese medicine labels are incorrect in many ways. However, this may not necessarily lead to misunderstanding. For instance, *'Put one bag into the cup with boiling water for 5 minutes and then drink it.'* In the example above, it seems that there is no grammar problem, but the label may confuse the reader whether "to drink the bag with boiling water." Nonetheless, in the context of medicine label, one may not be able to be misled by this sentence. These two examples reveal that grammar does not necessarily guarantee one's interpretation of the sentence, but the context which the sentence occurred does. As Baker (2004:132) holds, "in context, grammaticality does not necessarily ensure acceptability or coherence."

"A text has features of organization which distinguish it from non-text, that is,

from a random collection of sentences and paragraphs” Baker (2004:162). Moreover, these features of text organization are both language and culture-specific. Features of text organization are suggested by Baker (2004) are as follows: 1) genre and text type 2) cohesion and 3) thematic and information structures.

As the TCM medicine labels were the target of this study, they needed to be examined in great depth. Yet, in order to analyze the English patterns used in Chinese medicine labels, text as label may also needs to be explored as it shapes the language presented.

2.2.4.1 Text Definitions

According to Bell (1995), text is defined as the formal product of selections of options from the theme systems of the grammar; a unit which carries the semantic sense of the proposition (the propositional content and locutionary force of the speech act) through sentences which are linked by means of cohesion. According to Baker (2004:153), “Text refers to the language system, specifically, lexical items and grammatical structures, have a ‘meaning potential’ which is only realized in communicative events, that was, in text.” In terms of textual, it seems that text is put in the domain of linguistic community by connecting lexical stocks and grammatical structures, to fulfill the communicative value.

2.2.4.2 Text Type of Chinese Medicine Label

Text type is needed to be clarified is because it links to the language that being used,

and it is useful in defining translation problem yet to choose proper translation method. Texts have been classified in two main ways. Baker (2004) use the label ‘journal article’ to referring to the type as based on the contexts in which text occur and results in institutionalized, such as science textbook, newspaper editorial, or travel brochure. Yet, another label is a more subjective, less institutionalized and therefore much vaguer classification which does not normally apply to a whole text but rather to parts of it. Typical labels used in mentioned type of classification include ‘narration, exposition, argumentation, and instruction.’ Medicine label therefore, might be classified in the second type as it educates people the usage and dosage of medicine.

Nonetheless, Newmark (1998) identifies the text type from angle of text function. Based on adapted functional theory of language of Jakobson, Newmark (1998: 41) clarifies the three main functions of language, which are expressive, informative and vocative. Informative as Newmark’s suggests, is ‘the core of the informative function of language is external situation, the facts of a topic, reality outside language, including reported ideas or theories’. Further, informative texts are concerned with any topic of knowledge and often have standard formats: a textbook, a technical report, etc. Such texts mainly convey information. In conclusion, Chinese medicine labels may therefore be considered as a sort of instruction with informative function.

2.2.4.3 Chinese Syntax Influenced Text Organization

Each linguistic community has their way of organizing its various types of discourse. Yet, the features of text organization are both language and cultural-specific. As this

research was aimed to investigate the language pattern that has been used in TCM label, an examination of TCM label from angle of text organization, particularly the Chinese syntax influenced style, may show its significance.

Chinese medicine labels is considered as a sort of instruction with informative function, yet information of the label is distributed into different sections, namely, ingredients, indication and function, administration etc. Hence, the way that the information in TCM medicine label is being organized, therefore may be able to be analyzed from the viewpoint of information structure. Information structure in most languages can be realized by tonicity, which suggested by Baker. The notion of tonicity is referring to the structuring of the tone group into a tonic, which is viewed as the choice of focus of each information unit. In written language, marked information structure is often signaled by means of typography or punctuation devise. However, in some languages, new information is not necessarily presented by stress, intonation or other linguistic devices. Chinese, as Tsao (1983) suggests, definiteness and indefiniteness (which reflect given and new information respectively) are typically signaled by means of word order.

According to Baker (2004:166): “Word-order patterns fulfill a number of functions in all languages: syntactically, they indicate the roles of subject, object, etc; semantically, they indicate the roles such as actor, patient, beneficiary; communicatively, they indicate the flow of information.” Moreover, several linguists have suggested that different language give different priorities to each of these functions, depending on how fixed their system of word-order.

Chinese is different from English both systemically and semantically, as word-order is closely link with them, a further discussion on it may in flavor for translation. There are two main features of Chinese syntax in terms of linear order of words. Due to its little morphology comparable to the relatively large set of English morphemes, word order is particularly important in defining different types of words in Chinese language (Sun, 2006:148). In other words, the significance of the defined elements is shown by entirely on the word order. Further, for the lack of a richer morphology, the restricted word order can be used to identify parts of speech, or lexical categories. However, it does not mean the word order was free, the flexibility of these words in occurring at the beginnings, or ends, of the sentences must rely on common syntactic property (Sun, 2006). Particularly, according to Tsao (1983), word order which is used for reflect given and new information in Chinese, is by means of word-order arrangement, yet the general principle is nominal occurring before the main verb of a sentence tend to be definite while those occurring after the main verb can be either definite or indefinite.

Chinese has been identified by Li (1976) as a topic-prominent language. Unlike subject-prominent languages such as English, topic-prominent languages appear to have double subjects. For example: apple, I do eat. Noting that, 'apple' is fronted to take up the topic position which is also known as initial position (Li, 1976). In this sense, Halliday's theme model may coincide with the notion of topic. Moreover, it is quite normal to see that a sentence begins with a nominal representing a topic that refers to something about which a speaker assumes that listener has some knowledge.

Assumptions on the listener, which will be no doubt, trigger a problem for one's interpretation. Another syntactic feature of topic is that it controls anaphoric reference, so that once an element was reserved as topic, this element may be omitted altogether in subsequent clauses (Baker, 2004). Moreover, topic does not just control reference within clause boundaries, but also controls reference outside clause boundaries as well. This can explain that subject of subsequent clauses can be omitted once a topic was announced.

According to Wenzhong (1993), Chinese characteristics can also be found as follows: (1) in terms of syntax. Universal grammar argues that variation between languages can be explained in terms of parameters which may have different settings in different language. One such parameter that has different settings in English and Chinese is the Null Subject parameter in that English demands a subject but Chinese may omit it. This is somehow coinciding with the notion as subjectlessness sentence mentioned earlier. (2) In terms of sentence structure of English, since Chinese word order is traditionally less flexible and in conditional, concessive and cause-effect sentences, the subordinate clause preceded the main clause (Wang, 1958). This means that Chinese is a more paratactic language than English is because explicit connectors are not necessary to show the relationship between clauses. For example: a sentence in Chinese like 'It was raining, the football game was cancelled', which actually means 'Because it was raining the football game was cancelled.' (3) By analyzing spoken text, Kirkpatrick (1993, 2002) finds that the 'frame-main' sequence is a fundamental principle of information sequencing in Chinese and it would therefore

expect it to be transferred from Chinese into English.

So far, some of the Chinese characteristics, which may impact on translation, have been discussed. However, since L1 interference is unavoidable, English which bears trace of Chinese is therefore may not necessarily take as non-standard. Yet, it is not necessarily for non-native speaker to become like native speaker when English is used by them. Moreover, as English is not just a language but also a symbol of culture, cultural distinctions in a way enable the diversity of English.

2.2.5 Misunderstanding due to Vague Language

The language as used in Chinese medicine labels seems to be vague to some degrees, which are commonly found in administration segment in Chinese medicine labels. Furthermore, the direction and warning section, which are supposed to be the most important part in the labels, are the most problematic. Vague language implies unclear information, may result in misunderstanding the direction, or misuse the medicine.

Vagueness, as pointed out by Newmark (1998), can usually be deduced to ambiguity. In his terms of ambiguity, tends to refer a stretch of SL text, normally a word or a syntactical structure, having apparently more than one meaning, in or in spite of its context. Channell (1994) quoted Crystal and Davy (1975)'s statement, claims that lack of precision is one of the most important features of the vocabulary of informal conversation. Further, four types of vague language are identified according to Channell. Yet, one of the types, namely "vagueness by implications" is used to analyze the language in labels. The notion of "vagueness by implications" refers to

that apparently a precise sentence can be used and understood to have a vague meaning. For example: *Less dosage for children*. The word ‘less’ fails to make it clear of the dosage that need to be reduced. Consequently, an unclear instruction therefore may run a risk of misuse the medicine by customers.

Moreover, from the perspective of medical science, despite the effectiveness of the medicine has, safety of the instruction is also a crucial issue. The medicine label plays a role of educating people medicine information, and yet accurate drug information is decisive of using medicine correctly. As a consumer, safety of the drug is a primary consideration. However, given the indication of the drug is unclear, consequently misinterpretation of the direction which may therefore endanger people’s health.

Given that medical practitioners follow the imprecise indication, medical incidence therefore could be a consequence. Yet, risk of medical incidence should not be taken granted. Hepler (2003:154) stresses, “Inappropriate prescribing has been implicated as a possible cause in most studies of preventable drug-related mortality (PDRM). Furthermore, the published literature includes literally hundreds of studies that raise serious questions about prescribing appropriateness.” Prescription places a great emphasis on the drug-related mortality, which is very true as it is a physician routinely performs for patients.

As far as the appropriateness of the prescription is concerned, the criteria for prescribing appropriateness should be taken into consideration. According to Hepler (2003:158), the drug-related prescription appropriateness criteria contain the

following: chemical entity, formulation, the dosage, route of administration (oral, parenteral, or topical), dosage frequency, and duration. This shows that the direction of the drug plays an important role in prescribing appropriateness. Additionally, as Harry (1991: 69) says that the direction of use may be the most important due to the physician's direct instructions to the patient for use of the medication. Further, he emphasizes that in order to improve patient compliance, it is better to prescribe exact times for use (e.g., "8 AM, 1 PM, and 11PM") rather than vague times (e.g., "four times a day" or "after meals" or "at bedtime").

Nonetheless, the vague directions in the labels prevail. Those uncertain directions were associated with the language being used in the labels. Those vague words or expressions are: may, maybe, three or two times a day, some individuals, products take 7 to 14 days to take effect, apply a small amount of this product, store at room temperature, etc.

2.3 Misunderstanding due to Culture-specific Concepts

"The primary purpose of translational action is to enable cooperative, functionally adequate communication to take place across cultural barriers (Schaffner 2002:3, cited in Baker 2004:118)." Translation, therefore, carries on the communicational function among different cultural backgrounds. However, since differences are common in different culture, how to make sense of the text to people come from different culture through translation work leave translator a great challenge. Baker use the term Non-equivalence to represent the differences among cultures, further, she listed

several types of Non-equivalence. Nonetheless, for currently study, only culture-specific concepts will be discussed in great depth.

Culture-specific concept is defined by Baker (2004), as the concept in question may be abstract or concrete, it may relate to a religious belief, a social custom, or even a type of food. Such so called ‘culture-specific concept’ leaves a big challenge for translators. Obscurities for translators, take place as they fail to get the equivalent words thus tend to use the similar words as the replacement. In addition, those similar words are either wrong or inappropriate, which leads to improper translation.

2.3.1 Culture and Language

Chinese medicine language is a sort of cultural term. Question as what make these cultural elements are ever challengeable might be asked by readers. To understand it deeply, it may need to look at the relationship between culture and language briefly.

Language as used in the communication context, it is linked up with culture in complex perspectives. People use language to express their ideas, feelings, experiences to communicate with other people by sharing their knowledge of the world. Further, language also expresses cultural reality. (Kramersch, 1998: 3) According to Kramersch (1998: 3), “Language is a system of signs that is seen as having itself a cultural value. Speakers identify themselves and others through their use of language; they view their language as a symbol of their social identity. [...]. Thus we can say that language symbolizes cultural reality.”

Language has a close relationship with the culture that we are exposed to, and

culture shapes our way of thinking. In a sense, what we think determines what we can express. In short, what kind of language people use reflects the culture that people have. In addition, language reflects cultural identity. It is true that people can tell the differences between the two cultures by identifying their languages. Even if people come from the same culture, they were capable of distinguishing their different society by recognizing their language. For example, there are various dialects in China, yet people can quickly tell which part of China others come from by recognizing their accent. Culture identity shows its outstanding role of distinguishing different cultures thus should be valued as much as possible by any nations.

2.3.2 The Relationships between Chinese Language and TCM Terms

As the part of the TCM terms, *qi*, *yin*, *yang* etc, were phonemic translated from Chinese. Besides, as TCM has been practiced since 2,000 years ago, the language thus might presumably preserve some corresponded features. Li Zhaoguo (2008) suggests that amount of TCM terms originated from ancient medical literatures and classics, yet in order to keep its distinct from western medicine terms, TCM terms are being translated literally. However, such translations are undoubtedly inaccessible for westerners. Yet, for westerners' better understanding of TCM, a notion that the use of biomedical terms to represent TCM concepts is helpful to internationalization of Chinese medicine draws attention. Even so, Wiseman (2006) reject this notion completely, claims that biomedicized translation of TCM destroys the integrity and independence of Chinese medical concepts. In fact, most of TCM terms have been

preserved and as the developments of TCM, more and more attentions were gained on the standardizations of TCM terms. As a sequence, a system named as International Standard Terminology of Traditional Chinese Medicine is established aiming to research the issues of standardizations of TCM terms.

It can be understood that TCM terms may more or less inherent in Chinese language characteristics. Yet, the typical features of TCM terms themselves then would be possible deduced from Chinese language. For current research, only one of the Chinese characteristics will be further discussed. “Chinese tends to use phrase-structures to convey meaning rather than clause (Sun, 2008: 184).” Yet, such phrase-structures consists of noun phrase or verb phrase, moreover, flexibilities of its rules can be traced from its translation. Specifically, both NP and VP can stand by themselves, which means the meaning can be carried only by a structure. For instance, *clearing heat and draining fire* (VP=V+N); *Expelling pathogenic factors from the exterior to reduce fever; regulating the function of the stomach to lowering the adverse flow of qi* VP=V+NP (Adv); *Temporarily relieves minor aches and pains of muscles and joints due to simple backache, arthritis, strains, bruises, and sprains.* VP= (Adv) V+NP (Adv). Despite of the TCM terms, noting that the structure of such phrase is quite flexible, i.e., adverbial can be used either before or after the phrase. Hence, translation as such may deliberately cause problems to Non-Chinese.

Medical English belongs to ESP, which focuses on the learner’s special purpose of English study. Hutchinson & Waters (1998:19) point out “ESP should properly be seen not as any particular language product but as an approach to language teaching

which is directed by specific and apparent reasons for learning.” Even though people can use very general English well, still the medical terminologies are difficult for them. As a result, in order to write or translate the traditional Chinese medicine labels properly, medical practitioners are expected to learn some medical English. In addition, it is teacher’s responsibility to teach them how to use the appropriate English.

2.3.3 TCM Culture

According to Chen (2007: 157), “TCM is a medical science that reflects traditional Chinese culture and philosophical principles. As a kind of complex medical science, TCM embodies rich dialectical thought, puts the human body into a large system for observation and adjusts the relations among formations, factors and variables to remain in a health status.” As one of the alternative treatment, Chinese medicine view does not analyze and isolate phenomena, but starts from the whole person. It is also known as “holistic”, concerned with wholeness. “The assumption of alternative therapy is that health depends on the obedience to ‘natural’ law, to certain ways of using body and mind, and that a deviation from the natural conditions, illness, is liable to occur, not just in one part but in many parts Ledermann (1986).” Holistic entity is one of the most significant notion in understanding human physiology and pathology as well as diagnosis, treatment and prevention of disease.

The language of Chinese medicine, suggested by (Hart, 1998:17), is a language of interrelation interdependence, the external landscape of the environment is

understood to be in a profound and dynamic relationship with the internal landscape of the human body. Yet, TCM terms are largely derived from TCM theory which is originated from Chinese philosophy. Before approaching to TCM terms, a brief introduction of Chinese philosophy on the physical world may helpful in understanding TCM terms.

2.3.3.1 Thoughts behind the TCM: Yin-Yang and Five Elements

Initially, Yin and Yang were two topographic terms used to allocate the shady and the sunny sides of a hill, or the north side and south side of a mountain. The sunny side of mountain, as it in the sunlight, represents warm, bright, and other characteristics which were active. Whilst, on contrary, the shady side of the mountain represents cold, dark, and other characteristics which were passive. As the theory of Yin and Yang expanded, it turns to “the universe consists of two opposing but mutually dependent forces that complement and supplement each other, resonate harmoniously, and maintain a constant balance ” Chaudhury, (2002: 18). The five elements indicate the five kinds of natural materials, which were wood, fire, earth, metal and water. It was an ancient philosophical concept to explain the composition and phenomena of the physical world. Gradually, the initial concept of Five Elements developed to a more complex theory and is used to summarize the properties of materials in nature into five categories. Furthermore, the character of each substance in the world is also concluded.

Due to the non-equivalence can be found in English, the phonemic translation

terms, such as yin and yang were largely used. In fact, these terms were originated from theory of Yin-Yang and five elements, yet, these two theories were the foundation of understanding the TCM.

As Yin and Yang theory applied in practice, human beings are understood as a microcosm in the universe. A balance between the forces of Yin and Yang is decisive of individual's health. Further, the health of the individual also depends on the balance on Yin and Yang in the macrocosm of the world. Yet, the microcosm of the body is linked to the world and profoundly affected by the seasonal cycles of nature, namely five elements.

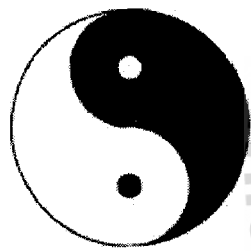


Figure 1 Yin –Yang symbol
Yin and yang are opposite, but they are mutually dependent rather than conflicting (Carl, 1998).

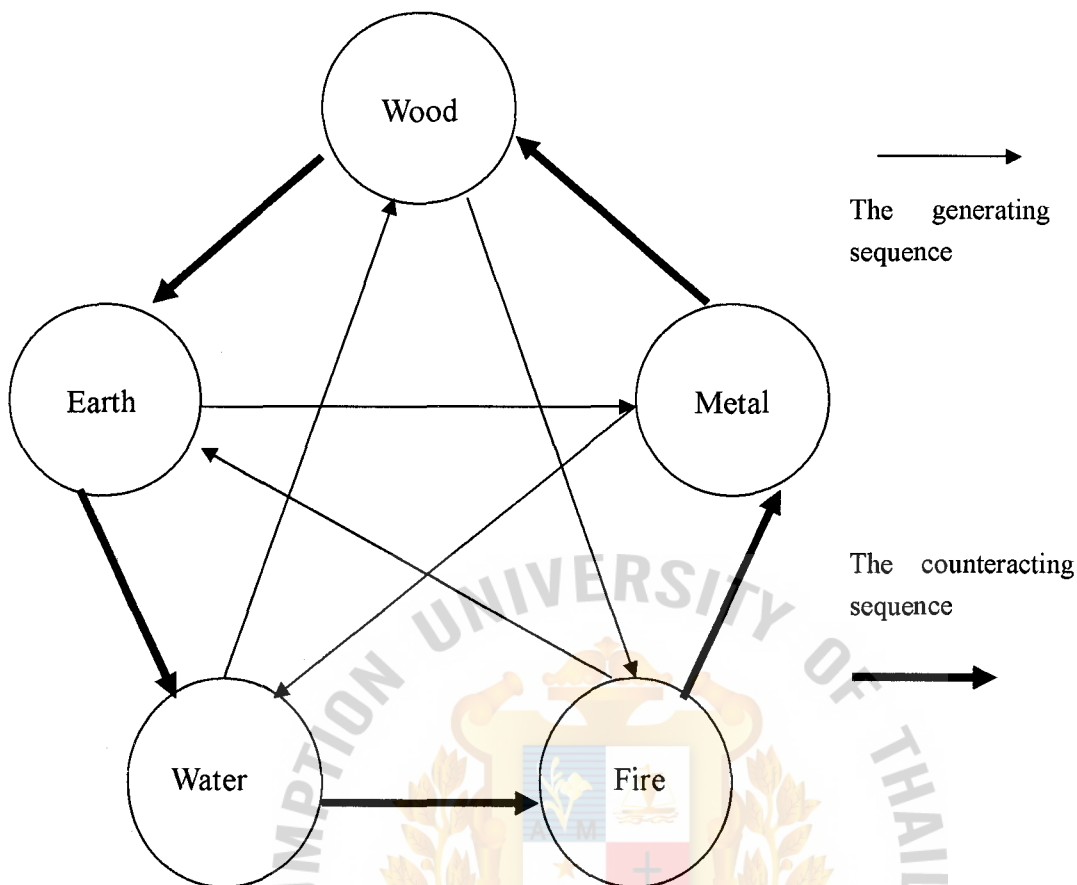


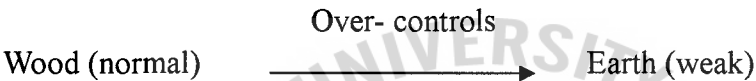
Figure 2 The Five elements of change (Generating and counteracting sequence)
(Ma, 2007)

Figure 2 represents the five elements in the universe has a dominant character which bears resemblance to the properties of one of five elements. The generating sequence was in the following sequence: wood, fire, earth, metal and water, in which each element were conceived to promote or produce the subsequent one, e.g. wood produce the fire.

“The counteracting sequence is in the following sequence: water, fire, metal, wood and earth, in which each element is considered checking the subsequent one, namely, water checks fire, fire checks metal, etc (Dong 2002, cited in Chaudhury 2002:19).” Hence, these elements generate, control each other to keep the balance.

However, when the balance is broken, and under the circumstances, the quantitative relationship among the elements breaks down, so that, each element may ‘over-controls’ another. The Over-control sequence includes two aspects:

(1) When element is weakened, the element B which normally controls element A will over-control element A to damage it. Take wood over-controls earth for example, earth is weakened; wood which normally controls earth will overact on earth to damage earth.



(2) When element is excessive, element B which normally controlled by element A, will be overacted by element A. For example, wood controls earth, when wood is excessive, the balance between the wood and earth is broken.

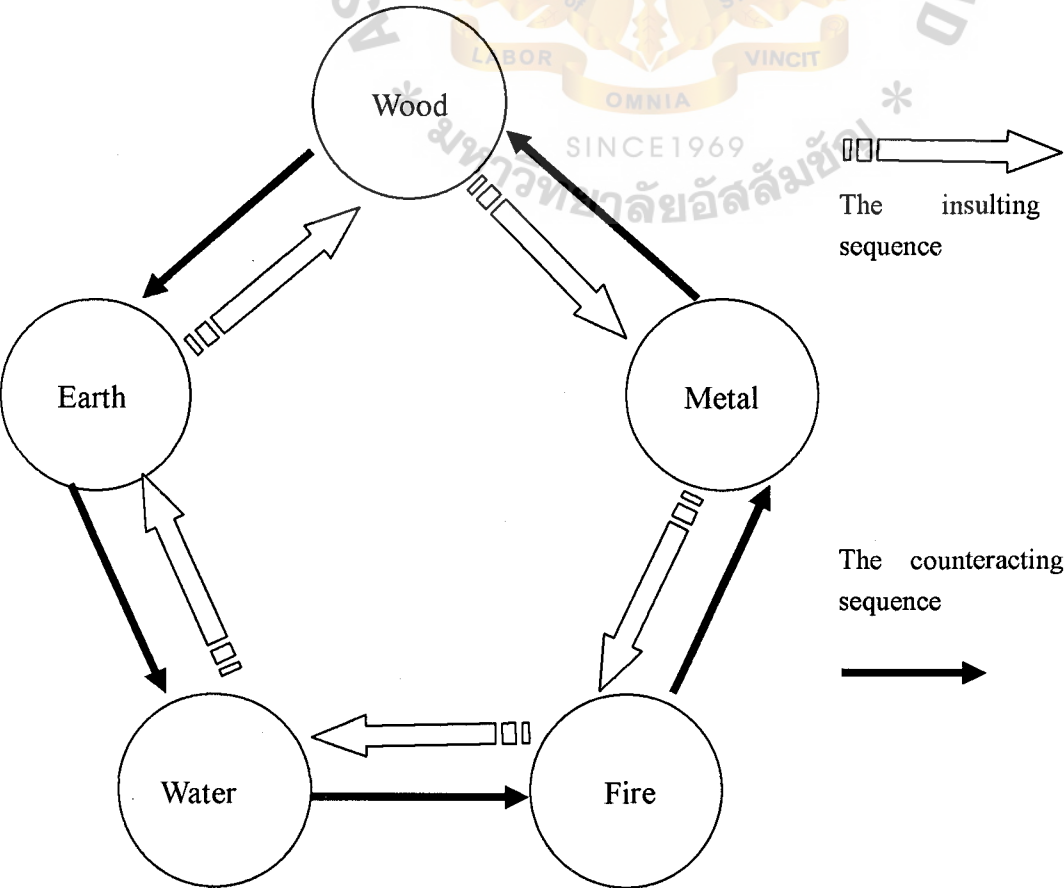
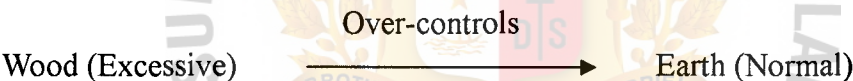
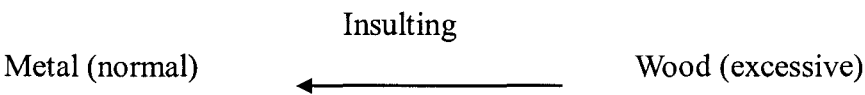


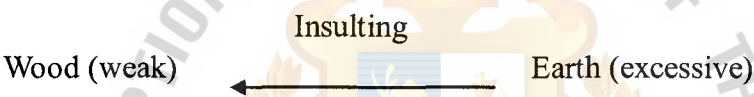
Figure 3 The Five elements of change (Insulting sequence) (Ma, 2007)

Figure 3 displays the insulting sequence, specifically, wood insults metal, metal insults fire, fire insults water, water insults earth and earth insults wood. This occurs when the balance is broken. The insulting sequence also includes two aspects, take wood for example:

- (1) Normally, metal controls wood, when wood is excessive, wood will insults metal to cause the damage to metal.



- (2) Normally wood controls earth, when wood is weakened, earth will insults wood to cause the damage to wood.



Yin and yang describe the interdependent relationship of opposing but complementary forces believed to be necessary for a healthy life. The goal in general is to maintain a balance of yin and yang in all things. The five elements theory, are also grounded in the notion of harmony and balance.

2.3.2.2 Description of TCM from Theory to Practice

In terms of how the human body works and how illness occurs, traditional Chinese medicine is completely different from Western medicine in both theory and practice. In TCM, both philosophically and medically, moderation in all things is advocated as living in harmony with nature and striving for balance in all things. Disease is also considered as an evidence of the failure of preventive health care and a falling out of balance or harmony.

1. The fundamental substances of body: jing, qi, blood, fluids and shen

The three treasures, namely, jing (vital essence), qi (vital substances), and shen (spirit), are the foundations of life and health. Yet, these three are inherited or innate constitution, and so less possible to change. In other words, they are genetic wealth which is given by one's parents. Furthermore, Chinese medicine recognizes "the three fundamental substances" i.e., blood, fluids and qi are important to one's health and wellness. Given imbalances take place among them, may implicate in many symptoms and diseases of disorder. Yet, these three fundamental substances are affected by nutrition, lifestyle, and environment. All three are derived primarily from food, water, and air. In addition, they are closely linked and interdependent, an imbalance or deficiency in one will affect the others.

The concept of qi, which means something like "life force" or "energy," is perhaps most different from western ideas. TCM asserts that qi is an invisible energy force that flows freely in a healthy person, but is weakened or blocked when a person is ill. Specifically, the illness is a result of the blockage, rather than the blockage being the result of the illness. Yet, qi circulates through the body along the invisible pathways known as channels. Acupuncture is viewed as acting on the flow of qi through one or more channels in order to correct a disharmony or imbalance, while herbal treatments can also act on channel and organ qi.

2. The organ

Unlike the western concept of organ which is only in its material-anatomical aspect, TCM considers each organ as a complex system including its anatomical entity and its

corresponding emotion, tissue, sense organ, mental faculty, climate and more(Ma, 2007). The organs of the body are identified as either yin or yang according to their function, specifically, yin organs has collection and storing functions and yang organs has motion and transportation functions. In order to display the interrelationships among Yin-Yang organs, the figure 4 below will be shown clearly.

Figure 4: The interrelationships among Yin-Yang organs (Hart, 1998)

	Yin / Yang	Associated element	Controls	Manifested by (Tissues)	Reflected by (Sense organs)	Emotion	Climates
	Yin Yang	Fire	Flow of blood, stores Shen (sprit) Nutrients-separates pure from “turbid” parts of food	Tongue	Face	Joy	Heat
lr	Yin	Wood	Flowing and spreading of qi through body, maintaining harmony	Eyes	Nails	Anger	Wind
	Yang	Wood	Stores and secretes bile				
	Yin Yang	Earth Earth	Transformation and transportation of blood and qi Digestion or “ripening” food	Mouth	Lips	Thinking	Dampness
	Yin Yang	Metal Metal	Take in and move air qi; move chest qi and fluids Moves impure substances downward, extracts fluids	Nose	Skin, body hair	Sadness and worry	Dryness
	Yin Yang	Water Water	Stores jing, rules water, bone, marrow, teeth Receives and	Ear	Heard hair	Fear	Cold

			excretes urine				
Pericardium	Yin	Fire	Protects heart	Same as heart	Same as heart		
Triple burner	Yang	Fire	Controls body's water, connects lung, spleen, and kidney				

This diagram illustrates that the various aspects of those organs' interrelationships.

When one of the organs is affected by pathological factors, the state of that organ can be deduced by observation of the tissue, sense organs, emotion or even climatic conditions related to it. However, it should be pointed out that the principle as such is not something fixed; weather the organ influenced by its related factors or not still depends on one's state of body qi. Take the climatic conditions as an example; heat influences the heart, however, if heart qi is strong enough to attack the heat, the heart may not be necessarily got problem.

3. Causes of the illness:

(1) Disharmony in the five elements

Yin and yang theory, together with five elements theory are applied in the human body, the five elements then linked the five organs in the human body, yet these organs thus has its yin and yang side. The five organs are: lung (metal), liver (wood), kidney (water), heart (fire) and spleen (earth). Moreover, there are interrelationships, which are generating, counteracting, over-acting and insulting sequence among them according to the five elements. The relationship among the five organs is illustrated in Figure 5 below.

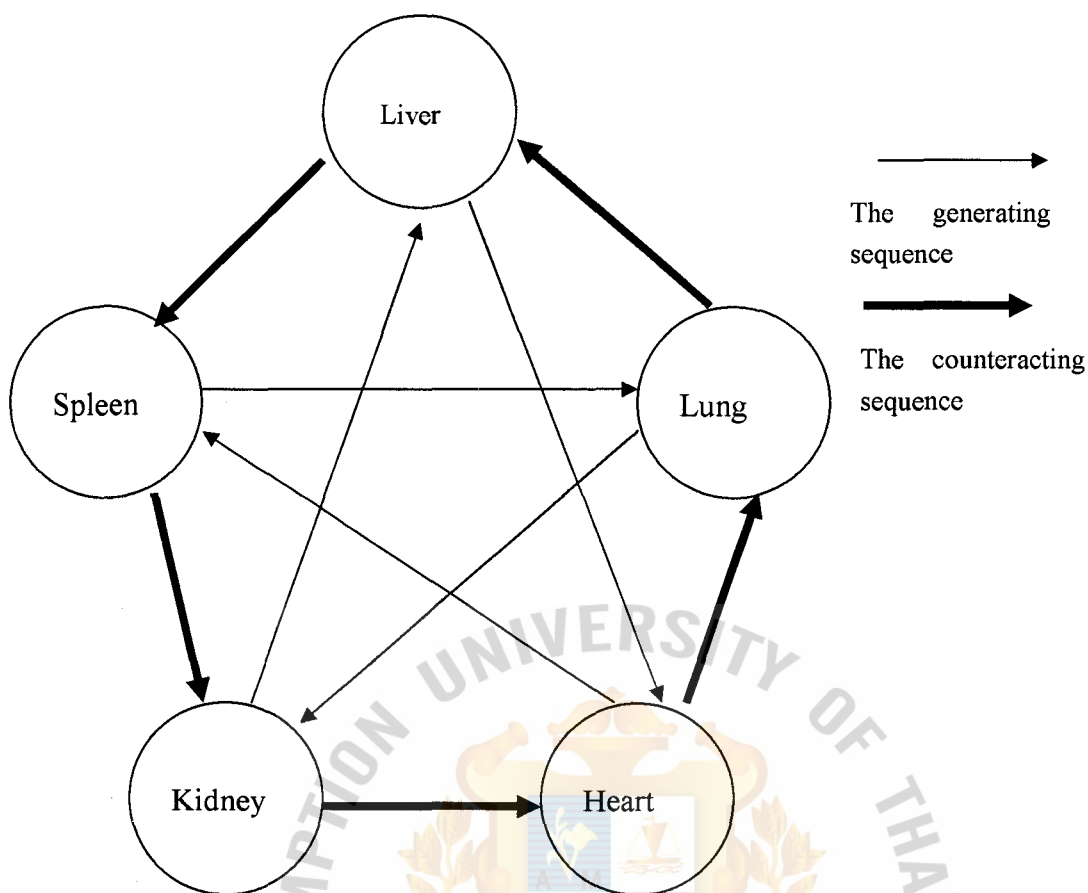


Figure 5 The organ generating and counteracting sequence (Ma, 2007)

When one of the organ run out of balance, the harmony relationships will be broken down between this organ and the others, blocking its consequence of the disharmony of them. The system of connections can be applied to describe all the possible yin-yang imbalances within the body. Let us look for instance at one element, wood; the other four elements all follow the same general principle. If there is a wood disharmony, one must consider first if this disharmony may be affected by another element and whether it is affecting another element.

For instance, if the liver is deficient and the patient has several signs and symptoms of liver-blood deficiency, one should always consider and check whether the mother element (water) is at fault, failing to nourish wood. On the other hand, we

must consider and check whether wood is deficient from being over-acted upon by metal, or because fire (the child) is drawing too much from wood (the mother), or even because it is being insulted by earth. One should also consider and check whether the liver deficiency is affecting the child element, i.e. the heart.

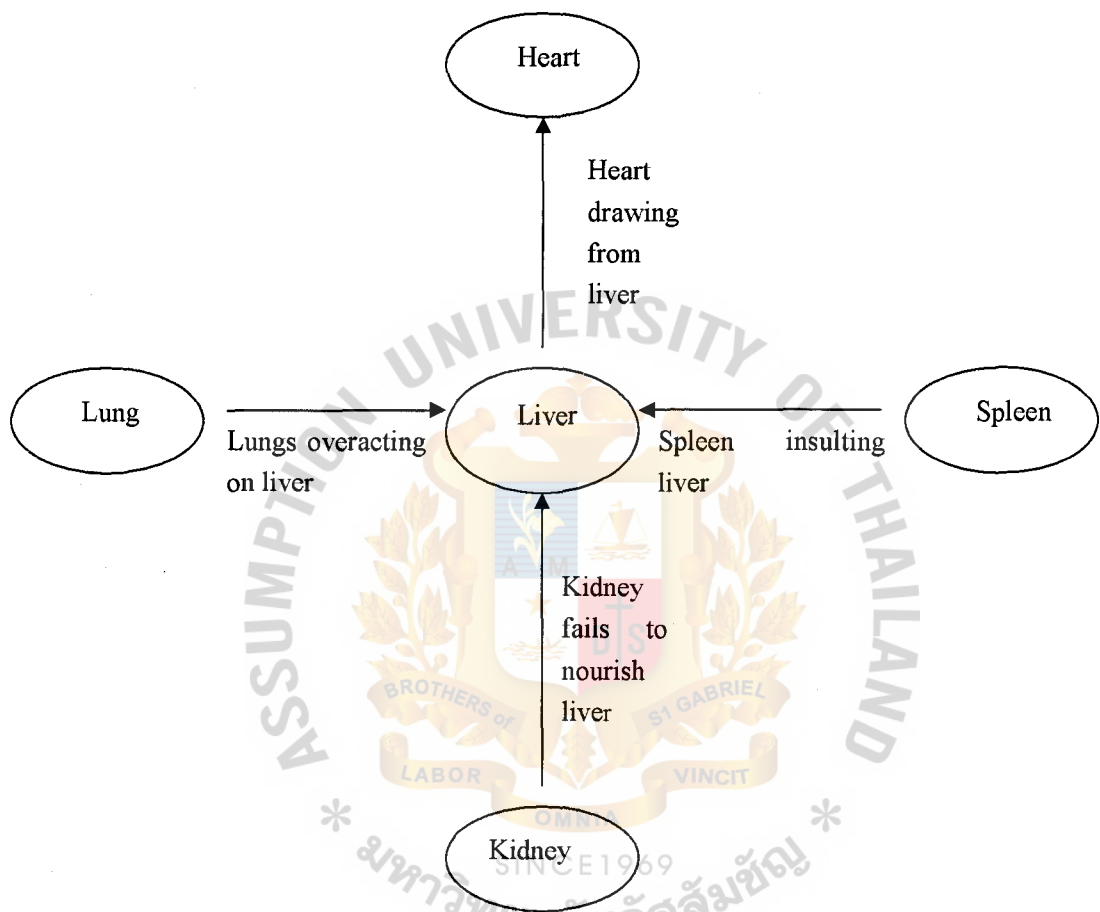


Figure 6 Pathological influences between deficient liver and other organs (Ma, 2007)

As illustrated in the diagram above, given wood element is imbalance in its yin and yang, the natural sequences will be broken, thus the relationships among them tend to disharmony. It is therefore can be said that the TCM treats the disease radically; that is, focus on the root of the disease rather than the surface symptom.

(2) Imbalance of qi State

What results an imbalance in the organs can be traced from disturbed qi, which is an essential and untranslatable concept in TCM (Hart, 1998). Qi is considered as the life force (or vital substance) and the organizing principle flowing through all things and establishing their interconnectedness (Hart, 1998:25). In a sense, all the internal organs are occupied with organ qi, and cooperated with each other directed by qi. Moreover, qi governs the flow of blood through the body, under the influence of breathing. The nutritive essence of food and air are also considered as qi, because they can be taken and transformed in one's body. Thus, the terms, such as kidney qi, spleen qi, etc, can be explained. Owing to the significant function of qi, the disturbance of it in one's body will cause illness. Generally speaking, TCM categories such disturbances as 1) deficiency, referring to when energy supplies were interrupted or depleted; 2) excess, means when too much energy has accumulated; 3) stagnation which means when the energy isn't circulating properly (Li Yang, 2001: 8).

(3) Outside Forces

Besides, the change of the weather and season, as one of the possible factor of illness is also being taken into consideration. Moreover, whether it gives rise to illness or not still relies on one's state of qi. In other words, if one's protective qi is so low that it fails to attack the external factors, one may get sick. The changes of outside forces, literally translated as 'six evils', specifically, wind, heat, dampness, dryness, summer heat and cold, are viewed as the external pathogenic.

4. How those three causes give rise to illness

Normally, body’s qi is strong enough to protect the external forces, however, when state of qi appears to deficiency, excess or stagnation of internal organs, the organs therefore may be damaged by the external forces. In the sense the function of each organ will go wrong in some way.

Additionally, as the six evils links to the seasons, yet according to five elements principles, it hence associates with internal organs. In other words, the internal organs might be easily get hurt during its relative season. Therefore, when in a state of disharmony, the liver can generate inner wind, the heart inner heat, the spleen inner dampness, the lungs dryness, and the kidneys inner cold. Further, disharmony among all the organs would be taken place. The causes of illness is demonstrated in figure 7 below.

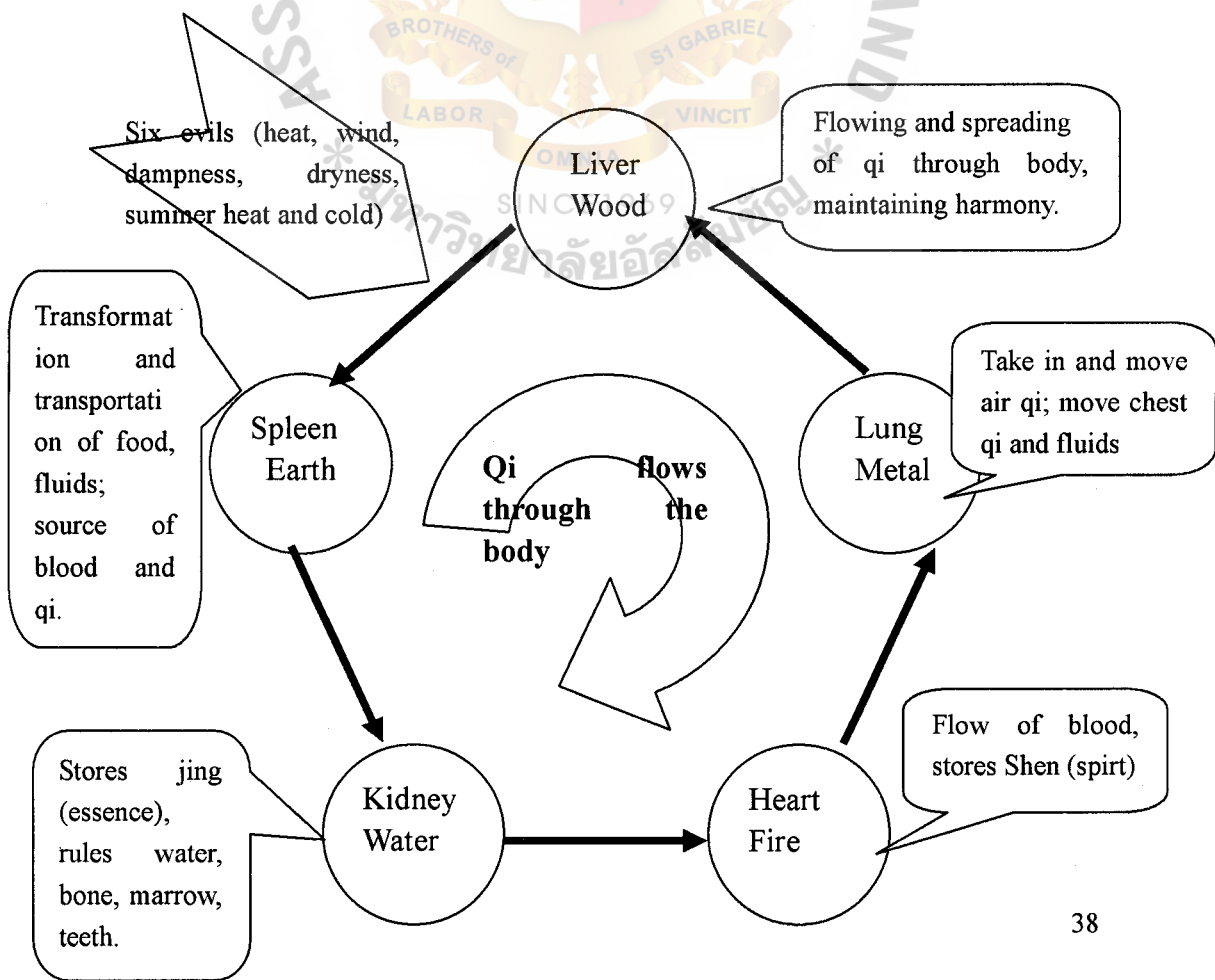


Figure 7 How the causes lead to the illness (Ma, 2007)

5. Methods of Treatment

In terms of treatment, it tends to focus on changing disharmony condition in the organ which is being concerned, yet the other organs also should be taken into consideration as the internal environment is always being preserved as a whole. In the sense that TCM concerns more about the initial source of the disease and the possible generated condition, rather than treats what has been seen. It can be said that understanding Chinese culture of harmony is crucial in understanding TCM terms.

As harmony is primarily concerned in TCM, the focus of the treatments thus is to keep harmony of internal organs by means of disharmony correction. For instance, if the spleen qi is not enough, the methods tend to supplement or fortify spleen qi; whilst if fire is excessive in the lung, the methods thus should drain or clear fire. Therefore, the terms as moistening yi, clearing heat; clearing heat and draining fire, resolving toxin and dispersing swelling, were referring to treatment method, which were operated by the herbal medicine.

To sum up, TCM terms are vastly culture-specific concepts, which associate with ancient Chinese philosophical concept of the physical world are regarded as Yin-Yang and Five elements. Further, as yin-yang and five elements theory are applied to explain the disease, indications of qi imbalance in an organ, which can be traced by diagnosis, generally may have an effect on the others. Disharmony of internal environment hence would be occurred.

Chapter Three

Research Methodology

3.1 Introduction

This chapter discussed the research methodology used in this study and included a restatement of the research questions, followed by descriptions of the research context and the methods for data collection and the instruments for data analysis.

3.2 Restatement of the Research Questions

The research questions in this study were as follows:

- How does the Chinese Professional Subculture as represented in Traditional Chinese Medicine (TCM) influence the English as used in the traditional Chinese medicine labels?
- What are the characteristic patterns of English that could be found in traditional medicine labels that could cause misunderstanding?

3.3 Subjects of the Study

3.3.1 Traditional Chinese Medicine Labels

TCM labels from three online drug stores were involved in this study. Each website has different numbers of medicine labels, consisting of medicine for internal and external diseases. The medicine labels as used in this study concentrated on Chinese

herbal tablets, which are different from raw herbs. The medicine information that was provided on the websites included labels, pictures and descriptions of the products. In terms of the description of the products, seven sections were involved: the names, ingredients, functions and indications, administrations, warnings, packing and manufacture. In total, 207 medicine labels were examined.

3.3.2 Context

Three websites were involved in this study. The information of each website are listed as follows: a) www.tcm-treatment.net. This is a traditional Chinese medical hospital website, which has a medicine selling department; b) <http://www.made-in-china.com/> This is the online shopping stores, each of which has a Chinese medicine selling department; c) <http://www.maxnature.com/pachme.html>. This is a health products selling website. In its Chinese herbal medicine selling section, a number of Chinese herbal medical products which are provided by different companies were included. All of the products on the websites have been approved by GMP (Good Manufacturing Practice) and SDA (State Drug Administration) of Chinese government. The location of the websites covers the main source of online traditional Chinese medicine selling in the world. The target samples were, thus, a fair representation of the online traditional Chinese medicine.

3.4 Instruments for Data Collection and Data Analysis

3.4.1 Instruments for Data Collection

The main criteria for selecting the sampled labels and instructions from each label were:

1. In order to show the English features presented in TCM labels better, it was hoped that English translated by local Chinese was not edited by native-speaker language consultants.
2. All the sampled labels were written/translated by Chinese.
3. The length of each sampled label was about 100-200 words.

3.4.2 Method of Data Analysis

The research analyzed the patterns of English which was used in the traditional Chinese medicine labels. In order to investigate whether these patterns conform to acceptable English patterns in terms of sentence structures, word use, and idiomatic expressions. The patterns of English which have grammatical problems were identified with the help of the Cambridge Advanced Learners Dictionary, the Oxford Collocation Dictionary as authentic English usages. In addition, the patterns of English which are related to Chinese medicine were identified with the help of the WHO international standard terminologies on traditional medicine in the Western Pacific region.

3.4.3 Procedures for Data Analysis

The following procedures were carried out to identify the English patterns in all the labels:

1. Search the appropriate TCM websites.

After accessing the three websites, the researcher looked for the Chinese herbal medicine department followed by copying the product information. Then for the convenience of data analysis, all the information of the Chinese medicine was pasted into Word program by the researcher.

2. Identify the problem English patterns.

Identify the English patterns for further research. As a preliminary step, each label was read at least twice and examined for lexical and grammatical errors.

3. Frame work was designed on translation related theories.

By looking at the incorrect English patterns, it indicated that most of them do not lead to misunderstanding. Yet, as discussed in Chapter two, the misleading English pattern has to do with translation relevant issues. Thus, the English pattern was identified in greater depth with the help of translation theories which were mostly taken from Baker. With the intention to show a better feature of English pattern presented in TCM labels, only 28 labels which can best present the Chinese culture were examined in details

Chapter Four

Data Analysis

This chapter analyzed the data collected from 207 Chinese medicine labels. The data were categorized mainly according to an adaptation of Baker's course book on translation, which focuses on various areas of language, ranging from the meaning of single words and expressions to grammatical categories and cultural contexts. The purpose of this chapter was to identify the characteristic patterns of English as used in Chinese medicine labels that could cause misinterpretation. The presentation of the analysis was organized as follows:

Types of characteristic patterns of English that may cause misunderstanding due to:

4. 1 Culture-specific concepts;
4. 2 Literal translation out of context;
4. 3 Text organization;
4. 4 Vague language.

4.1 Types of Characteristic Patterns of English that May Cause Misunderstanding Due to Culture-specific Concepts

4.1.1 Misunderstanding due to cultural differences

Table 1 label No.1

<i>stomach fire toothache</i>	<p>Source: label No. 1</p> <p>Name of the production: Acne Care (Jin Hua Xiao Cuo Wan)</p> <p>Indications: Use for acne due to lung and stomach exuberant heat, mouth and tongue sores, <i>stomach fire toothache</i>, swallow and throat swelling pain, red eyes, astriction, yellow and reddish urine etc.</p>
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Label 1 is illustrated in Figure 8 below.

According to TCM, toothache is a symptom which is caused by the stomach fire. This medicine is used for acne due to lung and stomach exuberant heat. Yet, toothache is one of the symptoms which can be attributed to exuberant heat rising from the stomach and the large intestine channels. Moreover, the lung is a yin organ which belongs to *metal* in the five elements, whilst the stomach is a yang organ and belongs to *earth*. In this case, *earth* (stomach-yang is excessive) over-dominates *metal* (lung-yin is deficient). Thus, the lung manifests its imbalance through acne. TCM considers any symptoms appearing on the face as signs of lung problems (Li, 2001: 43).

Figure 8 ‘Stomach fire toothache’ process

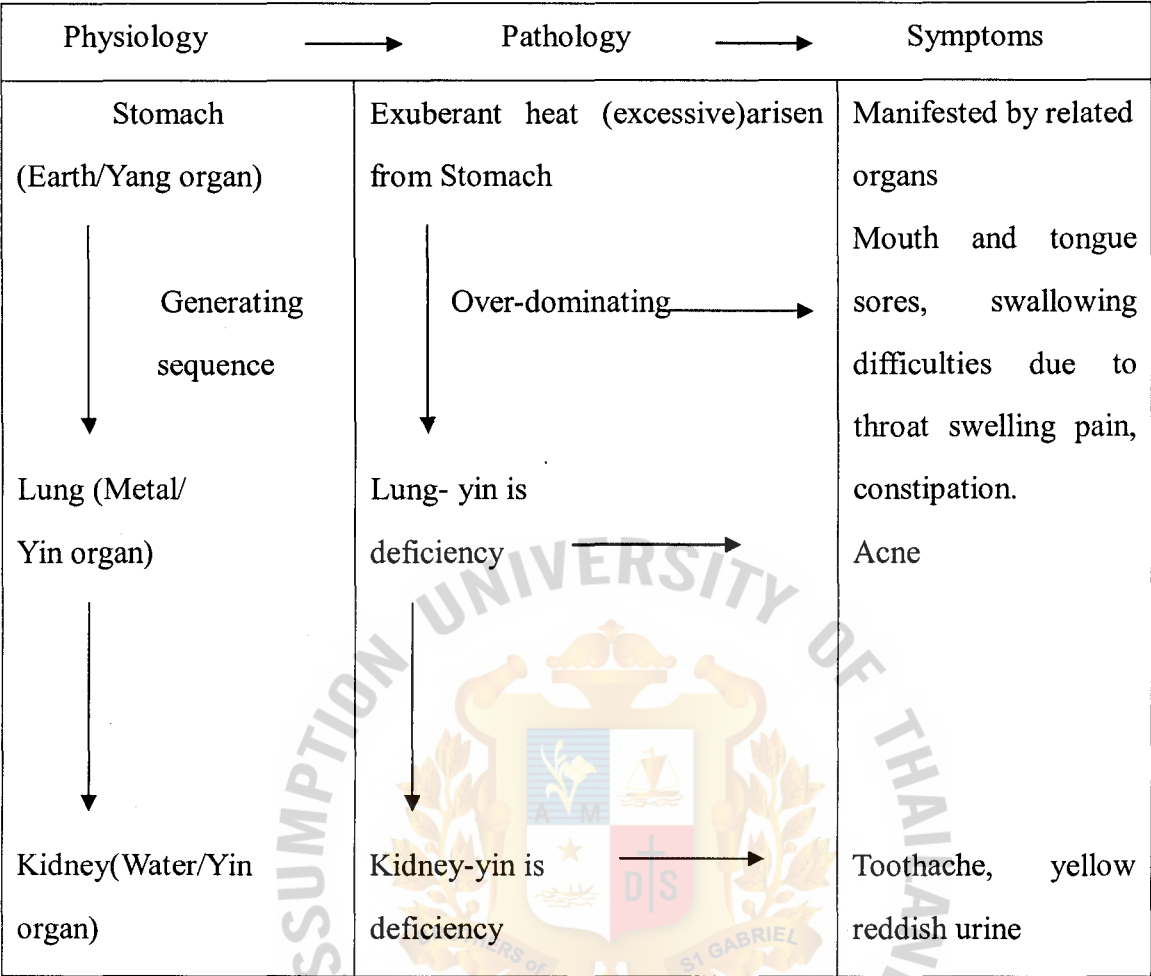


Table 2 label No.2

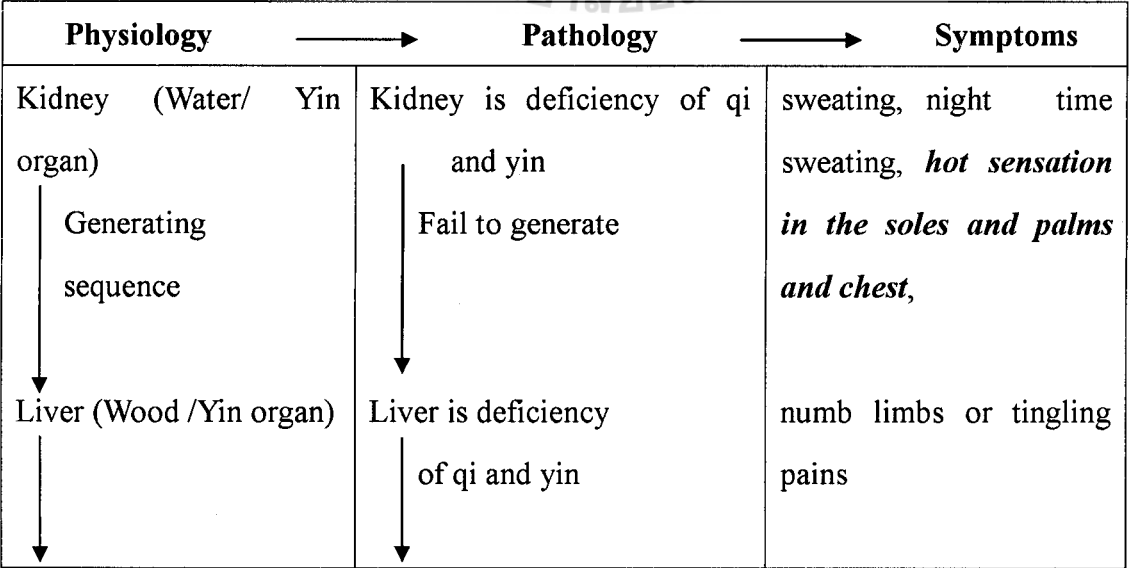
<p><i>Hot sense in the soles and palms and chest</i></p>	<p>Source: label No. 2</p> <p>Name of the production: Sugar vessel comfort granule</p> <p>Function and Indications:</p> <p>Moistening yin, clearing heat, quickening blood circulation, reducing blood stasis, enriching qi and securing kidneys.</p> <p>This product is used to treat diabetes due to double deficiency of the qi and yin fluids as well as blood stasis.</p> <p>The symptoms are thirst, liking drinks, fatigue, shortness of</p>
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	<p>breath, lethargic in talking, daytime sweating, night time sweating, <i>hot sense in the soles and palms and chest</i>, pains and oppression in the chest, numb limbs or tingling pains, constipation. Diabetic patients with the above symptoms could use this product.</p>
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Label 2 is illustrated in Figure 9 below.

According to TCM, *hot sense in the soles and palms and chest* means sensations of heat in the chest, palms of the hands, and soles of the feet. This product is used to treat diabetes due to double deficiency of qi and yin fluids. Chinese medicine believes that diabetes is usually associated with yin deficiency, which can be caused by several factors. In this case, diabetes is attributed to deficiency of qi and yin, which is identified as deficiency pattern also known as yin pattern according to pattern identification of TCM. Further, the symptom of hot sensation in the soles and palms and chest is one of the symptoms of the deficiency.

Figure 9 ‘*Hot sensations*’ in the body



Liver (Wood /Yin organ)	Heart fails to move blood due to lack of qi	Constipation, blood stasis pains and oppression in the chest, lethargic in talking
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Table 3: label No.3

<p><i>Supporting right and dispelling evil.</i></p>	<p>Source: label No. 3</p> <p>Name of the product: Calming-Dispersing Tablet</p> <p>Functions and Indications:</p> <p>Promoting blood circulation and removing blood stasis, alleviating pains and dispersing accumulation of pathogens, clearing heat and resolving toxin, <i>supporting right and dispelling evil</i>. This product could relieve the symptoms to some extent, shrink and restrain growth of the tumors, improve immunological ability of the body and prolong patient's life.</p>
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Label 3 is illustrated in Figure 10 below.

Supporting right and dispelling evil is one of the methods of treatment, which means to reinforce the healthy qi and to eliminate the pathogenic factors. This product is used for restraining the growth of the tumors to prolong the patient’s life. From the viewpoint of TCM, tumor is resulted from pathogenic factors, which are not

eliminated in time. This leads to an accumulation of pathogens in one’s body. Hence, one’s healthy qi tends to be exhausted due to the growth of the tumor. In this situation, TCM holds that the treatment should focus on supporting the healthy qi as it is significant for one’s health while eliminating the pathogenic factors.

Figure 10 Treatment of ‘Supporting right and dispelling evil’

Pathological factors	General principle of the treatment	Treatment methods
<div>Blood stasis</div> <div>Heat</div> <div>Toxin</div>	<div>Reinforce the healthy qi as to eliminate the pathogenic (<i>supporting right and dispelling evil</i>)</div>	<div>Promote blood circulation and to remove blood stasis</div> <div>Clearing heat</div> <div>Resolving toxin</div>

Table 4 label No.4

<div>Supporting right and securing the root.</div>	<div>Source: label: No. 4</div> <div>Name of the product: Fat-Reducing Slimming Tablet</div> <div>Functions and Indications:</div> <div>Enriching and supplementing the liver and kidneys, nourishing and boosting essence-blood, <i>supporting right and securing the root</i>, freeing the vessels and stabilizing the pain, fortifying the spleen and</div>
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	sweeping phlegm, brightening the eyes and engendering liquid, moistening the intestines and loosening bowel movement. This product is used for high blood-fat disease, cardio-cerebral vascular sclerosis, simple obesity, habitual constipation, hemorrhoid bleeding.
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Label 4 is illustrated in Figure 11 below.

In TCM, *Supporting right and securing the root* is one of the methods of treatment, which refers to reinforcing the healthy qi and securing the essence of the kidney. This product is used for hyperlipidemia, coronary heart disease and obesity which are due to high cholesterol. In the sense of TCM, such diseases are due to the deficiency of qi (Chaudbury, 2002: 21). However, as the deficiency develops, the body’s healthy qi and kidney essence become more insufficient. Hence, the treatment should emphasis on strengthening the healthy qi (yang) and securing the essence (yin) of the kidney. Therefore, the essence (yin) will produce healthy qi (yang) and keep the body’s balance.

Figure 11 Treatment of ‘Supporting right and securing the root’

Physiology	Pathology	Principle of treatment
<p>Kidney (Water/Yin organ)</p> <p>↓</p> <p>Liver (Wood/Yin organ)</p>	<p>Kidney is deficiency of essence-blood</p> <p>↑ Fails to support kidney produce essence</p> <p>Liver is deficiency of blood</p>	<p>Enriching and supplementing the liver and kidneys, nourishing and boosting essence-blood, supporting right (reinforce the healthy qi) and securing the root (rescoring the essence)</p>

Table 5 label No.5

<p>Directions:</p> <p>Refrain from eating raw, cold, oily or fatty or <i>heavy foods</i>.</p>	<p>Source: label No.5</p> <p>Name of the product: Huo Hsiang Chieng Chi Shuei</p> <p>Directions:</p> <p>Shake before use. (Shake completely before using it.) For adults, dilute 1 bottle with previously boiled and cooled water. For children, reduce the above amounts. Refrain from eating raw, cold, oily or fatty or <i>heavy foods</i>.</p>
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In TCM, ‘Heavy foods’ does not mean the foods which are heavy in the sense of weight, but it means the foods which were strong in taste, such as pepper, garlic, etc. This product is used for respiratory disease. Symptoms may include shortness of breath, stuffiness in the chest, and cough, etc. Yet, the methods of treatment should be in accordance with the disease. Thus the emphasis should be on suppressing the cough.

Likewise, heavy foods are considered as zestiness (Li, 2008:369) which may stimulate cough or asthma. Consequently, one should avoid such heavy food as it may worsen one’s condition. Furthermore, Chinese medicine stresses that a patient should abstain from taking diets that do not agree with the medication s/he is taking. The principle behind this is that such foods may counteract the treatment. Hence, the effects of the medicine are lessened.

Table 6: label No.6

<i>triple burner</i>	<p>Source: label No.6</p> <p>Name of the product: Three-Yellow Tablet</p> <p>Functions and Indications:</p> <p>Clearing heat and resolving toxin, draining fire and loosening bowel movement. It is used for <i>triple burner</i> repletion heat, blood-shot and swollen eyes, sore mouth and nose, sore swollen throat, gums bleeding, vexation and thirst, bloody urine, and constipation.</p>
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Figure 12 below shows that ‘triple burner’ is not an anatomic entity. Rather, it represents the pathway or relationships connecting other organs, primarily, the lungs, spleen, and kidneys (Hart, 1998:35). This product is used for triple burner repletion heat pattern; symptoms are red and swollen eyes, sore mouth, sore swollen throat, etc.

Figure 12 The organ of ‘triple burner’

Physiology	Pathology	Symptoms (manifested by related organs)
Triple burner is a yang organ which connects the Lung, the Spleen and the Kidneys.	Excessive heat in Triple burner <ul style="list-style-type: none">the Lungthe Spleenthe Kidneys	Sore mouth and nose, sore swollen throat, thirst gums bleeding Constipation Bloody urine

Table 7: label No. 7

Take or swallow	<p>Source: Label No. 7</p> <p>Name of the product: Ba Zhen Wan</p> <p>Recommendation:</p> <p><i>Take or swallow</i> 4-6 pills with water or juice each time. 2-3 times daily.</p>
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This product is used for the food stagnancy marked by distending fullness. Chinese herbal preparation includes teas, pills, pastes, and medicine wines. Yet, prepared herbal pills are powdered and the ingredients are then combined with a binder such as honey, or bees-wax. The resulting medicine is a large and sticky mass. Generally, one must swallow quite a quantity of this medicine per day. In this case, the pills are recommended to be swallowed as required, that is 4-6 doses daily.

Table 8: label No. 8

<i>cold pains of the abdomen</i>	Source: label No.8
	Name of the product: Dog Skin Plaster
	Functions and Indications:
	Expelling wind, dispelling cold, quickening blood, checking pains. It is used for wind, cold, damp evils and qi stagnation and blood stasis, which cause numb four limbs, aching of the legs and backs, spasmodic tendons, fall, sprain, trauma, sprain of the lumbar region, <i>cold pains of the abdomen</i> , dysmenorrhea, cold and damp leucorrhoea, conglomeration, masses.

Label 8 is illustrated in Figure 13 below. According to TCM, *cold pains of the abdomen* means feeling cold and pain in one’s abdomen (Ma, 2007: 58). This product is used to treat numbness of limbs, and aching of the legs and back. Chinese medicine holds that limbs’ pain is usually associated with cold attack. Moreover, cold as one of the ‘six evil’ exterior pathogen is likely to combine with the other evils, leading to one’s illness. In this case, limbs’ and back pain is attributed to qi deficiency which results in failing to force one’s blood to circulate. Further, when the outsider pathogenic factors such as cold, wind, and damp attack one’s body, blood circulation appears to slow down under the influence of those factors.

Figure 13: The TCM term of ‘cold pains’

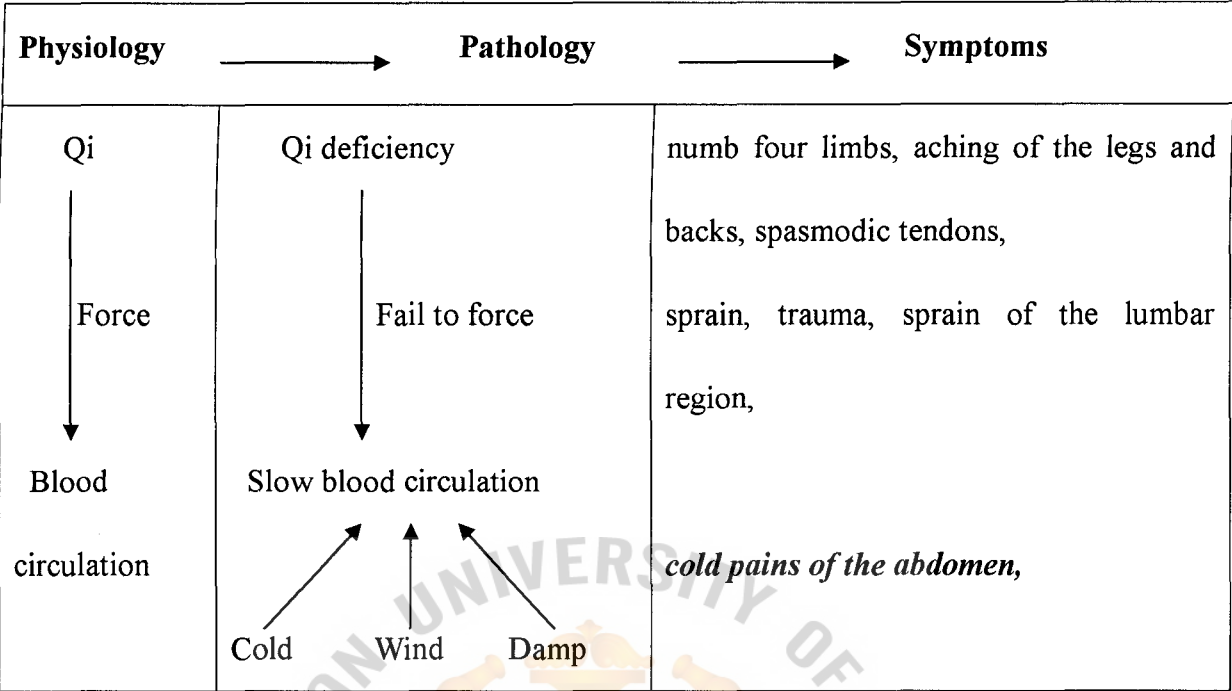


Table 9: label No. 9

Water	<p>Source: Label No. 9</p> <p>Name of the product: Xiao Shui Li Shi (Aqua Balance Tea Extract)</p> <p>Function and indication:</p> <p>Fortifying the spleen and disinhibiting damp, rectifying qi <i>moving the water</i>. Use for white tongue mass, fat body, deep and moderate pulse, fine pulse and impotence, surplus water in the body.</p>
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Label 9 is illustrated in Figure 14 below. Water in TCM means a sort of body liquid, which may lead to illness as it accumulates in certain parts of one’s body. This product is used to treat surplus water in the body. From the view point of TCM, excessive water in one’s body is a result of spleen yang deficiency which fails to control the body liquid flow (Li, 2008: 229). As a consequence, excessive water

cannot move properly resulting in accumulation in one’s joint, tendons, etc. Thus, people may feel stiffness or even pain when they are moving.

Figure 14: The TCM term of ‘water’

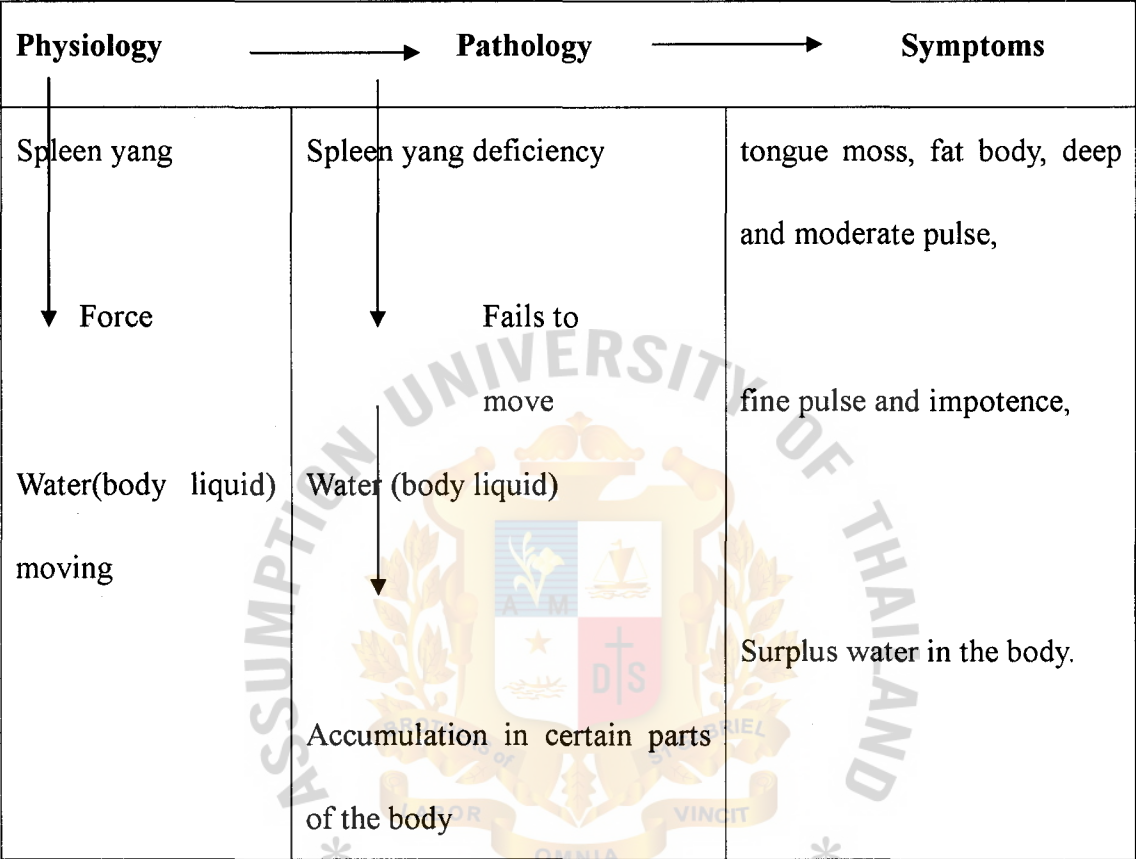


Table 10: label No.10

<i>Dryness</i>	<p>Source: label No. 10</p> <p>Name of the product: Hemp Seed Pill</p> <p>Functions and Indications:</p> <p>Moistening intestines and easing constipation. This product is used to treat constipation due to <i>dryness of intestines</i>.</p>
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Label No.10 is illustrated in Figure 15 below. TCM considers dryness as a pathogen which can be divided into external dryness and internal dryness. The difference

between them is that the former is one of the six pathogenic factors that cause external dryness, while the latter is dryness in the interior due to consumption of body fluid (Li, 2008: 127). In this case, dryness is attributed to deficiency of yin fluid, which is identified as yin deficiency pattern according to pattern identification of TCM. Owing to yin deficiency, one’s body fails to produce enough fluid as to moisten the organs, leading to the symptoms such as constipation.

Figure 15: The TCM term of ‘dryness’

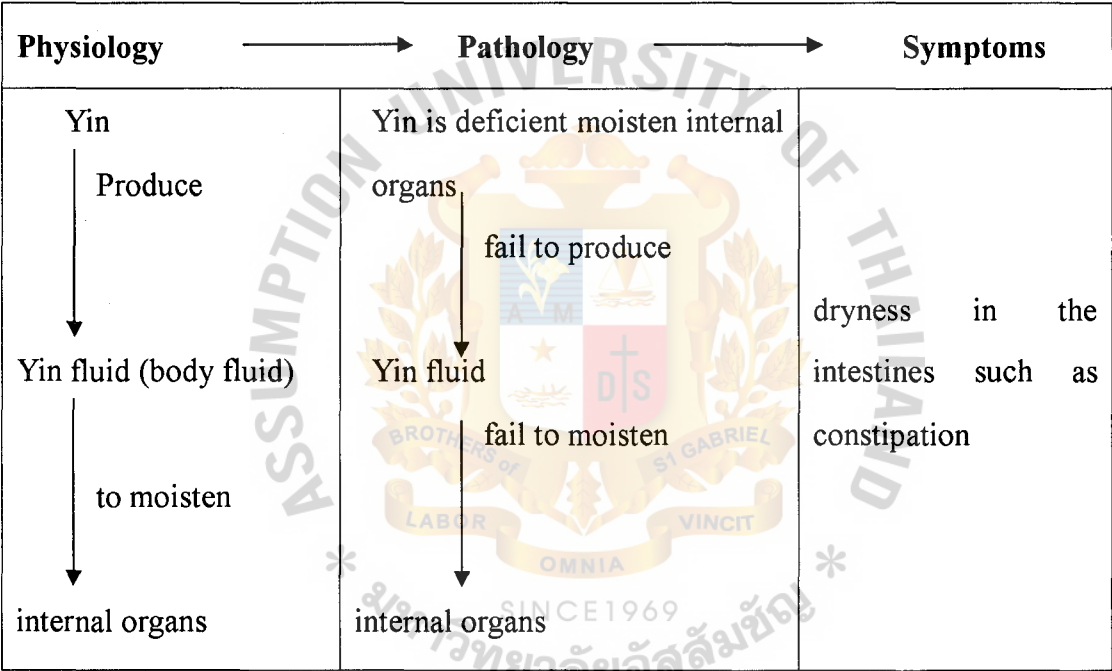


Table 11: label No.11

<p><i>Qi</i></p> <p><i>dampness</i></p>	<p>Source: label No. 11</p> <p>Name of the product: Sausurean Qi-Soothing Pill</p> <p>Functions and Indications:</p> <p>Moving the <i>qi</i>, transforming <i>dampness</i>, fortifying spleen</p>
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	and adjusting stomach. It can be used for qi stagnation due to turbid dampness, glomus in the chest and diaphragm, abdominal distention and pains, vomiting, nausea, eructation and poor appetite.
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Label No. 11 is illustrated in figure 16 below.

In TCM, the concept of qi means "life force" or "energy" (Chaudhury, 2002: 18). Yet it is the most different from western ideas. TCM asserts that qi is an invisible energy force that flows freely in a healthy person, but is weakened or blocked when a person is ill. For TCM, dampness is considered as a pathogen which can be identified as external dampness and internal dampness. The former is one of the six excesses that causes externally contracted dampness pattern and the latter is deficiency of the spleen and kidney with decreased fluid transportation and transformation and resultant water stagnation (Li, 2008: 127). In this case, spleen yang is insufficient so it fails to transport the body fluid, consequently the excessive body fluid stagnates. Such stagnation is considered as dampness.

Figure 16: The TCM terms of ‘qi’ and ‘dampness’

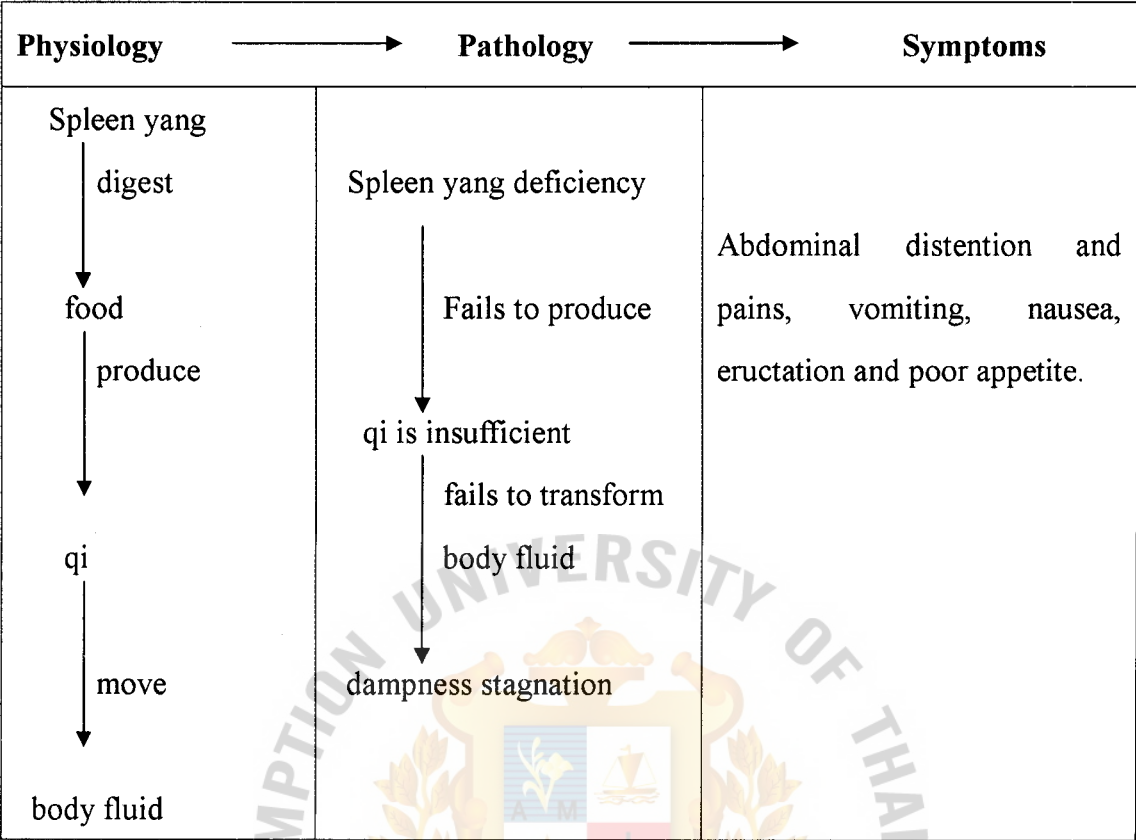


Table 12: label No. 12

<i>heat</i>	<p>Source: label No.12</p> <p>Name of the product: Borneol And Borax Powder</p> <p>Functions and Indications:</p> <p><i>To clear heat and resolve toxin</i>, disperse swelling and relieve the pain. It is mainly used for throat pain, swelling and painful gums, sore mouth and tongue caused by accumulated heat toxin.</p>
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Label No. 12 is illustrated in figure 17 below.

In TCM, heat is seen as a pathogenic factor that causes heat pattern. Yet it is also

being called pathogenic heat. When one’s yin-yang, qi or blood is imbalance, heat may occur in certain organs thus manifesting as the relevant symptoms. For example, as lung is insufficient in its yin, it leads to heat accumulation, the symptoms such as sore throat or sore mouth thus may appear. In this case, heat is taking place in the lung, leading to the symptoms shown on lung’s related sense organ such as throat, gums and mouth. Therefore, the symptoms such as throat pain, painful gums etc occur.

Figure 17: The TCM term of ‘heat’

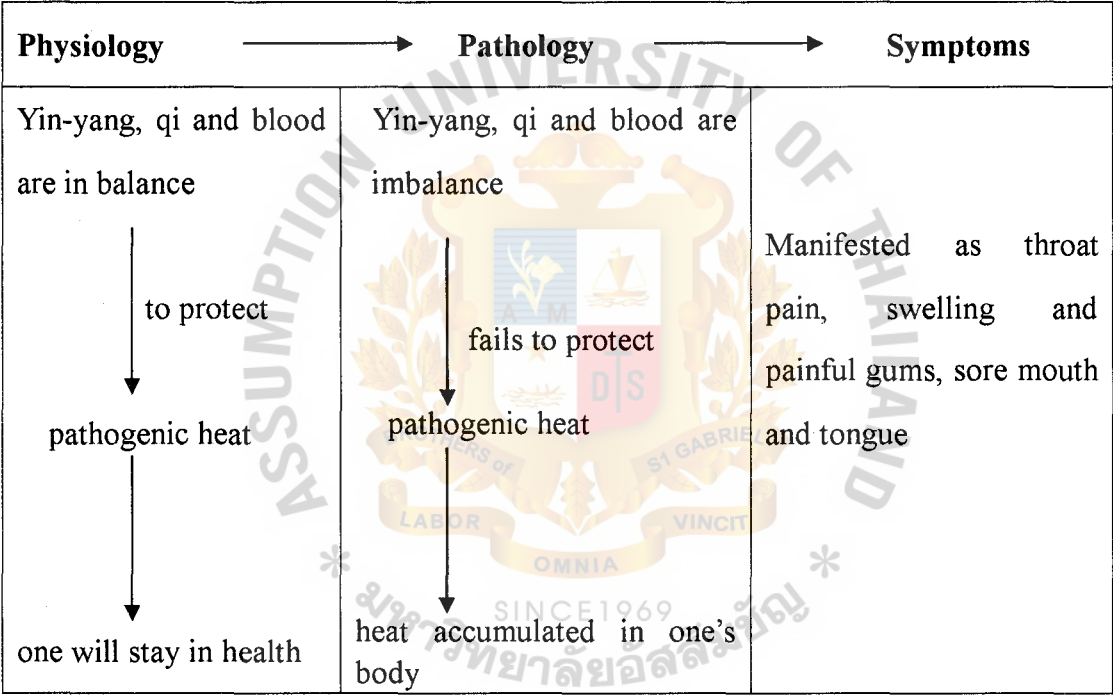


Table 13: label No.13

<p><i>Wind</i></p>	<p>Source: label No. 13</p> <p>Name of the product: Tienma Chufengbu Tablets (Tian Ma Qu Feng Bu Wan)</p> <p>Functions and Indications:</p> <p><i>Dispels internal wind due to hyperactive liver yang, disperses</i></p>
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	exogenous wind and wind-damp, nourishes liver blood, reinforces kidneys. Use for symptoms associated with hypertension, including headache, dizziness, or poor memory; for the wind symptoms of facial paralysis, and stiff or paralyzed limbs; and wind-damp in joints and muscles.
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Label No. 13 is illustrated in figure 18 below.

As one of the six evils, wind is considered as a factor of illness in TCM. Yet, it is categorized as external wind and internal wind, the former can lead to illness as one is expose to it too much, while the latter may lead to illness as one’s body goes wrong. According to the five elements theory, water (kidney) produces wood (liver). Kidney thus may affect liver when it malfunctions. On the other hand, TCM holds that wind corresponds to one’s liver. Thus it is easy to get sick as the liver’s yin-yang becomes imbalance. In this case, one’s kidney yin is deficient and fails to support the liver. Consequently, the liver yang is excessive. As discussed earlier, liver is more likely to become malfunction when attacked by wind. Therefore, liver yang is so excessive that it leads to wind in itself.

Figure 18: The TCM term of ‘wind’

Physiology	Pathology	Symptoms
<p>Water(kidney)</p> <p>↓ generates</p> <p>Wood(liver)</p> <p>↓</p> <p>Yin and yang balance</p>	<p>Water (kidney) is deficiency in it's yin</p> <p>↓ fails to control</p> <p>liver's yang</p> <p>↓ generates</p> <p>internal wind</p>	<p>headache, dizziness, or poor memory; facial paralysis, and stiff or paralyzed limbs.</p>

Table 14: label No.14

<p>Blood</p>	<p>Source: label No. 14</p> <p>Name of the product: Fu Ke Yang Rong Wan</p> <p>Functions and Indications:</p> <p><i>Nourishing blood and supplementing qi</i>, regulating menstruation and relieving leucorrhagia. It is used for deficiency of qi and blood, irregular menstruation due to irregularity of Chong and Ren Channels, metrorrhagia and metrostraxis, dizziness, anaemia, weakness and sterility, abonrmal vaginal discharge.</p>
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Label No. 14 is illustrated in figure 19 below.

TCM considers that blood is a sort of treasure, which is the foundation of people’s life and health (Li, 2008:167). Yet, blood can be inherited from one’s parents, and it also

can be transformed from the food that one has taken. Referring to the relationship between qi and blood, TCM holds that blood produces qi whilst qi boosts blood. Thus, when one’s blood is deficient it fails to produce qi. This may lead to one’s weakness of qi, manifesting as irregular menstruation, dizziness, anaemia, weakness etc. This product is used to treat deficiency of one’s blood. The principle of the treatment is therefore nourishing blood.

Figure 19: The TCM term of ‘blood’

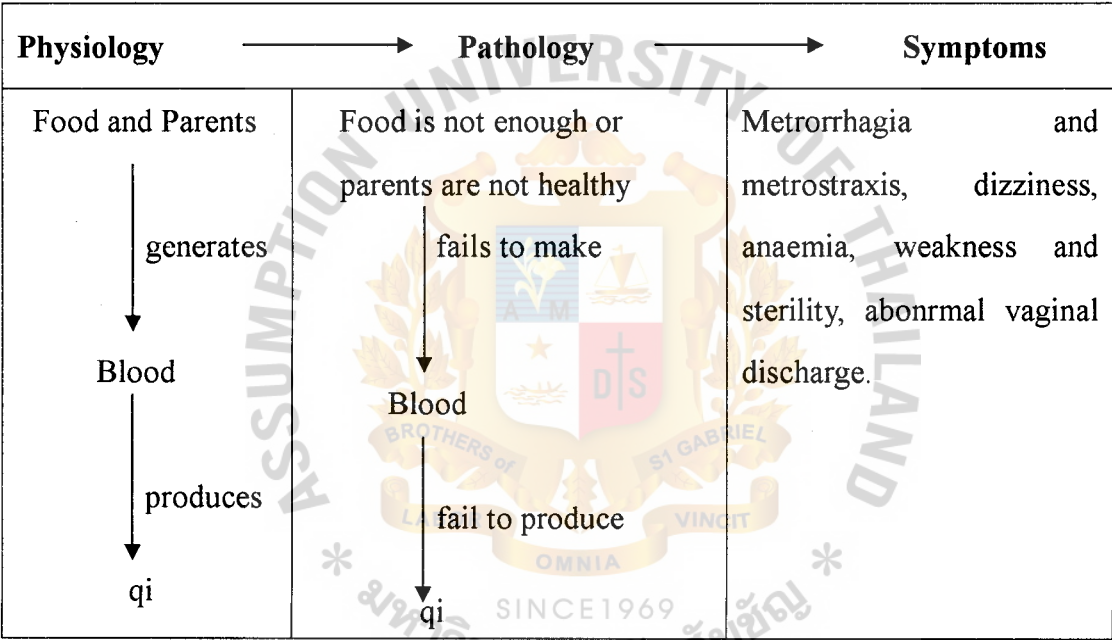


Table 15: label No.15

<p><i>Essence</i></p>	<p>Source: label: No. 15</p> <p>Name of the product: King Kong Pill</p> <p>Functions and Indications:</p> <p><i>Generating essence and tonifying kidney.</i> It is used to treat kidney essence deficiency characterized by flaccidity of the four extremities, aching pains in waist and knees, limbs weakness.</p>
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Label No. 15 is illustrated in figure 20 below. Essence is a distinctive notion in TCM; it can also be called ‘jing’ in Chinese. Essence represents the fundamental substance that builds up the physical structure and maintains body function; reproductive essence is stored in the kidney (Li, 2008). Further, essence is categorized into innate and acquired essence. The former originated from parents, who are responsible for the construction of the body and generation of offspring, often referred to as the reproductive essence. The latter, refers to the essential substance acquired from the food after digestion and absorption, and used to maintain the vital activities and metabolism of the body. Hence, one’s essence is closely related to the kidney as it stores the essence. When one’s kidney is deficient in either its yin or yang, it may fail to store the essence properly. Therefore, the deficient symptoms will be manifested by the kidneys’ related. In this case, the symptoms appear to be aching pains in waist and knees, limbs weakness etc.

Figure 20: The TCM term of ‘essence’

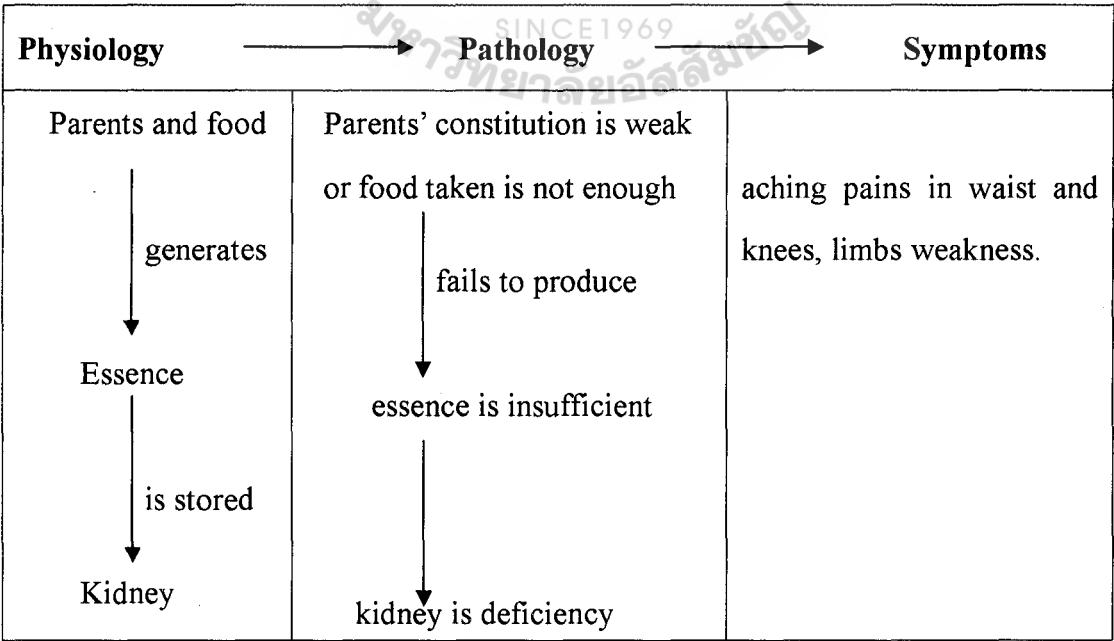


Table 16: label No.16

<i>Fire</i>	<p>Source: label No.16</p> <p>Name of the product: Anemarrhena Phellodendron Rehmannia Pill</p> <p>Functions and Indications:</p> <p>Moistening yin, lowering fire. This product can cure <i>deficient fire</i> due to yin deficiency, hectic fever, night sweating, dry mouth, sore throat, tinnitus, seminal emission, scanty and darkish urine.</p>
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Label No. 16 is illustrated in figure 21 below. In TCM, the concept of fire represents a kind of pathogenic factor, which can arise from externally and internally. The difference between them is that the former is one of the six pathogenic factors that cause external fire, while the latter is interior fire due to deficiency of yin (Li, 2008: 67). In this case, fire is attributed to deficiency of yin fluid, which is identified as yin deficiency pattern according to pattern identification of TCM. Owing to yin deficiency, when one's body lacks yin-yang balance deficient-fire arise. Consequently, the symptoms such as dry mouth, sore throat, tinnitus etc occur.

Figure 21: The TCM term of ‘fire’

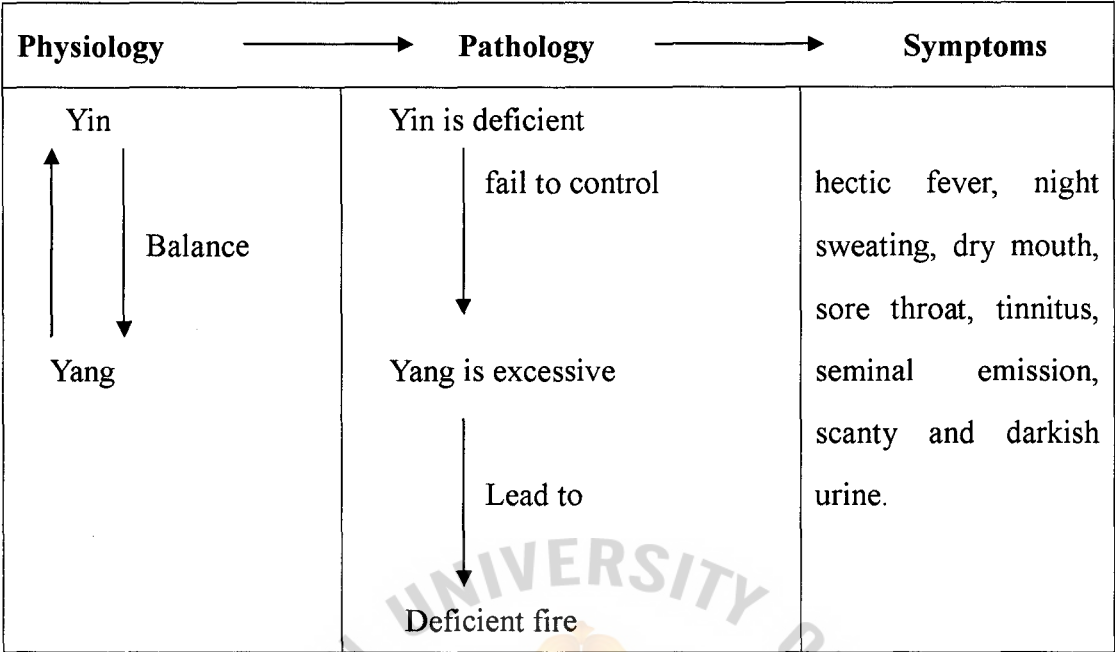


Table 17: label No.17

<i>cold</i>	<p>Source: label No 17</p> <p>Name of the product: Bone Plaster</p> <p>Functions and Indications:</p> <p>To dispel wind and expel cold, invigorate blood and activate the channels, eliminate swelling and relieve pain. Applicable for local joint pain, swelling, numbness or limited movements that belong to <i>cold</i> and dampness blocking the channels and blood stasis.</p>
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Label No. 17 is illustrated in figure 22 below. In TCM, cold is reserved as one of the six pathogenic factors, which can be categorized as external and internal cold. External cold may lead to illness when one’s qi fails to defend the body from the cold weather. Consequently, the illness will take place. On the other hand, internal cold

always happen due to various reasons, such as qi or yang is insufficient, leading to coldness of one’s joint, back or abdomen. In this case, one’s pain or numbness of joint is generated from internal cold that blocks one’s body.

Figure 22: The TCM term of ‘cold’

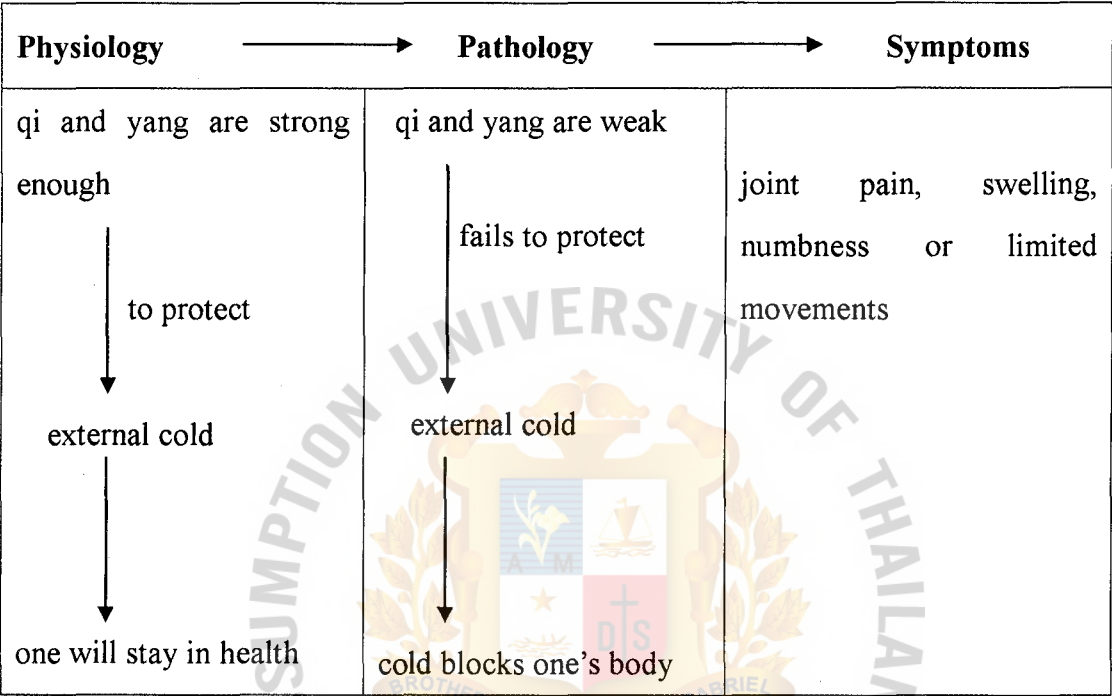


Table 18 The frequency of the TCM terms as used in TCM labels

List of the core TCM terms		Frequency accounting	Percentage (%)
1	Qi	78 labels	38.80%
2	Heat	65 labels	32.3%
3	Wind	53 labels	26.36%
4	Blood	35 labels	17.41%
5	Dampness	33 labels	16.41%
6	Yin	29 labels	14.42%

7	Yang	25 labels	12.43%
8	Fire	24 labels	11.9%
9	Cold	16 labels	0.07%
10	Essence	12 labels	0.05%
11	Summer-heat	2 labels	0.009%

The diagram above illustrates that the frequency of the TCM terms as used in the labels.

As suggested above, the notion ‘qi’ is being mostly used, which takes up 38.80% of all the terms. On the contrary, the notion ‘summer-heat’ has only been referred to twice. As the second mostly used term, ‘heat’ has been referred to in 65 labels, which forms 32.3% of all the labels. On the other hand, terms such as *wind, blood, fire, dampness, yang*, and *yin* share almost the same frequency of use.

It appears that the notion ‘qi’ has been highly used. The reason can be deduced from TCM theory itself, as Hart (1998) claimed ‘what lead to an imbalance in the organs can be traced from disturbed qi, which is an essential and untranslatable concept in TCM.’ In TCM, Qi is considered as the life force (or vital substance) and the organizing principle flowing through all things and establishing their interconnectedness (Hart, 1998:25). In a sense, all the internal organs are occupied with organ qi, and cooperated with each other directed by qi. Moreover, qi governs the flow of blood through the body, under the influence of breathing. The nutritive essence of food and air are also considered as qi, because they can be taken and

transformed in one's body. Thus, the terms, such as kidney qi, spleen qi, etc, can be explained. Owing to the significant function of qi, the disturbance of it in one's body will cause illness. Yet, the disturbances fall into three categories, namely, deficiency, excess, stagnation. Thus, the terms such as kidney qi deficiency, excessive qi in spleen, liver qi stagnation etc, can be clarified.

When considering the causes of illness, TCM holds the change of the weather and season as one of the possible factors. Further, whether it gives rise to illness or not still depends on one's state of qi. That is to say, if one's protective qi is so low that it fails to attack the external factors, one may become sick. The changes of outside forces, literally translated as 'six evils', specifically, wind, heat, dampness, dryness, summer heat and cold, are viewed as the external pathogenic.

How those factors lead to illness, as suggested by TCM is that when the state of qi appears to be deficient, excess or in stagnation in the internal organs, the organs therefore may be damaged by the external forces. In addition, as the six evils are linked to the seasons, yet according to the five elements principles, it is hence associated with the internal organs. In other words, the internal organs might easily get hurt during its relative season. Therefore, when in a state of disharmony, the liver can generate inner wind, the heart inner heat, the spleen inner dampness, the lungs dryness, and the kidneys inner cold. Further, disharmony among all the organs would take place. The treatment therefore tends to focus on changing the disharmony condition in the organ concerned, yet the other organs also should be taken into consideration as the internal environment is always being preserved as a whole. In the

sense that TCM concerns more about the initial source of the disease and the possible generated condition, rather than treats what has been seen. As harmony is of primary concern to TCM, the focus of the treatments thus is to keep harmony of internal organs by means of disharmony correction. For instance, if the spleen qi is not enough, the methods tend to supplement or fortify spleen qi; whilst if fire is excessive in the lung, the methods thus is to drain or clear the fire. Therefore, the terms such as *moistening yi*, *clearing heat*; *clearing heat and draining fire*, *resolving toxin and dispersing swelling* referred to treatment methods, which were processed by the herbal medicine.

Hence, terms such as *enriching the blood and expelling wind*, *benefits kidney yang to disperse cold*, *Dispelling summer-heat and dissipating cold*, *clear away heat and dampness*, *clear away heat in the stomach*, *clearing heat*, *producing yin fluids*, and *moistening dryness etc*, can be explained. The listed TCM terms are essential in understanding TCM culture. However, word by word translation may deliberately lay a problem for people who do not have knowledge about TCM.

The 4.1.1 was presented from the viewpoint of the lack of equivalence between Chinese and English terminology resulting in difficulties in translation. According to Baker (2004), culture-specific concepts refer to the concept which is totally unknown in the target culture. These concepts may be abstract or concrete; it may relate to a religious belief, a social custom, or even a type of food. The findings reveal that TCM terms are culture-specific notions, which are not shared in English, and are considered as one of the sources of confusion. Chinese medical terms were derived from ancient

Chinese medical literature, which are highly culture-specific. Thus a big gap may be bridged to laypeople. Furthermore, by counting the frequency of the TCM concepts, it is suggested that those TCM terms are largely used in TCM labels that caused confusion to lay people.

4.1.2 TCM Terms of Herbal Effects

Table 19: label No.2

Source: label No. 2	Function and Indications:
Name of the product: Sugar vessel comfort granule	Moistening yin, (to dispel the deficiency-heat) clearing heat, quickening (increase) blood circulation, reducing blood stasis, enriching qi and securing (save the essences of) kidneys.

Label 2 is illustrated in Figure 23 below.

The herbal effects vary according to the different syndromes. In this case, deficiency of qi and yin can be seen as the root cause of the disease. Thus qi deficiency gives rise to slow blood movement and blood stasis; whilst, yin deficiency results in heat. Yet, both qi and yin deficiency shares the same cause. That is the Kidney and Liver is insufficient in “essence” and “blood” relatively. Therefore, the product (by name) is used to moisten the yin and to dispel the heat due to yin-deficiency. It is also used to enrich qi and thus improves blood circulation. This in turn enriches qi and restores the essences of the kidneys due to the essence originating from qi. Therefore, to understand the label, the reader must have some knowledge of Chinese medicine or

Chinese culture.

Figure 23 The relationships among yin, qi and essence

Causes of the disease	Principles of the treatment
Yin deficiency gives rise to heat	Moistening Yin as to clear heat
Qi deficiency gives rise to slow blood movement and blood stasis	Active blood circulation as reduce blood stasis
Kidney lacks of essence as fails to produce blood	Enriching qi and restoring essence of Kidney

Table 20: label No.4

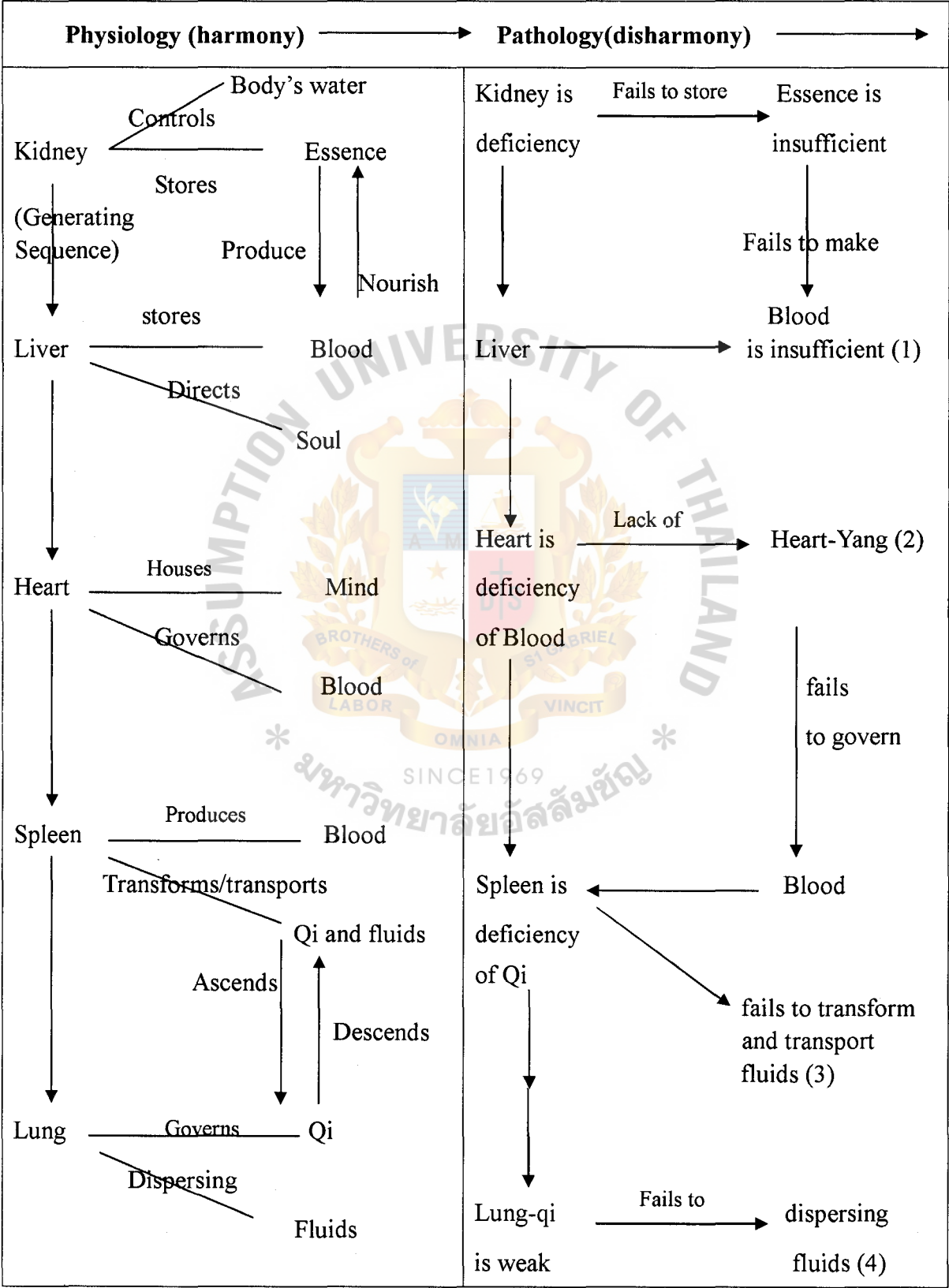
Source: label 4	Functions and Indications:
Name of the product:	Enriching and supplementing the liver and kidneys,
Fat-Reducing Slimming	nourishing and boosting essence-blood, freeing the
Tablet	vessels and stabilizing the pain, fortifying the spleen and
	sweeping phlegm, brightening the eyes and engendering
	liquid, moistening the intestines and loosening bowel
	movement.

Label 4 is illustrated in Figure 24 below.

In TCM, In TCM, the herbal effects are generated from the cause of the disease. In this case, the root of the disease is deficiency of qi and yin. The cause, therefore, generates various situations in the organs. However, according to the interrelationship among the organs, they are connecting with one and the other functionally; the

pathological situations are then connected.

Figure 24 The interrelationships among the kidney, liver, lung, heart and the spleen



—————→ Syndromes —————→ Principles of the treatment	
(1) Essence-blood is deficiency in the liver and the kidney	Enriching and supplementing the liver and kidneys, nourishing and boosting essence-blood.
(2) Heart Yang fails to govern blood which gives rise to the blood stasis in the vessels, which slow down the blood circulation	Freeing the vessels and stabilizing the pain.
(3) The Spleen fails to transforms and transports fluids as accumulate to form Phlegm	Fortifying the spleen and sweeping phlegm.
(4) Lung-qi fails to dispersing fluids to the large intestine (the yang organ of the Lungs), which causes the large intestine to lack liquid leading to constipation.	Moistening the intestines and loosing bowel movement.

Table 21: label 18

Source: label 18	
Name of the product: Xiao Shui Li Shi (Aqua Balance Tea Extract)	Function and Indications: <i>Fortifying the spleen and disinheriting damp, rectifying qi moving the water. Use for white tongue moss, fat body, deep and moderate pulse, fine pulse and impotence, surplus water in the body.</i>

Label 18 is illustrated in Figure 25 below.

In TCM, due to the spleen is too weak to make food-qi, causing the original-qi of

kidney to be deficient. Therefore, this results in accumulation of the body’s water. Thus, the herb is used to treat the root of the disease. That is to say, weak spleen needs to be fortified; qi deficiency needs to be rectified so as to move the water (body’s fluids).

Figure 25 Disharmony situations between the spleen and the kidney

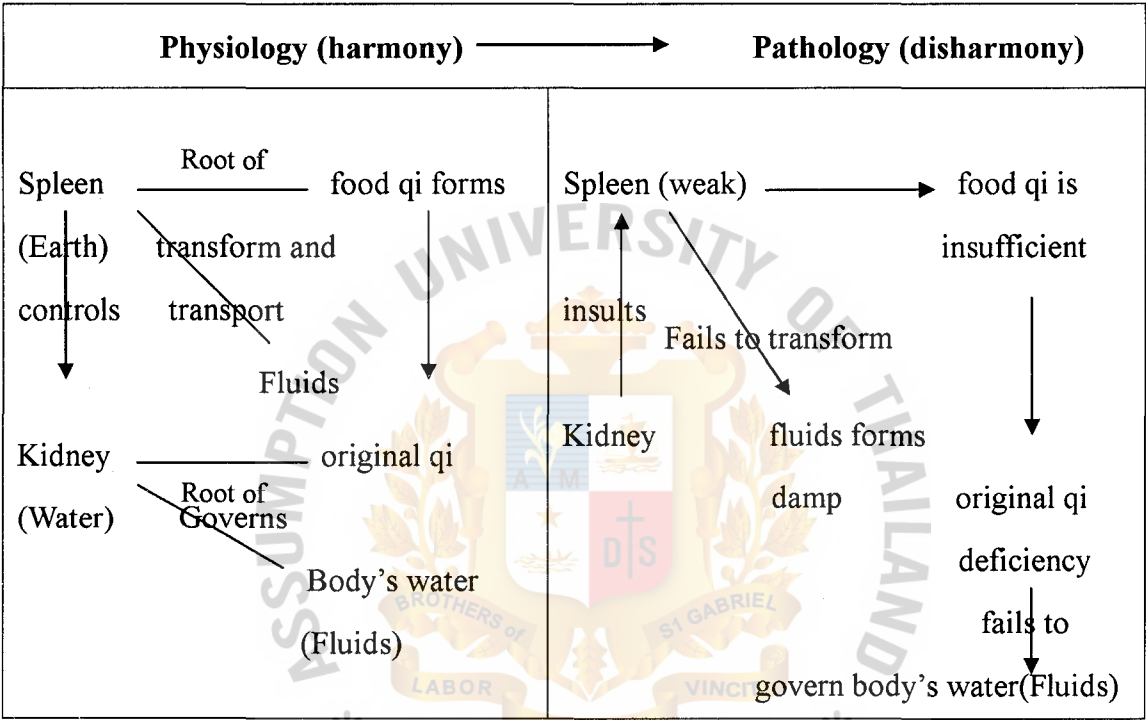


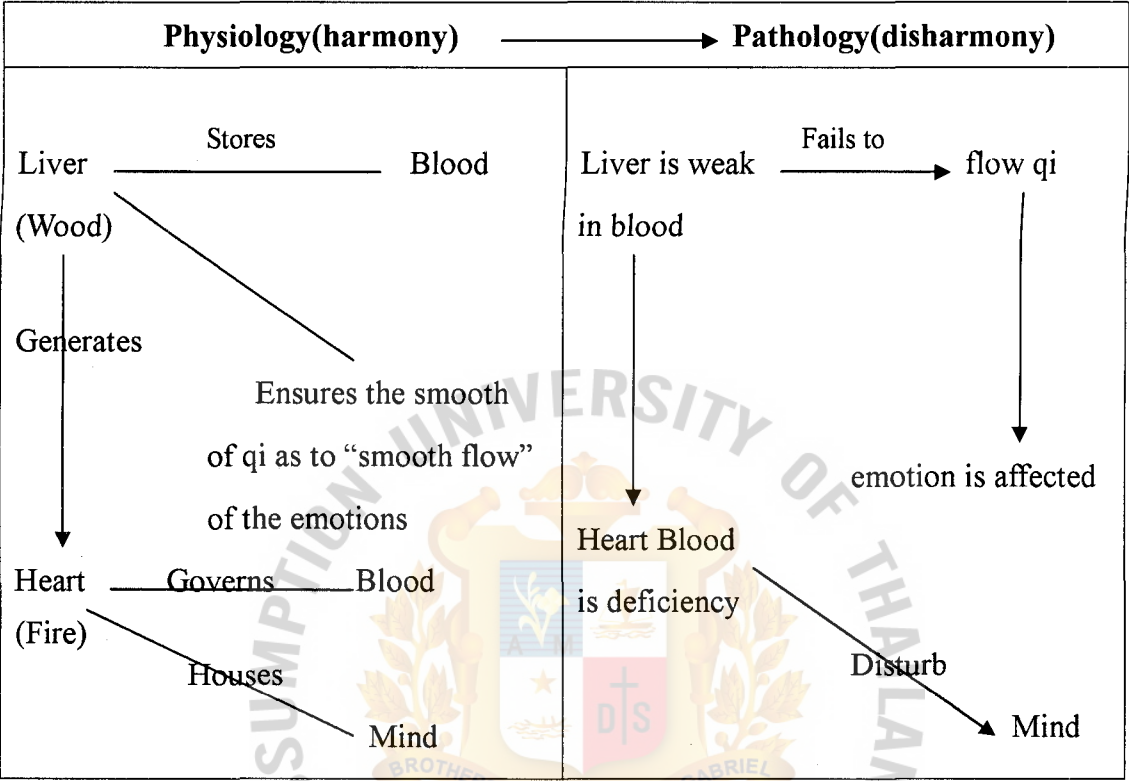
Table 22: label No. 19

<p>Source: label 19</p> <p>Name of the product: Ru Jie Xiao (Breast Care)</p>	<p>Function and Indications:</p> <p><i>Smoothing the liver and resolving depression, clearing heat and resolving toxin, dissipating bind and dispersing swelling. Use for galactophore hyperplasia, early mammary pain, early mastitis. Also use for preventing galactophore hyperplasia.</i></p>
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As illustrated in Figure 26 below, insufficient blood in liver gives rise to heart blood deficiency in this case. Yet, in TCM, one’s emotion was regulated by liver and one’s

mind was hold by heart. Therefore, the herbal is used to work directly to the cause of the disease.

Figure 26 Disharmony between the liver and the heart



The 4.1.2 presented some typical features as used in TCM terms. One may notice that unfamiliar collocations as used in those terms may sound unnatural to native speakers. TCM terms as listed above, normally are used to describe the effects of the herb. Thus, one may find that 1) all the terms start with a verb; 2) the structure of terms are V + N (NP); 3) all the terms appears to be a grammatical structure rather than a lexical word. Literal translations as inherent in Chinese syntax features, specifically, phrase-structure, may be used intentionally to keep its cultural distinctions. For instance, “*smoothing the liver and resolving depression*” is actually could be written as that the herb has the effect of smoothing the liver qi to relieve individual from depression. And yet, this term in Chinese is written as “*shu gan jie yu*” which appears

to be idiom-like phrase. Therefore, literal translation as this example tends to be phrase-structure as well.

As those terms are highly context dependent, they deliberately become a great challenge to the laypeople. Likewise, in the setting of Chinese medicine profession, those terms do make sense and can be used independently. Further, those terms are in accordance with the International Standard Terminology of Traditional Chinese Medicine (ISTTCM) which is established by World Health Organization Western Pacific Region (Manila, 2007). Hence, this may somehow indicate that English can be used differently from culture to culture, and the flexibility of the form is acceptable under particular settings.

4.2 Types of Characteristic Patterns of English that May Cause Misunderstanding Due to Literal Translation Out of Context

Table 23 Name of the medicine products

Group 1: Named after drug's ingredients	1. Translation: <i>Three-Yellow Tablet</i> Back-Translation (Chinese): San huang pian
	2. Translation: Three Gold Tablet Back-Translation (Chinese): San jin pian
	3. Translation: <i>Ant Powder Capsules</i> Back-Translation (Chinese): Mayi feng jiaonan
	4. Translation: <i>Dragon's Blood Capsule</i> Back-Translation (Chinese): Long xue jiao nang
	5. Translation: <i>Dog Skin Plaster</i> Back-Translation (Chinese):Gou pi gaoyao

<p>Group 2:</p> <p>Named after drug's function</p>	<p>1. Translation: <i>Throat-Clearing Granule</i> Back-Translation (Chinese): Qing hou pian</p> <p>2. Translation: <i>Sugar-Reducing Capsule</i> Back-Translation (Chinese): Jian tang pian</p> <p>3. Translation: <i>Apoplexy Spring-Returning Pill.</i> Back-Translation (Chinese): Zhongfeng huichun pian</p> <p>4. Translation: <i>Ten Thousands Tendons And Bones Opening Tablet</i> Back-Translation (Chinese): Wang tong jin gu pian</p> <p>5. Translation: <i>Sugar Urine Pleasure Capsule</i> Back-Translation (Chinese): Tang niao shu pian</p>
<p>Group 3:</p> <p>Named after manufactures of the drug</p>	<p>1. Translation: <i>Dr. Huang Loud Voice Pill</i> Back-Translation (Chinese): Huang shi xiang shen wan</p> <p>2. Translation: <i>People-Strengthening Throat Tablet1.</i> Back-Translation (Chinese):Jian ming yan hou pian</p>

Translations as illustrated in table 12 are resulted from using the most common meanings to match Chinese character singly without thinking of context. Yet, in Chinese, a single word consists of a single morpheme; one word corresponds to one character, thus such image-meaning gives rise to mismatched translations.

Take “*Three-Yellow Tablet*” in group one as an example, in Chinese language, *three* corresponds to the Chinese word *san* (三) which means the number of three; *yellow* corresponds to the Chinese word *huang* (黄色) which means the color of yellow; *tablet* corresponds to *pian* (片) which refers to pill. Translation as such therefore may be understood by non-Chinese as that the color of this tablet is in three types of yellow. However, *yellow* does not refer to the color, but the ingredient of the

medicine which start with the Chinese word *huang* (黄). Again, *three* means that there are three major ingredients in this tablet. The meaning hence is that this tablet is named after its three kinds of major ingredients. Therefore, to understand the correct meaning as such is needed to know some of Chinese.

The awkward English as such seems to be meaningless for the readers. Nevertheless, there are slight differences among the products in terms of their labeling. The drugs in Group 1 are named after their ingredients, thus some of the ingredients such as: Ant Powder, Dragon's Blood and Dog Skin as used to name the drug, may surprise readers. In fact, ant powder is made from dead ants and is used to treat arthritis; dragon's blood is a kind of plant, not referring to dragon's blood; dog skin refers to the ingredients containing the dog's skin which is used to cure scalds and burns. The drugs in Group 2 are named after the drug's functions. For instance, Sugar Urine Pleasure Capsule can be used to treat diabetes as it can lower one's sugar level in the blood; Apoplexy Spring-Returning Pill is used for apoplexy. Further, spring-returning is a metaphor which means re-energizing one's body to become younger. Names in Group 3 are called after the manufactures of the drug. Take 'Dr. Huang Loud Voice Pill' as an example, Dr. Huang is translated from Huang shi in Chinese, which refers to people's name. Again, Loud Voice is explained as to help one's throat recover from voiceless. In the second example of People-Strengthening Throat Tablet, People-Strengthening is decoded from Jian ming which stands for the manufacture's name in Chinese. The meaning of the People-Strengthening Throat Tablet thus is understood as the product is manufactured by People-Strengthening

(Jian Ming).

4.3 Types of Characteristic Patterns of English that May Cause Misunderstanding Due to Text Organization

Table 24: label No.20

Source: label 20	Indication and function:
Name of the product:	<i>Softens and disperses phlegm, softens hardness, reduces masses, clears heat. Anti-inflammatory. Used for a number</i>
Nei Xiao Luo (Lei) Li	<i>of benign phlegm, hard phlegm and/or mild blood</i>
(Lymphatic Care)	<i>stagnation type masses, nodules and lumps, that is, those that are rubbery and well defined, or firm, tender and irregular. Most commonly used for swollen tender cervical lymph nodes, thyroid nodules, hyperthyroidism, thryroiditis and goiter. Even though this formula is focused on phlegm and phlegm heat nodules, it can be used as an assistant for blood masses as it can soften hardness and assist the breakdown of the mass. Very useful as an adjunct formula to assist in the softening and dispersal of masses such as endometriosis, ovarian cysts and fibroids, breast masses, hepatosplenomegaly, inflammatory nodules, glandular and lymphatic congestion, testicular swellings and chronic boils. Also used for internal inflammatory masses such as chronic diverticulitis and appendicitis.</i>

Analysis of label 20:

The label information is carried out by a number of noun or noun phrases which seemed to be complicated. Upon a careful examination of the second sentence, it is found that the information that followed the conjunction ‘that’ (*that is, those that are*

rubbery and well defined, or firm, tender and irregular) functioned as modifier which modified the following nouns: *masses, nodules* and *lumps*. Moreover, those modifiers are adjectives as being used to describe the features of the nouns, specifically, *the benign phlegm, hard phlegm* and/or *mild blood stagnation type masses, nodules* and *lumps* which have *rubbery and well defined, or firm, tender and irregular* features.

Questions may be asked about the extensive uses of the functions of this product since many diseases are listed in the label. In fact, the label written is based on Chinese medical theory. In Chinese medical perception, a disease may involve different syndromes which may include several symptoms (Li, 2008:24). The noun phrases in the second sentence, *benign phlegm, hard phlegm and/or mild blood stagnation type masses, nodules and lumps, that is, those that are rubbery and well defined, or firm, tender and irregular*, can be treated as the syndromes of the disease. The remaining information is the symptoms which are generated from the main syndrome. Hence, the context-dependent discourse may create difficulties in one’s understanding of the label.

Table 25: label No.21

Source: label 21	Indication:
Name of the product: Swellex Extract (Mu Xiang Shun Qi Wan)	<i>Disperses stagnant qi in liver, purges gallbladder heat, nourishes liver blood, tonifies spleen, disperses phlegm-damp. Use for stagnation of qi and food due to liver congestion, with retention of phlegm-damp in the stomach. Also useful for food stagnation due to cold food or drink, or to improper eating habits such as sleeping</i>

	<i>after a meal. Symptoms include erratic stools, belching, abdominal distension, and poor digestion.</i>
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Analysis of label No.21

Regardless of technical terms appearing in the first sentence, problem in understanding this text may be attributed to the lack of orientation. In the context of the medicine’s *function*, the text then is presumably referring to the conditions for which this medicine is available. Starting with the phrase “use for”, such conditions are expressed as the Noun phrases, i.e. *stagnation of qi and food due to liver congestion*, (NP= N+ Adv); *with retention of phlegm-damp in the stomach* (NP= Adv+ N); *Food stagnation due to cold food or drink, improper eating habits such as sleeping after a meal* (NP= N+ Adv) in the second and the third sentences.

Nonetheless, the focus in the last sentence suddenly shifts to symptoms which are written as Noun. It may, therefore, be noted by the reader. Hence, one may question the differences between NP and N as used to describe the illness.

In fact, in TCM, a disease is consisted of both syndromes and symptoms. (Li, 2008:24) In this case, NP which is in the second and the third sentences are used to describe the syndrome of the disease, and the Noun in the last sentence is used to refer to the symptom. Therefore, the context of TCM is crucial for understanding a text.

Table 26: label No.7

Source: label 7	<i>Ba Zhen Wan (Pian) is made from highly concentrated,</i>
Name of the product: Ba	<i>selected Chinese herbs and produced by GUANG CI</i>
Zhen Wan	<i>TANG in accordance to the traditional Chinese</i>
	<i>formula. It complies with international guidelines for</i>
	<i>heavy metal content. All ingredients are of Chinese</i>
	<i>origin by standardized and strict selection.</i>

Analysis of label No.7

A source of confusion of this text might be traced from the loose connection among the sentences. In the first sentence, what may shock the reader is “GUANG CI TANG” which may be new to the reader. The focus of the second sentence shifts suddenly to the “heavy metal content”. Thus, the reader may ask what the relationship between this medicine and heavy metal content is. And yet, the ingredients are selected by standardized method, which is conveyed by the last sentence. Similarly, “The standard method of selection” may trigger the question “What does the standard selection refer to”.

Nevertheless, without the context of TCM, one may not realise that “GUANG CI TANG” is the manufacture of this product. Further, “heavy metal content” should be stressed because the quantity of the herbal product which contains heavy metal is restricted. “Standardized” implies the standards which are made by the Medical practitioners.

Hence, comprehension of the text may only be reached when the context is

understood by the reader. The context here is in the Chinese TCM label, which makes this text appear to be difficult.

Table 27: label No.22

Source: Label 22	Functions:
Name of the product:	<i>Invigorates and clear the channels, activates qi and</i>
Circulyn Extract (Xiao	<i>blood, benefits kidney yang to disperse cold. Relieves</i>
Huo Luo Dan)	<i>rheumatic pain, numbness or difficulty in moving</i>
	<i>joints, chronic lower back pain. If coexisting with</i>
	<i>deficiency, combine with tonic.</i>

Analysis of label 22:

By starting with the verb, it seems that there is no relationship between the first two sentences; each sentence seems to stand on its own. Thus, one may have no idea about what those sentences are about. However, for the TCM professionals, understanding those terms may not be a problem. In the context of TCM, the medicine label of the function unit is normally written to portrait a sequence of the herbal effects on the symptoms. Hence, in this case, the first sentence expresses the effects that the medicine has; the second describes the symptoms that this medicine treats.

In the third sentence, the topic suddenly shifts to the treatment. However, the reader may have no relevant background schema to understand that the information is closely relevant to TCM. Hence, highly context-dependent information is inaccessible to layperson.

Table 28: label No.23

Source: label 23	[PHARMACOLOGY]
Name of the product:	<i>This product can cut down blood apparent viscosity</i>
Chinese Herbal	<i>in rats, inhibit platelet aggregation in rabbits,</i>
Medicine-Gui Zhi Fu Ling	<i>loosening smooth muscle of the womb in rats,</i>
Granules	<i>relieving pain and inflammation in the rats.</i>

Analysis of label 23:

A source of distraction of this text is that the initial assumption of *pharmacology* is not, as one might expect, the process that the medicine works on people, but on rats. *Rat,s* therefore, may trouble the readers for whom this medicine is meant. Moreover, readers may not be able to associate “rats” with pharmacology unless they are able to discover the internal connections between “rats” and “pharmacology”. What is implicit in the label and understood by TCM practitioners is that “rats” are experiment animals used to test the safety of the medicine before it is used on human. Obviously, the translator failed to present the label’s coherence to the readers as the translator may have assumed that the context of pharmacology would be commonly understood.

Table 29: label 23

Source: label 23	[ADVERSE REACTIONS]
Name of the product: Chinese Herbal	<i>In occasional cases a gastric cavity</i>
Medicine-Gui Zhi Fu Ling Granules	<i>unwell and vague pain will appear after</i>
	<i>taking the drug, usually disappear</i>
	<i>spontaneously when stopping taking.</i>

Analysis of label 23:

In label 23, the structure of “*a gastric cavity unwell*” (N+Adv) may not be understood as a gastric cavity is not yet healed. Yet, the noun “*vague pain*” appearing after the mentioned structure may somehow lead to confusion about what the subject of the first sentence referred to. The word order as such may attribute to the Chinese idea transfer influence. Further, the suggested version is ‘Occasionally, symptom as vague pain due to uncovered gastric cavity will appear after taking the drug, usually disappear spontaneously when stopping taking’.

Table 30: label 24

Source: label 24	Actions:
Name of the product: San-Qi Ginseng Flower Extract	<i>When taken as directed, this product supports healthy skin, liver, and nervous system. This herbal supplement tea is manufactured by hygienically controlled process of extraction from the flowers of Tienchi Ginseng (San-Qi Ginseng) a precious and well known herbal flower indigenous to Yunnan. Retaining the rich fragrance of the original flowers and possessing a refreshing flavor, it constitutes an excellent supplement with the characteristics of an aromatic and refreshing beverage.</i>

Analysis of label 24:

In Label 24, owing to the order of the noun phrases, such as “*this herbal supplement tea*” (Adj+N), “*hygienically controlled process of extraction from the flowers of Tienchi Ginseng*” (Adv+N), “*Retaining the rich fragrance of the original flowers*” (V+N) and “*possessing a refreshing flavor*” (V+N), the meaning of these phrases may be fairly ambiguous. Moreover, what makes this paragraph appeared to be ill-formed are grammatical issues as follows. In the second sentence, there is clearly a lack of an adjunct between Tienchi Ginseng (San-Qi Ginseng) and the article “a”, which gives rise to an ill-formed sentence. The suggested version is ‘When taken as directed, this product supports healthy skin, liver, and nervous system. This herbal supplement tea is manufactured under strict controlled processes of extraction. It is made from the flowers of Tienchi Ginseng which is a precious and well know herbal flower indigenous to Yunnan. Thwas product retains the rich refreshing flavor fragrance which comes from original flowers, constituting an excellent aromatic beverage’.

Table 31: label 25

Source: Label 25:	<i>Ingredients: Each 250 mg sugar-free</i>
Name of the product: Tienchi Herbal	<i>coated tablet contains a concentrated</i>
Supplement Tea - Camellia Brand	<i>extract of Polygonum mutiflorum</i>
	<i>(Chinese Combind) root.</i>

Analysis of label 25:

In label 25, incoherence arose from misused word-order, which then generates unclear indications. The reason may be based on negative interference of Chinese syntax. The suggested version is 'Ingredients: Each sugar-free coated tablet contains 250 mg concentrated extract of *Polygonum multiflorum* (Chinese Comb) root'.

The 4.3 reflects that the text organization could also be treated as a confusion source. From the viewpoint of sociolinguistics, the way that the language organizes could be different under different domains. In the context of medicine label, the syntactic structure shift may therefore be traced from the information structure as presented in the label. As far as Chinese medicine was concerned, the English pattern that used in the labels may be influenced by Chinese language. English patterns as such appear to be context-dependent thus may give rise to confusions. In addition, Chinese word order as one of the factors of text organization could also be a confusion source. Word order in Chinese is distinct from that of English; unnatural English may be generated from literal translation. Translation as such therefore might be caused by word order which is interfered by Chinese syntax. In addition, owing to the flexible word-order in Chinese, confusion might occur when different syntax devices were used in NP structure. Further, as long as Chinese medicine is concerned, the language as used under these two contexts may then appear to be even more complex.

4.4 Types of Characteristic Patterns of English that May Cause Misunderstanding Due to Vague Language

Table 32 Examples of vague languages

Examples	Sources
<p>1. Directions</p> <p>As an additive to your meal, <i>2 to 4 teaspoons may be stewed</i> together with chicken or meat.</p>	<p>Label No. 26</p> <p>Product's name:</p> <p>Steamed Tienchi Tablets</p>
<p>2. Functions and Indications:</p> <p><i>The symptoms may be</i> tingling pain or dull pain of the joints, stiff joints, difficulty of flexion and extension, aversion to cold and cold limbs.</p>	<p>Label No. 27:</p> <p>Channel-Opening</p> <p>Pain-Stopping</p> <p>Plaster</p>
<p>3. Direction:</p> <p>Take 3-5 tablets at a time, 2-3 times a day, with lukewarm boiled water. <i>Amount may be reduced proportionately</i>, based on size, for children.</p>	<p>Label No. 28</p> <p>Product's name:</p> <p>Yin chiao Tablet</p>
<p>4. Direction:</p> <p>To be applied externally on the affected parts, <i>little quantity</i> each time, several times a day.</p>	<p>Label No.12</p> <p>Borneol And Borax Powder</p>

Diagram 4.4 illustrates unclear directions associated with the language used in the labels. These vague words or expressions imply that the dosage and usage are somehow flexible, which may lead to unclear instruction. Those uncertain words or expressions are as follows: 1) in the first example, "2 to 4 teaspoons *may be* stewed"

may be questioned by one as it indicates unclear object which actually needed to be stewed.; 2) “*The symptoms may be*” implies an uncertainty about the symptoms that the medicine is used for; 3) “*Amount may be reduced proportionately*”; 4) “*a little quantity*” may be asked by the reader as to the quantity that should be used.

To some degrees, those unclear indications may be doubted by the customers, and gives rise to a poor reliability of the medicine. As a result, the medicine company may lose a substantial market share in turn. Moreover, as far as the safety of people’s health is concerned, medical companies should be careful with the discourse on the medicine labels.



Chapter Five

Conclusion

The purpose of this chapter was to summarize the results of data analysis in Chapter 4 aiming to present a general view about the English patterns found in 28 Chinese medicine labels and to answer the two following research questions.

Review of research questions:

1. How does the Chinese Professional Subculture as represented in Traditional Chinese Medicine (TCM) influence English as used in the traditional Chinese medicine labels?
2. What were the characteristic patterns of English that could be found in traditional medicine labels that can cause misunderstanding?

5.1 Types of Characteristic Patterns of English that May Cause Misunderstanding Due to Culture-specific Concepts

The findings demonstrate that, owing to TCM being distinct from western medicine, the language used in the labels tended to be highly culture-specific thus giving rise to confusions to the readers. Due to the theory of TCM being based on the theory of Yin-yang and the Five elements, yet, those theories contribute to the concept of holistic entity in TCM. Hence, the way that the TCM describes the disease was from the view point of the organic whole, which was to say, each organ was closely related to the other in both physiological and pathological aspects. For example, the term

'Enriching and supplementing the liver and kidneys' clarifies how the liver and kidneys are presented as wood phase and water phase in the five elements. Yet wood was generated by water which was sometimes expressed as "wood was the child of water". Moreover, from the view point of Yin-yang, the liver and kidneys belong to Yin organ, which functions as collecting and storing blood and other essences respectively. Therefore, the interaction between the liver and the kidneys enriches the kidney yin (essence) and supply the liver blood. Again, the causes of the disease in TCM are distinct from those of the western medical practice in expressing external factors. Therefore, very commonly, one may encounter the unknown terms, such as *excessive fire, stagnation of phlegm, clearing heat and draining fire*, etc; which undoubtedly result in incomprehensibility to the laypeople.

The herbal effects, which were written in a complicated way, may also lead to confusion. Owing to the theory of TCM being founded from the viewpoint of holistic entity, each organ is closely linked physiologically and pathologically. The principles of the treatment hence focus on the shared cause of the disease rather than the surface sign. Hence, the medical information as given by the labels presented in Chap 4, was employed to demonstrate what the TCM terms referred to. Furthermore, the TCM terms were discussed to display a general picture of TCM from theory to practice. That is, the body's organs are linked up functionally, and they have impact on other organs if they are working improperly. As TCM considers the organ from the angle of entity, the terms of TCM appear to describe the interrelationships among the organs in terms of physiology and pathology. When those terms are expressed in Chinese, they

are marked by only four Chinese words which contain much more information than the four words when used in isolation. The terms that were translated literally, therefore, may run a risk of being out of context, and confusing to most of lay people. However, for medical practitioners who have medicine knowledge, these terms may not be a problem.

5.2 Types of Characteristic Patterns of English That May Cause Misunderstanding Due to Translate Related Issues

According to the data analysis, out of context literal translation resulted in complete confusion to lay people. Due to the morpheme variation in Chinese and English, particularly, English word has more than one morpheme, whilst Chinese word has only one, the TCM medicine labels which were translated word by word from Chinese were out of context and may seem meaningless to lay people.

Text organization could also be considered as a source of confusion. From the viewpoint of sociolinguistic, the way that the language organizes could be different under different situations. This study aimed to analyze the English as used in TCM medicine labels whose language, thus, was in the label domain. Hence, the structure of the medicine label which has its own characteristic was divided into several units under different titles. For example, *functions and indications* are about the medicine effects; *warning* unit was to draw attention to the facts that the medicine may be harmful to health. Hence, the format as such leads to syntactic structure shift, which gives rise incomprehensibility. Additionally, as far as Chinese medicine was

concerned, the English pattern that used in the labels may therefore influenced by Chinese syntax. English patterns as such thus appear to be context-dependent thus may give rise to confusions. In addition, text organization could also be influenced by word order. Word order in Chinese is distinct from that of English; unnatural English may be generated from literal translation. Translation as such was interfered by Chinese syntax. As discussed in Chapter two, using subordination as a syntactic device for marking information was common in English. However, marked information in Chinese tends to be written as NP structure, which was commonly treated as the head noun before the main clause. Further, owing to the flexible word-order in Chinese, confusion might occur when different syntax devices were used in NP structure. Additionally, as long as Chinese medicine is concerned, the language as used under these two contexts may then appear to be even more complex. The English patterns as such, may impact that negative interference of one's first language and become an obstacle to the translation process.

Vague language created problems in label comprehensibility. From the perspective of the medical science, dosage and usage instructions must be accurate. However, the vague directions prevailed in the labels became a crucial issue for people's health. Those uncertain directions in the labels examined were associated with the vague language used in the labels as a evidence in the vague words or expressions as *may, maybe, three or two times a day, some individuals, products take 7 to 14 days to take effect, apply a small amount of this product, store at room temperature.*

5.3 Some Pedagogical Suggestions

As English is more and more used in varieties of domain, the patterns would presumably differ from context to context. Moreover, as far as cross cultural communication is concerned, translation calls for more attention as it is essential in conducting effective interactions. This study aimed to investigate the improper English patterns as used in Chinese medicine labels. It was hoped that the findings may appeal to people to note the effectiveness in cross cultural interactions. Furthermore, in terms of language teaching, it was hoped that this study can serve to aid practitioners to be aware of factors that influence meanings in language patterns. Some suggestions for language teaching are as follows:

5.3.1 Using Chinese Variety of English as a Model for the Classroom

The transfer of discourse and rhetorical norms from an L1 to an L2 was well-established (Gumperz, 1982). In the development of new varieties of English, Li argues that ‘there was no reason to see systematic deviations from Anglo-American norms at the pragmatic and discourse level as errors (1998).’ In fact, transfer of such norms, in return, will benefit for the new variety of English to become a marker of identity among its speakers. Moreover, Chinese speakers are more likely to use the language with other English speakers in the East Asian region rather than with speakers of inner circle varieties of English. Chinese variety of English thus tends to be more appropriate for Chinese culture. Hence, it was suggested that when possible accept a Chinese variety of English as a model for the classroom.

5.3.2 Develop Authentic Texts to Raise Student's Awareness of the Authenticity of Language

In China, owing to many factors, English textbooks as used in teaching were too text-sounds to apply easily to language learners. As a result, it witnesses that many students have an excellent performance on English tests, but were not be able to communication through English. Lack of authentic textbooks may be one of the possible reasons for mistranslation. Thus, developing appropriate teaching materials may place more emphasis on real language, to achieve a satisfactory English teaching effort. As Duff (1999) points out, because the material is authentic and wide-ranging in scope, the learner was being brought into touch with the whole language, and not just those parts which were isolated by the textbook.

By looking at English patterns in the authentic texts such as advertisement, reports or notices etc, the researcher hoped to raise students' and language teachers' awareness of English as used in daily life. By analyzing the English used in English or non English speaking country students may pay more attention to cultural issues which will benefit their language learning.

5.3.3 Translation Skills in English Teaching

Translation is a natural language response; there is rarely a definite 'right' answer. When translation is applied to language teaching, its inherent property evokes discussion and speculation. Hence, language teaching in class can be done in groups for oral discussion rather than done as a part of writing or reading alone.

In addition, translation develops three qualities essential to all language learning: accuracy, clarity, and flexibility (Duff, 1999). Furthermore, “it trains the language learner to search (flexibility) for the most appropriate words (accuracy) to convey what was meant (clarity) (Duff 1999: 7). Such freedom and constraints can be combined together, and this may allow students room for creativity in language use.

5.3.4 Translation Training Towards to Various Disciplines

When translation was practiced by bilingual individuals, especially by persons with limited proficiency in one or both languages trigger a risk of decoding idioms and usages from the source language into the target language. A person with high level of language proficiency is needed as translators as they play an important role in the evolution of languages and cultures. Further, for those translators who need to work with professional documents, the difficulties might be encountered by them if they lack knowledge of specific fields. Consequently, unnatural or even incorrect translation may occur at the expense of effective communication. Hence, it may be necessary to create more professional settings by providing training for translators.

5.4 Limitations of the Study

This study only focused on English patterns which may lead to confusion in Chinese medicine labels. Data was collected from 207 labels, and yet only 28 of them were explored in great depth. However, the more data collected the more generalisable the results obtained would be. Furthermore, the data was only chosen from some selected

websites. Thus, the result of this study may not be particularly representative of English as used in Chinese medicine labels in general.

5.5 Suggestions for Further Studies

With regard to future studies on possible English patterns that may cause misunderstandings, the present study only briefly examined some types of English patterns that caused confusion in understanding. It did not analyze each type in depth. Therefore, future research could further explore the most typical patterns in greater depth and examine the frequency of the English patterns in medical labels. Moreover, to make a more general analysis, more data, consisting of both Chinese medicine labels created by Chinese and non-Chinese in this area will be necessary for future researchers.

As the current study was only carried out on the context of Chinese medicine terminology as written in English, future research might expand to other professional English settings as far as ESP is concerned. Therefore, it may enable ESP learners to explore the terminology in English through investigating typical forms as used under varieties of register.

The current study only deals with Chinese medicine labels in terms of possible misleading patterns. However, improper language patterns cannot only be found in Chinese medicine labels. Hence, future research could be extended to exploring the western medicine labels and made a comparison between them to see the differences between them.

As the TCM medicine labels may not easily be understood by laypeople, it is necessarily to give a clear explanation of the label by the medicine manufactures. To educate the medicine users on how the medicine works may benefit readers' their understanding of herbal products. The medicine company may also gain recognition for the products in return.



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Appendix: selected TCM labels

Label 1 : Acne Care (Jin Hua Xiao Cuo Wan)



Acne Care (Jin Hua Xiao Cuo Wan)

Functions & Indications

Clearing heat and draining fire, resolving toxin and dispersing swelling.

Use for acne due to lung and stomach exuberant heat, mouth and tongue sores, stomach fire toothache, swallow and throat swelling pain, red eyes, astriction, yellow and reddish urine etc.

Packing

72g/bottle.

Suggested Use

Take 4g, 3 times a day.

Caution: Do not use if pregnant.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Availability: Usually ships the next business day.

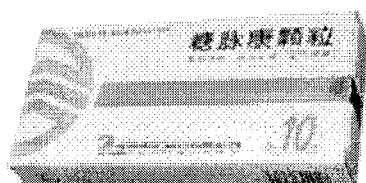
Acne Care (Jin Hua Xiao Cuo Wan) S001-luckym \$8.95

Order



Label 2: Sugar Vessel Comfort Granule

Qinghai Jingzhu Tibetan Herbal Product High and New-Technology Industries Incorporated Company.



US\$15.08

F08: Sugar Vessel Comfort Granule

Ingredients:

Astragalus root, fresh rehmannia root, red peony root, salvia root, achyranthes root, ophiopogon tuber, polygalatum.

Function and Indications:

Moistening yin, clearing heat, quickening blood circulation, reducing blood stasis, enriching qi and securing kidneys. This product is used to treat diabetes due to double deficiency of the qi and yin fluids as well as blood stasis. The symptoms are thirst, liking drinks, fatigue, shortness of breath, lethargic in talking, daytime sweating, night time sweating, hot sense in the soles and palms and chest, pains and oppression in the chest, numb limbs or tingling pains, constipation. Diabetic patients with the above symptoms could use this product.

Administration:

To be taken orally, five grams each time, three times a day.

Pregnant women should be cautious in using it.

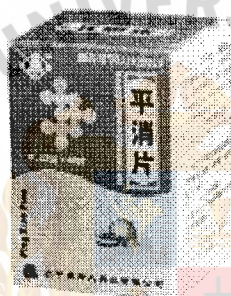
The recommended order for the first treatment course is 7 packets. **Favored offer:**
If you would like to order 7 packets each time, 40% discount is available for you.
Order Here Now for only \$63.34, free air shipping.

Packing:

5 grams ×10/packet

Manufacturer: Chengdu Joint-Wit Herbal Product CO., LTD.

Label 3: Calming-Dispersing Tablet



US\$25.80

* W06: Calming-Dispersing Tablet *

Ingredients:

Curcuma tuber, nux vomica, agrimony, flying squirrel's droppings, bitter orange.

Functions and Indications:

Promoting blood circulation and removing blood stasis, alleviating pains and dispersing accumulation of pathogens, clearing heat and resolving toxin, supporting right and dispelling evil. This product could relieve the symptoms to some extent, shrink and restrain growth of the tumors, improve immunological ability of the body and prolong patient's life.

Administration:

To be taken orally. Four to eight tablets each time, three times a day.

The recommended order for the first treatment course (one month supply) is 8 packets. **Favored offer:** If you would like to order 8 packets each time, 40% discount is available for you. [Order Here Now](#) for only \$123.84, free air shipping.

Packing:

60 tablets/packet

Manufacturer:

Liaoning Dongfangren Herbal Product CO., LTD.

Label 4: Fat-Reducing Slimming Tablet

Ingredients:

Flowery knotweed root, pueraria root, lycium berry, salvia root, capillaris, alisma tuber, rhubarb, cuscuta seed, notoginseng root, pine pollen. *

Functions and Indications:

Enriching and supplementing the liver and kidneys, nourishing and boosting essence-blood, supporting right and securing the root, freeing the vessels and stabilizing the pain, fortifying the spleen and sweeping phlegm, brightening the eyes and engendering liquid, moistening the intestines and loosing bowel movement. This product is used for high blood-fat disease, cardio-cerebral vascular sclerosis, simple obesity, habitual constipation, hemorrhoid bleeding.

Administration:

It is used for oral taking. 4 to 6 tablets each time, and three times a day.

Precaution:

Pregnant women are not advised to use it.

The recommended order for the first treatment course is 7 packets. Favored offer: If you would like to order 7 packets each time, 40% discount is available for you. Order Here Now for only \$78.33, free air shipping.

Packing:

12 tablets × 3 plates/packet

Manufacturer:

Shanxi Huaxi Herbal Product CO., LTD.

Label 5:

Huo Hsiang Chieng Chi Shuei

Package

12 bottles (0.33 fl oz each) per box

Actions

Promotes healthy bodily functions and supports the health and regulation of the immune, respiratory, and gastrointestinal systems. *

Directions

Shake before use. (Shake completely before using it.)

For adults, dilute 1 bottle with previously boiled and cooled water. For children, reduce the above amounts.

Refrain from eating raw, cold, oily or fatty or heavy foods.

Active ingredients

Pathchouly Herb, Polyporus Scolerotium, Fragrant Angelica Root, Perilla Leaf, Magnolia Bark, Southern Tsangshu Rhizome, Tangerine Peel, Ginger Rhizome, Chinese Licorice Root

Inactive ingredients

Water.

Disclaimer

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Manufactured by Tianjin Traditional Chinese Medicine Group Co., Ltd.

Product of China

Label 6: Three-Yellow Tablet

Ingredients:

Astragalus root, rhubarb.

Functions and Indications:

Clearing heat and resolving toxin, draining fire and loosening bowel movement. It is used for triple burner repletion heat, blood-shot and swollen eyes, sore mouth and nose, sore swollen throat, gums bleeding, vexation and thirst, bloody urine, and constipation.

Administration:

Taking orally, 4 tablets each time, twice a day.

Favored offer: If you would like to order 6 packets each time, 40% discount is available for you. Order Here Now for only \$37.62, free air shipping.

Packing:

12 tablets/ plates × 2/packet

Manufacturer:

Xiangfan Longzhong Herbal Product CO., LTD.

Label 7: Ba Zhen Wan

Ba Zhen Wan (Pian) is made from highly concentrated, selected Chinese herbs and produced by GUANG CI TANG in accordance to the traditional Chinese formula. It complies with international guidelines for heavy metal content. All ingredients are of Chinese origin by standardized and strict selection.

There are no known side-effects or adverse reactions associated with the use of the product. Nor are there any drug interactions reported

Ingredients

Radix Codonopsis (Dang shen) Rhizoma Atractylodis Macrocephalae (Bai zhu)

Poria (Fu ling) Radix Glycyrrhizae (Gan cao) Radix Angelica Sinensis (Dang gui)

Radix Paeoniae Alba (Bai shao) Rhizoma Chuanxiong (Chuan xiong) Radix

Rehmanniae Preparata (Shu di huang)

Recommendation

Take or chew 4-6 pills each time with water or juice. 2-3 times daily.

Recommendation

200 pills per bottle.

Clinical application for the reference of health professionals or practitioners ONLY

1. Habitual abortion. 2. Incontinence of milk

Indication (for the reference of health professionals or practitioners ONLY)

Ba Zhen Wan can nourish qi and blood. It is applicable for spontaneous deficiency of qi and blood marked by pale or sallow complexion, palpitation, shortness of breath, laziness to talk, weakness of limbs, dizziness, anorexia, pale tongue with thin and whitish fur, and feeble pulse.

Availability: Usually ships the next business day.

Label 8: Dog Skin Plaster

Ingredients:

Fresh wild aconite, fresh main tuber of aconite, arisaema, duhuo angelica root, ligusticum root, frankincense, clove, cinnamon bark, borneol, ledebouriella, etc.

Functions and Indications:

Expelling wind, dispelling cold, quickening blood, checking pains. It is used for wind, cold, damp evils and qi stagnation and blood stasis, which cause numb four limbs, aching of the legs and backs, spasmodic tendons, fall, sprain, trauma, sprain of the lumbar region, cold pains of the abdomen, dysmenorrhea, cold and damp leucorrhoea, conglomeration, masses.

Application:

This is black plaster ointment that is put on the cloth. It should be used externally. Using lukewarm water to clear the affected region of skin, warming the plaster to make it soft, then sticking on the affected area. Pregnant women are not advised to use it.

The recommended order for the first treatment course is 5 packets. Favored offer: If

you would like to order 5 packets each time, 40% discount is available for you. Order Here Now for only \$52.53, free air shipping.

Packing:

2 plasters/packet

Manufacturer:

Beijing Tongrentang Herbal Product CO., LTD.

Label 9: Xiao Shui Li Shi (Aqua Balance Tea Extract)

Fortifying the spleen and disinhibiting damp, rectifying qi moving the water. Use for white tongue moss, fat body, deep and moderate pulse, fine pulse and impotence, surplus water in the body.

Packing

60 pills per bottle.

Caution: Do not use if pregnant.

Direction

As a dietary supplement take 3-4 capsules 3 times a day.

Ingredients

Bai-zhu atractylodes (rhizome), Tangerine (dried rind), Epimedium (leaf), Asian water plantain (rhizome), Zhu ling (sclerotium)

This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Availability: Usually ships the next business day.

Label 10: Hemp Seed Pill

Ingredients:

Hemp seed, apricot kernel, rhubarb, bitter orange, magnolia bark, white peony root.

Functions and Indications:

Moistening intestines and easing constipation. This product is used to treat constipation due to dryness of intestines.

Administration:

To be taken orally, six grams each time, once to twice a day.

Precaution:

Pregnant women and old people with weak constitution are not suitable to take it for a long period. Young people can take it. If the symptoms worsen or other symptoms appear after taking it, please stop using it.

The recommended order for the first treatment course is 7 packets. Favored offer: If you would like to order 7 packets each time, 40% discount is available for you. Order Here Now for only \$55.10, free air shipping.

Packing:

30 grams/packet

Manufacturer:

Hubei Ruodesheng Herbal Product CO., LTD.

Label 11: Sausurean Qi-Soothing Pill

Ingredients:

Sausurean root, bitter orange, tangerine peel, cyperus root, amomum, magnolia bark, areca husk, etc.

Functions and Indications:

Moving the qi, transforming dampness, fortifying spleen and adjusting stomach. It can be used for qi stagnation due to turbid dampness, glomus in the chest and diaphragm, abdominal distention and pains, vomiting, nausea, eructation and poor appetite.

Administration:

Oral use, six to nine grams each time, twice to three times per day.

The recommended order for the first treatment course is 5 packets. Favored offer: If you would like to order 5 packets each time, 40% discount is available for you. Order Here Now for only \$36.30, free air shipping.

Packing:

60 grams/packet

Manufacturer:

Henan Kangxin Herbal Product Company.

Label 12: Borneol And Borax Powder

Ingredients:

Borneol, cinnabar, refined mirabilite.

Functions and Indications:

To clear heat and resolve toxin, disperse swelling and relieve the pain. It is mainly used for throat pain, swelling and painful gums, sore mouth and tongue caused by accumulated heat toxin.

Administration:

To be applied externally on the affected parts, little quantity each time, several times a day.

Precaution:

1. Pregnant women should not take it.
2. During taking this product, please do not eat spicy or oily food, and stop smoking and drinking wines.

Favored offer: If you would like to order 6 packets each time, 40% discount is available for you. Order Here Now for only \$67.14, free air shipping.

Packing:

0.6g/bottle×10/packet

Manufacturer:

Quanzhou Liangyuan Herbal Product CO., LTD.

Label 13: Tienma Chufengbu Tablets (Tian Ma Qu Feng Bu Wan)

Functions & Indications

Dispels internal wind due to hyperactive liver yang, disperses exogenous wind and wind-damp, nourishes liver blood, reinforces kidneys. Use for symptoms associated with hypertension, including headache, dizziness, or poor memory; for the wind symptoms of facial paralysis, and stiff or paralyzed limbs; and wind-damp in joints and muscles.

Ingredients:

Gastrodia tuber, Tangkwei root, Cinnamon bark, Common monkshood root, Twotooth

achyranthes root, Eucommia bark, Rehmannia root, Incised notopterygium root

Packing

50 tablets/bottle

Warning: Do not use if you have cold or fever. Do not use if pregnant.

Suggested Use

Take 6 tablets, 3 times a day.

This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Availability: Usually ships the next business day.

Label 14: Fu Ke Yang Rong Wan

Fu Ke Yang Rong Wan is made from highly concentrated, selected Chinese herbs and produced in accordance to the traditional Chinese formula. It complies with international guidelines for heavy metal content. All ingredients are of Chinese origin by standardized and strict selection.

There are no known side-effects or adverse reactions associated with the use of the product. Nor are there any drug interactions reported.

Ingredient:

Radix Angelicae Sinensis(dang gui)

Rhizoma Atractylodis Macrocephalae (bai zhu)

Radix Rehmanniae Preparata (shou di huang)

Rhizoma Chuanxiong (chuan qiong)

Radix Paeoniae Alba (bai shao)

Herba Leonuri (yi mu cao)

Radix Astragali (huang qi)

Cortex Eucommiae (du zhong)

Radix Ophiopogonis (mai dong)

Colla Corii Asini (a jiao)

Pericarpium Citri Reticulatae (chen pi)

Radix Glycyrrhizae (gan cao)

Folium Artemisiae Argyi (ai ye)

Recommendation

Take or swallow 4-6 pills with water or juice each time and 2-3 times daily

Package

200 pills per bottle

Clinical application for the reference of health professionals or practitioners ONLY

1.Anemia 2.Lumbago 3.Sterility 4.Irregular menstruation 5.Chronic nephritis
6.Convalescence of disease 7.Facial pigmentation

Indication(for the reference of health professionals or practitioners ONLY)

Fu Ke Yang Rong Wan can nourish yin and blood. It is used for dizziness, flaccidity of the knees and loin, and weakness of limbs, etc.

Nourishing blood and supplementing qi, regulating menstruation and relieving leucorrhagia. It is used for deficiency of qi and blood, irregular menstruation due to irregularity of Chong and Ren Channels, metrorrhagia and metrostraxis, dizziness, anaemia, weakness and sterility, abnormal vaginal discharge.

Label 15: King Kong Pill

Ingredients:

Cistanche desertliving, cuscuta seed, eucommia bark.

Functions and Indications:

Generating essence and tonifying kidney. It is used to treat kidney essence deficiency characterized by flaccidity of the four extremities, aching pains in waist and knees, limbs weakness.

Administration:

To be taken orally before meals, one sachet each time and twice a day.

The recommended order for the first treatment course is 5 packets. Favored offer: If you would like to order 5 packets each time, 40% discount is available for you. Order Here Now for only \$87.00, free air shipping.

Packing:

6 sachets/packet

Manufacturer:

Shanxi Tianyang Herbal Product CO., LTD.

Label 16: Anemarrhena Phellodendron Rehmannia Pill

Ingredients:

Rehmannia root, anemarrhena, phellodendron bark, cornus fruit, moutan bark, dioscorea root, poria, alisma tuber.

Functions and Indications:

Moistening yin, lowering fire. This product can cure deficient fire due to yin deficiency, hectic fever, night sweating, dry mouth, sore throat, tinnitus, seminal emission, scanty and darkish urine.

Administration:

To be taken orally, eight pills each time, three times a day.

Pregnant women are not advised to take it. Please do not use together with medications for common cold. People, who have symptoms of aversion to cold, cold limbs, and liking hot drinks, are not suitable to take this product.

The recommended order for the first treatment course is 6 packets. Favored offer: If you would like to order 6 packets each time, 40% discount is available for you. Order Here Now for only \$46.01, free air shipping.

Packing:

200 pills/packet

Manufacturer:

Henan Wanxi Herbal Product CO., LTD.

Label 17: Bone Plaster

Ingredients:

Erycibes, tangkuei, angelica root, dried ginger, kadsura pepper stem, frankincense, notoginseng root, pepper, camphor, cinnamon bark, Chinese stephania tuber, mint, turmeric.

Functions and Indications:

To dispel wind and expel cold, invigorate blood and activate the channels, eliminate swelling and relieve pain. Applicable for local joint pain, swelling, numbness or limited movements that belong to cold and dampness blocking the channels and blood stasis.

Administration:

External use, stick on the affected part. Clean up the affected part before use. Put the elasticity direction of patch consistent with the joint action.

Precaution:

1. Those who are allergic to this product should not use it.
2. Pregnant women and those with skin damage should be careful to use it.
3. Children should use it under the help of adults.

The recommended order for the first treatment course is 9 packets. Favored offer: If you would like to order 9 packets each time, 40% discount is available for you. Order Here Now for only \$89.42, free air shipping.

Packing:

7cm × 10cm × 10 plasters/packet

Manufacturer:

Guilin Tianhe Herbal Product CO., LTD.

Label 18: Xiao Shui Li Shi (Aqua Balance Tea Extract)

Fortifying the spleen and disinheriting damp, rectifying qi moving the water. Use for white tongue moss, fat body, deep and moderate pulse, fine pulse and impotence, surplus water in the body.

Packing

60 pills per bottle.

Caution: Do not use if pregnant.

Direction

As a dietary supplement take 3-4 capsules 3 times a day.

Ingredients

Bai-zhu atracylodes (rhizome), Tangerine (dried rind), Epimedium (leaf), Asian water

plantain (rhizome), Zhu ling (sclerotium)

This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Label 19: Ru Jie Xiao (Breast Care)

Soothing the liver and resolving depression, clearing heat and resolving toxin, dissipating bind and dispersing swelling. Use for galactophore hyperplasia, early mammary pain, early mastitis. Also use for preventing galactophore hyperplasia.

Caution: Do not use if pregnant.

Ingredients

Chinese Thorowax root, Tangkwei root, Common selfheal spike, Dan-shen root, Aromatic turmeric root-tuber, Shorthorned epimedium

Suggested Use

As a dietary supplement, take 10-15 pills 3 times a day.

Packing

150 pills

This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Availability: Usually ships the next business day.

Label 20 : Nei Xiao Luo (Lei) Li (Lymphatic Care)

Indication and function:

Support the body's natural balance, helps maintain body function and a healthy lymphatic system.

Softens and disperses phlegm, softens hardness, reduces masses, clears heat. Anti-inflammatory. Used for a number of benign phlegm, hard phlegm and/or mild blood stagnation type masses, nodules and lumps, that is, those that are rubbery and well defined, or firm, tender and irregular. Most commonly used for swollen tender cervical lymph nodes, thyroid nodules, hyperthyroidism, thyroiditis and goiter. Even though this formula is focused on phlegm and phlegm heat nodules, it can be used as

an assistant for blood masses as it can soften hardness and assist the breakdown of the mass. Very useful as an adjunct formula to assist in the softening and dispersal of masses such as endometriosis, ovarian cysts and fibroids, breast masses, hepatosplenomegaly, inflammatory nodules, glandular and lymphatic congestion, testicular swellings and chronic boils. Also used for internal inflammatory masses such as chronic diverticulitis and appendicitis.

Caution: Do not use if pregnant.

Ingredients

Nutgrass galingale rhizome, Dahurian angelica root, Platycodon root, Figwort root, Common Burreed rhizome, Tendrilleaf fritillary bulb

Suggested Use

As a dietary supplement, take 2-4 capsules 2-3 times a day.

Packing

36 capsules (500mg each)

This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Label 21: Swellex Extract (Mu Xiang Shun Qi Wan)

Description

Helps promote stomach health, eliminate the discomfort feeling helps maintain digestive function and normal bowel movement.

Indications

Disperses stagnant qi in liver, purges gallbladder heat, nourishes liver blood, tonifies spleen, disperses phlegm-damp. Use for stagnation of qi and food due to liver congestion, with retention of phlegm-damp in the stomach. Also useful for food stagnation due to cold food or drink, or to improper eating habits such as sleeping after a meal. Symptoms include erratic stools, belching, abdominal distension, and poor digestion.

Ingredients

Aucklandia root, Alpinia Oxyphylla seed, Medicinal Evodia fruit, Tang Kwei root,

Atractylodes rhizome, Buybane rhizome, Magnolia bark, Katsumadau Galangal, Tangerine peel, Tuckahoe root, Hare's Ear root, Pinellia tuber

Package

200 pills (160mg each)

Suggested Use

Take 8 pills, 2-3 times a day.

Warning: Do not use if you are pregnant.

The above statement has not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure, or prevent any disease.

Availability: Usually ships the next business day.

Functions

Invigorates and clear the channels, activates qi and blood, benefits kidney yang to disperse cold. Relieves rheumatic pain, numbness or difficulty in moving joints, chronic lower back pain. If coexisting with deficiency, combine with tonic.

Package

160mg X 200 pills per bottle.

Recommended Use

Take 6-8 pills, 2-3 times a day.

Warning: Do not use if you are pregnant.

Ingredients

Preparata aconite 42mg, Wild aconite 42mg, Arsaema with Bile 42mg, Frankincence 17mg, Myrph 17.5mg

The above statement has not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure, or prevent any disease.

Availability: Usually ships the next business day.

Label 22: Circulyn Extract (Xiao Huo Luo Dan)

Functions

Invigorates and clear the channels, activates qi and blood, benefits kidney yang to disperse cold. Relieves rheumatic pain, numbness or difficulty in moving joints,

chronic lower back pain. If coexisting with deficiency, combine with tonic.

Package

160mg X 200 pills per bottle.

Recommended Use

Take 6-8 pills, 2-3 times a day.

Warning: Do not use if you are pregnant.

Ingredients

Preparata aconite 42mg, Wild aconite 42mg, Arsaema with Bile 42mg, Frankincense 17mg, Myrph 17.5mg

The above statement has not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure, or prevent any disease.

Availability: Usually ships the next business day.

Label 23: Chinese Herbal Medicine-Gui Zhi Fu Ling Granules

[DRUG NAME] Generic Name: Gui Zhi Fu Ling Granules

[INDICATIONS] Promote blood circulation to disperse stasis and relieve pain. It is indicated for the treatment of lumps in inferior belly caused by blood stasis in women, much menstrual blood volume, much blood clot, pain in lower abdomen, unpressable abdominal pain, dark color of the tongue with ecchymosis, and weak pulse.

[DESCRIPTION] Yellowish-brown granules; Mildly sweet smelling, mildly sweet taste.

[PHARMACOLOGY] This product can cut down blood apparent viscosity in rats, inhibit platelet aggregation in rabbits, loosening smooth muscle of the womb in rats, relieving pain and inflammation in the rats.

[DOSAGE AND ADMINISTRATION] A bag to be taken orally 3 times a day after meals with boiled water; Stop taking during menstruation; 3 months in a course of treatment or as directed by the physician.

[ADVERSE REACTIONS] In occasional cases a gastric cavity unwell and vague pain will appear after taking the drug, usually disappear spontaneously when stopping taking.

[CAUTIONS] Not to be taken by pregnant women or follow the doctor's instruction.

Label 24: San-Qi Ginseng Flower Extract

Actions:

When taken as directed, this product supports healthy skin, liver, and nervous system.* This herbal supplement tea is manufactured by hygienically controlled process of extraction from the flowers of Tienchi Ginseng (San-Qi Ginseng) a precious and well known herbal flower indigenous to Yunnan. Retaining the rich fragrance of the original flowers and possessing a refreshing flavor, it constitutes an excellent supplement with the characteristics of an aromatic and refreshing beverage.

Directions

To make a refreshing herbal supplement tea, put one bag into a cup and add hot water.

Package

10 bags (15 grams each) per box

Active ingredients

San-Qi Ginseng Flower Extract

Inactive ingredients

Cane sugar

Warnings

Keep out of the reach of children.

Disclaimer

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Manufactured by Yunnan Medicines and Health Products Import and Export Corporation

Product of China

Availability: Usually ships the next business day.

Label 25: Tienchi Herbal Supplement Tea - Camellia Brand

Shou Wu Pian (Fleeceflower Root Extract Tablet) Shanghai Chinese Herbal Works

Description

Shou Wu Pian, herbal nutrient from 100% Polygonum Multiflorum, 10 packs, 100 tablets each pack (250 mg each tablet), manufactured by Shanghai Traditional Chinese Herbs, Shanghai, China In the traditional practice of Chinese Herbal Therapy it is believed that when the body is not in harmony it utilizes vital energy in an attempt to correct the imbalance. Shou Wu Pian has been utilized for generations in China to compensate the "Qi" imbalance in the body, its special herbal nutrient can make one feel young and vigorous. "He Shou Wu" in Chinese can be translated into "Black Hair Mr. He". It is often prescribed with Chinese Angelica root, wolfberry fruit and dodder seed as in hair beauty pill or formulas for restoration to normal hair color and prevention of hair to gray. Must be taken for several months in order to restore normal hair color.

Ingredients:

Each 250 mg sugar-free coated tablet contains a concentrated extract of Polygonum multiflorum (Chinese Combind) root. Other ingredients: Starch, Hgdroxypropyl Methyliellulose, FD & C Caramel No. 7-3 (as tablet film coating).

Suggested Use

As a dietary supplement take 5 tablets 3 times a day with warm water.

Package

100 tablets each bottle

Availability: Usually ships the next business day.

Label 26: Steamed Tienchi Tablets (Camellia Brand)

Actions

Supports the health of the cardiovascular system. Helps maintain healthy blood, healthy blood circulation, and a healthy heart. TIENCHI (or Tienchi ginseng), as well-known and precious herb produced in Yunnan Province, was originally called SANCHI. Similar to Asian ginseng (Panax ginseng), it is a perennial herb belonging to the Araliaceae family, and may also be called sanchi ginseng or san qi ginseng. As recorded in ;°Compendium of Materia Medica;± compiled by Li Shih Chen, a famous

pharmacologist of the Ming dynasty, tienchi is also named CINPUHUAN, implying that its intrinsic value far exceeds the exchange value of gold. Tienchi has long been used by Chinese doctors of ancient and modern times as the primary herb for use in supporting the health of the blood and blood circulation. In recent years, further clinical research by Chinese scientists have demonstrated that, besides the various phytochemical constituents that are similar to those in Asian ginseng, tienchi contains ;°saponin A;± which supports the health of the heart, and ;°flavonoids;± which aid in blood circulation. Raw tienchi powder is made from select, premium quality tienchi of Yunnan origin. It is free from impurities and is convenient to take.*

Directions

Take 1/4 to 2 teaspoons, 2 times a day with previously boiled lukewarm water. As an additive to your meal, 2 to 4 teaspoons may be stewed together with chicken or meat.

Package:

1.4 oz per bottle

Active ingredients

San-Qi Ginseng Root

Warnings

Keep out of reach of children. Do not use if pregnant. If nursing, consult a doctor.

Disclaimer

*These statements have not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure, or prevent any disease.

Manufactured by Weihe Pharmaceutical Co. Ltd.

Product of China

Label 27: Channel-Opening Pain-Stopping Plaster

Ingredients:

Tangkuei, ligusticum root, carthamus flower, etc.

Functions and Indications:

Quickening blood, opening network-channels, dissipating cold, eliminating dampness, subduing swelling and alleviating pain. It can be used to the patterns that blood

becomes stagnated or cold-damp obstructs the channels in the waist, joints and knees. The symptoms may be tingling pain or dull pain of the joints, stiff joints, difficulty of flexion and extension, aversion to cold and cold limbs.

Administration:

To be used locally, one plaster each time, once a day.

The recommended order for the first treatment course is 6 plasters. Favored offer: If you would like to order 6 plasters each time, 40% discount is available for you. Order Here Now for only \$37.48, free air shipping.

Packing:

1 plaster

Manufacturer:

Henan Lingrui Herbal Product CO., LTD.

Label 28: Yin chiao Tablet

Actions

Supports the health of the respiratory system, immune system, nervous system, sinuses, stomach and bowels and the general well-being of the body.

Directions

Take 3-5 tablets at a time, 2-3 times a day, with lukewarm boiled water. Amount may be reduced proportionately, based on size, for children.

Active ingredients

Japanese Honeysuckle Flower, Forsythia Fruit, Mentha Herb, Chinese Licorice Root, Burdock Fruit, Schizonepeta Herb, Prepared Soybean Seed, Lophanthelum Herb, Balloon-Flower Root

Package

120 pills per bottle

Disclaimer

*These statements have not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure, or prevent any disease.

Manufactured by

Tianjin Traditional Chinese Medicine Group Co., Ltd.

