

「慈濟功德會」在大陸的佛教入世化傳播

郭講用

摘 要

自 2010 年 8 月獲得大陸政府頒發的落地「准生證」迄今，臺灣「慈濟功德會」已在大陸合法弘揚佛教文化十一年時間。該民間組織秉承創始人證嚴上人「慈悲為懷，濟世救人」的宗旨，將大乘佛教的濟世精神傳播得淋漓盡致，有效轉化了大陸的民心與民風。本文從「人間佛教」的入世化思想入手，對「慈濟功德會」在大陸的理念傳播與策略傳播予以研究。從「佛法在世間、不離世間覺」，「高高山頂立、深深海底行」，「人人觀世音、個個阿彌陀」三方面對「慈濟功德會」的佛教入世化理念傳播進行剖析；將「慈濟功德會」在慈善募捐、教育醫療、社會救助諸方面的佛教入世化策略傳播概括為「生活為道、以事練心」（與王陽明心學的「須在事上磨」相通），「從悲入手、由悲到智」（重點在佛教的人天乘教化，繼而引入菩薩道與佛乘），「科層管理、組織共修」（學習借鑒了基督教剛性組織傳播的經驗）。同時，對「慈濟功德會」在大陸傳播過程中對佛教了脫生死、圓成佛道精神的「世俗化」偏向等問題予以觀照。

關鍵詞：慈濟功德會、佛教、入世化、傳播

The Spread of “Tzu Chi Foundation” in China

Guo Jiangyong

Abstract

Since receiving the “landing permit” issued by the mainland government in August 2010, Taiwan's Tzu Chi Foundation has been legally promoting Buddhist culture in China for eleven years. This non-governmental organization adheres to the tenet of Founder Cheng Yan, “compassion for the mind, saving the world”, and spreads the spirit of Mahayana Buddhism to the fullest extent, effectively transforming the hearts and customs of the people in China. This paper studies the spread and strategy of Tzu Chi's ideas in mainland China from the perspective of accession of humanistic Buddhism. It analyzes the spread of the Buddhist concept of accession of the Tzu Chi Foundation in three aspects: “Buddhism and society,” “Volunteer services,” “Avalokiteshvara and Maitreya beliefs”; The Buddhist strategies of accession of the Tzu Chi Foundation in charity fundraising, education, medical care, and social assistance are summarized as “train mind by dealing with worldly matters” (which is similar to Wang Yangming's philosophy, “grind on the matter”), “from compassion to wisdom” (focusing on the cultivation of human nature in Buddhism, and then introducing Bodhisattva and Buddha Vehicles), “section management, organization and cultivation” (learning from the experience of rigid Christian organizational communication). At the same time, the paper focuses on the secularization in the process of spreading the spirit of Tzu Chi Foundation in China.

Keywords: Tzu Chi Foundation, Buddhism, Secularization, Communication

Guo Jiangyong is Professor of School of Communication, East China University of political science and law.