



13-14 November 2025

Herbal Medicine as a Cultural Expression: Communication Patterns in a Comparative Study across cultural traditions

Eliza Karina Moisuc, Paula Maria Georgiana Bonca, Dragoş CHENDE, Iasmina IOSIM,
Anka Roxana Pascariu

UNIVERSITY OF LIFE SCIENCES "KING MIHAI I" FROM TIMISOARA

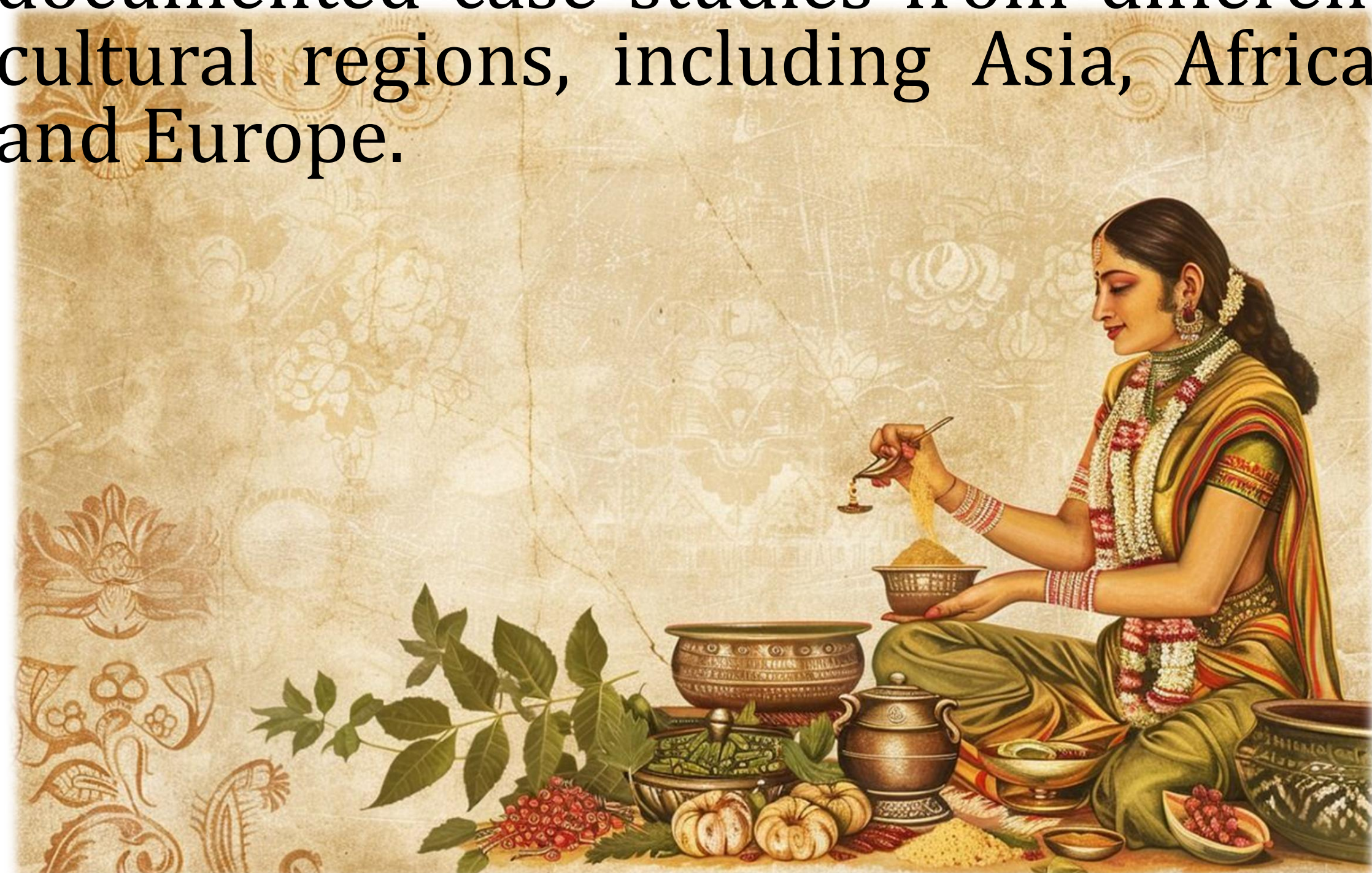
Abstract *This comparative study explores how herbal medicine is communicated, transmitted, and preserved through various cultural traditions, analyzing both verbal and non-verbal communication patterns, such as storytelling, ritualistic practices, intergenerational teaching, and community-based knowledge exchange. By examining similarities and differences in these communication models, the research highlights the dynamic relationship between cultural identity and traditional healing, as well as the role of communication in safeguarding intangible heritage. Ultimately, the study demonstrates that herbal medicine functions as a complex cultural language one through which communities negotiate meaning, maintain continuity, and reinforce shared values in an increasingly globalized world.*

• Introduction

Herbal medicine represents one of the oldest forms of healing and cultural expression, deeply rooted in collective memory, symbolic practices, and traditional knowledge systems. Across different cultures, medicinal plants have not only served therapeutic purposes, but have also shaped worldviews, rituals, and social relationships within communities.

• Material and method

This research employs a qualitative, comparative methodology focused on analyzing cultural communication patterns related to herbal medicine. Data were collected from academic literature, ethnobotanical field studies, and documented case studies from different cultural regions, including Asia, Africa, and Europe.



• Results and discussions

The comparative analysis revealed that communication plays a central role in preserving and transmitting herbal knowledge across generations and cultures. In Asian and African traditions, oral storytelling and apprenticeship remain the dominant forms of communication, where knowledge is conveyed through observation, memorization, and symbolic interpretation. In contrast, European traditions emphasize documentation and written transmission, yet still retain ritualistic and symbolic dimensions within local practices.

• Conclusions

The study also found that herbal medicine serves as a multidimensional communication system, not only transferring medical information, but also expressing cultural values, spiritual beliefs, and ecological awareness. Plants act as mediators between humans and nature, embodying meanings that differ from one culture to another: for example, basil symbolizes purification in India, while sage represents protection in Mediterranean cultures.