

Faculty of Humanities

MA Dissertation Approval Form

Student Name	Shite Li
Degree Scheme	MA Buddhist Textual Studies
Start date	25/08/2023

I have completed Part 1 of my degree.

*Please delete as appropriate.

Title of Dissertation:

A Study on the Phenomenon of Buddhism Spreading in China: Taking the Transformation of Naga to Loong as an Example

Aims and Objectives:

How to spread Chinese culture to the outside world is an important issue in China's diplomacy. Buddhism from India, after taking root and sprouting in China, gave birth to Chinese Buddhism with Chinese characteristics, which continued to spread to East Asia and Southeast Asia. In modern times, Buddhism was spread in the West, but its scale and influence were not significant. How to spread it is worth studying in the academic community.

Loong is a successful case of the sinicization of Buddhism. This article aims to analyze the origin and influence of Loong in Chinese Buddhism and explore the dissemination strategies of Buddhism.

Abstract (approximately 500 words):

Loong culture is a special phenomenon that runs through the entire history of China. Born in the Neolithic Age, it is still active in people's lives to this day. In the process of

spreading to China, Indian Buddhism combined its original Naga totem with the Chinese Loong, not only injecting new content into Chinese dragon culture and continuing its vitality, but also promoting the development and growth of Chinese Buddhism. It is a successful case of the localization of Buddhism, and its dissemination process precisely reflects the development trajectory of Chinese Buddhism.

This article takes the Buddhist Loong totem as an index and uses it as a case study to summarize the dissemination strategies of Buddhism, providing a path reference for the external dissemination of contemporary Buddhism.

Keywords: Loong, Naga, Sinicization of Buddhism, Religious Communication

The paper is mainly divided into five chapters for research:

Chapter 1 Introduction (1200 characters)

1. Research Origin and Purpose (*Dream of Loong, the positioning of academy of sinology*)
2. Previous research status (*The research on Loong is abundant, but there is few little combine with doctrine and communication*)
3. Methodology (*Literature analysis*)

Chapter 2 Overview of the dissemination of ancient Chinese Buddhism (1300 characters)

1. Communication subject (*Buddhist scriptures, monks, imperial power, scholars, and the general public*)
2. Communication path (*Explained with some examples*)

Chapter 3 From Naga to Loong (3000 characters)

1. The Chinese Loong culture before the entry of Buddhism (*Brief introduction, previous research has been conducted*)
2. Naga in early Buddhism (*Origin, characteristics, status, symbol and metaphor*)

3. Translation and transformation from Naga to Loong (*The reason of translation of the word, and why people kept fixed on this translation. What scriptures it appears during the Buddhism dissemination*)

Chapter 4 Communication phenomena after Naga became Loong (3000 characters) (*Long tail effect*)

1. Organic integration with local culture (*Buddhism integrates with Confucian and Taoist traditions, Loong god worship and changes in image*)
2. Star icon (*Loong king and Loong girl; Differences in influence between dragons and other dharma protector tribes*)
3. Combined with imperial power (*Embodying imperial power be convinced to Buddhism*)
4. Folk belief (*Meeting the needs of the mass*)
5. Derivatives by literati

Chapter 5 Conclusion (1500 characters) (*The inspiration of this case for the external dissemination of Buddhism*)

1. Communication strategy (*The development of Buddhist Loong totem has been lengthy and participatory, but this case reflects the dissemination strategy of the entire religious subject*)
2. Audience awareness
3. Further studies

Short Introductory Bibliography:

1. Dharma-rakṣa, *Buddha Says Sea Naga King Sutra*, in *Taishō shinshū daizōkyō* (Taipei: SWF Company, 1983).
2. Śikṣānanda, *Buddha Says Ten Good Karmas Sutra*, in *Taishō shinshū daizōkyō* (Taipei: SWF Company, 1983).
3. Dānapāla, *The Buddha speaks of the Mahayana for the Sea Naga King Sutra*, in *Taishō shinshū daizōkyō* (Taipei: SWF Company, 1983).

4. Cheng Faren, Loong and Chinese Culture (Beijing: People's Publishing House,1992). 5. Mircea Eliade, <i>Das Heilige und das Profane</i> (Beijing: Huaxia Publishing House,2022). 6. Huston Smith, <i>World's Religions: Our Great Wisdom Traditions</i> (Hainan: Hainan Publishing House,2001).	
Proposed Supervisor:	勝妙

Please indicate whether ethical approval for project is needed – NO

Please indicate whether sufficient resources are available for the project – YES

The above topic, proposal, and supervisor have been agreed:

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Date:

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Title of Dissertation:

題目

佛教在華傳播現象研究——以那伽成龍為例

Aims and Objectives:

研究目的：

中國文化如何對外傳播，是中國外交上的重要課題。來自印度的佛教，在中國生根發芽後誕生出具有中國特色的漢傳佛教，其後它繼續傳播至東亞、東南亞。近代，佛教有在西方傳播，但規模和影響力不大。其該如何傳播，值得學界研究。

龍是佛教中國化的成功案例，本文希望通過分析中國佛教龍產生的緣起和影響，來看佛教的傳播策略。

Abstract (approximately 500 words):

摘 要

龍文化，是貫穿整個中國歷史的一個特別現象。從新石器時代誕生，直到如今仍活躍在人們的生活中。印度的佛教在向中國傳播的進程中，將其原有的那伽圖騰與中國龍結合，不僅為中國龍文化注入了新的內容，延續生命力，同時也推動了漢傳佛教的發展壯大。其是佛教本土化的成功案例，而它的傳播歷程也恰好反映了

漢傳佛教的發展軌跡。

本文以佛教龍圖騰為索引，以其作為為傳播案例分析，從而歸納出佛教的傳播策略，為當代佛教對外傳播提供路徑參考。

關鍵詞：龍、那伽、佛教中國化、宗教傳播

論文主要分為五章進行研究：

第一章 緒論（1200 字）

1. 研究緣起及目的（*夢龍、漢學院的戰略定位*）
2. 前人研究現狀（*龍的研究頗豐，但結合教義和傳播的鮮少*）
3. 研究方法（*文獻分析法*）

第二章 古代中國佛教傳播概述（1300 字）

1. 傳播主體（*佛經、僧人、皇權、士族、大眾*）
2. 傳播路徑（*輔以實例*）

第三章 從那伽到龍（3000 字）

1. 佛教進入前的中國龍文化（*簡述，前人已有研究*）
2. 原始及佛教那伽文化（*起源、特性、地位、象征意義*）
3. 那伽到龍的轉變（*詞語翻譯考證，翻譯了哪些有龍的佛經。與其他佛教國家比較*）

第四章 那伽成龍後產生的傳播現象（3000 字）（*長尾效應*）

1. 與本土文化有機結合（*佛法與儒道傳統及龍神崇拜、形象的變化*）
2. 推出明星 IP（*龍王、龍女；龍與其他部眾的影響差異*）
3. 與皇權捆綁（*體現皇權服膺佛教*）
4. 民間龍王信仰（*符合大眾價值需求*）
5. 文人二次創作

第五章 結論（1500 字）（*該案例對佛教對外傳播的啟示*）

1. 傳播策略（佛教龍圖騰的發展是漫長且多方參與的，但這一案例反映出整個宗教主體進行的傳播策略）

2. 受眾意識（曾經的傳播方式及內容未必適用現今）

3. 延伸研究

Short Introductory Bibliography:

古籍：

1、〔晉〕竺法護 譯，《佛說海龍王經》，收入《大正新修大藏經》第 15 卷，598 號。

2、〔唐〕實叉難陀 譯，《佛說十善業道經》，收入《大正新修大藏經》第 15 卷，600 號。

3、〔宋〕施護 譯，《佛為娑竭羅龍王說大乘經》，收入《大正新修大藏經》第 15 卷，601 號。

近代專書：

1、程發軔：《龍與中國文化》，北京：人民出版社，1992 年。

2、伊利亞德：《神聖與世俗》，北京：華夏出版社，2002 年。

3、休斯頓·史密斯：《人的宗教》，海南：海南出版社，2001 年。

4、佛洛依德：《圖騰與禁忌》，上海：上海人民出版社，2005 年。

學位論文：

1、張玉霞：《佛教文化與中國龍王信仰的形成》，中南民族大學碩士論文，2012 年。

2、劉秀平：《〈大唐西域記〉中的“龍”研究》，內蒙古師範大學碩士論文，2021 年。

3、謝京：《佛教在華傳播策略對中國文化對外傳播的啟示》，重慶大學碩士論文，2014 年。

4、展千雯：《印度早期佛教 naga 圖像及其中國化研究》，華東師範大學碩士論文，2020 年。

期刊論文：

1、張培峰：《中國龍王信仰與佛教關係研究》，龍文化研究，2009 年。

2、王楠毓 張孟祥：《龍——由圖騰崇拜到皇權象征》，濮陽教育學院學報，1998 年第 3 期。

3、楊曾文：《以十善為中心的佛教因果報應論》，宗教研究，2016 年。

4、魏明、韓曉：《論〈西遊記〉中的龍王形象及其文化內涵》，海軍工程大學學報，2009 年	
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