

## The Current Situation and Suggestions of Traditional Chinese Medicine Culture Communication in the New Media Era

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**Abstract.** As a new way of communication in recent years, new media has provided new challenges and opportunities for traditional Chinese medicine cultural communication. This paper summarizes the current situation of the communication channels of traditional Chinese- medicine culture, This paper analyses the problems of media communication such as website, Weixin, Weibo, short video and mobile phone Apps, Finally, some Suggestions are given to solve the problem. Strive to achieve the diversity, interestingness and popularity of the forms of communication, and the authoritativeness, authenticity and practicability of the contents of communication, Return、purity and science of communication purpose.

### Introduction

The development and progress of science and technology are always changing people's lives everywhere, and the innovation of communication media is no exception. Technological inventions often give birth to new means of communication. There are many versions of the definition of new media. The American magazine *Wired* defines New Media as "the communication of all people to all people." UNESCO defines new media as a medium for information dissemination based on digital technology and carried by the Internet. In the new media era, traditional Chinese medicine cultural communication is faced with new challenges and opportunities. It is a new task for researchers of cultural communication to investigate and understand the current situation, analyze existing problems, and study countermeasures.

### The Current Situation of Traditional Chinese Medicine Communication.

New media is the carrier of information dissemination by means of computer or digital equipment with the essential characteristics of computer. It has characteristics of immediacy, openness and integrity, personalized content, community, easy retrieval.<sup>[1]</sup> Digital communication content promotes the two-way interaction of communication process and also promotes the generation of communication content. At present, traditional Chinese medicine culture is mainly spread through websites, WeChat, mobile short video, weibo and specialized mobile APPs. These new media have the characteristics of digitalization and interactivity. To spread traditional Chinese medicine culture through the Internet, attention should be paid to creating an atmosphere, rational interpretation, innovation of theoretical knowledge, innovation of technical methods to meet the needs of the times<sup>[2]</sup> There is still some gap between the present situation of TCM culture communication and the ideal state.

At present, the main websites to spread traditional Chinese medicine culture including cultural columns on the official websites of Chinese universities and colleges of traditional Chinese Medicine, Culture column of the website of provincial and municipal traditional Chinese Medicine hospitals, health websites and Traditional Chinese Medicine research institutions website culture column. For example, the official website of Jiangxi University of Traditional Chinese Medicine has a column of "College Culture ", The official website of Guangzhou University of Traditional Chinese Medicine has a "Museum" column. There are also some traditional Chinese medicine

websites operated by enterprises on the network such as Traditional Chinese Medicine website and Health care website. The website is rich in content and has been visited many times. However, its contents are not as professional and scientific as those of traditional Chinese medicine authorities. There are also some problems in the websites or columns of authoritative institutions of traditional Chinese Medicine, such as slow updates, academic and boring content.

Wechat as a free instant messaging application, According to the company's data at the beginning of 2019, WeChat has more than 1 billion monthly active users. WeChat, as the social software with the largest number of users in China, has a strong influence of cultural communication. There are many WeChat Subscribed Article dedicated to the dissemination of traditional Chinese medicine health culture, WeChat can also spread and repost information through Moments and WeChat Group, It has the characteristics of fast transmission and wide audience. However, the survey found that most of the main registrants of the Wechat Subscribed Article of TCM are individuals. A few of them are registered by medical professionals. Most of them are non-professionals who publish articles on health care of traditional Chinese medicine for their personal interest. The contents are rather messy. Therefore, although Wechat Subscribed Article has a large amount of information about traditional Chinese medicine, it is difficult to distinguish right from wrong.

Short Video is a new way of Internet dissemination, which usually takes less than 5 minutes to disseminate. With the popularization of mobile phones and the increase of network speed and decrease of network fees, short and interesting video content has gradually gained the favor of netizens. In recent years, watching short videos in spare time has become a hobby of many people. According to Short Video APP Data in May 2019, Douyin has 350 million monthly active users. Kuaishou, watermelon video, small volcano video App also reached 100 million active volume.<sup>[3]</sup> Short video is an important medium to spread traditional Chinese medicine culture. We searched hundreds of DouYin APP registration accounts with the keyword of "traditional Chinese medicine", covering traditional Chinese medicine health culture, traditional Chinese medicine knowledge education, traditional Chinese medicine culture communication and other contents, finding that they released thousands of various video works covering traditional Chinese medicine health culture, traditional Chinese medicine knowledge education, traditional Chinese medicine culture communication and other contents, The rapid development of short video application is becoming an important force in the dissemination of traditional Chinese medicine culture.

Weibo is a kind of broadcasting social media that shares information and spreads short real-time information through following. Weibo has the characteristics of fast release of information, fast dissemination of information, and users can post pictures and share video. The speed of information release of weibo is far faster than traditional paper media and network media. Weibo information acquisition has strong autonomy and selectivity. Users can decide whether to "follow" a certain user according to their interests and hobbies and content. We also searched sina weibo users with the keyword of "traditional Chinese medicine", and there were many users with more than 1 million fans. These users mainly focus on the topic of TCM health preservation and TCM knowledge, and the main body of the account is mostly individuals.

Many enterprises have developed many free TCM apps for the purpose of marketing and promotion, which to some extent has also promoted the culture of TCM. Some apps are regarded as a tool for TCM study and characterized by practicality and interest. Users can recognize Chinese herbs through pictures, *TCM classic* APP contains a large number of works by doctors of past dynasties. They are classified into introduction of traditional Chinese medicine, health care, herbal prescriptions, clinical and other disciplines. According to its introduction *TCM data App* has 2,000 ancient books, 40,000 medical records and 300,000 prescriptions users can listen at any time and anywhere. There are also various apps in the market, such as the *treasure book of Chinese Herbs*, *the comprehensive collection of prevention and general knowledge of TCM*. But it will be confusing to choose a qualified TCM culture communication software

In the new media era, traditional Chinese medicine culture is mainly spread through websites, WeChat, weibo, short video, mobile applications, etc. Meanwhile, newspapers, radio and television in traditional media have made important contributions to the spread of TCM. Physical media such

as outdoor electronic screens, mobile televisions and building display boards are supplements to the dissemination of traditional Chinese medicine culture. It is regrettable that the main body of WeChat and short video, which has the widest communication audience and the largest user group, is registered by individuals. There are very few accounts registered by traditional Chinese medicine authorities. The enthusiasm and participation of professional institutions to spread traditional Chinese medicine culture through new media is not high. The account registered by individuals is not professional enough and lacks information review process when releasing contents, which objectively leads to some false information and false information flooding the network, misleading the people and causing bad effects.

### **Problems existing in the Cultural Dissemination of Traditional Chinese Medicine**

**Single and Boring Communication Form.** Compared with the first generation of media newspapers, the second generation of media broadcasting, the third generation of media television and the fourth generation of media Internet, the communication forms of new media have made great progress. New media communication has become a new trend of cultural communication, integrating digital, interactive, mobile and personality factors, and has adapted to the fast-paced lifestyle of people. However, generally speaking, the forms of communication are still limited to text, pictures and video, which basically rely on the online communication of the network, with relatively single form and boring content. The channels of communication should be combined online and offline. At present, the traditional Chinese medicine culture communication mainly focuses on the Internet, but lacks offline forms. The communication of culture not only needs Internet communication, but also needs people to experience and realize it personally, so as to promote people's recognition of Traditional Chinese Medicine culture.

**False and Grandiose Contents.** As an important part of traditional Chinese culture, TCM culture has been well known by the public after thousands of years of inheritance and accumulation. Almost every family knows about TCM. However, the reality is that various traditional Chinese medicine promotion websites and software are filled with a large number of medical care commercial advertisements. To attract people's attention through stunning titles and grandiose contents, Some exaggerate the effect of traditional Chinese medicine treatment to achieve the purpose of marketing products. On the Internet, there are "ancestral secret recipes" for the treatment of difficult and complicated diseases, and even the "miracle doctor", which can cure all kinds of diseases. These negative contents seriously affect the health communication of traditional Chinese medicine culture. According to investigation found that the vast majority of WeChat public accounts account was registered by individuals, the author post articles by personal interest or post some put-together articles from the internet.

**Seeking for Commercial Profit.** At present, some health websites and mobile apps of traditional Chinese medicine seem to release traditional Chinese medicine health care knowledge and provide many ways for traditional Chinese medicine to keep healthy. In fact, many advertisements of traditional Chinese medicine are embedded in the content, with the real purpose of promoting various health care products. In order to attract users' attention, some wechat Subscribed Article released high-quality and original traditional Chinese medicine culture content at the initial stage of establishment, which played a role in spreading culture. However, starts to push advertisements after having great number of fans. Commercial profit-seeking behaviors tend to destroy Traditional Chinese Medicine culture .

### **Suggestions for the Cultural Communication of TCM**

**Communication forms Should be Diverse, Interesting and Popular.** In addition to new media, we can also visit Chinese Herbs museums and Chinese Herbs planting bases. Experience thermal moxibustion technique and Qigong. We can also build TCM culture experience centers to spread TCM culture In recent years, JiangXi university of Traditional Chinese Medicine attaches great importance to the publicity and promotion of traditional Chinese medicine culture, and constantly

improves the popularity and reputation of traditional Chinese medicine, Qi-huang national medical center for foreign dignitaries was established. Compiled extracurricular books on TCM culture for primary and secondary school students. It has built a traditional Chinese medicine culture experience area integrating concentrated medicine specimen, cultivation, processing and promotion of traditional Chinese medicine. A series of measures have been taken to hold training courses on publicity and education of TCM culture for primary and secondary school teachers, and to build bases for publicity and education of TCM culture. These measures have spread TCM culture and expanded its influence.

**The Purpose of Communication Should be Regressive, Pure and Scientific.** On the one hand, TCM authorities and market regulators should further strengthen and standardize the TCM market. On the other hand, the masses should also improve their ability to distinguish traditional Chinese medicine knowledge. Internet communication of TCM culture should be based on TCM health preservation knowledge and TCM health preservation culture to spread the philosophy, life and way of thinking of TCM to make people form right view of keeping in good health.<sup>[4]</sup> Return to the purity of communication purpose to strengthen the use of modern culture to interpret traditional Chinese medicine culture, As the traditional Chinese medicine knowledge system has condensed the wisdom and creativity of the Chinese nation, it is easy for people to identify with traditional Chinese medicine culturally.<sup>[5]</sup> Through cultural publicity and personal experience, people can love traditional Chinese medicine culture, apply traditional Chinese medicine culture, and inherit traditional Chinese medicine culture.

## Conclusion

In the new media era, traditional Chinese medicine culture communication is faced with new opportunities and challenges. The richer the media, the more choices people have for media. TCM cultural communication needs to adapt to new media and new changes. On the one hand, we should make full use of the advantages and characteristics of websites, WeChat, weibo, short video and APPs to create appropriate content to promote traditional Chinese medicine culture. On the other hand, TCM authorities should actively participate in the cultural communication of TCM. Traditional Chinese Medicine authorities should become an important force in the domestic and overseas dissemination of traditional Chinese medicine culture. Finally, relevant departments should strengthen the screening and supervision of fake TCM knowledge on the Internet, establish a content review mechanism, and create a clean, scientific and pragmatic network environment for TCM culture communication. Traditional Chinese medicine culture condenses the essence of China's excellent traditional culture and concentrates the value concept and mode of thinking of Chinese traditional culture.<sup>[6]</sup> Traditional Chinese medicine culture contains the essence of the fine traditional Chinese culture. It is an inevitable choice for the vigorous development of traditional Chinese medicine in the new era to inherit and spread traditional Chinese medicine culture. It is also an inevitable requirement for building a healthy China and realizing the health of all people.

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