

# Analysis of the Communication Problems and Solutions of Short Videos of Traditional Chinese Medicine Culture from the Perspective of Video Creators

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**Abstract:** *Traditional Chinese medicine is the traditional medicine of the Chinese nation and the quintessence of China. It carries the experience and theories of the ancient Chinese people's struggle against diseases. It is a medical theoretical system gradually formed and developed through long-term medical practice under the guidance of ancient simple materialism and spontaneous dialectical thinking. With the continuous development of self-media, it has opened up new paths for the new dissemination of traditional Chinese medicine culture. At the same time, it also faces many challenges, such as insufficient professional short video content, single video format, and too many marketing implants. Therefore, by discussing the current situation and predicament of TCM cultural dissemination on short video platforms, this paper draws three solutions from the perspective of video creators to enhance the sense of responsibility of TCM practitioners, strengthen the role of "gatekeepers" on video platforms, and diversify video formats. It is possible to obtain the method of breaking the situation and improve the quality and level of Chinese medicine culture of the masses.*

**Keywords:** *Chinese medicine culture; short video; self-media; Chinese medicine culture dissemination*

## 1. Introduction

Today, with the rapid development of information technology and digital technology, one billion users in China have access to the Internet, forming the world's largest and most vibrant digital society. With the characteristics of wide dissemination of short videos and large user groups, as the quintessence of China, the dissemination of traditional Chinese medicine culture has also made great progress. In recent years, with the improvement of cultural self-confidence, the public has paid more and more attention to Chinese medicine culture, which has set off various health care crazes on the Internet. Deng Tietao, a master of traditional Chinese medicine, also said that the dissemination of traditional Chinese medicine needs the help of modern media, and the Internet and TV can give the wings of traditional Chinese medicine to take off. The spread of traditional Chinese medicine culture has shown great vigor in the new era.

## 2. The development status of short videos of Chinese medicine culture in my country

In its continuous development, Chinese medicine culture has integrated a variety of cultures and formed its own theoretical system. The development of Chinese traditional Chinese medicine culture on short video platforms is relatively late, but the development speed is fast and the audience is large. In recent years, the continuous improvement of online consultation and the government's severe crackdown on fake Chinese medicine have improved the spread of Chinese medicine culture, and a number of policies have escorted the development of Chinese medicine culture on the Internet. The outline of my country's "14th Five-Year Plan" clearly proposes to promote the high-quality development of traditional Chinese medicine and go global.

Communication scientist McLuhan famously said, "The medium is an extension of the person". In his view, the medium is the continuous extension of human senses and senses, and with the continuous development of digitalization and the arrival of the era of reading pictures, the breadth and breadth of people's understanding of things has been broadened and their own abilities have been improved. Likewise, in the continuous dissemination of traditional Chinese medicine culture, the media has always

played an important role. It determines the audience's recognition and acceptance of TCM culture, and is directly related to the form, content and dissemination scope of TCM culture <sup>[1]</sup>.

In recent years, with the continuous development of new media, Chinese medicine culture needs to face the audience in a broader, more popular and more down-to-earth form. There is no doubt that short videos are the best carrier. It realizes the fusion of the audience's various senses, and this video method does not consume too much time of the audience, which not only solves the time fragmentation of the audience, but also realizes the spread of traditional Chinese medicine culture. On the Bilibili video platform, the development of traditional Chinese medicine culture has entered the fast lane. Various traditional Chinese medicine operations such as acupuncture, moxibustion, massage, etc. have attracted a large number of audiences with their own charm, and even caused a body-building craze. And some of these high-quality videos have gained a large number of fans under the promotion of official accounts. At present, the dissemination of Chinese traditional Chinese medicine culture on short video platforms is in a period of rapid growth and continues to improve

### **3. The development dilemma of short videos of Chinese medicine culture in my country**

In recent years, benefiting from the support of national policies, the dissemination of TCM culture in my country has developed rapidly. However, due to its late start, the industry is not yet mature, and the social atmosphere for dissemination of TCM culture is not strong, and it still faces many difficulties. From the perspective of video creators, the main Focus on the following three aspects.

#### **3.1. Lack of professionalism**

As a highly professional discipline, Chinese medicine must ensure the accuracy of professional content in the process of dissemination. On the short video platform, some video creators, in order to attract attention and gain attention, disregard the accuracy of the content, smear or even criticize the Chinese medicine culture to increase the popularity of the video. In the case that the audience cannot distinguish the authenticity from the fake, it affects the audience's cognition and acceptance of Chinese medicine culture.

Among the short video creators who spread TCM culture, there are professional TCM practitioners and ordinary TCM knowledge lovers. Under the UGC model, content production usually lacks a professional foundation. When ordinary enthusiasts disseminate information on short video platforms, it is inevitable that they have incomplete or only one-sided understanding of some Chinese medicine cultures <sup>[2]</sup>. Although the starting point of disseminating the video is good, it also compresses the public's cognitive space for Chinese medicine culture to a certain extent, and the acquired knowledge is one-sided, which strengthens the public's inherent and simple concept and impression of Chinese medicine, that is, stereotyped impression. For example, when some bloggers explain the application of yin-yang, five elements, and the unity of man and nature in traditional Chinese medicine, due to incomplete cognition, the audience is also confused, thinking that traditional Chinese medicine is obscure and difficult to understand, even related to metaphysics . Over time, the erroneous view that "Chinese medicine is a traditional culture, but not a science" has deepened.

Searching for "mung bean" on Bilibili, most of the videos affirm the effects of mung bean soup to clear heat and relieve heat, reduce blood lipids, and promote metabolism, and avoid talking about the consumption of mung bean soup. Health rumors such as "black sesame hair growth", "foot soaking health care", and "radical cure for diabetes" have even been refuted by the official video collection for many times. These non-professional videos have completed nuclear fission-style dissemination with the help of short video platforms. On the one hand, they have caused a bad social impact, and on the other hand, they have also seriously hindered people's access to real and effective Chinese medicine consultation.

#### **3.2. One form**

On the short video platform, the amount and quality of video content are important factors that affect user choice. Although there are a large number of professional Chinese medicine practitioners on Bilibili, there is still a shortage of high-quality Chinese medicine videos. There are two reasons for this: First, highly qualified practitioners of traditional Chinese medicine are not proficient in the application of short videos, which makes the video format too simple. Second, it is difficult for young TCM practitioners to accurately and interestingly broadcast TCM theories to the public, which limits the form of their own video production. The "conservative" characteristics of individual accounts are obvious, and the series

of videos pushed to users by relevant data are no different, which makes users feel tired. The single form of video is also reflected in the accumulation of obscure and incomprehensible theories, making it difficult for the audience to understand the content. Create a gap of understanding in communicating with the audience.

Searching for "traditional Chinese medicine" on Bilibili, the user with the largest number of fans is Professor Yu Yun from Guangzhou University of Traditional Chinese Medicine. Each video has more than 5,000 views, but accounts for only one-tenth of the total number of fans. The videos released by other professional famous Chinese medicine practitioners certified by the video platform also have the characteristics of a great difference between the number of fans and the number of broadcasts. The number of fans comes from the influence of famous Chinese medicine practitioners themselves, and the low broadcast volume confirms the attraction of the video itself. Videos that output unilateral knowledge may be of interest to fans of traditional Chinese medicine culture, but for audiences outside the knowledge gap who do not actively seek such videos, the interestingness of the video is the key to attracting people.

In the ranking of fans of Bilibili TCM video creators, young TCM practitioners are rarely seen. Based on the public's stereotype of Chinese medicine being obscure and difficult to understand, it is difficult for young Chinese medicine practitioners to gain the trust of the audience, and doubts are far greater than recognition under their videos. This has greatly dampened the enthusiasm of young practitioners for video production, and it is difficult to arouse creative enthusiasm.

### **3.3. Marketing Implant**

The significance of the spread of traditional Chinese medicine culture is to arouse the public's attention to traditional culture and their own health, while some videos are used to promote their own health care products under the guise of promoting traditional culture, induce public consumption, and obtain economic benefits. When the public realizes the real purpose of the video, they will have a negotiated decoding, or even an adversarial decoding, for the part about the Chinese medicine culture in the video. It has greatly consumed the audience's enthusiasm for Chinese medicine culture, and has had a negative impact on the spread of Chinese medicine culture.

The video "Magic Doctor RAP", as a ghost video with pseudo-Chinese medicine as the theme, has received tens of millions of views on Bilibili. Most of the comments on the video are questions about Chinese medicine and mockery of the "rheumatic bone stickers" promoted by fake Chinese medicine practitioners. There are even comments criticizing Chinese medicine culture. Only one or two comments are in defense of Chinese medicine culture<sup>[3]</sup>.

Seriously implanted marketing videos are cut from the daily life of the public, under the guise of experts and famous doctors and professional medical places, trampling on the classics of traditional Chinese medicine, fabricating content, and deliberately exaggerating the efficacy. Using the concept of "medicine is three-point poisonous, medicine is not as good as supplement", and with the help of convenient methods, middle-aged and elderly people can be put into action. Elevating the value of the spread of traditional Chinese medicine culture will undoubtedly harm the spread of traditional Chinese medicine culture without any benefit.

## **4. The road to breaking the situation of short video development of Chinese medicine culture in my country**

With the continuous development of 5G technology and the transformation of media globalization, we must attach great importance to my country's traditional culture, give it the characteristics of modernity, adapt to the trend of the times, and continuously improve my country's cultural soft power.

### **4.1. Strengthen the sense of responsibility of TCM practitioners**

In health communication, there is a model model of "Knowledge, Belief and Action", which believes that health knowledge and information are the basis for people to form positive and correct health beliefs and attitudes; and correct health beliefs and attitudes are the driving force for behavior change. Since the beginning of the 21st century, with the public's emphasis on health, the concept of "preventive treatment" of traditional Chinese medicine has been touted by the public. All kinds of marketing accounts rely on the public's lack of awareness of Chinese medicine culture and the unique theoretical system of Chinese

medicine, starting from the daily life of the public, and promoting Chinese medicine rumors on the Internet to attract traffic and even promote health care products. The endless rumors of TCM health care and smears against TCM have brought TCM culture to the forefront again and again. With the absence of TCM practitioners as the main body of communication, the public's attitude towards TCM culture has changed from belief to doubt, which greatly consumes the "letter" of the audience. In this environment, industry experts should take the initiative to assume the role of communicators.

Experts, scholars, and medical staff in TCM colleges, medical institutions, and academic groups should be the main force of dissemination. It is necessary to realize that the innovation of TCM culture is not only technical and academic innovation, but also the form of communication and the public's perception of TCM culture. Cognitive innovation. On this basis, we need both Chinese medicine culture and media knowledge. The first is to encourage TCM professionals to improve their awareness of media and to master the application of media. The second is to use the media to create a representative of the communication of Chinese medicine culture, that is, a symbol dedicated to the communication of Chinese medicine culture, to guide public opinion. The third is to pay attention to the conversion of video language and context in video production, not just accumulation and listing of theories.

#### ***4.2. Strengthen the role of "gatekeeper" of video platforms***

The UGC mode of the short video platform makes users the main body of communication. In the era when everyone has a microphone in hand, the video platform has a great influence on the dissemination of Chinese medicine culture. On the one hand, the short video platform is used to avoid the problem of slow transmission of traditional media, but on the other hand, Chinese medicine culture is also polluted by short video platforms. Uncertain Chinese medicine information affects the authenticity of Chinese medicine culture, and the density of rumors makes Chinese medicine culture Dissemination and development are hindered.

A large number of non-professionals do not have a deep understanding of TCM culture and cannot convey its spiritual connotation. The works they create are easily questioned by the audience, which makes the audience feel distrustful of the creator and has a negative impact on the dissemination of TCM culture.

When summarizing the news and public opinion in the current online field, some researchers say that "prejudice comes first, facts come second, emotions come first, objectivity comes second, discourse comes first, truth comes last, attitude comes first, and cognition comes last." For example, "Xiong's Traditional Chinese Medicine", "Mongolian doctor who cures diabetes" and "Decision that violated the ancestral teachings". After these fake TCM doctors were exposed, there were all voices denounced against fake TCM doctors on the Internet platform. Netizens were emotional and fierce, resulting in the continuous escalation of public opinion on the Internet, and also pushed the culture of traditional Chinese medicine to the forefront. The extreme emotions of the public continue to spread, and the attention of netizens is more focused on venting their dissatisfaction with the fake Chinese medicine, rather than the fake Chinese medicine itself, and even the voice of "cancel Chinese medicine". The "tribal" effect produced by the dissemination of public opinion on the Internet has brought together audiences who do not recognize Chinese medicine culture, forming a "psychological group" that rejects Chinese medicine culture, forming the "rabble crowd" proposed by Gustave Le Pen. The spread of TCM culture has fallen into a vicious circle.

In this regard, the platform should improve the review system to ensure the quality of the video. First, for implanted marketing, the title party video is cleaned up in time to avoid contamination of Chinese medicine culture and reduce rumors about Chinese medicine health care. The second is to cooperate with professional Chinese medicine practitioners to strengthen the review of video content, improve the accuracy of the content, and increase the interest of the video while ensuring the accuracy of the content, ensuring that content is king. Avoid pan-entertainment products that only focus on video and less content. The third is to strengthen the guidance of the audience, create a good atmosphere for the communication of traditional Chinese medicine, improve the audience's ability to distinguish common sense of traditional Chinese medicine, avoid being induced by low-quality videos, and ensure the stable and sustainable development of the communication of traditional Chinese medicine culture.

### **4.3. Diversification of Video Creation Forms**

#### **4.3.1. Joint contribution**

If TCM culture wants to expand its audience, it must not encircle itself. It must break through the circle to achieve a farther dissemination effect, so as to achieve cross-domain dissemination. On short video platforms, due to the prevalence of "fragmentation" and "pan-entertainment" of culture and the push of big data, some users inevitably fall into the information cocoon. If you want to break the circle, you want to push big data so that the audience outside the circle can get in touch with Chinese medicine culture and achieve the effect of communication<sup>[4]</sup>. You can choose to cooperate with opinion leaders in other fields or influential UP masters to achieve cultural exchanges and cross-field communication in different circles.

Take the video "Henan Dragon Boat Festival "Lanling King Entering the Battle Song" jointly submitted by the Henan Communist Youth League and Xinhua News Agency as an example. Playback tripled. The joint contribution with Xinhua News Agency expanded the audience of the video, and with the high-quality video, it created a traditional cultural atmosphere and attracted a large number of people outside the circle.

In the dissemination of traditional Chinese medicine culture, video creators can "jointly contribute" with official accounts to achieve their own cross-circle dissemination, expand video audiences, and shorten the knowledge gap deepened by the digital divide. To create a good atmosphere of traditional Chinese medicine culture and enhance the scientific literacy of the public, so as to jump out of the limitation of "health care" knowledge, and further explain the core theory and ideological connotation of traditional Chinese medicine culture, so that the spread of traditional Chinese medicine culture can achieve healthy and sustainable development.

#### **4.3.2. Teamwork**

Today is the era of visual culture, which is also called the era of reading pictures. If you want to attract audiences in a fast-food society, you need not only the high quality of video content, but also the diversity of video formats. Cooperation with a professional new media team is the fastest way to communicate. Professional TCM practitioners ensure the accuracy and interest of the content, and enhance the credibility and closeness of the content. The new media team is responsible for the diversity and interestingness of video formats, and attracts audiences in the fast digital era with its own professional capabilities<sup>[5]</sup>. The teamwork of the two ensures the accuracy of the content and the diversity of video formats. For example, Xiaohe, the owner of UP - Chinese Medicine Fun and the animation team jointly launched the animation "Chinese Medicine Fun", which introduces the background story and efficacy of traditional Chinese medicine in popular language and cute style, making the audience smile while watching the animation. to the properties of the drug.

#### **4.3.3. Audience Motivation**

In John Fiske's view, mass communication is a delicate and complex process, just like a dialogue between two people, it is an activity of negotiation, interaction and exchange. He pays more attention to the subject status of the audience and the dynamism and creativity of the audience. "Positive audiences" have intelligence and autonomy, they are not easily guided by the message the medium is trying to convey, the medium cannot directly tell them what to think and how to do in any way, because they will not fully believe what the medium is trying to make them believe. thing. On the contrary, when the audience interprets the media information differently, they change the view that the media text has only one meaning, and endow the media with new meanings.

The meanings conveyed by media messages are not fixed, they are mostly constructed by the audience. Traditional Chinese medicine culture plays an important role in the enthusiasm of the short video platform to spread the audience. To attract audiences, unilateral knowledge output is not enough, the audience must exert their own initiative, so that the audience and the communicator can communicate and discuss on an equal footing. Through regular online and offline interaction, the combination of network and reality is realized<sup>[6]</sup>.

Gan Zuwang, a master of traditional Chinese medicine, pointed out in the article "Returning the Original Face of Traditional Chinese Medicine" that the reason why liars especially favor Chinese medicine over Western medicine is that the true face of Western medicine is "obvious and seen by everyone", while Chinese medicine "no one knows it.", using this point, you can "do whatever you want". Therefore, in video production, we can break the traditional narrative from closed to open, choose the

mode of interactive narrative, combine modern technology, rely on AR and VR technology, let the Chinese medicine culture "live", and lift the mysterious veil of Chinese medicine. Presenting a visual effect to the audience, making the charm of Chinese medicine culture better explained. Complete the role transition of the audience from viewers to experiencers, from audiences to participants, and from audiences to creators.

In 1967, Roland Barthes proposed "Death of the Author" to establish a new structure centered on the "reader". While the cultural literacy of the audience is getting higher and higher, it also promotes the secondary dissemination of Chinese medicine culture. Taking Bilibili's "uncommon characters in Chinese medicine text version" as an example, the Chinese medicine culture was integrated into the adaptation of popular music, which aroused the public's interest in Chinese medicine culture. A large number of professionals have also popularized knowledge in the comment area and barrage of the video, so that the relevant knowledge involved in the video is disseminated.

## 5. Conclusions

The dissemination and development of TCM culture must rely on the media. In the era of new media, TCM culture should make full use of the advantages of short video platforms, so that TCM culture can attract audiences in a more accurate, diverse and interesting way, create public opinion for the dissemination of TCM culture, and promote the health of TCM career development.

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