

# Research on the Dissemination Mode of Chinese Medicine Culture in Omni-media Era

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**Abstract.** Chinese medicine culture is an important part of Chinese civilization and an important pillar of China's cultural soft power. At present, in the process of dissemination of Chinese medicine culture, there are problems such as boring content, solidified transmission ways and inadequate communication mechanisms. In omni-media era, the spread of Chinese medicine culture is full of opportunities and challenges. By constructing and analyzing a propagation mode, this paper puts forward some suggestions from the aspects of policies, technologies and talents, aiming at providing reference for the dissemination of Chinese medicine culture.

## 1. Status Quo of the Dissemination of Chinese Medicine Culture

The "Healthy China 2030" plan pays special attention to the development of Chinese medicine and proposes to give full play to its unique advantages; "the Belt and Road Initiatives" provides a platform and guarantee for the internationalization of Chinese medicine culture. Under the age of media integration, with the help of "Internet +" and big data technology, the spread of Chinese medicine culture is full of opportunities and challenges. The status quo of dissemination is still grim and has a long way to go.

### 1.1 Boring content of dissemination and obvious differences of culture

The vocabulary of Chinese medicine is deep and obscure, and influenced by the ethnocentrism, making many people lose interests in learning. At the same time, due to the obvious cultural differences, this has greatly hindered the spread and development of Chinese medicine culture. Yang Bi'an and others said that in overseas Chinese medicine education, students want to learn immediate and effective technology rather than the theories. It is difficult to attract students' interests in studying the basic theory of Chinese medicine, which is dull and difficult to understand because of cultural differences<sup>[1]</sup>. MA Fangxing pointed that breakthroughs in cultural differences made foreign students be leery with their study<sup>[2]</sup>.

### 1.2 Complex channels of dissemination and rampant misinformation

At present, the public's understanding of Chinese medicine culture is not comprehensive enough, and the channels of access are relatively complicated. Many platforms such as televisions are lacking credibility<sup>[3]</sup>. Meanwhile, the sources of new media information are wide and miscellaneous, many false reports even rumors will be mixed in the process of dissemination, which will have a negative impact on the spread of Chinese medicine culture<sup>[4]</sup>.

### 1.3 Solidified ways of transmission and single type of communication

There is a stylized tendency in the dissemination of Chinese medicine culture, it mainly rely on the daily teaching and related cultural activities<sup>[3]</sup>. Moreover, the knowledge of Chinese medicine in the new media communication is relatively simple, among which highlights the health-preserving knowledge. The theoretical knowledge system is single, and the majority of audiences are middle-aged and elderly<sup>[5]</sup>.

#### **1.4 Incomplete communication mechanism and insufficient supervision**

The mechanism of Chinese medicine culture communication is not only reflected in the supervision of the website platform, but also in the evaluation mechanism of the dissemination effects. Fu Wendi said that the current culture communication mechanism is not perfect, media supervision and guarantee services are not in place<sup>[6]</sup>. Liu Jingyan and others indicated that China has not formed a complete system in evaluating the effects of Chinese medicine culture dissemination<sup>[3]</sup>.

## **2. Advantages of Chinese Medicine Culture Dissemination in Omni-media Era**

### **2.1 the Concept of Omni-media**

President Xi Jinping emphasized that it is an urgent task for us to promote the integration and development of media and build the omni-media. The "omni-media" includes not only traditional media such as newspapers, magazines, radios and televisions, but also new media such as forums, telecommunications, satellite communications and various kinds of APP. According to the different needs of the audience, the omni-media chooses the most suitable media by providing super-subdivided services so as to achieve full coverage and optimal dissemination. In the context of "Internet +" and "Chinese medicine +", it is necessary and inevitable to use omni-media to disseminate Chinese medicine culture.

### **2.2 Advantages of Chinese Medicine Culture Dissemination in Omni-media Era**

In the era of omni-media, the dissemination of Chinese medicine culture can realize synchronous and asynchronous interaction activities simultaneously or alternately, and its communication channels are smooth and the capacity is huge<sup>[7]</sup>. Tang Haitao said that although the process of internationalization of Chinese medicine is facing formidable challenges, it is also full of opportunities<sup>[8]</sup>.

#### *2.2.1 The content of dissemination is more abundant and the form is more diverse*

Chinese medicine culture will be greatly improved by coupling with omni-media. Under the era of big data, the dissemination of Chinese medicine culture has the characteristics of large amount of information and rich content. According to the forms of communication, it presents diversity characteristics, which are manifested in the diversity of communicators, communication ways and various medium<sup>[5]</sup>.

#### *2.2.2 Wider coverage and more convenient dissemination*

On December 6, 2018, the ITU reported that the global Internet users reached 3.9 billion, more than half of the world's population for the first time. It is estimated that by the end of 2018, about 51.2% of the world's population would use the Internet. Nowadays, the network penetrates into all areas of our lives, which is also of great significance to the spread and development of Chinese medicine culture. With the help of mobile network technology, the dissemination of Chinese medicine culture has a timeliness and can be spread all over the world in a short time.

#### *2.2.3 More interactive and deeper insights*

There is a strong communication and interaction between the publisher of Chinese Medicine Culture and the new media audience. According to the feedback of the audience, the publisher adjusts the knowledge structure and content to make it widely recognize and accept by the community<sup>[5]</sup>. Meanwhile, the invisibility and anonymity of the network determines the relatively equal status between the disseminators and the receivers. This equality can not only shorten the psychological distance between them, but also make their topics more open, which creates a more harmonious and operable environment and space for the dissemination of Chinese medicine culture<sup>[7]</sup>.

## **3. Construct the Dissemination Mode of Chinese Medicine Culture in the Era of Omni-media**

### **3.1 The constituent elements of Chinese medicine culture dissemination**

According to Lasswell's 5W communication model which includes who, say what, in which channel, to whom and what effects, it can be seen that the elements of Chinese medicine culture dissemination mainly involve communication subjects, communication content, means of communication,

communication audiences and communication effects. Among them, the main body of communication is the government, Chinese medicine colleges and authoritative experts; the content of dissemination is mainly Chinese medicine culture knowledge, including the basic theoretical system and practical operation skills; the means of communication rely on omni-media, including traditional media and new media, such as micro-blog, Ins, television, etc; the audiences are mainly the domestic and foreign social community; the effects of communication refer to the recognition and acceptance of Chinese medicine culture. Of course, in the process of Chinese medicine culture dissemination, the communication subject and the communication audience can exchange roles. They can be both disseminators and receivers.

### 3.2 The dissemination mode of Chinese medicine culture in the era of omni-media

Cultural communication generally includes six processes: sender, encode, media, decode, receiver and feedback. The dissemination of Chinese medicine culture is essentially the process of "encode-decode-feedback". These processes not only realizes the communication and interaction between senders and receivers, promotes the rise of the wave of studying Chinese culture in the world, but also couples the omni-media platform with Chinese medicine culture. The omni-media platform is the medium of Chinese medicine culture dissemination, and Chinese medicine culture enriches the content of the omni-media, the two are closely related and mutually beneficial. Based on this, the dissemination mode of Chinese medicine culture is constructed, as shown in Figure 1.

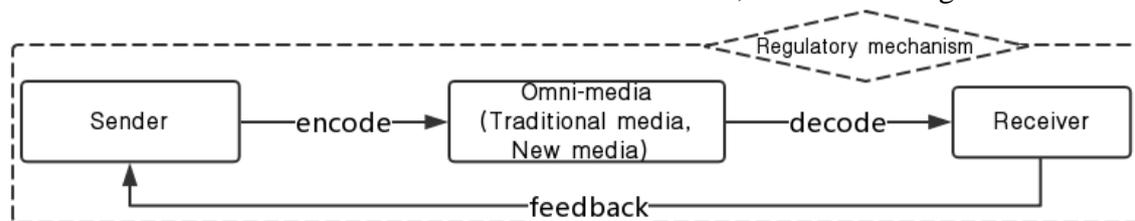


Fig. 1. Diagram of Chinese Medicine Culture Dissemination Mode

The specific meaning of the mode: the sender mainly refers to the publisher of Chinese medicine cultural information, they input and process Chinese medicine culture knowledge through new media such as forums and other network platforms, as well as traditional media such as televisions, newspapers (encode), and export it to the receivers. Receivers mainly refer to the community at home and abroad. They digest and absorb the Chinese medicine culture knowledge combined with their own situation (decode), and then feedback to senders through social platforms such as Ins and micro-blog, so that the senders can understand the learning situation and make appropriate adjustments according to the needs of the audience. Of course, the whole process of dissemination requires government supervision, and a good regulatory mechanism will help the spread of Chinese medicine culture in order. At the same time, the sender and receiver of the information can exchange roles.

As the dissemination of Chinese medicine culture can be divided into domestic and international communication, the meaning of this mode is different under different circumstances, as follows:

#### 3.2.1 Domestic communication

Domestic communication refers to the process of exchange and sharing of Chinese medicine cultural knowledge in the country. In this process, the disseminators are mainly the government, Chinese medicine colleges, authoritative experts, etc. They are both senders and receivers. Both of them realize dissemination through exchange and feedback. The medium mainly rely on traditional media such as TV, radio, and new media such as Ins and WeChat. Domestic communication is essentially a process of self-communication, as shown in Figure 2.

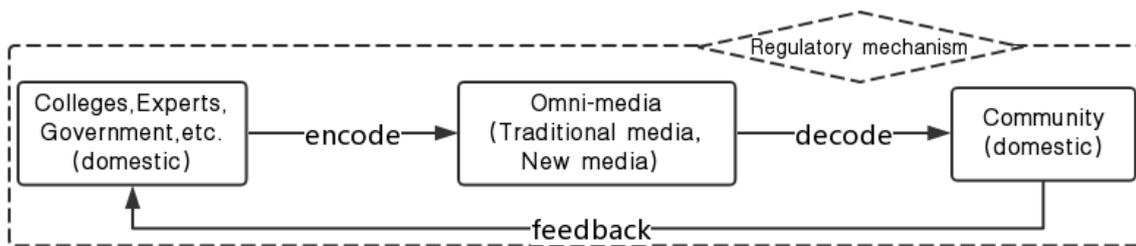


Fig. 2. Domestic Chinese Medicine Culture Dissemination Mode

### 3.2.2 International communication

International communication mainly refers to the Chinese medicine culture going to the world. Unlike domestic communication, international communication is a process of combining self-reliance with borrowing. It requires not only the dissemination of domestic governments, Chinese medicine colleges, authoritative experts, but also foreign organizations. For example, by cultivating local enthusiasts of Chinese medicine to propagate Chinese culture and using Confucius Institutes to cultivate foreign people's interests in Chinese medicine and continuously strengthen their recognition of culture, as shown in Figure 3.

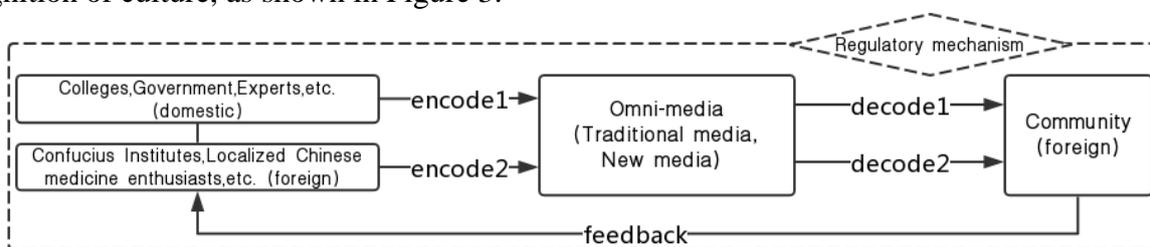


Fig. 3. International Chinese Medicine Culture Dissemination Mode

## 4. Countermeasures and Suggestions on the Dissemination of Chinese Medicine Culture in Omni-media Era

### 4.1 Aspects of Policies

#### 4.1.1 Improve the communication mechanism and strengthen government's supervision

The government plays an important role in the dissemination of Chinese medicine culture. Through inclined policies, promulgating laws and regulations conducive to the development of Chinese medicine, constantly improving the mechanism of the dissemination. The government should strengthen the supervision of websites and other platforms, make full use of the functions of the regulatory departments, constantly break through the original cultural barriers, and enhance the awareness and protection of intellectual property rights.

#### 4.1.2 Strengthen the standardization of Chinese medicine and education system

Establish a standardized translation system and unify the cultural terms of Chinese medicine. In recent years, the IOTCM has played an important role in the translation of TCM books by establishing a unified standard. DU Huanbin suggested that international standards for Chinese medicine education should also be established in other countries<sup>[11]</sup>. Therefore, the government and international organizations can fully cooperate and reach consensus, constantly improve and unify the standards of Chinese medicine, so that the audience can better absorb and understand to cultivate their interests and hobbies in Chinese medicine culture.

### 4.2 Aspects of Technologies

Take full advantages of new media and promote the positive effects of Chinese medicine culture. The website platforms are the main tool for cross-cultural communication of Chinese medicine. We should strengthen the construction of website platforms, use big data technology to propagate Chinese medicine culture, and constantly explore and innovate ways of dissemination by constructing characteristic websites of Chinese medicine. Zhang Sihong said that the knowledge of Chinese

medicine can be electronized, visualized and intellectualized by the network technology platform, which is conducive to expanding the scope of Chinese medicine culture knowledge and increasing its benefits<sup>[7]</sup>.

### 4.3 Aspects of Talents

#### 4.3.1 Strengthen the cultivation of compound talents

In the process of disseminating Chinese medicine culture, colleges and experts are the leading forces of communication. However, the shortage of Chinese medicine practitioners is becoming more and more obvious. In particular, there are very few compound talents who have both Chinese medicine professional knowledge, language expression abilities and computer operation. Therefore, it is imperative to strengthen the cultivation of compound talents. Furthermore, as the leading force of Internet users, young people play an important role in the dissemination of Chinese medicine culture. Universities should pay attention to the cultivation of young students, constantly improve their comprehensive and continuously export talents for the construction of Chinese medicine. This will promote the development of Chinese medicine and make contributions to the cause of Chinese culture.

#### 4.3.2 Cultivate localized Chinese medicine enthusiasts

Hu Yiren said that the current export of traditional Chinese medicine culture mainly depends on the teachers selected in China, and the localization of Chinese medicine teachers needs to be further accelerated<sup>[12]</sup>. At present, hundreds of Confucius Institutes around the world can use their advantages to cultivate local Chinese medicine enthusiasts, which will reduce cultural differences caused by language and customs. At the same time, make full use of the celebrity effects. They are the leaders of the trend, so they can also give full play to their advantages to bring more people participate in the team of Chinese medicine culture dissemination.

## 5. Conclusion

Chinese medicine culture is the treasure of Chinese traditional culture and the crystallization of the wisdom of the Chinese nation. In omni-media era, it has become an inevitable trend for Chinese medicine culture to spread through the media. This paper provides a reference for the cultural dissemination by constructing the propagation mode, and proposes countermeasures and suggestions on this basis. As for the shortcomings, this paper mainly focuses on theoretical analysis and lacks practical application, and will be further explored in the future.

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