

Research on the Development Path of "Yin Yang and Five Elements" Cultural Creative Products Based on Cross-border E-commerce

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ABSTRACT

With the rapid development of science and technology, the competition between countries has shifted from pure competition on the level of science and technology to competition on technological and cultural strength. Cultural soft power has become an important yardstick for measuring the development level of countries and regions. Traditional Chinese medicine is Chinese unique medical science and excellent traditional culture, and it is the great creation and precious wealth of the Chinese nation. Carrying forward the culture of traditional Chinese medicine helps to improve Chinese cultural soft power. In recent years, China has stepped up its efforts to support the Chinese medicine industry, which has opened a golden age for the development of Chinese medicine. Finding and innovating the popularization and inheritance of Chinese medicine culture is an important topic that urgently needs research. The article takes the theory of "yin and yang and five elements" as the starting point and combines the characteristics of traditional Chinese medicine cultural products and the development status of the cross-border e-commerce industry to explore the dilemma and path of the "yin and yang five elements" traditional Chinese medicine cultural and creative products on cross-border e-commerce platforms. Exploration and research have provided new paths and methods for the spread and promotion of Chinese medicine culture.

Keywords: *Traditional Chinese Medicine Culture, Cross-border E-commerce, Cultural and Creative Products*

1. DEVELOPMENT STATUS OF CHINESE TRADITIONAL MEDICINE CULTURAL AND CREATIVE PRODUCTS

General Secretary Xi Jinping emphasized at the 2016 National Health and Health Conference: "Strengthen the protection, rescue and sorting of ancient Chinese medicine books, traditional knowledge and diagnosis and treatment techniques". In August of the same year, the State Administration of Traditional Chinese Medicine proposed a series of rectifications in the "Thirteenth Five-Year Plan for the Development of Traditional Chinese Medicine" to improve the urban and rural TCM medical system, enhance medical services, protect and utilize TCM materials, and tap the characteristics of TCM services. In the plan, it is mentioned that a basic database of ethnic medicine and ancient books has been established, and 150 ethnic medicine documents have been sorted and published to form the "General

Catalogue of National Medicine and Ancient Books and Documents" to ensure the protection of Chinese medicine culture. The 13th Five-Year Plan also mentions participating in the national "One Belt One Road" initiative to promote the integration of Chinese medicine theory, culture, and services into the health systems of countries along the route. It can be seen that the state has paid more and more attention to the development of various industries of traditional Chinese medicine in recent years. The favorable policies issued by the state are conducive to the development and development of traditional Chinese medicine cultural products and provide a good policy environment for the development of traditional Chinese medicine cultural and creative products. At the same time, China has continuously introduced a series of favorable policies for cross-border e-commerce, the One Belt One Road strategy and the emphasis on and cultivation of new markets, making cross-border e-commerce even more unique external

advantages over the traditional foreign trade industry. It provides an opportunity and a powerful engine for the rapid development of traditional Chinese medicine cultural and creative products on the cross-border e-commerce platform, but it also faces a series of new development difficulties.

2. SUMMARY OF "YIN YANG AND FIVE ELEMENTS"

2.1. Origin

The theory of yin and yang and the five elements is a complete and huge system. The academic circles generally believe that the concept of yin and yang appeared earlier than the thought of the five elements, but both of them "developed in the Spring and Autumn Period and were basically finalized during the Warring States period". It dominates the entire social consciousness and has a profound impact"[1]. "Yin and Yang" was first seen in the Book of Changes, and the concept of Yin and Yang originated from the ancient working people's perception of "the objective reality that the intensity of sunlight changes with time and space." A great discovery [2]. The "Five Elements" was first seen in "Shangshu". The Five Elements thought is actually a deep understanding and mastery of the laws of the internal elements of things and the relationships between things.

2.2. Basic Content Of "Yin Yang and Five Elements"

The theory of yin and yang and five elements regards yin and yang as the most basic manifestation of things, and the unity of contradiction as the original driving force for the change and development of all things. It believes that everything in the universe is composed of five elements such as gold, wood, water, fire, and earth. According to the law, the yin and yang ebb and flow, and the five elements rotate and shift as the theoretical basis of the universe. The theory of yin and yang is an established theory of relativity. Generally speaking, everything that is violently moving, extroverted, rising, high, warm, and bright belongs to yang, and everything that is relatively static, inwardly guarded, descending, The low, cold, and dark all belong to yin [3]. The yin and yang attributes of any same thing are relative, and the relativity of things transforms into each other under certain conditions. The basic meaning of the Five Elements theory lies in the continuous operation of the order and connection of the elements within things and the mutual restraint between things. The five elements are gold, wood, water, fire, and soil. Wood has the characteristics of growth and growth, fire has the characteristics of warmth and luxuriantness, soil has the characteristics of biochemistry and bearing, gold has the characteristics of transformation and convergence, and

water has the characteristics of moisturization and growth. Under the characteristics. According to the characteristics of the five elements, the theory of the five elements of yin and yang deduces the life-resistance, multiplication and insults between the five elements: the five elements are produced in the order of wood producing fire, fire producing soil, native gold, gold producing water, and aquatic wood. Wood restrains soil, soil restrains water, water restrains fire, fire restrains gold, and gold restrains wood in the sequence, and the cycle is endless. Professor Meng Kaitao, director of the Institute of Philosophy and Mathematics of Northwest University, discovered that yin and yang are two mutually opposed and interdependent aspects or two basic attributes in a whole, and the five elements are five aspects of a system that both promote and restrict each other. Or five basic attributes, and the five elements contribute to each other due to their identity, and restrict each other due to their opposition [4].

2.3. The Core Idea Of "Yin Yang and Five Elements"

The core idea of the "Yin and Yang Five Elements" theory is the unity of the whole, the balance of circulation, the mutual restraint, the strength and the softness, and the harmony and perfection, which are concentrated in unity, integrity and self-adjustment. Once a certain element is too strong or too weak, It will cause the abnormal reaction of the five elements movement, and things will lose their dynamic balance, thus affecting the harmonious development of things. The theory of yin and yang and five elements regards yin and yang as the basic guiding ideology, the five elements as the basic operating quality of things, and the mutual generation and mutual restraint as the basic law of the change and development of things. Only when dynamic balance is achieved can the development of things operate normally. It can be seen that there is inherent rigorous logic in the overall relationship, harmonious balance, mutual connection, dynamic development, following the law, and pedagogy. It is not only the core idea of the theory of Yin and Yang and the Five Elements, but also the basic laws and objective requirements for maintaining the normal operation, change and development of things.

3. DESIGN IDEAS OF "YIN YANG FIVE ELEMENTS" CULTURAL AND CREATIVE PRODUCT

3.1. Transformation of Inner Meaning of Traditional Chinese Medicine Culture

The internal meaning of Chinese medicine refers to: the theoretical connotation of Chinese medicine, the internal meaning of Chinese medicine visual graphics (such as the homonym of gourd, representing auspiciousness, and lotus representing "Xianjia", etc.),

the cultural meaning of traditional Chinese medicine folklore and allusions; The artistic conception composition of Chinese medicine culture, etc. [5]. In the process of creative transformation, the implied meaning of products is to impress people and arouse emotional resonance from two aspects of behavior and way of thinking. When designing cultural and creative products that express traditional culture, you can give the products different meanings or themes according to the different functions of the products. Form the display and expression of individuality in the design, and form ingenious ideas from the perspective of design creativity. Based on the functionality of the product itself, it can be associated with innovative cultural patterns, conceived in terms of creative thinking, combined with product functions and meaning, and can form precise expressions in cultural and creative products. This creative design method that embodies the cultural connotation of Chinese medicine in products can not only reflect the profound connotation of Chinese medicine culture, but also allow products to popularize Chinese medicine culture in a way that is easy for the public to accept.

3.2. Application of Artistic Thinking

The design of cultural and creative products of traditional Chinese medicine is also a systematic process. In product design, the shape of cultural and creative products is formed from a creative perspective [6]. The application of artistic design thinking to cultural and creative products can create personalized cultural and creative products. In the design of cultural and creative products, corresponding ideas and thinking changes can also be formed. In the design of traditional Chinese medicine products under artistic thinking, the design criteria can be used to form expressions in terms of elements, cultural concepts and design products. In terms of products, it needs to serve functions and form the satisfaction of people's needs. In the design of products, it can be extracted from traditional artistic elements, and the use and expression of cultural symbols can be formed in the combination and integration. The use of design and conception, etc. can form an artistic highlight and form the expression of the personality of the work.

3.3. Apply New Materials and New Technologies for Product Design

There is no doubt that the application of new materials and new techniques can add luster to our products. Through the internal and external cognition of Chinese medicine culture, In-depth consideration of the functions, forms, scope of use, and cost of cultural and creative products, we can transform cultural creativity through materials, crafts, shapes, decorations, etc. Traditional Chinese medicine cultural and creative products need not only innovative design, but also a strong platform for publicity and promotion, so that more

people can understand its value. Therefore, we must be good at using modern technology digital and information methods to spread Chinese medicine. The development of modern Internet technology provides a good platform for the promotion of cultural and creative products[7].The emergence of cross-border e-commerce undoubtedly provides a smooth channel for Chinese medicine cultural and creative products to be sold overseas, and opening up overseas markets .It will provide an inherent impetus for the development of Chinese medicine cultural products.

4. CROSS-BORDER ELECTRONIC COMMERCE EXPORT DILEMMA OF "YIN YANG AND FIVE ELEMENTS" CULTURAL AND CREATIVE PRODUCT

4.1. The Dilemma of Cultural Identity

Cultural identity is the consensus and recognition of people's tendencies towards culture. Such consensus and recognition can form the thinking norms and value orientations that govern human behavior. Once cultural identity is formed, in fact, an identity system that governs people's behavior, creation, and concepts that influence people is formed in people's minds [8]. Because each country or region has a different historical development background, there will also be big differences on the cultural basis, which leads to the fact that overseas people have little or no understanding of my country's traditional Chinese medicine culture. Due to the political and economic factors of the target country of cultural dissemination, the language characteristics, historical traditions, cultural background and cultural recognition and acceptance of local people, etc, although Chinese medicine culture has a long history of dissemination in overseas countries, its cultural foundation is relatively weak, it is not easy to fully integrate into the local culture, and it cannot be recognized by the people of overseas countries. The higher the degree of cultural recognition of traditional Chinese medicine, the more it can promote the purchase decision of consumers of traditional Chinese medicine cultural and creative products. Therefore, to improve cross-border e-commerce platform consumers' sense of identity with Chinese medicine culture plays a vital role in the development of "yin and yang five elements" cultural and creative products in cross-border e-commerce and the spread of Chinese traditional medicine culture overseas.

4.2. The Dilemma of Talent

After thousands of years of development and inheritance, Chinese medicine education has formed a relatively complete teaching system, which has made great contributions to the cultivation of outstanding Chinese medicine talents in my country and the cause of human health. However, with the continuous

development of social economy and science and technology, the traditional Chinese medicine culture talents cultivated by the existing talent training system are far from meeting the demand for better inheritance and development of Chinese medicine culture. The main problem is that the Chinese medicine culture talent training system mainly meets domestic needs, the lack of international talent training goals, teaching system, and the lack of a compound talent teaching system. The development of "yin and yang and five elements" traditional Chinese medicine cultural and creative products based on cross-border e-commerce is in need of compound talents who have in-depth understanding of Chinese medicine culture, cultural creativity, cross-border trade and foreign languages. How to improve the Existing Chinese medicine culture talent training system is an urgent problem for the development based on cross-border e-commerce of Traditional Chinese Medicine Cultural and Creative Products

4.3. The Dilemma of Brand

Brand is the product's logo and identification symbol. As market competition continues to intensify, the brand has the functions of identification, product information concentration, and safety and quality assurance. Consumers can quickly and effectively select products through brand recognition [9]. Brand is an effective means of market competition, but at present, my country's cultural and creative industry lacks a certain brand effect internationally, and its international competitiveness is relatively weak. In this general environment, traditional Chinese medicine cultural and creative products on the cross-border e-commerce platform are relatively inadequate in terms of product popularity, competitiveness, and product flow compared with other categories. At the same time, major cross-border e-commerce platforms pay insufficient attention to traditional Chinese medicine cultural and creative products. There is no major product classification of Chinese medicine. There are very few sellers of traditional Chinese medicine cultural and creative products, the transaction volume is not high, the product variety is small, and the audience is narrow. , Traditional Chinese medicine cultural and creative products lack the appeal of foreign consumers on cross-border e-commerce platforms.

5. Development Path in Cross-Border Electronic Commerce of "Yin Yang and Five Elements" Cultural and Creative Product

5.1. Improve Overseas Consumers' Cultural Identity with Products

Although different peoples and countries have different geography, climate, living material conditions, writing methods, and language systems, they have

nurtured different cultures and different ways of thinking, which brings great difficulties to cultural exchanges and cooperation between ethnic groups. However, the genes of human beings are the same and originated from the common ancestors. The psychological consciousness of human beings are similar, and the nature of human beings in the subconscious has something in common. This provides a solid biological foundation for the integration and unification of different cultures. Communication and communication generate understanding and trust, and form cultural identity, especially cross-cultural identity [10]. Therefore, there have some ways to improve the cultural identity of overseas consumers for traditional Chinese medicine creative products.

5.1.1. Integrate Foreign Cultures To Broaden Product Audience

When designing the "yin and yang five elements" cultural and creative products, while fully digging the traditional Chinese medicine cultural elements of the "yin and yang five elements" theory, it should also combine foreign cultural elements, organically combine the two cultural elements, and use the way what foreign consumers can accept to reflects the "yin and yang and five elements" doctrine elements that the product wants to express. For example, in the product category selection, you can choose the product category that foreign consumers prefer, and then add the elements of the "yin and yang five elements" theory to be expressed into the product in the form of pictures, words, symbols, and sounds. In short, on the premise of maintaining the cultural characteristics of traditional Chinese medicine, actively communicate and effectively integrate with the main culture to achieve a state of harmony but difference, thereby increasing the cultural identity of overseas consumers with products.

5.1.2. Combining Fashion Trends, Taking into Account Beauty And Practicality

Successful traditional Chinese medicine cultural and creative products must not only show traditional Chinese medicine culture, but also have designs that incorporate fashion trends. Taking advantage of the uniqueness of traditional Chinese medicine culture, while catering to people's daily attitude towards beauty and health, the fashionable product design of traditional Chinese medicine culture is very trendy. It is an attempt of traditional Chinese medicine cultural and creative products for young people[11] .While reflecting the cultural elements, taking into account the beauty and practicality of the product, this can make the product more in line with the aesthetics of the modern public and improve the acceptance of the product by overseas consumers. Just like the silk scarves and jewelry designed by museum cultural and creative products, or other products with a sense of modern design but no lack of

ancient cultural connotations, Chinese medicine culture can also breed fashionable and exquisite products, and push the Chinese medicine culture to Young overseas people.

5.2. Improve The Training Model of Chinese Medicine Culture Talents

The talent training system of Chinese medicine culture should strengthen the cultivation of international talents. At the same time, it should cultivate multidisciplinary talents. It not only requires the teaching of Chinese medicine knowledge, but also includes cultural communication, cultural industry, cultural creative design, foreign language and other courses. Only with this way can we cultivate high-quality talents.

5.2.1. Speed Up the Training of Talents for The International Communication of Chinese Medicine Culture

At present, language is a major obstacle to the spread of Chinese medicine culture through cross-border e-commerce platforms. After the theory of "yin and yang and five elements" and other ancient Chinese philosophical thoughts penetrated into the medical field, they promoted the formation and development of the theoretical system of traditional Chinese medicine, and derived a set of language interpretation systems that are different from western medicine. The resulting problem of language compatibility between Chinese and Western medicine has become a major obstacle to the spread of Chinese medicine culture[12]. At the same time, cross-border e-commerce platform product operation requirements for foreign languages are also increasing day by day. Therefore, To provide talent support for external communication through cross-border e-commerce platforms, it is necessary to accelerate the training of a team of talents who can undertake the task of translating Chinese medicine classics and traditional culture and competent for international Chinese medicine education. All universities of Chinese medicine and universities that include Chinese medicine translation majors should be encouraged to expand the enrollment of Chinese medicine translation majors, actively invest in the training of Chinese medicine translation talents, make full use of the talent training platform of universities, and rely on the advantages of universities and academic resources of universities Offering Chinese medicine translation courses, focusing on the practical application of Chinese medicine culture translation, in order to cultivate a group of traditional Chinese medicine culture translation talents. The Chinese Medicine Hospital school can also create a cross-cultural exchange platform to encourage students to participate in international academic and technical exchanges in the field of Chinese medicine culture, and exercise and improve cross-cultural communication skills in the exchange practice.

In the process of cross-cultural communication, students will actively overcome cross-cultural barriers and conflicts, actively solve language, cultural, communication, and professional difficulties, consciously Improve the English application ability of Chinese medicine culture, and Strengthen the learning of Chinese and Western culture, communication skills, and professional knowledge of Chinese medicine culture to accurately spread the culture of Chinese medicine and improve the effectiveness of cross-cultural communication.

5.2.2. Strengthen The Training of Multidisciplinary Talents

The development of "yin yang and five elements" traditional Chinese medicine cultural and creative products based on cross-border e-commerce requires compound talents with in-depth understanding of Chinese medicine culture, cultural creativity, cross-border trade, foreign languages and other aspects. How to speed up the cultivation of Chinese medicine cultural compound talents in universities is a problem that needs to be solved urgently. Higher institutions of Chinese medicine should strengthen academic exchanges and conduct inter-collegiate cooperation with higher education institutions offering majors in "cultural industry", "international trade", and "art design", add "Chinese Medicine Culture" courses to students majoring in "Cultural Industry", "International Trade", and "Art Design", provide diversified learning courses for students majoring in "Traditional Chinese Medicine Culture" in Chinese medicine colleges, and expand the knowledge of university talents. At the same time, the existing curriculum system should be improved, include courses related to cultural creativity and cultural international communication such as "International Trade", "Cultural Industry", and "Art Design" into the curriculum system of the "Chinese Medicine Culture" major. Provide a diversified curriculum learning system for students majoring in "Traditional Chinese Medicine Culture" to cultivate interdisciplinary talents.

5.3. Create Cultural And Creative Brand To Enhance The Added Value Of Products

For a product to be known, it needs a brand, and for a culture to go to the world, it also needs a brand. The core of a brand is values. In order for consumers to gain brand identity, the values advocated by the brand must be able to resonate with consumers' recognition and make consumers become loyal customers of the brand[13]. Therefore, it is difficult for traditional Chinese medicine cultural and creative products that lack a brand and strong IP to be cohesive and sustainable. Only by fully digging the cultural elements of the theory of "yin and yang and five elements", innovating the design of cultural elements, driving stories, linking overseas consumers, establishing

a creative, stylish, warm, and in-depth traditional Chinese medicine cultural and creative brand and IP, and improve the added value of products can resonate with more overseas consumers and enhance international competitiveness.

5.3.1. User Portraits to Determine the Direction Of the Brand

User Profile is a collection of tags generated based on real user behavior data to describe user attributes and behaviors [14]. There are many cultural elements in the theory of "yin and yang and five elements". In order to improve efficiency and unearth more potential and vitality and easily accepted by overseas consumers, it is necessary to analyze user data and establish user portraits. Excavate, recreate and extract value from the typical elements of the "yin and yang and five elements" traditional Chinese medicine culture. In this process, it is necessary to analyze user portraits according to the preferences and popularity of consumers in overseas markets, and make a reasonable selection of cultural materials and story elements accordingly. Analyze user characteristics through user behavior, analyze user portraits to subdivide consumers, explore different consumer preferences and interests to improve efficiency and accuracy; focus on the Internet popular context, combining social hotspots, seasonal topics, growth topics, to determine the direction of brand building.

5.3.2. Fully Excavate Cultural Elements to Build Brand Image

The "yin and yang, five elements" traditional Chinese medicine cultural and creative products must start from the brand cultural elements, take a differentiated route, tap and integrate the characteristic cultural elements that can provide elements for brand building, create a distinctive, specific and distinctive traditional Chinese medicine cultural and creative brand image. It is necessary to dig out the brand culture elements of the "yin and yang five elements" theory from the material culture level, behavior culture level, and spiritual culture level; at the same time, in product design, focus on the brand principle, and carry out the visual basics such as logo, auxiliary graphics, standard colors, and fonts in sequence to form a unified visual, and on this basis, a multi-faceted design is developed to create a product IP and brand with distinctive characteristics.

5.3.3. Enhance Brand Connotation By Story-Driven

Cultural consumption has a distinctive feature, the actual use value of commodities is no longer the purpose of consumption, consumers are pursuing more symbolism and difference after signs to reflect their identity and social status. "Yin Yang and Five Elements"

Chinese medicine cultural and creative products are a kind of cultural consumer goods, which fits this feature. Therefore, the process of building a product brand is the process of cultural symbols, building brand image, linking audiences and expanding fans. Throughout the cultural and creative products on the market, the focus is only on design and development based on the form and performance elements of the product. This single development model restricts the creation and shaping of brands and IP, and the result is a large number of homogeneous products lack differentiation and competitiveness in the international market, and gradually disappeared while following the trend. Only the development model around the core of the story and values can continue the vitality of the brand. Super IP brands like Marvel, Disney, DC, have developed peripheral products incisively and vividly. Only IPs with stories and content will be loved by consumers from the heart. In terms of brand development based on stories and content, the "Yin-Yang Five Elements" traditional Chinese medicine cultural and creative products have inherent advantages, only by telling the story of the theory of "yin and yang and five elements" thoroughly, shaping product brand and IP through stories, and connecting consumers' feelings, can we achieve a kind of harmony based on aesthetic significance[15]. Such a product development model has more viscous and benign sustainable development value, which can give the brand more attractive connotation.

6. CONCLUSION

The good development of the "yin and yang and five elements" traditional Chinese medicine cultural and creative products based on cross-border e-commerce platforms requires us to choose a reasonable development model based on the specific conditions of the overseas market to solve the existing development difficulties. In product design, not only must fully explore and transform the inner meaning of the "yin and yang five elements" Chinese medicine culture, but also use artistic design thinking to highlight the personality and creativity of the product, and at the same time apply new materials and new technologies to add luster to product design. In the future development path, we must first solve the problem of overseas consumers' recognition of Chinese traditional medicine culture, and enhance overseas consumers' cultural identity and acceptance of products by integrating foreign cultures and fashion trends. Secondly, it is necessary to improve the talent training model of Chinese medicine culture and creativity, and accelerate the training of international communication talents and multi-disciplinary talents of Chinese medicine culture; at the same time, it is necessary to strengthen brand awareness, determine brand direction, create brand image, enhance brand connotation and increase product added value and international market competitiveness.

As both the cross-border e-commerce industry and the traditional Chinese medicine cultural industry have received strong support from the state, choosing a cross-border e-commerce platform as a springboard for Chinese medicine cultural and creative products overseas is a more effective way. It is believed that the "yin and yang and five elements" traditional Chinese medicine cultural and creative products can go abroad through cross-border e-commerce, which can more directly and effectively promote the world's understanding and spread Chinese medicine culture, and provide reference for promoting Chinese traditional Chinese medicine cultural and creative products to the world.

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