

Transformation and Breakthrough of International Communication of Traditional Chinese Medicine under the Digital Wave: Opportunities and Response Strategies

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ABSTRACT

In recent years, the National Administration of Traditional Chinese Medicine and the National Data Bureau jointly issued the "Several Opinions on Promoting the Development of Digital Traditional Chinese Medicine", providing policy support for the digital transformation of traditional Chinese medicine. This policy emphasizes taking data empowerment as the driving force to promote the informatization, digitalization, and intelligence of traditional Chinese medicine, and to facilitate the extensive application of high-quality data resources of traditional Chinese medicine in medical care, scientific research, education, industry, culture and other fields. In the digital transformation of the international dissemination of traditional Chinese medicine, the dissemination content, channels and methods are key links. Regarding the dissemination content, it is necessary to enhance the depth and breadth of the dissemination of traditional Chinese medicine culture by innovating forms (such as bilingual videos, animations, virtual reality, etc.), exploring cultural connotations, establishing digital resource libraries, accurately positioning the needs of the audience, and strengthening content review. In terms of dissemination channels, it is necessary to strengthen the construction of new media platforms, expand traditional media channels, promote multi-channel integration, utilize online education platforms, and conduct in-depth audience research to build a comprehensive dissemination matrix. Through the implementation of these strategies, the international dissemination of traditional Chinese medicine can achieve innovation and optimization in the digital transformation, overcome language and cultural barriers, enhance the international recognition of traditional Chinese medicine culture, and contribute the wisdom and strength of traditional Chinese medicine to global health.

KEYWORDS

Traditional Chinese Medicine (TCM); international dissemination; digitalization

1 Introduction

In today's era of deep integration of globalization and digitalization, the international dissemination of traditional Chinese medicine is at a key transition node. From the perspective of the international situation, with the improvement of people's health awareness and the growing demand for diversified medical care, traditional Chinese medicine, with its unique theoretical system, rich practical experience and remarkable clinical efficacy, has attracted increasing attention worldwide. The holistic concept, the concept of treating diseases and the application of natural medicines advocated by traditional Chinese medicine are highly consistent with the personalized, precision medicine and sustainable development concept pursued by modern medicine, which has won a broad space for development in the international market.^[1]

In this context, it is of great significance to explore the digital transformation of TCM international communication. On the one hand, digital transformation can help break through traditional barriers to the international spread of traditional Chinese medicine. Traditional Chinese medicine communication mode has certain limitations in the speed, scope and accuracy of information transmission, and it is difficult to quickly and comprehensively meet the needs of international audiences for traditional Chinese medicine knowledge and services. Through digital means, such as the use of big data to analyze the health needs and interest points of international audiences, and the personalized push of TCM information with the help of artificial intelligence, the efficiency and effect of international dissemination of TCM can be significantly improved, so that the knowledge and services of TCM can more accurately reach the global audience. On the other hand, digital transformation can promote the inheritance and innovation of TCM culture in the world. Chinese medicine culture is extensive and profound, but in the process of international dissemination, cultural differences often become a factor that hinders its wide spread. Digital technology can create an immersive Chinese medicine cultural experience scene in a vivid, vivid and easy-to-understand way, such as virtual reality (VR), augmented reality (AR) and other technologies, show the essence of Chinese medicine culture to international audiences, and promote people's understanding and recognition of Chinese medicine culture in different cultural backgrounds. And then promote the inheritance and innovative development of traditional Chinese medicine culture on a global scale.^[3] At the same time, digital transformation can also help the international development of the Chinese medicine industry, expand the international market of Chinese medicine products and services through digital marketing and cross-border e-commerce and other means to enhance the international competitiveness of the Chinese medicine industry.

2 Analysis of the current situation of digital transformation of TCM international communication

2.1 Communication Content

The international dissemination of traditional Chinese medicine mainly focuses on the display of medical attributes, such as diagnosis and treatment, health care knowledge and related technical operations, but the dissemination of cultural attributes such as the core values and philosophical thinking of traditional Chinese medicine culture is less. This kind of communication content is highly professional, and to a certain extent, it exceeds the understanding and acceptance ability of foreign people, which affects the cognition and recognition of traditional Chinese medicine culture.^[4] In addition, there are still some problems in the dissemination of traditional Chinese medicine culture, such as single content and insufficient innovation, which is difficult to meet the needs of different audiences.

2.2 Communication channels

The channels for the international dissemination of TCM mainly include the Confucius Institutes for TCM at the national level, overseas TCM centers, and overseas TCM academic groups and educational institutions at the social level. In recent years, new media platforms such as Facebook, Twitter and YouTube have also provided new channels for TCM communication, but generally speaking, communication channels are still relatively limited, and the use of mass communication channels is not enough. In addition, the use of digital empowerment in the international dissemination of Chinese medicine culture is still in its infancy, and the network construction is not mature enough.^[5]

2.3 Mode of transmission

The international communication of traditional Chinese medicine is mainly organized communication and interpersonal communication, while the mass communication is relatively lacking, and the communication effect is limited. In recent years, with the development of new media technology, the communication mode of traditional Chinese medicine has gradually become multi-modal, and it is transmitted through image, sound, video and other symbolic resources, but there are still problems such as single means of communication and insufficient innovation. In addition, there is still much room for improvement in the dissemination of traditional Chinese medicine in terms of digital empowerment, such as the use of meta-universe, virtual reality and other technologies for cultural dissemination is not widespread enough.^[6]

3 Strategies and paths for the digital transformation of TCM international communication

3.1 Communication content Countermeasures

Under the digital wave, the digital transformation of TCM international communication can adopt the following strategies in terms of communication content: First of all, innovative communication content forms, the use of digital technology to transform traditional Chinese medicine knowledge into vivid bilingual videos, animations, virtual reality experience, etc., in a more intuitive and interesting way to show the diagnosis and treatment process of traditional Chinese medicine, health concepts, etc., to enhance the understanding and interest of overseas audiences. Secondly, explore the cultural connotation of traditional Chinese medicine, dig deep into the philosophical thoughts, historical inheritance and other cultural elements behind traditional Chinese medicine through digital means, and produce high-quality popular science articles and documentaries to enhance the attractiveness and appeal of traditional Chinese medicine culture. Thirdly, the digital resource database of traditional Chinese medicine should be established to integrate traditional Chinese medicine ancient books, literature, classic prescriptions, terminology and other resources, and to build a traditional Chinese medicine knowledge base and corpus, so as to provide rich and accurate material support for international dissemination, while ensuring the systematic and integrity of the content. In addition, it accurately identifies the needs of the audience, and uses big data analysis technology to understand the differences in interest points and needs of audiences in different countries and regions on traditional Chinese medicine, and produces customized content, such as emphasizing scientific verification for Western audiences and highlighting cultural resonance for Asian audiences, so as to improve the pertinence and effect of communication. Finally, strengthen content review and quality control, establish an ethical review and quality assessment mechanism for the digital communication of traditional Chinese medicine, ensure the authenticity and cultural integrity of the communication content, and avoid the distortion of knowledge or misunderstanding of cultural connotation caused by digital communication. Through the above strategies, the international communication of Chinese medicine can achieve content innovation and optimization in the digital transformation, better overcome the barriers of language and culture, and enhance the influence and identity of Chinese medicine on a global scale.^[7]

3.2 Coping strategies for communication channels

Under the digital wave, the following strategies can be adopted for the digital transformation of TCM international communication in terms of communication channels: First of all, strengthen the construction of new media platforms, make full use of the advantages of social media platforms such as Facebook, Twitter, YouTube, Tiktok, etc., set up official TCM accounts, and regularly publish high-quality bilingual content, including videos, articles, pictures, etc., to attract the attention and interaction of overseas users. At the same time, the cooperation with the platform should be strengthened to explore more suitable algorithm recommendation and content presentation methods for TCM communication, so as to improve the exposure and communication effect of TCM content. Second, expand traditional media channels, and cooperate with foreign TV stations, radio stations, newspapers, magazines and other traditional media to set up TCM columns, programs or special reports to expand the scope and influence of TCM culture. Third, promote the integration of multi-channels, strengthen the integration and interaction between new media and traditional media, and form an all-round and multi-level communication matrix. For example, the popular traditional Chinese medicine video content on the new media platform is produced into a TV program or radio program, which is broadcast on the traditional media, while guiding the audience to pay attention to more content on the new media platform, so as to realize the traffic mutual conductance and complementary advantages between different channels. In addition, online education platforms can also be used to carry out traditional Chinese medicine cultural courses, and provide overseas audiences with systematic opportunities to learn traditional Chinese medicine knowledge through live broadcasting, recording and broadcasting. At the same time, combined with virtual reality (VR), augmented reality (AR) and other technologies, innovative forms of communication of traditional Chinese medicine culture, such as building a virtual museum of traditional Chinese medicine culture, generating interactive experience of traditional Chinese medicine culture, etc., enhance the audience's sense of participation and experience, and improve the communication effect. Finally, strengthen audience research in different regions and groups around the world, understand their needs and interests, and produce customized content to improve the pertinence and effect of communication.^[8] Through the above strategies, the international communication of Chinese medicine can achieve innovation and optimization of communication channels in the digital transformation, better overcome the barriers of language and culture, and enhance the influence and identity of Chinese medicine on a global scale.

3.3 Coping strategies of communication mode

Under the digital wave, the following strategies can be adopted for the digital transformation of TCM international communication in terms of communication mode: First of all, innovative communication forms, multi-modal communication methods, combined with short video, animation, virtual reality (VR), augmented reality (AR) and other technologies, to create vivid and intuitive communication content, enhance the audience's sense of participation and experience, for example, VR technology is used to build a virtual TCM clinic, so that overseas audiences can experience the TCM diagnosis and treatment process. Such as virtual acupuncture, cupping, etc., so as to enhance the perceptual understanding and identity of traditional Chinese medicine culture. Secondly, enhance interaction and enhance audience participation. Establish real-time communication with overseas audiences to answer their questions through online Q&A, comment interaction, live broadcast and other forms, so as to enhance interactive and interesting communication. For example, hold live TCM cultural activities on social media platforms, invite TCM experts to answer audience questions online, and collect feedback through interaction in the comment section. Dynamic adjustment of communication content. Thirdly, accurate communication is necessary to improve communication efficiency. With the help of big data analysis technology, we can understand the interest points and needs of overseas audiences and formulate personalized communication strategies.^[9] For example, we can accurately push traditional Chinese medicine cultural content to interested users through algorithm recommendation to reduce information overload and improve the pertinence and effect of communication. In addition, to promote cultural adaptation and localization, in the process of communication, fully consider the cultural background of the target country or region, adjust the expression of traditional Chinese medicine, make it adapt to the local cultural language and values, for example, by combining local myths, stories or medical traditions to explain traditional Chinese medicine theory, reduce cultural barriers, and enhance the international acceptance of traditional Chinese medicine culture. Finally, the government, enterprises, universities, scientific research institutions and social organizations can jointly participate in the dissemination of traditional Chinese medicine culture. For example, enterprises can develop products that combine traditional Chinese medicine culture and science and technology, such as TCM physical identification applications, smart wearable devices, etc., to meet the needs of young people for health management. Universities and research institutions can cultivate interdisciplinary talents and provide intellectual support for the international spread of TCM culture. Through the above strategies, the international communication of traditional Chinese medicine can realize the innovation and optimization of the communication mode in the digital transformation, overcome the barriers of language and culture, and enhance the influence and identity of

traditional Chinese medicine on a global scale.^[10]

4 Conclusion and prospect

Under the digital wave, the digital transformation of the international communication of Chinese medicine is an important path to enhance the global influence of Chinese medicine. This paper discusses the current situation of the international dissemination of TCM from three aspects: content, channel and mode of communication, and puts forward corresponding countermeasures. In terms of communication content, the in-depth communication of traditional Chinese medicine culture should be realized by innovating content forms, mining cultural connotations, establishing digital resource libraries, accurately positioning audience needs, and strengthening content audit and quality control. In terms of communication channels, it is necessary to strengthen the construction of new media platforms, expand traditional media channels, promote multi-channel integration, use online education platforms and strengthen audience research to build a comprehensive communication matrix. In terms of communication methods, it is necessary to adopt multi-modal communication, enhance interaction, implement precision communication, promote cultural adaptation and localization, and build a multi-cooperation communication ecology, so as to enhance the attractiveness and effectiveness of communication. Through the implementation of these strategies, the international communication of Chinese medicine can continue to innovate and optimize in the digital transformation, overcome the barriers of language and culture, enhance the international identity of Chinese medicine culture, and contribute the wisdom and strength of Chinese medicine to the global health cause.

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