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Research on the Path of Spreading Chinese Medicine Culture in WeChat Official Account

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Abstract

With the progress of the times and technology, we can still see the most traditional way of paying attention to WeChat official account in our daily life. We only need to scan the QR code to pay attention to it, which is a time-saving and labor-saving way to obtain information. However, in recent years, various policies have pointed out the importance of traditional Chinese medicine culture, and how to spread this traditional Chinese medicine culture has become a major mainstream issue. This paper discusses how to make better use of WeChat official account, a communication channel, to better spread Chinese medicine culture.

Keywords

WeChat official account, Chinese medicine culture, Transmission route

1. Introduction

WeChat plays an important role in spreading Chinese medicine culture, and has the advantages of wide coverage and efficient communication. Through various forms of content to show the cultural charm of traditional Chinese medicine, to meet the needs of users. At the same time, establish direct communication channels between users and experts to enhance trust. Through original content, cooperative promotion and accurate push, we will expand communication channels and improve efficiency. WeChat is an important platform for inheriting and innovating Chinese medicine culture in WeChat official account.

2. On the Importance of Spreading Traditional Chinese Medicine Culture

2.1 Policy Background

On March 3rd, 2022, the General Office of the State Council issued the 14th Five-Year Plan for the Development of Traditional Chinese Medicine, By 2025, the health service capacity of traditional Chinese medicine will be significantly enhanced, and the high-quality development policy and system of traditional Chinese medicine will be further improved, the revitalization and development of traditional Chinese medicine has achieved positive results, and its unique advantages in building a healthy China have been fully exerted (Zhang, Zhao, Liang et al., 2022). The high-quality development of Chinese medicine industry and health service industry has achieved positive results. The quality level of Chinese herbal medicines has been continuously improved, the supply guarantee ability has been gradually improved, the registration management of Chinese herbal medicines has been continuously optimized, and the creativity of new Chinese herbal medicines has been enhanced. Chinese medicine health care services have developed in an orderly manner, and Chinese medicine and related formats have continued to integrate and develop (Zhang, Zhao, Liang et al., 2022).

In the strategy of "Healthy China 2030", the importance of inheriting and developing Chinese medicine is emphasized, and Chinese medicine is encouraged to be integrated into the national health policy system, which provides policy support for the combination of Chinese medicine and red.

2.2 Chinese Medicine Culture Is Profound

(1) Abundance of traditional Chinese medicine resources. Every area where Chinese medicine is planted in China has a unique and diverse climate suitable for the growth of all kinds of Chinese medicine, which not only breeds tens of thousands of plants, animals and minerals, many of which are used as Chinese medicine, but also cultivates generations of outstanding descendants. Not only are there many kinds of Chinese medicine resources, but they also have their own characteristics, which provide a solid foundation for the development of Chinese medicine.

(2) The uniqueness of treatment. Traditional Chinese medicine has unique theories and methods in diagnosis, treatment and prevention of diseases. Traditional Chinese medicine pays attention to the overall concept and dialectical treatment, and comprehensively understands the condition through four diagnostic methods: observation, smell, questioning and pulse-taking, and formulates personalized treatment plans according to the individual differences of patients. In addition, Chinese medicine also emphasizes disease prevention, health preservation and conditioning, so as to improve its own disease resistance.

(3) Integrity of theoretical system. Chinese medicine culture has a complete theoretical system, including the theory of yin and yang and five elements, the theory of zang-fu organs and meridians, etc. All these theories provide scientific guidance for the development of traditional Chinese medicine, and make it develop and improve continuously in practice.

(4) The far-reaching cultural value. The culture of traditional Chinese medicine not only has medical value, but also has far-reaching cultural value, which is worth learning frame by frame for each of

us. The culture of traditional Chinese medicine emphasizes the harmonious symbiosis between man and nature, and pays attention to the idea of "harmony between man and nature", which is closely related to the traditional culture of China. TCM culture also contains rich moral concepts and humanistic spirit, which are of great significance for building a harmonious society.

(5) The expansion of international influence. As the recognition of traditional Chinese medicine in the world continues to increase, the culture of traditional Chinese medicine is gradually moving towards the world. An increasing number of countries and regions are beginning to pay attention to the development and application of Chinese medicine, and its influence in the international medical field is constantly expanding.

3. WeChat Official Account's Advantages in Spreading Chinese Medicine Culture

(1) A wide range of influence. Can rapidly transmit information to a large number of users in WeChat official account, especially those who pay attention to specific fields or brands, and users can obtain information by paying attention to WeChat official account, which is more time-saving and labor-saving. All these make WeChat official account an important channel for cultural communication, information transmission and interactive communication.

(2) Accurate user positioning. The background data analysis function of WeChat official account can deeply understand the user's behavior, interests and needs, so as to achieve accurate user positioning. The communication efficiency of culture can be improved. By observing and analyzing the data, we can get more intuitive communication content, thus adjusting the content of WeChat official account.

(3) Rich forms of interaction. The WeChat official account supports various forms of interaction, such as text, pictures, video and audio, which can meet the reading needs of different users. Simultaneously, users can actively participate in the discussion through the functions of leaving a message, liking and forwarding, which can not only improve users' usage, but also capture users.

(4) Low-cost promotion methods. The cost of WeChat official account communication is lower than that of traditional advertising promotion. Just invest a certain amount of manpower and time, we can realize the functions of spreading culture, introducing products and serving users through WeChat official account.

(5) Product shaping and image communication. The WeChat official account can be an important tool for product shaping and image communication. Publishing high-quality content on a regular basis can establish a professional and reliable product image and improve users' awareness and trust in WeChat official account.

(6) Promote user participation and feedback. Can hold activities and issue questionnaires in WeChat official account to encourage users to participate in the interaction and provide feedback. The study helps enterprises to understand users' needs and opinions, continuously optimize products and services, and improve users' satisfaction.

(7) Enhance user stickiness. Can enhance users' stickiness by regularly updating content and interacting

with users. The users are more likely to become loyal fans and long-term customers when they are used to paying attention to and reading WeChat official account's content.

(8) Cross-platform integrated marketing. The WeChat official account can integrate marketing with other social media platforms, such as Weibo, Little Red Book Tik Tok and Aauto Quicker. The influence of WeChat official account's main content will be expanded and the market share will be increased by publishing content on different platforms and diverting each other.

4. Spread Chinese Medicine Culture by Using WeChat Official Account

Create WeChat official account: Star shining

In the designed WeChat official account, we combine the uniqueness of these offline planting areas, design a cloud viewing mode for the varieties of Chinese herbal medicines, the efficacy and usage methods of various kinds of Chinese herbal medicines, and the planting methods according to the cultural and creative products designed by Chinese herbal medicines, and collect energy through WeChat official account's recommendation (read relevant articles, understand enough knowledge of Chinese medicine culture and participate in answering activities). Use the collected energy to plant some Chinese herbal medicines (*Lycium barbarum*, *Crataegus pinnatifida*, *Astragalus membranaceus*, etc.) online. When the energy is accumulated to a certain extent, the planted virtual Chinese herbal medicines will be harvested and mailed home. This activity not only attracts the public to browse the Chinese herbal medicine culture, but also leads local farmers to plant Chinese herbal medicines vigorously, which not only promotes rural revitalization, but also controls the environmental problems of land desertification, and at the same time better promotes the spread of local traditional Chinese medicine culture, from realizing the dual values of material increase and spiritual improvement. Furthermore, the WeChat official account has opened a health forum, in which there are professional professors of traditional Chinese medicine health care, where the public can exchange views on health care. At the same time, our small program contains uniquely designed cultural and creative products (blind boxes, stamps, etc.), herbs in health care, medicated food, etc., and the public can participate in some lottery activities by promoting related topics from the media.

WeChat official account mainly includes:

Table 1. WeChat Official Account Content

Name	Content	Explain
Chinese herbal medicine knowledge classroom	Daily recommendation of traditional Chinese medicine (including medicinal properties, efficacy, indications, daily efficacy and other aspects).	It is intended to expand people's understanding of traditional Chinese medicine culture.
Planting	Chinese Online selection of health Chinese	Select the Chinese herbal medicine seeds

herbal medicine	herbal medicine seeds for "cloud planting".	that players like under the recommendation of WeChat official account, and carry out drip irrigation.
Gather energy	The energy of water droplets obtained by answering questions is used to irrigate Chinese herbal medicines.	The watering planting is equipped with a progress bar, and the progress is recorded once every irrigation. When the progress bar is full, the Chinese herbal medicine can be harvested.
Delivery to home service	The virtual herbs can be exchanged for the corresponding physical objects for free delivery to the home when they are mature.	For people who don't need the Chinese herbal medicines they grow, they can exchange cultural and creative products in WeChat official account and mail them home.

1) Chinese herbal medicine knowledge classroom

(1) Historical inheritance: Chinese herbal medicine has a long history of thousands of years, which can be traced back to the records of Huangdi Neijing and other ancient books in ancient China. After long-term inheritance and development, Chinese herbal medicine has formed a unique theoretical system and accumulated rich resources and knowledge systems. The inherited history has endowed Chinese herbal medicine with profound cultural heritage, and also provided valuable experience and wisdom for future generations.

(2) Chinese medicine classics: One of the earliest monographs on traditional Chinese medicine in China is Shennong Herbal Classic in Han Dynasty, which is a classic of traditional Chinese medicine. The newly revised materia medica promulgated by the government in Tang Dynasty is the earliest pharmacopoeia in the world. Li Shizhen's Compendium of Materia Medica in Ming Dynasty summarized the drug experience before 16th century and made great contributions to the development of pharmacology in later generations (Wang, 2012).

(3) The naming culture of traditional Chinese medicine: The naming of traditional Chinese medicine involves all aspects of Chinese traditional culture and embodies the intelligence of working people in China. There are various naming methods, some of which are named after the natural form of drugs, such as "seven leaves and one flower"; Some consider herbal parts, such as "Lobelia chinensis"

(4) Medical application: Chinese herbal medicine plays a vital role in traditional medicine in China, and is widely used to treat diseases and regulate physical fitness. The combination of Chinese herbal medicine with acupuncture, massage and other therapies has formed a unique treatment system. With the treatment of Chinese herbal medicine, many diseases have been effectively controlled and cured, and some intractable diseases also have a certain auxiliary treatment effect.

(5) Folk culture integration: Chinese herbal medicine culture is not only reflected in the medical field, but also permeates people's daily cultural life. Every family inserts calamus and mugwort leaves into the lintel during the Dragon Boat Festival, drinks realgar wine and wears sachets to ward off evil spirits and ward off plague (Sun, 2011). On the Double Ninth Festival, people like to wear cornus to ward off evil spirits, and drink chrysanthemum wine to improve eyesight and nourish liver qi.

2) Planting Chinese herbal medicine

Blood tonic: *Angelica sinensis*, *Radix Paeoniae Alba*, *Colla Corii Asini*, *Fructus Lycii* and *Radix Rehmanniae Preparata*, etc.

Tonifying qi: *Radix Astragali*, *Radix Codonopsis*, Ginseng, *Atractylodis Macrocephala*, *Radix Glycyrrhizae*, etc.

Tonifying yang: antler glue, cinnamon, etc. These Chinese herbal medicines are mainly used to tonify yang and have therapeutic effects on symptoms caused by yang deficiency.

Tonifying yin: *Dendrobium*, *Carapax Trionycis*, *Carapax et Plastrum Testudinis* and *Cornus officinalis*.

Medicinal and edible categories: hawthorn, jujube, seabuckthorn, *angelica dahurica*, yam, cassia seed, *Polygonum multiflorum*, mulberry, honeysuckle and so on.

Natural spices: mint, rose, jasmine, motherwort, *Polygonum multiflorum* Thunb and aloe vera.

Anti-cancer: *Taxus chinensis*, *Trichosanthes*, *Fructus Trichosanthis* (fruit), *Radix Sophorae Tonkinensis* and *Ginkgo biloba*.

3) Gather energy

Mainly through two channels: (1) Video brushing: WeChat official account will regularly release videos promoting Chinese medicine culture, such as Exploration of Traditional Chinese Medicine and Ethnic Medicine, Light of Qihuang, Shanghai Traditional Chinese Medicine, Hanging Pot in Lingnan, Sincere Doctor and other related TV dramas. (2) Answer: The topic setting is mainly related to the published articles and videos, including the medicinal characteristics, historical origin, medication methods, etc., as well as the perception topic, which mainly collects the user's experience. There is a special person in WeChat official account backstage to correct the paper every working day and give the score and corresponding energy.

4) Delivery to home service

Customers can comprehensively consider according to their own needs and budgets, and choose the appropriate mailing method.

(1) EMS: This mailing method is relatively expensive and extremely fast, and the specific delivery time depends on the distance of the region. For users who are eager to know the types of blind boxes and cultural and creative products, this method can be chosen.

(2) Surface mail: the price is cheaper than standard express delivery, but the delivery time is 1-5 days slower than standard express delivery. The cost of this method is low, and it is suitable for users who don't like ups and downs.

(3) EMS Economic Express: This method provides a good balance between cost and time for tangled

users.

(4) E-commerce package: Pay attention to all kinds of delivery needs of e-commerce industry and provide personalized services, such as booking delivery, door-to-door receipt, SMS notification during delivery, etc. The cost is moderate and the speed is fast, which is especially suitable for the Internet service provided by WeChat official account.

(5) Other express delivery services: In addition to the services provided by China Post, there are many express delivery companies in the market, such as SF Express, Yuantong, Shentong, Zhongtong, Yunda, etc., which also provide various express delivery services, including ordinary express delivery, express delivery and scheduled delivery.

5. Conclusions

The spread of Chinese medicine culture in WeChat official account has many benefits. First of all, it broadens the popularization channels of Chinese medicine knowledge and makes more people understand and recognize the value of Chinese medicine. In addition, through vivid and interesting content forms, WeChat official account can stimulate the public's interest in Chinese medicine and cultivate Chinese medicine lovers. Furthermore, WeChat official account can timely transmit the latest progress of Chinese medicine research and promote the academic exchange and development of Chinese medicine. Finally, with the help of the Internet, WeChat official account can promote the international spread of Chinese medicine culture, enhance cultural self-confidence and help Chinese medicine go global.

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