

Research on the International Communication Strategy of “HuangDi NeiJing” in the New Media era-Take Instagram for Example

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Abstract: In the new media era, the international communication of “huangdi neijing” is facing new opportunities and challenges. This paper combs the international communication status of “huangdi neijing” and analyzes the problems in the international communication process of huangdi neijing by taking the propagation of huangdi neijing on instagram as an example, then put forward the countermeasures and Suggestions to solve the problems. Strive to achieve the external dissemination of huangdi neijing in a variety of forms and interesting content.

1 Introduction

New media is a broad concept, using digital technology and network technology, through the Internet, broadband, wireless communication network, satellite and other channels, as well as computers, mobile phones, digital television terminals, to provide users with information and entertainment services dissemination form. New media has become an important platform for the dissemination of traditional Chinese medicine culture. Its advantage and significance lies in the ability to accelerate the dissemination and update speed, enrich and condense the dissemination content, improve the readability of traditional Chinese medicine culture, improve the social recognition of traditional Chinese medicine culture, increase the interaction between traditional Chinese medicine cultural knowledge publishers and the audience, and expand the communication channels of traditional Chinese medicine culture.^[1]The development of new media provides new opportunities for the external communication of “huangdi neijing”. It is a new task for TCM researchers to investigate the current situation, analyze the existing problems and study the countermeasures.

2. The Advantages and Significance of New Media in the Dissemination of Traditional Chinese Medicine Culture

2.1 Speed Up Transmission and Update.

The dissemination of new media is not limited by time and place. When people open WeChat, weibo, zhihu and toutiao on the Internet, the new media will push the relevant information of traditional Chinese medicine culture to users. Users can timely understand the relevant information and selectively read the information of their favorite traditional Chinese medicine culture anytime and anywhere. New media has greatly increased the speed of knowledge dissemination and update of traditional Chinese medicine.^[2]

2.2 Enrich and Concise Communication Content.

Traditional media, such as newspapers, magazines, television and radio, have limited contents of traditional Chinese medicine culture and can only selectively disseminate it. The diversification of new media communication means enables everyone to take the network as the carrier for mass

dissemination of traditional Chinese medicine cultural content. Traditional Chinese medicine institutions disseminate theoretical knowledge and clinical practice information of traditional Chinese medicine to the public through weibo, WeChat, toutiao, live video and other new media to enrich the dissemination content

2.3 Improve the Social Recognition of TCM Culture.

As a part of Chinese traditional culture, TCM culture has a history of thousands of years. Because of the language differences between the old and new cultures, the readability and dissemination of traditional Chinese medicine are limited. Traditional Chinese medicine classics are recorded in the old style. Due to language differences, it is difficult for people to read traditional Chinese medicine classics. This is the root cause of the poor dissemination of traditional Chinese medicine culture.

2.4 Increase the Interaction between Traditional Chinese Medicine Cultural Knowledge Publishers and the Audience

For a long time, the traditional media, the culture of traditional Chinese medicine information, people can only passively accept, meet don't understand don't understand the content of, can't ask for answers, access to relevant information and time-consuming effort, also don't find the correct explanation, has led to the negative receiving of traditional Chinese medicine culture information, unable to manage the information, is not conducive to the spread of culture and application. In the transmission process of new media, people have the initiative to receive information and express doubts. Through interaction, publishers can reasonably adjust the structure and content of knowledge according to people's feedback, and correct the wrong content in time. In this way, the public can increase their interest in reading and raise their attention to health, thus promoting the spread of traditional Chinese medicine culture.

3. Current Situation of International Communication of “Huangdi Neijing”

At present, the research on the overseas dissemination of huangdi neijing mainly focuses on the translation strategy and translation comparison. Early studies focused on the translation of title and related terms. In the form of questionnaire survey, li jie analyzed and studied the readers' acceptance of the three English versions of huangdi neijing, and concluded that the English version of li zhaoguo's version had the highest acceptance among foreign readers^[3]The research on the overseas communication of huangdi neijing gradually shifted from the study of the translation itself to the study of the whole process of translation and translation, and from the study of translation strategies and linguistics to the study of the combination with other theories. Most of the foreign scholars who translated and introduced huangdi neijing were medical history scholars, such as German medical history literature expert unschuld and American medical history expert Veith. The main audiences of huangdi neijing in foreign countries are Chinese medicine learners, Chinese medicine medical workers and medical history researchers. The scope of dissemination is small, the audience is not enough. The profound theories of traditional Chinese medicine in huangdi neijing are difficult to understand. The international dissemination of huangdi neijing relies on traditional media.

4. Research Object

In 2018, the number of people active online grew 6 percent to 3.8 billion, or about 51 percent of the world's population. In 2017, the world had 3.6 billion Internet users, or 49 percent of the population. Smartphones and instant messaging apps dominate young people's lives. Instagram is a social network with pictures as its main carrier and text as its subsidiary description. Instagram is a social app that runs on mobile and shares pictures you snap with each other in a quick, beautiful and fun way. This paper takes Instagram as the research object to study the spread of huangdi neijing on Instagram.

5. Research Method and Process

This paper makes statistics on the keyword search of Instagram to understand the spread of huangdi neijing on Instagram.

6. Results

There are a total of 136 posts by search "huangdi neijing". It involves Chinese, English, Thai, Japanese and Korean. The contents include the original text of huangdi neijing, taiji, prevention and numerology. The text of huangdi neijing appears in Chinese. There are more than 500 posts in total by searching "Huang Di Nei Jing". English is the main language, followed by Chinese and Portuguese. The contents include the original text of huangdi neijing, acupuncture, traditional Chinese medicine education, etc. A topic search was conducted based on the English translation OF YELLOW EMPEROR's CANON OF MEDICINE by Li Zhaoguo. There is no post. In 2015, li jie conducted a questionnaire survey on the readers' acceptance of the three English versions of huangdi neijing, and concluded that the English version of li zhaoguo's version had the highest acceptance among foreign readers. According to the above research, we can find that users on Instagram have a rather one-sided understanding of huangdi neijing, which shows that the international dissemination of huangdi neijing has not made full use of new media, and its dissemination on the Internet needs to be further improved.

7. Problems in the International Dissemination of Huangdi Neijing

7.1 The form of Communication is Too Single

Although huangdi neijing is spread on the Internet, in general, the form of communication is still in words, basically relying on offline dissemination, the form is still relatively single, the content is also relatively dull. Various forms of communication should be combined online and offline. At present, the external communication of huangdi neijing mainly focuses on offline. The communication of the Internet has been relatively rich in forms, but the offline forms are relatively lacking.

7.2 The Communication Content is Single and Boring

Huangdi neijing is one of the earliest extant medical classics in China. It is a medical magnum opus that studies human physiology, pathology, diagnostics, therapeutic principles and pharmacology. The spread of huangdi neijing on Instagram is based on original texts, most of which are in the form of pictures without explanation. The users who share huangdi neijing are only interested in it, and there is no professional dissemination of huangdi neijing. The dissemination of huangdi neijing did not keep pace with The Times and did not grasp the opportunity of new media.

8. Communication Strategy of Huangdi Neijing Based on New Media

8.1 Adopt Scientific Translation Strategies to Reduce the Loss of Translation

As the main cultural product of TCM culture, huangdi neijing should have a greater influence in the world. The translation study of huangdi neijing is in urgent need of further research and breakthrough from the perspective of translation strategies.^[4] In the international dissemination of huangdi neijing, accurate translation is the first step. It should not only ensure that there is no loss of cultural connotation, but also conform to the phonetic expression habits of the imported countries.

8.2 Innovation of Communication Forms

It is very important to promote the diversification of Chinese medicine culture in its international dissemination. At present, there are still some problems in the development of traditional Chinese medicine, such as the failure to establish legal status in some European and American countries, insufficient platform development, and weak traditional Chinese medicine cultural education

abroad^[5] In the new media era, the external communication of huangdi neijing should be innovated. For example, a learning platform should be set up on social networking sites so that students can break through the boundaries of time and space to experience the charm of huangdi neijing. ilm and television works, sketches, documentaries, cartoons, propaganda films and so on are the bridge of "going out" of huangdi neijing. The connotation of huangdi neijing is expressed in a new form.

8.3 Build the Communication Team and Cultivate New Media Literacy and Awareness.

In his speech at the opening ceremony of the second world Internet conference, President xi jinping also said that the Internet communication platform should be used to let people around the world know about the fine traditional Chinese culture. This is the state encourages and encourages enterprises or scientific research institutes and universities to use the Internet platform to spread culture and develop culture^[6]There is no independent communication organization and team for huangdi neijing, so the school of traditional Chinese medicine can organize teachers and students to participate in the communication work of huangdi neijing. For example, the communication center of traditional Chinese medicine culture established by jiangxi university of traditional Chinese medicine should include huangdi neijing in its communication program. The new media awareness and new media literacy of the international dissemination of huangdi neijing are relatively insufficient, and the new media means are not rich enough. For example, the lack of vivid pictures and videos. The author suggests that organizations should train their staff in new media awareness and new media literacy. In addition, professional new media practitioners are invited to participate in the design and maintenance of new media communication.

9. Conclusion

In the new media era, huangdi neijing faces new challenges and opportunities in its external communication. The media are getting richer. The international dissemination of huangdi neijing should actively meet the opportunities and challenges. On the premise of guaranteeing the quality of translation and media, we should give full play to the role of teachers and students of traditional Chinese medicine colleges and universities, cultivate high-quality new media communication talents, and innovate communication forms. Try to combine huangdi neijing with documentaries and films then spread the huangdi neijing to the world and benefits the health of all mankind.

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