

Textual Analysis of Classic Cases of Traditional Chinese Medicine (TCM) Acupuncture Short Videos: Communication Strategies and Theoretical Interpretation

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Abstract: This study conducts a textual analysis of classic cases of Traditional Chinese Medicine (TCM) acupuncture short videos to explore their characteristics and patterns in internet communication, and interprets them in combination with relevant communication theories. The research finds that TCM acupuncture short videos achieve the integration of traditional culture and modern communication methods through forms such as experiential vlogs, acupuncture treatment recordings, and science popularization oral broadcasts, effectively enhancing the communication effect and influence of TCM acupuncture culture.

1. Introduction

With the rapid development of the internet and social media, short videos have become an important medium for information dissemination. As a significant component of Chinese excellent traditional culture, TCM acupuncture has been widely spread through short video platforms. This paper aims to analyze the communication characteristics and patterns of TCM acupuncture short videos through textual analysis of classic cases and interpret them using communication theories, with the hope of providing references for the communication and development of TCM acupuncture culture.

2. Literature Review

2.1 Current Status and Challenges of TCM Acupuncture Communication

TCM acupuncture has achieved certain results in domestic and international communication but still faces numerous challenges[6]. On one hand, the complexity and professionalism of TCM acupuncture theory and practice make it difficult for the public to understand. On the other hand, the fast-paced life and information explosion in modern society require the communication of TCM acupuncture to better meet the public's acceptance habits and needs [4][12]. Short videos, as a new communication form, provide new opportunities and platforms for the communication of TCM acupuncture.

2.2 The Role of Short Videos in Cultural Communication

Short videos have the characteristics of intuitiveness, vividness, and easy dissemination, which can effectively attract users' attention and improve the communication effect of information. In the field of cultural communication, short videos have become an important communication tool[8]. Through short videos, traditional culture can be combined with modern elements and disseminated in a way closer to life and the public, enhancing the attractiveness and influence of traditional culture[7].

2.3 Application of Communication Theories in TCM Acupuncture Short Videos

2.3.1 Uses and Gratifications Theory

The Uses and Gratifications Theory posits that audiences use media to satisfy their own needs[5]. In the communication process of TCM acupuncture short videos, this theory is fully reflected. On one hand, TCM acupuncture short videos provide users with rich health information, satisfying their demand for health knowledge. For example, some short videos detail the methods and principles of acupuncture treatment for various diseases, such as and lumbar disease, enabling users to understand the therapeutic effects and applicable scope of acupuncture while watching. On the other hand, TCM acupuncture short videos also have a certain degree of entertainment and cultural experience, satisfying users' needs in entertainment and culture. For example, some short videos vividly and interestingly display the historical and cultural background and traditional techniques of acupuncture, allowing users to feel the profoundness of Chinese medicine culture while enjoying. This communication method that satisfies users' multiple needs has attracted a large number of users' attention and participation, improving the communication effect of TCM acupuncture short videos[10].

2.3.2 Agenda-Setting Theory

The Agenda-Setting Theory emphasizes that the media influence the public's attention to certain issues by selecting and highlighting them[2]. TCM acupuncture short videos place the health value and cultural significance of TCM acupuncture at the center of the public's vision by showing the effects and processes of acupuncture treatment, guiding the public to pay attention to TCM acupuncture and improving its status in the public agenda. For example, some short videos focus on successful cases of acupuncture treatment for difficult and complicated diseases, such as infertility and post-stroke sequelae. Through the display of these cases, the public can recognize the unique advantages of acupuncture in treating some problems that modern medicine finds difficult to solve. At the same time, short videos also introduce the scientific research achievements and clinical application progress of acupuncture through expert interviews and academic lectures, further strengthening the public's attention and recognition of acupuncture. This agenda-setting method not only improves the public's awareness of TCM acupuncture but also promotes the communication and popularization of TCM acupuncture culture.

2.3.3 Pseudo-Environment Theory

The Pseudo-Environment Theory points out that the media influence people's cognition and judgment of the objective world by constructing a pseudo-environment [3]. TCM acupuncture short videos construct a pseudo-environment about TCM acupuncture through vivid audio-visual content and real case displays, enabling the public to have a more intuitive and in-depth understanding of TCM acupuncture, thereby influencing the public's cognition and attitude towards it. For example,

some short videos use animations and simulation experiments to vividly and vividly display the mechanism and treatment process of acupuncture, making it easier for users to understand the principles and effects of acupuncture while watching. At the same time, short videos also show some real treatment cases, such as the comparison of patients before and after acupuncture treatment, allowing users to see the actual effects of acupuncture treatment. The construction of this pseudo-environment not only gives the public a more intuitive understanding of TCM acupuncture but also changes some misunderstandings and prejudices of the public towards TCM acupuncture, improving the public's acceptance and trust in TCM acupuncture.

2.3.4 Cross-Cultural Communication Theory

Cross-cultural communication includes three levels: daily cross-cultural communication, which refers to the communication and interaction between people from different cultural backgrounds in daily life; cross-cultural communication at the cultural psychological structure level, involving the communication potential and variability brought about by the differences and similarities of different cultural symbol meaning systems; and the contradictions, conflicts, and dramatic changes generated in the actual communication process based on the above two levels, which in turn promote cultural integration and evolution [13]. As an important part of Chinese traditional culture, the global communication of TCM acupuncture needs to overcome the barriers of cultural differences. Short videos reduce the communication barriers caused by cultural differences and promote the international communication of TCM acupuncture culture through innovative communication methods such as animations and documentaries. For example, some short videos use animations to present the theories and practices of TCM acupuncture in an easy-to-understand way to foreign audiences, making it easier for them to understand and accept. At the same time, short videos also use documentaries to display the historical and cultural background and social life applications of TCM acupuncture in China, allowing foreign audiences to feel the cultural connotation and value of TCM acupuncture. This innovative communication method not only reduces the communication barriers caused by cultural differences but also improves the influence and attractiveness of TCM acupuncture internationally.

2.3.5 Innovation Diffusion Theory

Rogers believes that the diffusion of innovation is a process in which innovation spreads within a specific social system along a specific channel over a certain period of time[9]. Innovation Diffusion Theory emphasizes the communication process and influencing factors of innovation[15]. As an innovative communication form, TCM acupuncture short videos have attracted a large number of users' attention and participation through innovative content and forms, promoting the communication and popularization of TCM acupuncture culture. For example, some short videos use virtual reality and augmented reality technologies to give users a more immersive experience while watching, improving users' participation and interest. At the same time, short videos also enhance the interaction between users and content through interactive links such as user questions and expert answers, enabling users to better understand and master TCM acupuncture knowledge while participating. This innovative communication method not only improves the communication effect of TCM acupuncture short videos but also promotes the innovation and development of TCM acupuncture culture.

3. Textual Analysis of Classic Cases of TCM Acupuncture Short Videos

3.1 Experiential Vlogs: The Collision Between "Internet Sense" and Tradition

In the context of the rapid development of the internet and social media, the experiential vlog short videos of many self-media bloggers have become an important media form[11]. Under the cameras of these self-media bloggers, having a strong "internet sense" has become a distinct feature.

3.1.1 Climax Placement

Experiential vlogs of TCM acupuncture treatment are a common type of short video on the Douyin platform. The most obvious feature is that almost all such videos use the method of climax placement, placing the most wonderful moments of the treatment in the "golden 10 seconds" at the beginning[1].

3.1.2 Frequent Use of Catchphrases and Internet Memes

After conducting a textual analysis of a large number of experiential short videos on Douyin, it is found that such experiential vlogs are rich in catchphrases in the "golden 10 seconds" at the beginning, such as "I'm sweating profusely", "Ah-ah-ah", "When he took out the needle, he was already honest", etc. These can attract the attention of platform users in the shortest time, increase the users' immersive experience, and improve the click-through rate of short video works. Among them, the video "TCM Pulse Diagnosis: Privacy No Longer Exists" released by the ID "Working-Class Xiao Zhang" received 116,000 likes, 52,000 forwards, and 5,886 comments. It starts with "I'm really sweating profusely. Every disease you just mentioned I've been diagnosed with in the hospital", attracting everyone's attention. In the subsequent text and audio-visual content, it makes extensive use of internet memes such as "Crippled Xiao Zhang Goes to See TCM" and "Open Your Mouth", which is full of internet sense.

3.1.3 The Ingenious Integration of Traditional Culture and Current Hotspots

Traditional Chinese medicine culture and acupuncture culture are excellent traditional Chinese cultures that need creative transformation and innovative development. Internet memes and "internet sense" are the upsurge in the current self-media era on social media platforms[14]. The use of internet-sensitive short videos as the carrier for the spread of traditional TCM acupuncture is actually an ingenious integration, making the seemingly distant TCM more "down-to-earth", and accessible to ordinary people.

3.2 Acupuncture Treatment Recordings: The Reproduction of Professionalism and Rigor

The rapid development of short video platforms such as Douyin has provided a dynamic and motivated platform for the healthy communication of TCM acupuncture short videos. The popularization of internet technology and the public's high demand for health information, coupled with the intuitive and easy-to-understand display of acupuncture operations in such videos, reduce the public's difficulty in understanding such videos and enhance the communication effect of TCM acupuncture culture. While these videos are popular domestically, they also promote the international communication of TCM culture and enhance the international influence of Chinese medicine.

3.2.1 Detailed Record of the Acupuncture Process, Building Trust with "Benevolent Heart"

Detailed acupuncture treatment videos posted by professional acupuncturists on short video platforms have become an important carrier for the healthy communication of TCM acupuncture.

Such videos usually record the entire acupuncture treatment process in detail, from diagnosis to acupuncture, clearly showing every step to ensure that the audience can see the treatment details. Moreover, the videos include professional explanations by doctors on the principles and effects of acupuncture, delivering direct and accurate knowledge to the public, which helps to enhance the authority and educational significance of the videos. Furthermore, the explanations and instructions of doctors in the videos not only convey treatment information but also reflect the care and sense of responsibility of medical professionals. This display of benevolence makes patients feel at ease. On one hand, acupuncture short videos can make the treatment process of TCM acupuncture more transparent. On the other hand, through the professional explanations of doctors, the public can have a deeper understanding of acupuncture, which helps to enhance the social awareness of TCM culture.

3.2.2 Humorously Relieving Patients' Fear, Dispersing Tension with Relaxation

There are also some professional acupuncturists on short video platforms who use humorous and funny tones to introduce acupuncture treatment. In the videos, doctors use relaxed and witty language to make the seemingly tense treatment process vivid and interesting. In such short videos, acupuncturists explain the acupuncture process and principles to patients in a humorous way, while the video shows the silver needles piercing through the wrist. This video style not only relieves patients' tension but also allows the audience to understand the therapeutic effects of acupuncture in a relaxed and pleasant atmosphere. Humorous expressions can not only attract the audience's attention but also complete the dissemination of health knowledge.

3.2.3 Targeting the Audience Group, Attracting Viewers with Efficacy

Treatment videos posted by professional acupuncturists on short video platforms often highlight significant curative effects to attract audiences with clear needs. These videos usually directly show the immediate effects of acupuncture, such as pain relief, blood-letting therapy, or facial lifting and beauty through acupuncture. These contents directly target people with specific pursuits for health and beauty. Such professional and detailed content, combined with the intuitive display of treatment effects, effectively attracts the audience's attention and enhances the communication effect of the videos.

3.3 Science Popularization Oral Broadcasts: The Public Popularization of Health Communication Awareness

In the new media era, short video platforms have become an important channel for TCM acupuncture science popularization. Through vivid audio-visual content, the difficulty for the public to understand TCM health preservation knowledge is reduced, and the sense of interaction with platform users is enhanced. These science popularization short videos not only popularize TCM acupuncture knowledge and enhance its influence but also promote the development of related industries. At the same time, the multi-modal expression methods of new media platforms, such as short videos and animations, make TCM culture integrate with modern lifestyles, which is more in line with the acceptance habits of young people.

3.3.1 Animation with Color Empowerment

The science popularization oral broadcast short videos of TCM acupuncture presented in the form of animations have gradually become a trend. Such short videos usually have well-crafted animation effects, sharp color schemes, and prominent fonts, with graphic content and clear professional knowledge. Due to their vividness and interest, such animated videos effectively attract the attention

of the younger generation and improve the efficiency of TCM acupuncture knowledge dissemination. In addition, compared with live action shooting, animated videos have lower production costs and are easier to spread on the internet, so they have a wider audience. The animated TCM acupuncture science popularization videos can not only clearly show the acupuncture points and operation process but also enhance the audience's understanding and memory through creative storylines, effectively promoting the public popularization of health communication awareness.

3.3.2 Authentic "Documentary" Style Close to Life

Documentary-style TCM acupuncture science popularization videos have also won high recognition from the public due to their authenticity and closeness to life. Such videos usually use clips of authentic acupuncture treatment and tell the stories of its real cases, naturally and imperceptibly attracting the audience's interest. For example, the "Chinese Medicine" column of CCTV.com shows the practical application and effects of acupuncture, conveying the scientific nature and practicality of TCM acupuncture to the audience. In addition, the "TCM in China" series of documentaries on Bilibili the roots and modern applications of Chinese medicine, enhancing the persuasiveness and credibility of the content. This documentary-style video is well-produced, combining real treatment scenes and expert explanations to show the actual operation and treatment effects of TCM acupuncture. This method not only allows the audience to feel the magical effects of acupuncture but also improves the public's Recognition and acceptance of TCM culture. Through documentary-style science popularization, TCM acupuncture knowledge is efficiently disseminated, and at the same time, it makes contributions to the inheritance and development of TCM culture.

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