

Practice and Innovative Exploration of New Media in Clinical Medicine

Ningxin Liang, Yifan Zhu, Jingjing Zhao, Yibing Yu, Xinke Wang, Dong Yu, Jialu Li*

Shandong University of Traditional Chinese Medicine, Jinan, 250035, China

*1014771797@qq.com

*Corresponding author

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Abstract: New media is a new media form relative to traditional media such as newspapers, radio and television. New media provides a large number of educational resources and is increasingly widely used in clinical medical education. In the new media era, the application population is mainly young people. They generally have high understanding ability, have received good education, and are easier to understand the communication process of traditional Chinese medicine culture. Practice has proved that new media can effectively spread medical culture and strengthen students' education and continuing education.

1. Introduction

With the rise of mobile Internet and other technologies, mankind has gradually entered the new media era. Under the support of the new technical system, new forms of media have emerged, such as digital magazine, mobile TV, microblog, WeChat, QQ, Live Broadcast, Short Video, Today's Headlines, etc [1]. With the rapid development of 5g network, new media has gradually flourished and rapidly penetrated into various cultures. It has become a communication platform in the new era. At present, the so-called new media has developed into the world's most dynamic and promising industry. With the continuous emergence of various new media, not only people's lifestyle has been imperceptibly changed, but also the new order of world communication has been reshaped. At present, under the trend of globalization, it is particularly necessary to study the current situation and trend of new media industry. The development of clinical medicine plays a vital role in national progress. This cultural form is also an important part of Chinese culture. Moreover, as an important soft power, clinical medical culture is an important pillar to highlight the comprehensive strength of the country. In the process of communication, it can improve the health literacy of Chinese residents. In addition, in recent years, China has been invaded by western culture, and teenagers are increasingly lack of understanding of traditional culture. When adopting new media to spread clinical medicine, we should further guide the public into clinical medicine, understand clinical medicine and support clinical medicine, so as to promote the inheritance and development of traditional excellent culture by the next generation. The rotation practice time of students' departments is too tight, which leads to the shortening of students' time in clinical medicine, and students lack interest in very bloated and boring medicine. New media provides rich and diverse resources for the training of clinical teachers, among which online learning is the most widely used, and foreign online learning methods provide a good reference. [2].

2. Important Advantages of New Media in Clinical Medicine

2.1 Bidirectionality.

Bidirectionality refers to the interaction between the audience and the disseminator when new media propagates clinical medicine. In the past, the dissemination of clinical medicine mainly relied on books, newspapers and other means. The audience can only passively accept it, and can not choose the content and time of acceptance. In addition to special occasions such as hospitals, clinical medical

bureaus and medical colleges, it is difficult to get effective answers to questions about clinical medicine. Clinical medicine comes from practice and is applied to practice, It is easy for people to encounter clinical medical problems in practical life. If clinical medical knowledge can be answered at the first time, it can speed up the interaction with practice, be verified and disseminated in practice, so as to increase people's confidence in clinical medicine. The two-way nature of clinical medical hours disseminated by new media can give people the right to choose clinical medical knowledge, It is not a passive choice, but to choose the corresponding clinical medical knowledge according to their own needs. This targeted learning can improve the efficiency of clinical medical communication. In recent years, teaching staff construction projects have become more and more common in medical education. The construction of teaching staff can be carried out in many forms. Traditional initiatives include face-to-face workshops, seminars, short courses and advanced training in medical education. However, the clinical teaching staff has its particularity, that is, most of the teachers engaged in medical education are clinicians. The two-way characteristics of new media can not only enable people and clinical medical experts to ask questions and answer questions, but also report the folk inherited medical culture to the official for scientific verification, which is conducive to the protection of clinical medicine and the dialectical development of clinical medicine [3].

2.2 Timeliness.

Timeliness means that clinical medicine can be transmitted at the first time through new media. The content of clinical medicine is developmental. We cannot equate clinical medical technology with clinical medicine, ancient medical technology with clinical medicine, and some wrong superstitious methods as the level of clinical medicine. Clinical medicine is a technology proved by the Chinese nation in practice and constantly updated according to the changes of time, this clinical medical technology has derived clinical medicine. The birth of clinical medicine was accompanied by a certain witch culture. Some ghost and superstitious ideas were mixed with clinical medicine technology. However, in the process of thousands of years of practice, the Chinese nation has been constantly eliminating the false and preserving the true. Now what we call clinical medicine is a clinical medicine that has been proved by practice that it can save the dead and heal the wounded in clinical bed, and some people's understanding of it still stays in ancient times, this is due to the lack of awareness of some people because the information is not updated immediately. Nowadays, clinical medicine is still developing continuously. The timeliness of new media is not only helpful to spread the updated clinical medicine at the first time, but also helpful to refute rumors and let people master the latest and most reliable clinical medical information. In recent years, clinical medicine has made important development with the support of the state. People pay more and more attention to clinical medicine. Clinical medicine can use the timeliness of new media to spread the latest news of clinical medicine at the first time, let people witness the growth of clinical medicine and enhance the confidence of clinical medicine [4].

2.3 Diversity.

Diversity refers to the spread of clinical medicine in various ways and styles by new media. Today's era is an era of "information explosion". In addition to specific learning places that need to learn specified information, people can receive all kinds of information every day. A large amount of information makes people more selective in obtaining information. Reading information has gradually become jumping and fast, and the time to obtain information is gradually fragmented, Access to content is influenced by personal preferences. The object of clinical medicine communication is not only professionals, but the public. A single long text is difficult to attract the reading interest of ordinary people, especially in China. Due to the influence of the times, the older and rural people are more interested in clinical medicine, but their education level is generally low, their judgment is insufficient, and they are easy to be misled by wrong clinical medicine knowledge. Compared with traditional communication media, the diversity of new media communication takes various forms to spread clinical medicine. Different communication paths can take care of people with different characteristics. The combination of pictures, words, video games and other forms is beneficial to make clinical medicine more vividly displayed in front of people of different ages and

preferences, The diverse modes of communication are also easy to simplify the obscure parts of clinical medicine, increase people's acceptance and stimulate people's enthusiasm for learning clinical medicine.

3. Practice and Innovative Exploration of New Media in Clinical Medicine

3.1 Cultural Publicity.

In the new media era, the communication channels of culture are very wide. In the actual communication, in addition to having a good culture, we also need to choose the best media. For example, in China, WeChat, micro-blog, today's tiktok, jitter and so on are the main media of residents' Internet audio-visual, and they are also the most applied software. Therefore, in the dissemination of traditional Chinese medicine culture, we must break the old ideas, actively learn the open and independent characteristics in the new media era, and appropriately strengthen media marketing. For example, the form of prize forwarding is set to improve the participation of users, which can further expand the scope of information dissemination to a great extent. In addition, in terms of the selection of self-media communication content, it is not limited to the text form, but also can more vividly and intuitively transmit the cultural knowledge of traditional Chinese medicine through animation, pictures, AR and other forms, so as to facilitate the people to understand and expand the publicity channels. In the new media era, the false information of traditional Chinese medicine culture is rampant, resulting in serious information pollution, which is largely related to the inability of the regulatory authorities to undertake the main responsibilities; Similarly, in order to protect their rights and interests in time, many traditional Chinese medicine institutions have virtually exacerbated the release frequency of such malicious information. Therefore, in the improvement measures, on the one hand, it is necessary to strengthen the supervision of information release. In addition, it is necessary to strongly punish the published false information and crack down on the criminals who publish false information by increasing the illegal cost. In addition, we media should improve their sense of social responsibility, ensure that the published cultural knowledge of traditional Chinese medicine has a scientific basis, and never exaggerate the efficacy or belittle the value of drugs without authorization. Although we need to pay attention to commercialization and marketing, real and effective information is still the core of cultural communication, and try to avoid sensational and vulgar content in the process of communication, Ensure the quality of information and improve the social credibility of traditional Chinese medicine culture.

3.2 Course Learning.

Medical students majoring in clinical medicine are not only the main object of medical education, but also the main teaching object of medical colleges and affiliated hospitals. Most clinical research on medical education is also mainly carried out around medical students. As mentioned earlier, clinical teaching teachers need to undertake heavy clinical medical treatment and corresponding scientific research work while teaching, which may affect the quality of teaching. At the same time, medical students face the pressure of postgraduate entrance examination, and often neglect the study of clinical practice. The traditional medical education takes classroom teaching as the main mode, with a single form, which is difficult to arouse the learning interest of medical students and achieve the ideal teaching effect. Although there are some challenges in integrating Wiki technology into medical education curriculum, the author believes that through reasonable planning and teaching design, these challenges can be overcome, and Wiki technology will eventually serve medical education. The use of in higher education abroad is still in its infancy. With the deepening of research, its convenient communication channels, fast communication speed and rich and vivid communication content provide a good opportunity for medical students' education. The role of microblog in students' medical ethics education. It is considered that microblog is conducive to maintaining the emotional link of teachers' and students' medical ethics education, enriching the spiritual life of contemporary medical students and expanding the time and space of medical ethics education, but it also faces new challenges, including: the super space-time effect of microblog has an impact on the traditional

medical ethics education model; The low threshold of microblog increases the difficulty of medical ethics education for medical students; The networking of microblog puts forward higher requirements for educators' information quality. In addition, the application of some instant messaging software in clinical medicine teaching can stimulate medical students' interest in learning and enhance their ability of self-learning and problem analysis by means of one-to-many way for case discussion, one-to-one way for students to implement individualized counseling, transmission and sharing of teaching resources, etc.

3.3 Continuing Education.

Medical continuing education is an educational way for medical personnel to continue to study and further study in the subsequent clinical work on the basis of one-time education in medical colleges and universities. It aims to improve the medical level and finally improve health through continuous learning of new knowledge and technology. With the continuous progress of science and technology, the renewal of medical knowledge is accelerating. To master the most cutting-edge and important medical knowledge, lifelong education must be carried out. The traditional forms for clinicians to improve knowledge reserve and receive continuing education mainly include learning through hospital library resources, participating in academic conferences, training courses, refresher courses, etc. However, these traditional methods are limited by regional space and time, and many clinicians are unable to visit the conference venue or attend refresher courses in person. The emergence of new media provides a good development opportunity for medical continuing education. Relying on the continuing education resources provided by new media, the main ways for clinicians to obtain new knowledge include: electronic database, professional website, social media, instant messaging tools, etc. The electronic database contains a lot of medical professional information, including the latest research, clinical diagnosis and treatment guidelines and so on. However, the problem is that most databases need to be purchased before they can be used, so most clinicians can't use these resources directly. Some professional websites solve these problems for ordinary doctors. In order to promote the development of medical continuing education and meet the needs of medical staff to learn new knowledge and technology, many domestic medical websites provide the latest learning resources. For example, website provides a good learning and communication platform for doctors in clinical departments and researchers in basic science.

4. Conclusion

Through a large number of experimental comparisons, clinical medicine can get great help through new media. Human beings can obtain 80% knowledge through informal learning, and informal learning takes about 20% of the time. We must pay attention to informal learning. At the same time, it also points out a new concept of clinical medicine teaching: how to make medical students obtain as much clinical medicine knowledge as possible through informal learning. New media teaching can solve the requirements of traditional teaching methods on time and place. New media is conducive to the long-term development of clinical medical education in colleges and universities, and can cultivate more and better medical students.

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