

Integration of Youth in Cyber Traditional Chinese Medicine : A Study on the Construction of Risk Discourse, Behavioral Evolution, and Affordance Pathways in Artificial Intelligence Generated Content

HUANG Junyang^{a*} GAO Zhenghan^b ZHANG yilin^c

^a*School of Media and Film, Jiangsu Normal University, China;*

^{bc}*School of Humanities and Foreign Languages, Qingdao University of Technology, China*

Authors

*Huang Junyang is a master's student at the School of Media and Film, Jiangsu Normal University. E-mail 2926549182@qq.com.

Gao Zhenghan, Associate Professor at the School of Humanities and Foreign Languages, Qingdao University of Technology.

Zhang yilin is a master's student at the School of Humanities and Foreign Languages, Qingdao University of Technology.

Integration of Youth in Cyber Traditional Chinese Medicine : A Study on the Construction of Risk Discourse, Behavioral Evolution, and Affordance Pathways in Artificial Intelligence Generated Content

Abstract

Traditional Chinese Medicine(TCM) health preservation is increasingly showing trends of being younger and digitalized. This article analyzes 67 high-interaction TCM health preservation posts published by users aged 18-30 on the rednote platform, based on risk society theory and textual analysis methods, exploring the cognitive dimensions of youth regarding TCM health preservation and its interactive mechanisms empowered by Artificial Intelligence Generated Content (AIGC) technology. The study finds that young people embed TCM health preservation into their daily lives through embodied experiences like Ba Duan Jin (Eight Pieces of Brocade) and health preservation tea, constructing trust in the comprehensiveness of TCM diagnosis with frequent phrases such as 'there are no secrets before TCM, and reinforcing identity and cultural belonging through traditional cultural symbols. In the age of digital intelligence, AIGC technology can promote the digital dissemination of TCM through three pathways: inheritance of embodied skills based on motion capture, Virtual Reality(VR), Augmented Reality(AR) and intelligent diagnostic systems that enhance health management efficiency, and creative reinterpretation of cultural symbols. This article provides actionable solutions for the digital inheritance and dissemination of TCM health preservation, helping the TCM culture break through generational and media barriers.

Keywords

Traditional Chinese Medicine(TCM) health preservation , Risk society , Artificial Intelligence Generated Content(AIGC) , Youth health preservation

Research background and questions

With the promulgation of policies such as the "The 14th Five-Year Plan for the Development of Traditional Chinese Medicine" and "TCM Health Care Services (Specifications)", the digital transformation of the Traditional Chinese Medicine industry has been attached, and two development directions have collided between TCM health care and modern life: traditional health care projects based on acupuncture and massage, and health-preserving tea based on Chinese herbal ingredients. As of May 2024, rednote has 3.206 billion views of the entry "TCM Health Preservation", and 812,200 user generated contents.

Young people are involved in TCM health preservation because they are concerned about their health and identify with traditional culture. According to the 2025-2030 Research Report on the Investment Potential and Development Prospects of TCM Industry, young people aged 15-25 have gradually become the main force in this market, and their needs are more personalized, scientific and experiential. According to Xinhua News Agency, China's TCM market size exceeds one trillion yuan, with young people aged 18 to 35 accounting for 83.7% of the consumer group, and more than half of them spend more than 500 yuan per month on health and wellness.

Young people actively practice the concept of TCM health preservation through dietary therapy, physiotherapy and fitness exercises, and also use social media to share and communicate, injecting new impetus into the dissemination and innovation of TCM culture. This not only reflects the importance of health prevention in a risky society, but also contributes to the digital inheritance and development of TCM culture. Based on this, this study takes the TCM health care tweets posted by young people on rednote in the post-epidemic era as the research object, draws on the risk society theory, and adopts the text analysis method to describe the characteristics of tweets, the internal causes of popularity and the socio-cultural significance, and solve the following questions: (1) How can TCM health care be reproduced on social media represented by rednote? What are the features? (2) What are the reasons for the popularity of TCM health preservation among young people? What attitudes and emotional tendencies do young people have towards TCM? (3) What are the ways for young people in the post-epidemic era to inherit and promote TCM health knowledge with the help of Artificial Intelligence Generated Content?

Literature review

A shift in the mindset of human beings in the face of future diseases in a risk society

Ulrich Beck explores the risks that arise from the process of modernization, including human health. He emphasized the increased awareness of risk, the importance of individualized health management, and the need for global governance of health risks in the context of globalization.

With the acceleration of modernization and the critical juncture of social transformation, risks cover almost all areas of human activity. At present, most of the research on risk society focuses on the ideological field, especially the research on the spread of online public opinion on unconventional emergencies, followed by the research on public health emergencies.

Public health emergencies, led by the pandemic, are an important factor in accelerating the penetration of the "risk society". The pandemic has exacerbated uncertainty, and the global nature of risk makes it possible for a crisis in any one region to spread quickly across the globe, leading

to concerns about the future (Liu, 2024). The outbreak of the new crown epidemic and frequent home isolation have had a certain impact on people's physical and mental health, and have exacerbated people's panic and anxiety about "survival safety" (Gong, 2024). At the same time, Zeng (2024) quantitative research shows that "as the uncertainty of the scale of disasters increases, so does the willingness of society to pay". It can be seen that in the post-epidemic era, people are gradually aware of the importance of health, as well as the health risks caused by lifestyle and environmental changes, and have realized the psychological transformation of "anxiety-prevention", and are willing to pay for the prevention of unknown risks. The preventive concept of "curing diseases before they occur" in TCM is in line with the emphasis on preventive measures in the concept of risk society, and at the same time, TCM's measures of focusing on individual differences and providing personalized treatment plans also echo the emphasis on individualized risk management in the concept of risk society.

The research direction of TCM health preservation and rejuvenation in the post-epidemic era

The first collision between TCM health care and young people gave birth to research on "punk health preservation preservation" in the academic community. Since 2019, the number of studies in this direction has been increasing day by day, and there are two major commonalities. First, scholars such as Wang (2018) and Cui (2020) have conducted an in-depth analysis of the popular reasons and social implications of punk wellness from the perspective of subculture, and regarded it as "appropriating the open and polysemous 'punk' in the subculture to obtain an active function to strengthen the self-identity of young people" (Wang, 2021).

Second, many scholars use semiotic theories to view "punk wellness" as a contradictory cultural practice for young people. Hao (2024) believes that "punk" represents the self-personality and unconventionality of young people, and "health" represents the active pursuit of health by young people in the real world. Yu (2024) pointed out that young people are labeled as a contradictory combination of "death" and "life-saving" because of "punk health preservation"; Zheng (2024) attempts to explain the phenomenon of "punk wellness" among young people with "compensatory consumption" and "consumerism-based health care logic".

In general, few people in the academic community have analyzed the surge in the number of healthy young people from the perspective of the background of the times and changes in the social environment. If "punk health preservation punk" is a contradictory cycle formed by the dual connection of individual youth identity and disorientation (Hu, 2019), then the TCM health care sought after by light groups this year returns to the pure essence of health management.

The multimodal discourse of TCM health preservation on the rednote platform is presented

Liao (2022) pointed out that video language has the advantages of comprehensiveness, form integration, scene diversity and meaning sharing, so as to gain the ability to communicate across time and space, class and field. rednote is a social media platform with both graphics, texts and auditions, and in the post-epidemic era, the rednote platform, with young people born in the 90s and 00s as its main users, has become an important front for the dissemination of TCM (Yu, 2024). For example, Song and Sun (2023) studied the innovative dissemination of TCM health culture in Anhui Province on the Douyin platform, while Lai (2021) gained insight into the problem of content dissemination of TCM culture on the Douyin platform and proposed corresponding

countermeasures. Yu (2024) and Yang (2023) transferred the communication platform to rednote, but only from the perspective of professional doctors, they explored its personal IP construction.

Methodology

As of May 2025, the rednote platform has 30.611 million views on medical and health topics, and 6.02 billion views on TCM health topics. It can be seen that the rednote platform has become an important way for users to discover and trust health information, and it is also the most widely used social media for young people to dialogue with TCM health preservation, which provides material for this paper to analyze the risk perception and discourse attitude of young people. Therefore, this paper lists rednote's tweets as the main research object, supplemented by the secondary data of TCM health care and rednote platform in the existing research results, and together constitute a public corpus.

As the division of the post-pandemic era does not have a fixed time node, but is a gradual process with epidemic control and economic and social recovery, according to the World Health Organization's 2023 report, the global health system is beginning to show major signs of recovery after three years of the pandemic. Therefore, this article sets the starting point of rednote tweets as January 1, 2020, and then retrieves 3.27 million related tweets with the keywords "TCM health", "TCM" and "health preservation". Through the investigation of the originality, readability and independence of the tweet publishers, 172 tweets were screened out according to the number of likes from high to low, and the integer value (1000) of the number of likes in the middle tweet was selected to exclude the niche and low-quality content that may be low-like, so that the sample focused on the tweets of the "conventional and above dissemination range", so as to objectively reflect the general communication law and ensure that the sampling was reasonable, and finally determined 67 tweets as the research sample. Among them, the highest number of likes is 1.02 million, the highest number of favorites is 84,000, and the highest number of comments is 14,000. The creators of the selected tweets were all between the ages of 18 and 30 and had experienced TCM wellness programs or TCM diets firsthand. This paper uses text analysis to gain in-depth insight into the discourse construction of young people on the rednote platform, explore the deep reasons for the popularity of TCM health preservation, and how to promote the communication and dissemination of TCM health preservation through the construction of risk discourse.

Online Representation, Presentation Dimensions and Deep Motivations of the Popularity of TCM Health Culture

The current situation and characteristics of the publication of TCM health tweets

Most of the TCM health tweets published by young people on the rednote platform are vlog videos, which can be divided into three mainstream creative directions: TCM medical treatment tweets, TCM restaurant diet tweets and other tweets.

First of all, TCM consultation tweets can also be subdivided into TCM diagnosis tweets and health program experience tweets, the former refers to young people talking about their own health status and potential diseases through TCM pulse; The latter refers to the youth experience wellness program. Secondly, taking the popularity of the medicine restaurant of Zhengzhou Dongjitang TCM Hall as an example, the TCM restaurant diet tweets have become a new track for young people to practice TCM health preservation on the rednote platform. The content of this

type of tweet is that young people check in to TCM halls in different cities to experience the food and atmosphere.

There are many similarities between TCM medical treatment tweets and TCM restaurant diet tweets: in terms of shooting form, the bloggers themselves appear; In the construction of the scene, typical Chinese medicine symbols such as medicinal materials, medicine cabinets, and calligraphy fonts are used to create a traditional Chinese atmosphere; In terms of content, focus on the statement of experience. In TCM medical visits, the camera often focuses on the blogger's face to capture subtle changes in their expressions during the diagnosis. In the video, the verbal communication between the patient and the doctor constitutes the video text, so that the text is real-time, that is, it is recorded as it is spoken, and it seems to be more realistic; In the TCM restaurant diet tweets, the camera focuses on the natural, quiet, comfortable and harmonious environment of the TCM restaurant , and the main text in this type of video is the unilateral output of young bloggers, or presented in the form of post-text reading, most of which narrate about the experience process, medicinal diet taste and emotional expression.

Finally, the other types of videos are out of the fixed frame of the above two types of videos. For example, Internet celebrity Hu Chuliang appeared at home in the form of her own home, telling the recent experience of many netizens diagnosing her with too much moisture through the tooth marks on her tongue, so that she could timely regulate her body to avoid the invasion of serious diseases, and at the end of the video, she called for the promotion of TCM culture.

Text analysis of TCM health tweets on the rednote platform

The first cognitive dimension of youth: the embodied and daily characteristics of TCM health preservation

The first frequent use of words such as "first" "first experience" indicates that young people show an active willingness to participate in TCM health preservation, and use it as the creative material for "novel experience" short videos.The concept of TCM to preventive treatment of disease coincides with the prevention of diseases among young people. Acupuncture, cupping, eight pieces of Brocade and other forms of embodiment are the specific manifestations of youth participation, and they are also the practice of the first cognitive dimension.

Herbert Marshall McLuhan proposed that "the medium is an extension of the human body". Nowadays, the body assumes a certain ideographic function, and as the sender of symbolic meaning, it is also releasing meaning, expecting the interpreter's cognition and interpretation (Xue Chen, 2018). Because the body must meet the premise of "presence", TCM health care shows a high degree of embodiment, which is reflected in two aspects:

On the one hand, the body acts as a medium of communication in the discourse system of TCM health preservation. TCM views the human body as an organic whole, with various organs and systems interconnected. Through TCM diagnosis, the body sends out health risk messages to young people, who receive the messages and manifest the body's internal symptoms and regulate them through health programs such as cupping and acupuncture. This is a bilateral communication activity between young people and their own internal health conditions.

On the other hand, the body as a medium helps to realize the daily routine of TCM health

preservation. The popularity of "punk health preservation preservation", new Chinese tea drinks, and health milk tea has simplified the way for young people to get in touch with TCM, and helped young people integrate TCM health into their daily life.

At the same time, young people are also willing to share their health preservation experiences and effects on social platforms, and use real body feelings to convey the charm of Chinese medicine health preservation. This sharing and feedback mechanism based on physical experience is highly persuasive and contagious, making them more trusting and dependent on TCM health preservation, and also attracting more people to join the ranks of TCM health preservation.

The second cognitive dimension of youth: the comprehensiveness, in-depth and precision characteristics of TCM

The second high frequency of expressions such as "there is no secret in front of TCM" and "seeing TCM is equal to running naked" reflect another cognitive dimension of the comprehensiveness, depth and accuracy of TCM diagnosis among young people.

Along with the emergence of such sentences, there are also words such as "can't lie", "at a glance" and "getting straight to the point", which further proves the affirmation of young people on the efficacy of TCM. Taking the Chinese medicine diagnosis vlog published by the blogger 6633 entitled "Staying up late every day abroad to drink ice water, and the result of returning to China to see Chinese medicine is...", for example, the blogger showed obvious feelings of weakness during the diagnosis of Chinese medicine, and accompanied by anxious words and sentences such as "torture has just begun" and "restless" to explain the state of mind at that time. In the face of the Interrogation of Chinese medicine's living habits, she "replaced the answer with silence", and in the form of text in the vlog, she exclaimed that "suspect the heads of the TCM doctors are connected to global surveillance" and "there is no privacy in front of the TCM doctors". The later stage of the vlog further shows a series of behaviors that she chooses to strictly maintain her health after reading TCM, such as eating health care packages, decocting and drinking medicine, and doing eight pieces of Brocade before going to bed.

It can be seen that the second cognitive dimension shows the positive attitude of young people towards the diagnosis results of TCM, and often transforms this cognition into psychological suggestion, which enables them to reflect on their unhealthy habits in the process of TCM diagnosis, transform their heart deficiency psychology into health crisis awareness, and help strengthen their determination to improve their health literacy. Presenting the psychological process of the diagnostic process in an exaggerated form also helps to elicit emotional resonance in young people.

The third cognitive dimension of youth: the cultural and cohesive characteristics of TCM health preservation

In TCM health tweets, young people tend to be biased towards the dual mode of representation of material processes and psychological processes. The material process is manifested as the objective presentation and description of the youth's experience of TCM in the first half of the tweet, and the psychological process is manifested as the expression of the youth's perception and emotional value in the later part of the tweet. By frankly admitting their stereotypes of TCM, young people make emotional turns, express their love and support for TCM health preservation at

the level of consciousness, subtly influence the audience's attitude towards TCM health preservation, use metaphors, comparisons and other rhetorical techniques to fully mobilize the audience's emotions, associate TCM health with "excellent traditional culture", "inheritance", "persistence" and other words with strong historical color and social responsibility, and arouse the audience's emotional resonance from cultural self-confidence, national self-confidence and identity. Achieving the third cognitive dimension of youth: As an excellent traditional culture in our country, the inheritance of TCM urgently needs young people.

Internet language can promote the understanding of emotions among participants and promote the condensation of private emotions into social emotions through memetic replication. This coagulation effect makes individual emotions transform into collective emotions through the transmission and resonance of language, and then form social public opinion, enhancing people's sense of social participation (Sui, Li, 2020). Young people give the importance of TCM health preservation inheritance to modern youth through text association, faintly conveying that "young people are the key factor in TCM inheritance", combined with touching background music, infecting the audience to actively participate in comments, express their interest in TCM health preservation and their willingness to inherit, so as to complete the transfer of discourse weight, break the traditional model of industry experts and authorities serving as the main body of TCM inheritance discourse. By stimulating the subjective initiative and the sense of belonging of Chinese young people, they join the queue of TCM inheritance.

AIGC empowers the affordance path of digital communication of TCM health preservation

In the context of the risk society and the post-epidemic era, the three dimensions of young people's cognition of TCM health preservation have laid a solid foundation for their promotion on new media platforms. As an emerging digital force, AIGC has changed the pattern of information dissemination and has great potential in promoting the digital communication of TCM health preservation.

embodied and daily cognition: technical body inheritance, innovative interactive experience

From the perspective of embodied inheritance, AIGC technology provides new possibilities for the inheritance of TCM skills. In the process of passing on TCM, many precious skills rely on personal demonstration and oral transmission by the inheritors. For example, the accurate grasp of the essentials of TCM massage and acupuncture is crucial to the treatment effect. Now, bearers can use AIGC technology to achieve more efficient embodied transmission. Taking the inheritance of massage as an example, the inheritor can wear a motion capture device when performing a massage demonstration, and combine with AIGC to record key information such as manual movements, strength changes, and acupuncture point positioning in the massage process into electronic equipment. These data are processed by AIGC to form a set of digital "technical body" models. This model can not only accurately restore the massage movements of the inheritors, but also analyze the action data to generate detailed action analysis and teaching guidance content.

For learners, they can immersively learn this set of digital massage skills through VR or AR equipment. In the VR environment, learners feel as if they are in a real massage scene, and the virtual inheritor in front of them will show the massage action in slow motion and from multiple angles, while the audio explanation generated by AIGC will explain in detail the key points,

functions and corresponding acupuncture point knowledge of each action. During the practice, the system can also capture the learner's movements in real time and compare them with the standard "technical body" model, giving timely corrections and feedback, as if there is a senior inheritor by his side to guide him at any time. This embodied inheritance method realized with the help of AIGC breaks the limitation of time and space, allows more people to have the opportunity to learn the essence of TCM, and effectively solves the problem of limited inheritance scope caused by region, time and other factors in traditional inheritance methods.

AIGC also plays an important role in daily communication. It is capable of creating immersive TCM wellness scenarios. Create a virtual TCM hall environment, and users will feel like they are in an antique TCM hall after putting on VR equipment. In this virtual space, users can interact with virtual TCM practitioners, who will use AIGC to generate personalized health regimens based on the physical symptoms and lifestyle habits entered by the users, including recommending suitable medicinal diets and health exercises. At the same time, with the help of AR technology, users can scan specific items or scenes through their mobile phones in real life to obtain TCM health knowledge related to them. For example, scanning a cup of tea can pop up information such as the efficacy of this cup of tea in TCM health preservation, suitable groups and drinking precautions, etc., which cleverly integrates TCM health knowledge into daily life scenes and enhances its daily attributes.

In terms of health practice teaching, AIGC can generate highly anthropomorphic virtual coaches, which can not only accurately demonstrate the movements of health exercises such as Tai Chi and Baduanjin, but also correct the user's movement deviation in real time through motion capture technology. Taking Baduanjin as an example, when the user follows the virtual coach to practice, the virtual coach will point out the user's inadequacy of the movements, such as the angle of arm extension and the coordination of breathing, and give corresponding suggestions for improvement. This personalized guidance method can effectively improve the user's practice effect, allow users to participate more actively in the practice of TCM health preservation, strengthen the embodied experience of TCM health preservation, make TCM health care truly integrate into people's daily life habits, and promote its wide dissemination in modern society.

Comprehensiveness and Accurate Cognition: Intelligent Assisted Diagnosis and Popular Chinese Medicine Knowledge

Young people's understanding of the comprehensiveness, in-depth and accuracy of TCM diagnosis provides a direction for AIGC to play a role in the digital dissemination of TCM health preservation. AIGC technology can develop an intelligent auxiliary diagnosis system to simulate the diagnostic process of TCM. Through image recognition technology and natural language processing technology, AIGC can analyze the tongue coating photos and facial photos uploaded by users, and generate a preliminary health assessment report based on the symptom descriptions entered by users.

For example, an application called "Zhiyi", the core of which is the ChatSS physical examination system, which is a mathematical model of syndrome differentiation and treatment diagnosis independently established by Zhiyibang Hospital and trained by using massive user health data, and uses AIGC as an auxiliary to negotiate medical and health topics in a conversational way, the process completely simulates clinical diagnosis, analyzes medical history

record data in the background, intelligently records medical history data and automatically generates electronic medical records, and uses AIGC technology to learn a large number of traditional Chinese medicine diagnosis data. It can identify the color, thickness, shape and other characteristics of the tongue coating, as well as the complexion and spots of the face, so as to judge the possible health problems of the user, and give corresponding TCM health suggestions, such as recommending suitable dietary prescriptions, massaging acupoints, etc. Although this technology cannot completely replace professional TCM diagnosis, it can be used as a preliminary health screening tool, allowing users to understand their own health status more conveniently and feel the comprehensiveness and accuracy of TCM diagnosis.

In terms of TCM health knowledge, AIGC can generate personalized popular science content and a complete set of diagnosis and treatment suggestions to realize the foodization of traditional Chinese medicine and self-feeding therapy and health care.. For example, for users who are concerned about sleep problems, AIGC will generate knowledge articles on TCM sleep regulation, detailing the TCM causes and treatment methods of insomnia, such as the specific techniques of massaging acupuncture points such as Shenmen acupoint and Neiguan acupoint, as well as recommending medicinal diets that can help improve sleep, such as sour jujube kernel porridge and lily lotus seed soup. These popular science contents are not only easy to understand, but also accompanied by vivid pictures, animations, and even short videos to present TCM health knowledge in various forms, thereby deepening the audience's understanding of the comprehensiveness and accuracy of TCM health preservation.

Strengthen cultural and cohesive cognition: creative expression of cultural inheritance

From the perspective of cultural reproduction theory, the contemporary communication of TCM health culture is essentially a creative integration process between the traditional symbol system and the digital media environment. The communication practice carried out by young bloggers with the help of AIGC technology constitutes what Bourdieu calls the "re-transformation of cultural capital", that is, the transformation of classic knowledge into new cultural capital through the mediation of technology, and the reconstruction of the modernity of traditional culture in the digital field. This process not only involves the transformation of knowledge forms, but also implies the communication strategy of emotional mobilization.

In the dimension of symbol production, AIGC technology can reconstruct the traditional health symbology system through a triple path. For example, StyleGAN can generate a solar term map that conforms to the image of "Spring and Summer" in Huangdi Neijing (Huangdi's internal classic), and CLIP can assist in calibrating the relevance of graphics and texts, and concretize abstract theories such as "Spring and Summer" into visual narratives, so that obscure classic knowledge can be vividly visualized and easy for young people to understand and accept. The second is the modern translation of traditional symbols, such as the "Little Moxibustion" animation image that integrates the communication of traditional Chinese medicine with the symbols of two-dimensional culture, and the Aidison virtual acupuncture teaching system combines VR technology to simulate acupuncture operations, including 3D acupuncture and virtual digital human anatomy, so that young audiences can understand traditional medicine in a digital context. The third is the generation innovation of interactive symbols, Jukedeck supports parametric music generation, combined with user physique test data (such as TCM constitution

identification model) as parameter variables, to form personalized health music products.

It is worth noting that technology intermediaries may trigger a two-dimensional transmission risk. From the perspective of cultural communication, AIGC may have a "risk of cultural misreading", and the semiotic deconstruction of TCM theories is often distorted due to the bias of training data. Typical manifestations are the out-of-context extraction of classic texts of TCM, such as the mechanical transformation of the theory of "autumn and winter tonics" in the Yellow Emperor's Neijing into standardized medicinal diet formulas, resulting in a semantic rupture in the process of cultural decoding of the audience. In addition, the risk of dimensionality reduction of TCM health knowledge should not be underestimated, and the algorithm recommendation mechanism tends to simplify the complex TCM theoretical system into fragmented health tips, which leads to the collapse of the cognitive level of holistic thinking such as "heaven and man corresponding" and "five luck and six qi", which may form a pseudo-scientific knowledge dissemination paradigm.

Therefore, in view of the above risks, it is necessary to build a multi-level governance system. On the content production side, a three-dimensional quality control mechanism of "semantic annotation of classics, embedding of expert rules, and adjustment of generative models" should be established, and a contextualized interpretation framework should be implanted into the AI system by constructing a decoding database of TCM culture, so as to avoid isolated citation of classic provisions. At the knowledge dissemination layer, a hierarchical knowledge graph based on cognitive hierarchy theory is developed, and health knowledge is divided into three-level communication modules of "common sense popularization-theoretical interpretation-clinical application" to ensure the accurate adaptation of content of different complexity. In terms of platform governance, a dual review system can be implemented for generated content involving syndrome differentiation and treatment through the establishment of a TCM AI ethics committee. At the same time, it is necessary to strengthen the media literacy education of users, and fundamentally prevent the risk of cultural attenuation and knowledge alienation in the process of technological empowerment through the development of TCM cognitive ability assessment tools.

Conclusion

Through text analysis, this study found that the discourse of TCM health preservation constructed by young people on the rednote platform presents three cognitive dimensions: first, embodiment and daily practice constitute the cognitive foundation, and young people use the body as the medium to transform the concept of TCM treatment into a perceptible body narrative through the experience of "using the body as a medium" such as acupuncture, medicinal diet, and Baduanjin, and lower the threshold for health care participation with the help of life scenarios, so that TCM can transform from a traditional classic theory to a practice system integrated into daily life; Second, the comprehensiveness and accuracy of the diagnostic process strengthen technical trust, and high-frequency discourses such as "there is no secret in front of TCM" are expressed through playfulness, highlighting the recognition of young people's ability to differentiate TCM syndromes and treatment, and forming a psychological closed loop of "health risk perception, recognition of diagnostic results, and modification of behavioral habits". Third, the creative use of cultural symbols activates identity, and young people connect TCM health preservation with the inheritance of excellent traditional culture through the construction of national style scenes, the

invocation of classic concepts and emotional expression, complete the role reconstruction from healthy consumers to cultural communication subjects, and promote the upgrading of TCM health care from individual practice to group cultural identity.

Based on the three cognitive dimensions of youth, AIGC is expected to help the digital dissemination of TCM health care through three paths at the level of technology empowerment: building a "technical body" model to achieve embodied inheritance, developing an intelligent auxiliary diagnosis system to improve the convenience of health management, and promoting the transformation of cultural capital through symbol translation innovation. In summary, this study aims to reveal the social psychological mechanism of TCM health preservation from individual health practice to group cultural identity, and proposes a two-way risk management framework for the deep integration of AIGC technology and TCM culture, which provides an empirical basis for policymakers and industry practitioners to optimize communication strategies and activate youth participation. Future research can expand the comparison of multi-media platforms, evaluate the effect of technical intervention based on long-term behavioral data, explore the deep neural mechanism of TCM cognitive construction in the digital era, and help Cyber Digital TCM deepen from discourse practice to substantive health empowerment.

References

- [1] Floris,V. (2025). The Influence of Digital Platforms on Emergency Medicine Education. *Journal of Acute Medicine*, 15(1), 30-33.
- [2] He,W.,He,J., & Zuo,X. (2025). Textual Analysis of Classic Cases of Traditional Chinese Medicine (TCM) Acupuncture Short Videos: Communication Strategies and Theoretical Interpretation. *Media and Communication Research*, 6(3), 7-13.
- [3] Li,M.D., & Wang,Y. (2025). Editorial: Advances, opportunities and challenges of using modern AGI and AIGC technologies in depression and related disorders. *Frontiers in Psychiatry*, 16, 1625579-1625579.
- [4] Yu,Q., & Qi,T. (2019). Research of Digital Based on Network Model in the Fingerprint of Traditional Chinese Medicines TCM. *ITM Web of Conferences*, 2501005.
- [5] Wu,T. (2025). Mediatized Cognitive Construction in the International Communication of TCM Culture: A Digital Era Perspective. *Hill Publishing*, 9(4), 708-711.
- [6] Yue,R. (2025). Overview of Research on Cross-Cultural Communication of Traditional Chinese Medicine (TCM) Culture. *Journal of Sociology and Ethnology*, 7(2), 182-187.
- [7] Zhang,B. et al. (2025). Construction and Application of Traditional Chinese Medicine Knowledge Graph Based on Large Language Model. *Interdisciplinary Sciences: Computational Life Sciences*, (prepublish), 1-13.

[8] Zuo,X.,He,J., & He,W. (2025). Study on the dissemination path of TCM acupuncture short video based on data-driven approach. *Media and Communication Research*, 2025, 6(1), 147-154.