What is claimed is:

1. A kneading neck massager comprises an U-shaped neck pillow that can be hung on a human neck, wherein, an inside of the U-shaped neck pillow is provided with two massage contacts arranged symmetrically relative to a human cervical vertebrae ; wherein, the inside of the U-shaped neck pillow is further provided with at least one chute, a crank and connecting rod mechanism configured for driving the two massage contacts to slide along the chute and carry out knead massage, a power element coupled with the crank and connecting rod mechanism, and a control circuit controlling the movement of the power element~~.~~ ;

~~2. The kneading neck massager as claimed in claim 1,~~ wherein the crank and connecting rod mechanism comprises a crankshaft arranged between the two massage contacts and coaxially and rotatably connected with the power element, a first crank and a second crank fixed successively along the axial direction of the crankshaft and being coaxially rotatable with the crankshaft, and a first connecting rod and a second connecting rod fixed on the first crank and the second crank respectively and extending toward two opposite sides of the crankshaft respectively; wherein the first connecting rod and the second connecting rod are connected with the two massage contacts respectively~~.~~ ;

~~3. The kneading neck massager as claimed in claim 2,~~ wherein the power element is a DC gear motor; a housing is arranged within the U-shaped neck pillow, the chute is defined in the housing, a motor shaft of the DC gear motor is inserted into one side wall of the housing and is axially connected to one end of the crankshaft, the other end of the crankshaft is inserted into another side wall of the housing, and each of the two ends of the crankshaft is provided with a bearing.

~~4~~2. The kneading neck massager as claimed in claim ~~3~~1, wherein the chute comprises a left chute and a right chute for the two massage contacts to slide respectively, and the massage contacts are slidingly coupled to the left chute and the right chute by balls.

~~5~~3. The kneading neck massager as claimed in claim ~~4~~2, wherein each of the left

chute and the right chute comprises a first chute and a second chute defined in two opposite side walls of the housing respectively, and a third chute that is opposite to the first chute and a forth chute that is opposite to the second chute are defined in two side walls of each of the two massage contacts respectively; some of the balls are arranged between the third chute and the first chute, and some of the balls are arranged between the second chute and the fourth chute.

~~6~~4. The kneading neck massager as claimed in claim ~~–3~~1, wherein each of the massage contacts comprises a massage finger and a slider arranged at the bottom of the massage finger, the slider is slidably arranged along the chute within the housing, and the massage finger extends from a wall of the housing and protrudes toward the inside of the U-shaped neck pillow.

~~7~~5. The kneading neck massager as claimed in claim 1, wherein the control circuit further comprises a music play circuit, and a socket coupled with an external headphone or speaker is arranged on one end of one of the side arms of the U-shaped neck pillow.

~~8~~6. The kneading neck massager as claimed in claim 1, further comprising a battery charger, wherein one end of one of the side arms of the U-shaped neck pillow is provided with a charging port, one end of the battery charger is coupled with an external power source, and the other end of the battery charger is inserted in the charging port.

~~9~~7. The kneading neck massager as claimed in claim 1 or claim ~~8~~6, wherein a battery configured for providing power to the control circuit is arranged in the U-shaped neck pillow.

~~10~~8. The kneading neck massager as claimed in claim 1, wherein handrails for human hands to insert and hold the U-shaped neck pillow are defined in the two side arms of the U-shaped neck pillow respectively.