

Research on the Health Communication of Health and Epidemic Prevention Policies and Knowledge in Modern Newspapers and Magazines: Taking "The Eastern Miscellany" as an Example

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Abstract: Newspapers and magazines, as the most important means of communication in modern China, are important media for disseminating scientific knowledge on health and epidemic prevention to the public. As a landmark publication of the Commercial Press, the "The Eastern Miscellany" faithfully recorded the historical changes of modern China from its inception in 1904 to its final publication in 1948. It is known as the "database of modern Chinese history" and has had a profound impact on the dissemination of medical and health knowledge, the establishment of social public health concepts, and the promotion of the construction of a national medical and health system in modern society. It has left abundant first-hand literature materials for research on the dissemination of modern Chinese health science knowledge and has extremely high academic value. The overall process of health and epidemic prevention policies and knowledge dissemination in "The Eastern Miscellany" presents four stages: the initial stage of publication (1904-1909), the development period (1909-1919), the mature period (1920-1941), and the declining period (1943-1948). In terms of dissemination content, the publication of health and epidemic prevention policies and scientific knowledge in "The Eastern Miscellany" is rich, mainly divided into two aspects: epidemic p

revention and research, and public health construction, involving epidemic prevention laws and regulations, traffic quarantine, environmental health, rural health, health movements, and many other contents. Through the study of the dissemination of health and epidemic prevention scientific knowledge in the "The Eastern Miscellany", not only can we clarify the dissemination and development of health and epidemic prevention scientific knowledge in modern China from the perspective of mass media, but we can also see the important role and role played by newspapers and magazines in the dissemination of health and epidemic prevention scientific knowledge in modern China, and reflect the historical changes of modern Chinese medical society.

Keywords: Health and epidemic prevention policies; Health communication; Modern newspapers and magazines; "The Eastern Miscellany"

Introduction

"Hygiene" is a word closely related to modern life. The word "health" first appeared in the pre-Qin classic Zhuangzi "If you hear the road, you can drink medicine to add sick, but you are willing to hear the classics of health¹." Here the health "is mainly"take care of one's body" meaning. The concept of "health" in the modern sense has been formed in the early years of the Republic of China. The "Liyuan" published by the Commercial Press in 1915 defines "health science" as " Hygiene, the study of human physiological function, in order to seek into the law of physical health. In modern Chinese society, disease has always been a major threat to human health, and the response to disease is an important part of "health". "Cihai" in the interpretation of "epidemic" as "plague, the general term of the epidemic of acute infectious diseases" "epidemic prevention measures refer to the general term of various measures taken to prevent, control and eliminate infectious diseases",including various measures taken for the source of infection, the route of transmission and susceptible persons. In modern China, the frequency of local diseases was wide and high, and six million peo

ple died of epidemics every year. According to the Shanghai Health Annals" Since the Republic of China, epidemics have been frequent. In the first year of the Republic of China (1912), the cholera pandemic occurred 12 times in the 37th of the Republic of China. Among them, there were 6 pandemics, with 11,365 cases and 2,246 deaths in 27 years. In 15,21 and 28 years of the Republic, smallpox epidemic was rampant, especially in 21 years, and Shanghai was declared a smallpox epidemic port. During the 19-31 years of the Republic of China, typhoid fever was prevalent once every 2-3 years, with a total of 15,190 cases and nearly 10,000 deaths."Under the historical background of low public health level, lack of medical knowledge and poor health conditions, it is urgent to strengthen the popularization of health and epidemic prevention policies, knowledge and the health dissemination of public health concepts. In 1994, the American scholar Rogers defined the concept of health communication. " Any type of human communication that involves the content of health is health communication."He believes that health communication is centered on the transmission and dissemination of health information from the four dimensions of individual communication, interpersonal communication, organizational communication and mass communication. Chinese modern period, represented by the "The Eastern Miscellany " of a large number of newspapers in propaganda epidemic prevention policy and scientific knowledge, serve as epidemic prevention policy "announcer" and "loudspeaker",through newspaper health communication way actively promote national epidemic prevention policy and scientific knowledge to improve the social public health and epidemic prevention consciousness, maintain the public life and health.

Research overview on public health status and health communication in modern China

In traditional Chinese society, the understanding of the disease is established under the framework of "qi". According to the record of the Huangdi Neijing, "Those who do not dye the disease, the evil can not be done, and avoid its poison gas. Heaven has never since, recovered its past, qi out of the brain, that is,

not evil dry" .This discussion emphasizes the principle of "keep the inside and avoid the outside" disease prevention, that is,to consolidate "the healthy qi" and avoid "the epidemic qi". Frequent epidemics in modern China. During the Opium War in 1840 and the fall of the Qing Dynasty in 1911, epidemics were very frequent in China. According to the statistics of Zhang Jianguang in "Three Thousand Years of Epidemic","it was only 72 years in the late Qing Dynasty, and 50 years was the year with epidemics, with an average epidemic in one year in 1.45 years"².According to incomplete statistics, a larger epidemic outbreak frequency is respectively"Cholera 45 times, pestis 34 times, smallpox 11 times, typhus 7 times, influenza 7 times, scarlet fever 8 times, diphtheria 9 times, measles 2 times among them, and the plague, cholera,smallpox epidemic frequency, serious harm to people's life and health and safety, from the above statistics, the late qing dynasty epidemic outbreaks presents the characteristics of high frequency³. The outbreak of the Revolution of 1911, overthrew the rule of the Qing dynasty, established the republic of China, disease high frequency frequency is not attenuation, "from 1912 to 1948, a total of 114 times, an average of 3.08 times a year, is the highest since the plague frequency a period"⁴, can be seen from the statistics, the period of the Republic of China every year with the occurrence of the plague. Based on the above statistical analysis, the epidemic disease in modern China is characterized by high frequency and increasing gradually. There have been several large-scale acute epidemics in modern China, Because of its strong and infectious characteristics, Not only did it panic, And it has also caused a great disaster for the country, According to Zhang Taishan's statistics in "Infectious and Society in the Republic of China", reported that "During the Republic of China, Among notifiable infectious diseases and designated infectious diseases that killed more than 10,000 people, Involved plague, smallpox, cholera, typhoid, dysentery, diphtheria, return fever and malaria, A total of 2,500,341 deaths ".So during the Republic of China, The outbreak of the disease has seriously endangered people's lives. The epidemic epidemics in modern China, Hdone great harm to society, Among them, the representative cases were The pestis in Guangdong and Hong

Kong in 1894, the lung pestis in the three eastern provinces in 1910-1911, the pestis in Shanxi and Suiyuan in 1917-1918, the pandemic influenza in 1918-1919, and the nationwide cholera pandemic in 1932 etc. Besides, Infectious diseases such as malaria, dysentery, chicken pox, measles, scarlet fever, typhus, diphtheria, consumption and other are also important targets of health and epidemic prevention. Due to the lack of a real health and epidemic prevention system, It is difficult to take effective measures to prevent the epidemic, And the lack of scientific knowledge of public health and epidemic prevention further aggravates the harm of the disease, For example, there is a widespread saying that "ghosts and gods occur in civil society, Blame the blame for the disease. Since modern times, with the deepening of western east, western chemistry, biology, medicine and other scientific knowledge spread to China, the western health science knowledge and the influence of public health concept, with cleaning, disinfection, quarantine, quarantine and other health and epidemic prevention knowledge gradually spread, people not only to the cause of disease, transmission, response have a more comprehensive understanding, but also actively follow abroad, continuously strengthen the construction of public health, highlights the disease prevention and control of the importance of "prevention first". Explore the change of the modern Chinese society, the inevitable theme is "science" marked the spread of western knowledge in modern China circulation, and health and epidemic prevention scientific knowledge as an important practical knowledge, is an important aspect of western scientific knowledge dissemination and history, newspapers as the most important media in modern China, in the health and process of epidemic prevention science knowledge dissemination has played an important role.

The research on health transmission in modern China was first found in the book of Zhang Zili named "The Changes of The Discourse of Disease Prevention in China " in 2008⁵. The book discusses the interactive relationship between health communication and society, and analyzes the changes of society from the history of health communication from the perspective of discourse analysis. For the health transmission of the period of the republic of China for mass media heal

th communication during the period of the republic of China research, such as in 2015 "from 1910-1911 Heilongjiang plague early Ta Kung Pao health transmission", using the agenda setting theory of Heilongjiang in 1910-1911 plague period Ta Kung Pao report analysis, explore the characteristics of health characteristics. In 2017, Lu Jiawen's "Research on Newspaper Health Communication in Republic China (1927-1949) A Case Study of Yuet Wa Po of Guangzhou", combined the health communication content of Yuehua Daily with the time background of Guangzhou in 1927-1949, and analyzed the health communication characteristics of newspapers in the Republic of China. In modern China, there are few studies on health communication in Shanghai, mainly focusing on the public health environment in Shanghai, such as Shanghai Health Annals and Shanghai Environmental Health Annals, which sorted out the changes of Shanghai health environment in time. In addition, there are also studies on disease prevention and control measures in Shanghai from the perspectives of medicine, government governance and social participation. For example, "History of Epidemic Prevention in Shanghai" records the situation of plague in Shanghai in ancient and modern times. "Modern Folk Shanghai Public Health Publicity" summarizes the ways and methods of folk health publicity. And the Epidemic and Prevention of Infectious Diseases in Shanghai in the Republic of China, mainly focusing on the epidemic causes of plague in Shanghai and the establishment and prevention measures of government public health management institutions.

The dissemination of modern health and epidemic prevention policies and knowledge in "The Eastern Miscellany"

In the 45 years since its inception to the final publication of "The Eastern Miscellany", health and epidemic prevention has always been an important issue of its concern. According to statistics, there are a total of 268 articles related to health and epidemic prevention. The article of health and epidemic prevention scientific knowledge in "The Eastern Miscellany" is mainly divided into the following four aspects: first, basic knowledge, A total of 145 articles, Mainly introdu

ce health, disease knowledge and treatment methods, Knowledge of personal hygiene, public health and various diseases. Second, in the scientific research category, A total of 47 articles, Including the latest scientific research in microbiology, immunology, bacteriology, chemistry, medicine and other fields at home and abroad. Third, the health construction category, A total of 41 articles, Focusing on promoting the construction of the national medical and health care system, The specific contents include the promotion of modern medical education, the introduction of foreign advanced medical and health system and the discussion of public medical system; Fourth, the current affairs reporting category, A total of 35 articles, This category mainly reports on current affairs related to epidemics at home and abroad, To seek for disease prevention and control experience.

Health, disease knowledge and treatment methods

Among the articles on health and epidemic prevention in "The Eastern Miscellany", the articles on basic knowledge of health, diseases and treatment methods accounted for the most, with 54.5%, and 145 articles, which are closely related to People's Daily life. In modern Chinese society, people's health awareness is weak. On the one hand, people do not emphasize personal hygiene, on the other hand, people's understanding of public health is extremely lacking. "The Eastern Miscellany" health and epidemic prevention science knowledge articles mainly focus on from two aspects of personal health and public health change people's health and epidemic prevention concept, the flea prevention and control the method of the flies and fleas and flies "flies and method" introduces the individual in daily life of flies, fleas and other pests harm treatment method, pay attention to the practicability of health knowledge. On the necessity and scope of public Health, earth burial and Public Health and other articles discuss the necessity of public health implementation. For the different categories of epidemics, "The Eastern Miscellany" published a large number of articles on the pathogenic principles, symptoms and prevention methods, These articles cover serious infectious diseases such as plague and cholera, Acute infectious diseases represented by epidemic

cerebral myelitis and influenza, Chronic infectious diseases represented by tuberculosis, leprosy and dysentery are parasitic diseases and some daily diseases, For example, the Prevention and Care of Plague, Prevention and Treatment of Tuberculosis, Causes and Prevention and Treatment of Malaria, New Chemical Treatment of Tuberculosis, Prevention and Treatment of Injury and Cough, Prevention and Treatment of Injury and other disease prevention and treatment drugs. In addition, the column of "Medical and health consultant" hosted by Dr. Cheng Hanzhang was closely related to health, disease and therapeutic drugs, and Dr. Cheng gave professional answers to many inquiries related to tuberculosis, malaria, dysentery, leprosy, typhoid and other diseases.

Recent research results on health and epidemic prevention science

In the scientific knowledge of health and epidemic prevention in "The Eastern Miscellany", a total of 47 articles promoted the recent scientific theories and research progress of health and epidemic prevention science at home and abroad, and highlighted the famous scientific figures in the field of microbiology and pathology. Scientific research on health and epidemic prevention involves biology, chemistry, medicine and other disciplines, Around 1900, The introduction of bacterial pathogenesis theory has brought about major changes to the traditional concept of health and epidemic prevention, The "The Eastern Miscellany" has published many research articles in the fields of microbiology, immunology and bacteriology that have systematically introduced the theory of bacterial pathogenesis, A History of Microbiology, A Polar Microbiology parasitic in microbes, The Beginning of the Microbiology Revolution, discusses the pathogenic principle and application of bacteria in microorganisms, In 1918, The Bacterial Pathogenicity published in "The Eastern Miscellany " is an in-depth introduction to the theory of bacterial pathogenesis from the origin of "bacterial pathogenesis", bacteria and disease, sterilization, extinguishing the bacteria, extinguishing the bacteria in the body, acne treatment, serum and antitoxin, health is the root of bacteria rejection. "The Eastern Miscellany " not only focus on health and epidemic prevention scientific

c theory, and follow the world scientific development trend, introduces the reader the latest health and epidemic prevention science at home and abroad, the American scientific community in 1922, the scientific research of Cornell university "the Soviet union invented meningitis serum" "Nobel medical prize in 1948" and other articles introduces the foreign research groups of the latest research found. In addition, articles such as The Biography of Mercedes Buddha, the Master of mold, the Life of Macanias, the Master of pathology, and the Life and Career of Pasteur highlighted the scientific research and contributions of microbiologist Pasteur and pathologist Mechnikov.

Publicity of the national health and epidemic prevention policies

At the end of the 19th century and the beginning of the 20th century, western countries successively carried out the medical and health system reform, strengthening the leading role of the national medical and health system in the prevention and treatment of diseases and the health promotion. In the scientific knowledge of health and epidemic prevention in "The Eastern Miscellany", a total of 41 articles specifically introduce the scientific knowledge related to health construction, aiming to give suggestions for promoting the construction of the national medical and health system. The medical and health system involved in the medical and health system focuses on three aspects. First, it promotes the construction of the national medical and health system through modern health education. The health problems in modern China are very serious, and the development of health undertakings is urgent. The articles "on China's Emergency Medical Education", "Health Education and National Health", "Reform of Medical Education in China", "Medical Education and Health Construction" discussed the necessity of improving medical education on health construction; Second, to introduce the advanced foreign medical and health system, To provide a reference for the health construction in China, Such as "Public Health of the Soviet Union", "The sanatorium of the Soviet Union", "Factory health care in Moscow", "the British national health facilities", "German national health problems", "rural new city and Chinese

municipal" and other articles introduced the western advanced medical and health system construction experience; Third, the discussion of the public medical system, Modern China was faced with a large population, The backward development of health facilities, Social problems such as dying out twice as high as in the UK and the United States, From the perspective of promoting the public medical system, It provides the direction for the construction of the health system in China, For example, "The Prospect of China's Public Medical System in the War", "Discussion on the Public Medical System Exhibition", "The Socialization of Medical Relief" and so on introduced the implementation of the public medical system in China, To seek the development of national health undertakings.

Real-time reports of major epidemic diseases at home and abroad

Articles on current affairs reports have strong timeliness, including domestic current affairs and international current affairs. In the articles of "The Eastern Miscellany", 35 articles are closely related to the real-time dynamics of health and epidemic prevention at home and abroad, which improves people's cognition of the scientific knowledge of health and epidemic prevention in Chinese and foreign epidemic reports. For domestic current affairs, the articles included in the "Internal Affairs" and "Military" columns of "The Eastern Miscellany" actively reported and discussed the construction measures of the health and epidemic prevention system in the late Qing Dynasty. For the major diseases occurred in modern China, For example, pneumonic plague occurred in the three northeastern provinces from 1910-1911, and Shansi-Suiyuan plague from 1917-1918, "The Eastern Miscellany" reported the real-time situation of the disease, prevention measures and precautions, It published articles such as The Epidemic Prevention in Harbin, Manchouli, Records of the Universal Epidemic Prevention Association, Investigation of 1,918 years, The Spread and Prevention Law of Pneumonia in Shanxi, among, In 1918, the "The Eastern Miscellany" published the Law on the Spread and Prevention of the Pneumonia Epidemic in Shanxi, after introducing the general situation of the epidemic in Shanxi, At the end of the article, the Warning of Health

Department of Shanghai Bureau of Industry, A total of 10 items, In the light of the specific situation of epidemic prevention, Transmitted a practical knowledge of plague prevention. For international current affairs, the "The Eastern Miscellany " health and epidemic prevention articles with international vision, enrich the major disease prevention and control of international cooperation, such as the "The Eastern Miscellany " published the international union of the league of technical cooperation with China "the human report" the league technical cooperation and the future of China's economy "the international health cooperation, focus on the international union and China's health cooperation problem.

Typological analysis of health and epidemic prevention policies and knowledge dissemination of "The Eastern Miscellany"

Promoting epidemic prevention laws and regulations

In the face of the frequent prevalence and outbreak of epidemic diseases in modern China, the formulation of epidemic prevention laws is an important measure to effectively contain epidemics. Since volume 12.1, No.1 of 1915, "The Eastern Miscellany " created a new "Decree" column to publish newly issued laws and regulations, including some relevant laws and regulations on health and epidemic prevention. However, the full text of the epidemic prevention laws was rare in newspapers and periodicals at that time, which shows that "The Eastern Miscellany " focused on the health and epidemic prevention laws. In the early stage of the republic of China, infectious disease prevention and control of relevant laws and regulations, the author statistics, "law" column has three epidemic prevention law, all for the beiyang government interior health department, issued in 1916 and issued in 1918 the quarantine officer set rules the train quarantine rules, the "The Eastern Miscellany " in the law agencies, the first time reprint discussion, the popularity of the epidemic prevention law has played an important role. In 1916, the Regulations on the Prevention of Infectious Diseases published by the "The Eastern Miscellany" was the first regulations on the prevention of infectious diseases issued by the central government during the Republic of China. The

regulations on the Prevention of Infectious Diseases contain 25 articles, the first of which defines the scope of infectious diseases, which are infectious diseases such as typhoid, red dysentery, intestinal diarrhea, natural acne, rash, red fever, red, and infectious diseases temporarily designated by the Ministry of Internal Affairs. The Regulations on the Prevention of Infectious Diseases are detailed and detailed, including the response measures of the local chief executive, the reports and examinations of doctors, the burial of the bodies of infectious diseases, and the punishment for non-compliance with the regulations. Article 4 of the Regulations on the Prevention of Infectious Diseases stipulates the measures to respond to the outbreak of infectious diseases. "When infectious diseases are prevalent or in danger of an epidemic, the local chief executive may place the quarantine officers and appoint them as the affairs of quarantine prevention and perform the quarantine of boats". In 1918, after the outbreak of shansi-Suiyuan plague, the "Rules for the Establishment of Quarantine Officers" published in the "The Eastern Miscellany " were the implementation of article 4 of the Regulations on the Prevention of Infectious Diseases during the outbreak of plague in 1917-1918. The quarantine committee set rules, a total of eight, mainly stipulates the disease quarantine committee appointment and responsibility, article 4 of the law "quarantine committee bearing officer orders, command, quarantine affairs for quarantine prevention matters, and perform the boat quarantine and other treatment matters", known, boat quarantine is responsible for, so the train quarantine rules and the decree issued at the same time. The Train Quarantine Rules are also divided into eight articles, among which Article 2 stipulates that "when the train quarantine is implemented, the quarantine officer or quarantine officer shall comply with the provisions of Article 4, Item 2, Item 3, Item 6 of the Regulations on the Prevention of Infectious Diseases". The specific epidemic prevention affairs still depends on the Regulations on the Prevention of Infectious Diseases.

Popularizing the methods of epidemic disease prevention

Disease prevention is a preventive measure taken before the outbreak of the

disease. The "The Eastern Miscellany " involves all the daily disease prevention methods, mainly including pest removal and vaccination. In addition, for plague, cholera, epidemic cerebral myelitis, leprosy, dysentery and other specific disease, "The Eastern Miscellany " from the aspects of disease symptoms, causes of disease popularized the disease prevention method, covering severe infectious diseases, acute infectious diseases, chronic infectious diseases, parasitic diseases and daily diseases, for some rare endemic diseases also involved. Eliminating pests is an important measure to remove microtoxins, which can effectively cut off the transmission route of diseases. "The Eastern Miscellany " has published a large number of articles on pest control, such as "expulsion of mosquitoes", "prevention and expulsion of fleas", "prevention of flies and bedbugs", "pest and eradication of flies". In 1904, the "The Eastern Miscellany " introduced three epidemic prevention methods of "unclear source", namely, the establishment of infectious disease hospital, the isolation method and the elimination of microtoxins. Microtoxin is bacteria, usually parasitic on mice, flies, mosquitoes and other animals, "mouse is a kind of infectious disease parasitic animals, its bacteria are the most vicious", 1918, Volume 15, No.3,4, ""The Eastern Miscellany "" serial Cheng Chengzu translation Edward W. Nelson Rat, on the harm of rats also mentioned: "to the rat for the source of the plague, often disease disease four cloth, the dead, merchants with fear and foot, ship to test disease, business hence complete stagnation, and the people also also know measures", the paper introduces the rat, save food, law by local authorities, reward kill rat, the prize, by the public organs, promote rat methods such as methods.

Introducing the scientific research of epidemic disease

At the end of the 19th century, the theory of bacterial pathogenesis proposed by western medicine successfully explained the occurrence and transmission mechanism of infectious diseases, and opened up a new path for the prevention and treatment of infectious diseases. In 1918, the "The Eastern Miscellany" published "Bacterial Pathogenesis" a comprehensive analysis of the principle of bacterial

pathogenesis, " every disease, there must be two causes. One is germs, the other is the tolerance of germs, that is, the strength of resistance. ", the "The Eastern Miscellany" published numerous articles on bacteriology and microbiology, focusing on the research of microbiologist Pasteur and pathologist Metchnikov. Zeng Zhongming published the history of microbiology slightly microbiology history is divided into Pasteur before and after two periods, Zhou published in Pasteur life and career of Pasteur life contribution to microbiology is reviewed, Zhu in the modern science and invention introduced the Pasteur great contribution to biology, the article describes to "take to (Pasteur) prove micro bacteria for wine and sick, medicine has a revolution", typhoid bacteria, lung disease, bacteria, black death bacteria gradually known, visible Pasteur important contribution to the development of microbiology. Metchnikov, a famous Russian immunologist and pathologist, died in Paris on July 16, 1916. In this year, the "The Eastern Miscellany " published the biography of Metchnikov, written by Hu Yuzhi, which introduced the life and contribution of Metchnikov. In 1917, the "The Eastern Miscellany" published "the Great Life of Metchnikov, a Pathologist", which once again introduced this great pathologist. The article mentioned that he wrote the "Law of Prevention and Exemption of Infectious Diseases", which was "regarded as the standard of ordinary medical scientists, and has its own book, and the progress of epidemic prevention, a thousand miles".

Publicizing the advertisement of scientific knowledge of health and epidemic prevention

According to statistics, "The Eastern Miscellany " published advertisements for 103 epidemic prevention books, which were published by the Commercial Press. "The Eastern Miscellany " attaches great importance to the publication of advertisements on epidemic prevention books. Many advertisements are titled "summer health essential books" "health to book" "epidemic prevention" and "Health prevention to title", as shown in Figure 3-3. In 1929, volume 29,3,4,7,24 specially published titled " Epidemic Prevention! In 1937, vol. 34, No.7 and 11, "The Ea

stern Miscellany " specially published a book advertisement named "Health and Epidemic Prevention Ji", including " Epidemic Prevention! The advertisement is in the striking " Epidemic prevention!" Under the title, "Active epidemic prevention methods cultivates health knowledge and introduce the following health books "warns people of the importance of epidemic prevention and systematically introduces the epidemic prevention books published by the Commercial Press, including general theory of health, public hygiene, food hygiene, infectious diseases, emergency treatment and treatment methods. "The Eastern Miscellany " specially introduces the advertisements of epidemic prevention books. On the one hand, it can be seen that "The Eastern Miscellany " focuses on the advertisements of epidemic prevention books; on the other hand, it also reflects the rich number of books related to health and epidemic prevention and covers comprehensive content. Besides, The "The Eastern Miscellany " has published advertisements for 24 drugs related to health and epidemic prevention, These advertisements are mainly themed with "epidemic prevention", "epidemic", "cleaning", "disinfection", "sterilization" and other words, Its content is mainly to emphasize the importance of hygiene and prevention of epidemic, Selling pesticides, disinfectants, treatments and other related drugs, Such as the slogan of the dragon brand awake pill is " Very dangerous epidemic, This pill is as safe as Mount Tai." Branch pharmacy sale of branch fever medicine advertising language: " cholera vomiting and diarrhea, First aid for all the epidemic ", These slogans are based on the "epidemic", Publicize the quality and effect of drugs, It complies with consumers' demand for "epidemic prevention". "The Eastern Miscellany " published health and epidemic prevention drug advertising mainly divided into disease treatment drugs and insecticide, sterilization drugs, usually a large number of repeated, using exaggerated product characteristics, to a certain extent, pass the scientific health and epidemic prevention knowledge and way of life, promote the spread of health and epidemic prevention scientific knowledge.

Conclusion

As the recorder of the changes of modern health and epidemic prevention mechanism, "The Eastern Miscellany" presents the development of health and epidemic prevention mechanism from the late Qing Dynasty to the Republic of China. It practices in the development of modern health and epidemic prevention. As the "enlightener" of the people's concept of health and epidemic prevention, "The Eastern Miscellany" has fully practiced its purpose of "guiding the people" and promoted the change of the people's concept of health and epidemic prevention. Take history as a mirror and look forward to the future. The comprehensive and continuous attention of "The Eastern Miscellany" to modern health and epidemic prevention scientific knowledge presents the dissemination and development of health and epidemic prevention scientific knowledge in modern China from the micro level of media, which helps us understand the development process of media and modernization of Chinese society, and the mutual influence between media and reality in different media environments. This still has important reference significance for the dissemination of health and epidemic prevention scientific knowledge in the current mass media.

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