

Editor's Note

Vol. 3 No. 3 (2025): Reconstructing the Knowledge System of Health Communication in the Digital-Intelligent Era

This issue of *Journal of Medicine, Humanity and Media* (Vol. 3, No. 3) centers on the theme of "Reconstructing the Knowledge System of Health Communication in the Digital Intelligence Era," which is also the core topic of the 8th International Conference on "Medicine, Humanity and Media" (MHM2025) and the Doctoral Forum. This issue presents curated content from the conference, focusing on paradigm shifts and ethical challenges in health communication amid technological advancements. In the current era of rapid digital development, the importance of effectively constructing and applying knowledge systems in health communication has become increasingly evident. How to leverage technological advantages to enhance communication efficacy while addressing the issues brought by technology and ensuring human-centered health communication has become a key concern for researchers.

This issue primarily features conference proceedings from MHM2025, with reviews of several insightful expert lectures and special interviews. For example, Professor May Lwin, Vice Provost of Nanyang Technological University and Professor at the Wee Kim Wee School of Communication and Information, delivered an academic lecture introducing the core concepts of sensory communication, emphasizing the often-overlooked critical senses in communication practices. Professor Xiaoquan Zhao from the Department of Communication at George Mason University systematically elaborated on the knowledge system, theoretical framework, and methodological logic of tobacco control communication. Associate Professor Li Crystal Jiang from the Department of Media and Communication at City University of Hong Kong explored interpersonal and family communication in health behaviors. Associate Professor Shaohai Jiang from the Department of Communication and New Media at the National University of Singapore introduced mixed-methods research in health communication.

Additionally, this issue includes an exclusive interview with Professor Xiaoquan Zhao, Editor-in-Chief of the international journal *Health Communication*, discussing how AI technology is reshaping research paradigms in health communication and how researchers can safeguard the value of "humanity".

In the conference review section, we have compiled summaries of presentations from multiple universities at MHM2025. The Peking University team focused on public cognition and public opinion guidance in the era of intelligent media, while the Tsinghua University team explored AI-driven audience psychological mechanisms and innovative communication models. The Shanghai University team addressed public health challenges ranging from stigmatization to misinformation.

Furthermore, the high-table forum on "Medical Ethics in the Age of Artificial Intelligence" and the high-table dialogue on "Reflections on Technological Innovation in the Era of Intelligent Media" garnered widespread attention.

We invite readers to delve into the content of this issue and, against the backdrop of widespread digital intelligence applications, collectively reflect on how to apply these findings, methods, and insights to health communication practices.

We extend our sincere gratitude to all the authors who contributed to this issue. We hope it will inspire further research, discussion, and innovation in this critical field of health communication, ultimately contributing to the construction of a more adaptive and forward-looking knowledge system for health communication.