

Editor's Note

Vol. 3 No. 4 (2025): Health Communication and Cultural Construction in the Age of Intelligence

This issue of *the Journal of Medicine, Humanity and Media* (Vol. 3, No. 4) brings together selected papers from the 8th International Conference on “Medicine, Humanity and Media” (MHM 2025) & Doctoral Symposium, along with regular submissions addressing emerging topics in digital health communication, artificial intelligence, and cultural perspectives on well-being. Centered on the theme “Health Communication and Cultural Construction in the Age of Intelligence,” this collection reflects the field’s deepening engagement with technology, culture, and global health contexts, while highlighting the integration of humanistic reflection with computational innovation.

Among the highlights from MHM 2025, several studies examined how intelligent technologies shape emotional engagement, digital resilience, and public perceptions of health. Researchers explored the interplay between policy discourse and media narratives in constructing health agendas, as well as the role of artificial intelligence and virtual embodiment in reinforcing or alleviating health-related stigma. Other presentations addressed the persuasive power of authenticity in health videos, cross-cultural adaptation to digital health technologies, and public responses to medical interventions influenced by cost-benefit perceptions and social stigma.

In addition to research articles, this issue features academic reflections that further enrich the intellectual landscape of health communication. These include a retrospective of Professor Zhenyi Li from Royal Roads University, whose lecture on social norms and food-related behavioral change bridges sociocultural theory and behavioral insight; a review of the Doctoral Forum on Intelligent Empowerment and Humanistic Integration hosted by South China University of Technology; and a summary of the Shanghai Jiao Tong University Symposium on Media Misrepresentation and Public Health Communication. Moreover, an exclusive interview with Professor Jingbo Meng, Associate Professor at the School of Communication, The Ohio State University, offers valuable perspectives on the intersection between health communication and computational communication research, highlighting the global relevance of interdisciplinary inquiry in this field.

Together, these contributions present a panoramic view of how health communication research navigates the intersections of technology, culture, and human well-being in the era of artificial intelligence. They reveal that as intelligent technologies continue to reshape everyday communication, the true challenge—and opportunity—lies in sustaining empathy, inclusivity, and ethical reflection within digital systems.