

编者按

关注

李臻怡、许静

我们这一期7篇论文，核心词就是“关注”。可以说，没有关注，就没有有质量的健康传播。这一期的文章，无论是谈媒介形象、舆论引导、社交媒体或平台、意见领袖等等，都离不开“关注”这个关键概念。失去“关注”，哪里来的形象、引导、社交、意见呢？

问题是，我们仿佛很容易“失忆”，甚至是偏好“忘却”，这样一来，别说“关注”了，连简单的“注意”都会忽略。疫情刚刚离开我们，我们却比疫情离开的速度还要快地选择遗忘这段不愉快的经历，这样的动机情有可原，但是，在健康传播的研究方面，我们却不应当这样做。

我们很高兴看到这期投稿的各位同仁，没有选择“遗忘”，甚至带我们回到1911年，去回顾一场有惊无险的抗疫胜仗（王璐瑶）；带我们继续“关注”疫情中健康信息的传播：平台的传播策略（赵鑫等）、博主的传播力（崔希、赖荟羽、师捷）、社交媒体的参与和排他（黄俊扬、高正瀚、刘嘉泰）、舆论引导的机制（杨笑）、中医网络舆论的形象（刘立荣、安茂星）。前事不忘、后事之师。我们这些作者为大家提供的，不仅是成果斐然的研究成果，而且是我们未来应对突发公共卫生事件的优良研究方法和传播策略。

最后，借用谭心莹和肖鹏两位提出的“精细化处理”概念，我们倡议大家继续对我们从疫情中学到的经验、“关注”到的健康传播各种特点、发展出来的各种理论和思路等等进行“精细化处理”，不断完备我们对“医学、人本、媒介”（MHM）的认知和研究，不能让我们历尽艰辛获得的经验和知识，粗放地被抛在一边，任性地被遗忘。

时时记得：唯有“关注”，才有“领悟”；唯有“领悟”，才有“进步”。

Attention

Li Zhenyi, Xu Jing

The core word of our 7 papers in this issue is "attention". It can be said that without attention, there can be no quality for health communication studies. The articles in this issue, whether they are talking about media image, public opinion guidance, social media or platforms, opinion leaders, etc., are inseparable from the key concept of "attention". If you lose "attention", where will the image, guidance, socialization, and opinions come from?

The problem is that we seem to be prone to "amnesia", or even prefer to "forget", so that we will ignore even simple "notice", let alone "attention". The motivation to choose to forget this unpleasant experience is understandable when the pandemic left us sooner than it did, but we shouldn't be doing that when it comes to health communication research.

We are very glad to see that all the colleagues who contributed to this issue did not choose to "forget", and even took us back to 1911 to review a thrilling victory against the epidemic (Wang Luyao), and took us to continue to "pay attention" to the dissemination of health information in the pandemic: the communication strategy of the platform (Zhao Xin, etc.), the communication power of bloggers (Cui Xi, Lai Huiyu, Shi Jie), the participation and exclusivity of social media (Huang Junyang, Gao Zhenghan, Liu Jiatai), the mechanism of public opinion guidance (Yang Xiao), and the image of public opinion on the Internet of traditional Chinese medicine (Liu Lirong, An Maoxing). Past experience, if not forgotten, is a guide for the future. The authors, provide you with not only the results of their research, but also their excellent research methods and communication strategies for responding to public health emergencies in the future.

Finally, borrowing the concept of "fine processing" proposed by Tan Xinying and Xiao Peng, we advocate that we continue to "refine the experience" we have learned from the pandemic, the various characteristics of health communication that we have "paid attention to", and the various theories and ideas we have developed, so as to continuously improve our understanding and research on "medicine, humanity, and media" (MHM), so that the experience and knowledge we have gained through hard work cannot be widely thrown aside and willfully forgotten.

Always remember: only by "paying attention" can there be "understanding", and only by "understanding" can there be "progress".