

Editorial

Exploring New Frontiers in Health Communication in the Digital Age

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In the rapidly evolving healthcare environment, the interplay of technology and communication is becoming a crucial tool for enhancing patient outcomes and fostering mutual understanding between medical practitioners and patients. The latest volume of "The Journal of Medicine, Humanity and Media" brings to the forefront several scholarly articles that explore the multifaceted nature of health communication in contemporary China. These contributions illuminate the current state of health communication and propose innovative strategies to address the challenges of a rapidly evolving digital world.

In "Communicate, debug and trust: Study on the adaptive level of patient communication in the era of intelligent communication" authors Yigang Lu and Zhengxu Liu explored the adaptive levels of doctor-patient communication in the era of intelligent dissemination. This research underscores the necessity of integrating intelligent communication tools to enhance the adaptability and effectiveness of health communication, thereby building a foundation of trust and mutual understanding between healthcare providers and patients. The study provides valuable insights into the mechanisms through which technology can be utilized to bridge communication gaps, highlighting the role of intelligent systems in facilitating more nuanced and responsive interactions.

The work by Lutong Sun, titled "The Media Representation of Doctor-patient Communication in Chinese Context: A Case Study of Documentary Life Matters" is a continuation of this discussion. This article examines the media representations of physician-patient communication through the lens of the documentary series "Human World." Sun's analysis reveals the power of narrative media in shaping public perceptions and highlights the potential of documentary storytelling to humanize the

medical experience, thereby fostering empathy and understanding within the broader societal context.

Xingyuan Du 's study, "Research on Knowledge Archaeology in the Discourse Transformation of China's Autonomous Health Communication Knowledge System" takes a historical and discursive approach to health communication, focusing on the portrayal of hospital issues. Du utilized a knowledge archaeology framework to trace the evolution of health communication discourse in China, revealing a shift from politically charged health propaganda to a more practical health education.

The article by Chengmei Zhang, "Research on health communication strategy of chronic diseases in youth under KABP Model" addresses the pressing issue of chronic disease communication among young individuals. Using the Knowledge-Attitude-Belief-Practice (KABP) model, Zhang proposes targeted strategies to improve the effectiveness of health communication aimed at youth. The study highlights the importance of adapting communication strategies to the media preferences of youth, advocating for a combination of traditional and new media approaches to enhance health literacy and promote healthy behaviors.

Additionally, Zijing Zhu and colleagues' work on "The characteristics of dissemination and knowledge of Chinese acupuncture and moxibustion in the United States" explored the dissemination of Chinese acupuncture in the United States, shedding light on the unique characteristics and knowledge dynamics involved in cross-cultural health communication. This study emphasizes the importance of cultural context in the global dissemination of traditional medical practices, providing insights into the challenges and opportunities of promoting Chinese medicine in a Western context.

The article "The Impact of Tie Strength and Message Framing on Intention to Participate in Medical Crowdfunding: Based on the Perspective of Social Capital" by

Yiwei Yang , Xiaotong He , and Shuyan Li examined the impact of relational strength and information framing on the willingness to participate in medical crowdfunding. This research, based on social capital theory, emphasizes the critical role of social relationships and information presentation in influencing public engagement with healthcare funding initiatives.

Finally, Nan Wang and Jing Xu's article, "Speaking Modernity: From the 'Debate between Traditional Chinese Medicine and Western Medicine' to the 'Debate between Science and Metaphysics'" examines the 1929 "Proposal of Abolishing Traditional Chinese Medicine. Their study examines how media discourse shaped these debates, highlighting broader questions of modernity and cultural identity in China. It significantly contributes to understanding China's historical and ongoing engagement with modernity, highlighting the importance of historical discourse in shaping contemporary Chinese thought and policy.

Together, these articles explore contemporary health communication challenges and opportunities. These studies collectively emphasize the importance of adaptive strategies, narrative media, historical discourse analysis, targeted communication methods, cultural context, and social capital in improving health communication efficiency. As we navigate the complexities of the digital age, these scholarly contributions provide valuable guidance for practitioners, policymakers, and researchers committed to advancing health communication.

The Journal of Medicine, Humanity, and Media remains dedicated to promoting interdisciplinary dialogue and sharing innovative research that connects medicine, communication, and media studies. We are confident that the insights in this volume will inspire ongoing innovation and collaboration to enhance health communication practices globally.

The Editorial Team

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