

Challenges and Responses of Health Communication Television Programs in the Age of Smart Media

Wei Yichen

*School of Clinical Medicine, Guizhou Medical University, Guiyang, China
wyc25cuc@126.com*

Abstract: *In the era of smart media, health communication TV programs are facing great challenges. This paper analyzes the new challenges faced by health communication TV programs from several perspectives such as program content, production form and emotional expression, such as the authoritativeness of program content, the innovation of program form and the delicacy of emotional expression. On this basis, it envisions to put forward coping strategies, such as strengthening new cooperation among medical institutions, exploring new ways of multimedia communication, and new expressions of emotional stories, which are expected to bring new ideas for the development of health communication programs.*

Keywords: *Smart media; Health communication; Cultural television programs; Challenges and responses*

1. Introduction

Health communication is a kind of behavior that transforms the research results in the medical field into health knowledge that can easily and widely accepted by the public, and changes the public's attitudes and behaviors towards health, in order to reduce the prevalence of diseases and mortality in the general public, and ultimately to achieve the purpose of effectively improving the quality of life and health standards of the community or the nation^[1]. Health communication TV programs have long been an important way of health communication, but with the advent of the smart media era, media communication has become more personalized, diversified, and interactive, and the channels through which people obtain information have become more diversified, and the smart media can accurately capture the needs of users in a huge amount of information without requiring people to search or find it by themselves. This more efficient and precise way of obtaining information has led to more and more people turning to smart media platforms for health knowledge, making traditional TV programs more impacted and challenged. In the face of this challenge, how to revitalize traditional health communication TV programs through innovation is a question we need to think deeply about.

2. The Challenges of Health Communication TV Programs

The challenges of health communication TV programs in the age of smart media is mainly discussed from three aspects: lack of security of information and lack of attention to content, limitations of program format and great pressure for innovation, lack of emotional expression and increased difficulty of empathy.

2.1. Lack of security of information and lack of attention to content

The arrival of the smart media era has promoted the widespread application of the Internet, big data and other technologies, allowing users to obtain information in diverse and rich ways and means. However, at the same time, a large amount of inaccurate information and rumors have been spreading on the Internet due to weak regulation, and Internet information is mixed. In the preparation and planning stage of TV programs, many production units use artificial intelligence and other technologies to collect popular issues of concern to the public and search for relevant answers to disseminate them to the audience. However, as a health communication TV program, there is no room for errors in the content of health questions and answers. Therefore, it is a great challenge for the production organization to ensure that the content of the program is true and authoritative, and that it is "new" and

"accurate" in the era of smart media, where medical knowledge is rapidly updated and easily accessible.

It is important to note that the era of smart media has brought more "small-screen" channels and users, and health videos posted on social media usually incorporate many entertainment elements in order to attract users to browse and increase their attention. However, the big-screen TV programs are more authoritative than the "small-screen" receivers, so the audit of the programs is also more strict. Therefore, it is important that content production does not incorporate too many short-video elements, and the principle of authority comes first. For health communication programs, with more medical professional knowledge, they are often more academic or difficult for viewers to understand, especially for viewers with a lower level of education or those who have never been exposed to the knowledge in related fields. Overly academic TV programs will definitely make viewers feel raw and boring, thus greatly reducing the attention of the program. Therefore, how to ensure the professionalism of the program and at the same time make the content of the program closer to the public, so that the audience from understanding to loving to watch the program is a major challenge for the production team.

2.2. Limitations of program format, multiplying the pressure for innovation

Traditional health communication TV programs tend to have a single format, such as hosts interviewing famous doctors and guests, or medical experts narrating for everyone, etc., and viewers simply go to watch TV. However, in the era of smart media, viewers are eager for more participation and interactive experience, eager to be able to communicate with the famous doctors on the screen to ask questions and answer their health concerns in a timely manner. In the era of smart media, TV is no longer simply a carrier of images, but also a big-screen tool for communication with the support of new technologies. Nowadays, many new media platforms such as social media, pop-up websites, small-screen live broadcasts, etc., providing channels for viewers to express their opinions, participate in discussions and present interactions. For example, many medical institutions or doctors have opened their own self-media accounts, through the release of short videos or live broadcasts and other forms to tell us about some common diseases and treatment, or to bring people into the hospital to understand the process of registering for medical treatment and so on. If traditional TV programs can cooperate with this kind of live broadcasting, you can actively interact, ask questions and communicate through the small screen while watching the big screen TV program. Through the integration of large and small screen communication, we can show a more three-dimensional hospital, more detailed treatment process and more professional medical knowledge for the general public, which will certainly increase the audience's interest in the program, improve their concern for health and understanding of the hospital environment. Therefore, traditional TV programs that fail to provide a diversified interactive platform may lose the attention and interest of viewers.

In addition to the form of communication, the innovation of TV program production is also facing the same challenge. The age of smart media has brought about diverse TV production technologies, such as virtual reality technology, artificial intelligence technology, big data technology, etc., and viewers are demanding more novelty and creativity from programs. In the past, health TV programs may be flat when showing a certain disease or organ, but with the application of new technologies in TV production, we can project an organ on stage through virtual reality technology, so that viewers can understand the structure of the body and the shape of the organ in a more three-dimensional way. Even through the VR technology, let the audience use VR equipment immersive viewing and experience, through the "touch", "rotate" each organ, have a more profound understanding of it. Therefore, traditional TV programs may make viewers feel bored and lack of freshness if they follow the outmoded program formats and routines. Therefore, health communication TV programs need to constantly explore new program formats and incorporate new technological means in order to attract viewers' attention and keep their attention.

2.3. Lack of emotional expression and increased difficulty of empathy

The host plays an important pivotal role in cultural programs, they not only need to convey information to the audience, but also through the expression of words and emotions to establish a connection with the audience. Compared with other types of cultural programs, the topics of health communication programs are often related to life, disease, death and other serious topics, which need to be communicated in a scientific and rigorous manner. In the age of smart media, we often see that many families of critically ill patients post short videos related to the patient's illness on social media platforms. This kind of short videos will arouse the audience's concern and sympathy for the patient's

family, but at the same time, it will inevitably bring people's fear and pessimism about the disease. Therefore, when viewers receive TV programs related to disease and health, they do not only want to see the "cold" medical knowledge, but also expect to feel the temperature of medicine in the hosts' and guests' narratives, eliminate the fear of disease, and obtain emotional satisfaction and resonance. In the new media platform, many hosts can draw the distance between the audience and the hosts through the loose state and oral expression, which can bring emotional value to the audience. However, as a TV program type of host, the host's state and language expression need to be strictly in accordance with the requirements. While ensuring the seriousness of health topics, meeting the emotional needs of the audience as much as possible has also become a major challenge for TV programs under the impact of the smart media era.

At the same time, as the smart media era emphasizes more on interactivity, the hosts need to pay more attention to the subjective position of the audience to bring more good content and enhance the ratings of the program. In addition to good language skills, hosts of health communication TV programs also need to have deep humanistic skills and emotional understanding. Hosts need to have in-depth knowledge of and concern for patients, healthcare workers and other characters, and be able to dig out the glory of human nature and emotional depth from them. Only with these capabilities, the host can play a better role as a bridge in the program of the integration of large and small screen live. If the host lacks the relevant background knowledge of medicine and psychology as well as an in-depth understanding of the life experiences of different groups of people, it may lead to difficulties in showing sufficient humanistic care and emotional expression in the program, increasing the audience's sense of distance. Therefore, the era of smart media also puts forward higher requirements for the host's emotional expression.

3. The Response Strategies for Health Communication TV Programs

The response strategies for health communication TV programs in the age of smart media is mainly discussed from three aspects: make the content of the program more "informative", make the form of communication more "interesting", make emotional expression more "powerful".

3.1. Make the content of the program more "informative"

First of all, the program production team can collaborate with authoritative medical institutions in terms of accurate topic selection, expert sharing, publicity and promotion, content co-creation, etc., and establish a professional information screening and review mechanism. For example, CCTV's "Healthy China" program has invited professors from Zhongshan Hospital affiliated to Fudan University, Zhejiang Provincial People's Hospital and other hospitals as special experts, and has signed with SoPharma.com as a medium cooperation organization, which ensures the authority and accuracy of the program. As a new health TV program launched this year, the CCTV's "Choose the Right Health" invites two experts from famous hospitals to give detailed scientific explanations on each topic in the program in each episode. These experts not only have extensive medical knowledge, but also can present complex knowledge to the audience in an easy-to-understand way, which ensures authority while making medical knowledge more accessible. Beijing Satellite TV's famous health TV program "Health Hall" also invites many famous doctors and academicians to be guests on the program, and they talk about a lot of authoritative guidelines and scientific research achievements on the stage in a language that the ordinary people can easily understand, which has become a "health compass" in the viewers' minds.

Secondly, in determining the theme of the program, the program production team needs to have an in-depth understanding of the needs and characteristics of the target audience. This includes their age, gender, cultural background, knowledge level and concern for health issues. Through the market research and the audience feedback, the program team can better grasp the needs of the audience, so as to plan the content of the program in a more targeted manner; in terms of content planning, the program team needs to focus on popularity and colloquial expression on the basis of ensuring that the topic fits the needs of the public. Complex medical knowledge can be transformed into a language and form that is easy for viewers to understand by simplifying professional terms, adopting vivid metaphors and cases, and using visualization means such as charts and animations. At the same time, the program can also invite medical experts as guests to help viewers better understand and master health knowledge through their interpretation and demonstration. For example, Guangdong TV's "Healthy Way" program guides the public to recognize and accept new health contents, new ways and new ideas through an

all-around, panel-based and multi-perspective approach. The program focuses on "focusing on health hot spots and closing to people's lives", and through storytelling and colloquial expressions, it focuses on people's health topics in a down-to-earth style, and solves the audience's doubts about life and health in a rigorous manner. As mentioned above, the competition system of the program "Choose the Right Health" is also a highlight that attracts the audience. In the program, the contestants need to make the correct answers and run to the designated area to answer the questions in the designated time, and this kind of non-electronic adventurous question-answering method greatly increases the sense of tension and ornamental nature of the program, enriches the content of the program, and also enables the audience to better understand and absorb each and every point of knowledge.

3.2. Make the form of communication more "interesting"

In order to break the limitations of the traditional TV program format, the program production team can rely on new forms such as live broadcast, through dialogue, interaction, service and other ways, using the advantages of the new smart media, better dissemination of health care knowledge, but also for the doctors and patients to build a convenient communication between the "bridge". In addition, it can also enhance the interactivity and participation of the program by setting up interactive links, carrying out online and offline audience interaction activities, etc., and encouraging the audience to actively participate in the program. This not only enhances the audience's sense of participation and access, but also helps the program team better understand the audience's needs and feedback to further optimize the program content, forming a virtuous cycle. For example, Qilu Evening News and the Third Hospital of Shandong Province jointly built a live media program "Medical Voice", which is located in the Third Hospital of Shandong Province, where the hospital has built a medical team composed of senior experts. The program invites experts from different medical fields, including hepatobiliary surgery, neurosurgery, neurology, cardiology, etc., and broadcasts them in the mode of "question and answer". Viewers can not only "face-to-face" with experts, but also through the message function, online Q&A, real-time interaction, and the program has achieved better results. In March this year, Beijing Tongren Hospital launched a special live broadcast on National Ear Care Day. This activity focused on the treatment and management of common ear diseases, by inviting doctors in the hospital to bring medical science and questions and answers for the audience and carry out online interaction. In addition, a number of hospitals in recent years have moved the operation into the direct broadcasting room. For example, many hospitals live full femtosecond laser surgery for myopic patients, which make the audience witnessed the whole process of the operation from the first perspective, and through the form of live interaction, so that the experts for the audience to personalize the answer to the doubts. All these cases are enough to prove that only by meeting the personalized needs of the audience and focusing on the main expression and interaction of the masses can we gain more attention in the era of attention crisis. Therefore, it is urgent to update the traditional program format.

In order to innovate the form of the program, in addition to adopting new forms such as the live broadcast of the fusion media, new media technology can also be used. Such as through virtual reality technology, artificial intelligence technology, big data technology to improve the quality of the program, expand the form of the program, increase the interactivity of the program, optimize the program production and broadcasting^[2]. For example, the program "China Chinese Medicine Conference" of the General Administration of Radio and Television adheres to the creative concept of "Thought& Art& Technology", and uses a 360-degree mechanical rotating stage, technological ring-shaped screen, multi-camera AR virtual implantation technology, etc., making many Chinese medical knowledge that difficult to understand more easier and giving a comprehensive, authoritative and three-dimensional presentation of the great medicine, great morality, great wisdom and great beauty of Chinese medicine. The "medicine gourd" produced by virtual projection technique in the program was full of technology, which also left a deep impression on the audience, and the lines of water flowed out of it slowly, flowing along the stage, representing the inheritance and development of traditional Chinese medicine culture. The application of AR, virtual projection and other new media technologies improved the immersion and experience of the audience. Therefore the program also received warm feedback from the audience after broadcast.

3.3. Make emotional expression more "powerful"

Health communication TV programs should also pay attention to emotional expression under the premise of ensuring the rigorous science of medicine. That is to say, by virtue of the vivid and touching narrative way to tell the real delicate story, so as to trigger the audience's emotional resonance, to

achieve the effect of silent communication. For example, Beijing Satellite Television's "Live Over 100" program integrates health medicine, health science and the life of centenarians, focuses on the customs of longevity towns and witnesses the joys and sorrows of centenarians, and promotes the action of Healthy China through cultural leadership. This program adds the emotions of the elderly, stories of the elderly, and choices of the elderly into the health knowledge, and drives the popularization of science and technology with the social responsibility of respecting the elderly, loving the elderly, and honoring the elderly with warmth and more feelings. The column visits longevity towns, tells longevity stories, leads viewers to look for centenarians full of warmth and interesting mysteries of life, listen to their ups and downs of life stories, and add emotional resonance to health science with fireworks, so that health knowledge is well-digested and well-absorbed. In addition, the column innovates the narrative perspective and strategy of health TV programs, with the elderly as the protagonists, so that the health science popularization carries stories, temperature and emotion, and reaches a two-way docking with the "empathy" of the elderly groups.

The hosts of health communication TV programs play a key role in strengthening the humanistic care and emotional resonance of the programs. Hosts should continue to learn and summarize, and refine excellent hosting skills and emotional expression. On this basis, as a host of health communication programs, he/she should increase his/her knowledge of the medical field and enhance his/her cultural background by reading a lot of related books, so as to achieve diversified development. In terms of emotional expression, it is important to be approachable, so that the audience can empathize with the program in order to trigger a strong emotional resonance. In addition, it is important to pay attention to the emotional control of rhythm and tone. Hosts also need to continuously improve their emotional expression ability and humanistic literacy, which can be achieved by attending relevant training courses, reading relevant books, and communicating with experts in the fields of medicine and psychology to enhance their emotional understanding. By provoking the emotional resonance of the audience, sublimating the aesthetic sentiment of the audience, etc., to form a personal emotional expression style, the natural, sincere emotions embedded in the voice, image and hosting style, so that the audience can get in-depth thinking and good program experience in the sense of empathy, and then form the host, the program and the audience win-win situation^[3].

4. Conclusions

For health communication TV programs, the arrival of the smart media era is both a big challenge and an unprecedented opportunity. As people pay more and more attention to health, health communication TV programs need to reform and innovate in terms of program content, production form and emotional expression, using new ideas, new technologies, new ways to empower the production of programs, so that the program "material", "interesting", "powerful", to help build a professional health TV program brand. However, it is important to note that while meeting the challenges, it is more important to seize the opportunity of universal attention to health, so that viewers can accept health knowledge and improve health literacy in the program. Health communication TV programs should take the mission of "improving the literacy of the whole nation" as their mission, and try to apply the latest communication technology and scientific and technological means to health communication^[4], so as to create a health feast for the whole nation, and inject media power for the "Healthy China Initiative". Of course, the development of health communication TV programs should not only focus on the audience, so that the audience can accept useful health knowledge in a relaxed atmosphere, but also return to the program itself. In other words, it is also to provoke professionals to think and discuss about the combination of health science popularization and TV programs. Only in this way can we promote the innovation and progress of health science programs in the future development.

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