

The Connotation and Field Practice of Xi Jinping's "People-centred Philosophy" in Health Communication

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ABSTRACT

Health Communication plays a key part in the implementation of Healthy China Strategy, and Xi Jinping's "People-centred Philosophy" functions as a guiding ideology, defines the dominant role of people in health communication. This paper aims to examine the connotation and reviews of the practice of the People-centred Philosophy in Health Communication. It is revealed from the conceptual perspective that Xi Jinping's philosophy conforms to the transformation of health communication to set the individual subjectivity in the central place and requires the enforcement bodies to serve the people in health communication based on "four consciousness". To practice Xi Jinping's philosophy, this paper demonstrates how this guiding ideology asks the enforcement bodies to understand the health demands of the people in order to carry out health popularization and various educational services from five aspects. It concludes that Xi Jinping's "People-centred Philosophy" truly realizes the concept of "for the people, by the people, and shared by the people" in health communication, and serves the ultimate goal of satisfying the people's needs for a better life.

Keywords: *People-centered Philosophy, health communication, the people, healthy China strategy*

communication mode is also carried out around this positioning, which is mandatory to some extent.

1. INTRODUCTION

In the year 2016, China promulgated the Outline of the Healthy China 2030 Plan, emphasizing the significance of constructing a healthy China for building a moderately prosperous society in an all-round way. General Secretary Xi Jinping put forward the "Healthy China Strategy" in his report to the 19th CPC National Congress, calling for the improvement of the national health and the provision of all-round and full-cycle health services for the people. In the new era, China's principal social contradiction has been transformed into one between people's ever-growing needs for a better life and the unbalanced and inadequate development. People's demand for a healthy life is a manifestation of the pursuit of a better life. Satisfying people's pursuit of a better life is the ultimate goal of Xi Jinping's "People-centred Philosophy", which defines the dominant role of people in health transmission, objectifying the historical materialism.

The start of Health Communication could be dated back to the Stanford Heart Disease Prevention Program in the United States in the 1970s. In Health Communication, medical research results are converted into public health knowledge, aiming at awakening public health awareness, reducing morbidity, and promoting health behaviours. Everett M. Rogers, an American scholar, believes that "any type of human communication whose content is concerned with health" is health communication [1]. Since the emergence of health communication, the audience has been in a relatively passive position, and the basic

2. THE TRANSFORMATION OF HEALTH COMMUNICATION MODE

Knowledge-Attitude-Practice Model, the traditional health communication paradigm which is unidirectional and linear, has already shown its limitations in the information bubble, the decentralization of communicators and the "social-medialization" of mass life in the new media era. At the knowledge level, faced with the massive information, the voice of health communication institutions is quickly submerged and dissipated instantly, and the one-way communication mechanism fails; in terms of attitude, decentralization challenges the monopoly of knowledge and authority, weakening the audience's trust and belief in the communicator, empowering everyone to speak; at the practice level, new media dominates people's way of life, and health communication should integrate itself successfully into all kinds of new media, which is not an easy task. The top-down communication route will be subverted as the mass audience are actively participating in the process of health communication and social media is playing more and more important role in people's daily life.

The booming new media has spawned the transformation of health communication, from the one-way publicity and top-down health education to the two-way interactive, equal dialogue [2]. As a result, the new media ecology and the vast propagation space have been created. The interaction between communicators and audiences has

been notably boosted. Information dissemination has been accelerated, and the communication form is open. New communication means not only challenge the healthy communication mode, but also blur the boundaries between communicators and audiences. In this era, health communication values two-way and multiple interactions, which is based on the premise of equality and rationality of all subjects. Undoubtedly, this concept is more suitable for the current social environment in which public subject consciousness is constantly awakening [3].

Individual subjectivity is highlighted in this age. Respecting the subjectivity of the general public, paying attention to their hot topics, encouraging and guiding their positive participation, stimulating their creativity, and collecting their constant feedbacks are the necessary requirements for healthy communication under the guidance of the “People-centred Philosophy”.

3. THE CONNOTATION OF “PEOPLE-CENTRED PHILOSOPHY” IN HEALTH COMMUNICATION IN THE NEW ERA

Xi Jinping’s “People-centred Philosophy” has extensive theoretical origins. On the one hand, it carries forward the people-oriented thought in traditional Chinese culture. On the other hand, it derives from and develops the historical materialism of Marxism. In the development of Chinese-styled Marxism, it is in line with the theories concerned with the general public of all previous leaders of the Communist Party of China, which accurately epitomizes and effectively concords China’s specific national conditions, public opinion, economic development and social construction in the new era [4].

People-centred Philosophy supersedes Audience-Centred Approach, which claims that communication activities should always meet the needs of the audience, spread the content and information that the audience likes, and reflect their voice, desire and demand [5]. Audience-centred Approach draws on E. Katz’s Uses and Gratifications Theory (UGT) which claims that the audience actively seek out specific media to satisfy their desires and needs to achieve gratification. The Audience-centred Approach meets the market demand, but it deviates from the principle of moderation and goes extreme, turning out to be an “audience-determinism”. The media pursues, caters to and pleases the audience, leading to some negative influences, such as the decline of media’s social responsibility and function, the weakening of its guiding role, generalizing and vulgarizing its communication content, lowering its taste and reputation [6]. To some extent, some practice of Audience-centred Approach distorted the people’s subjectivity, undermining its social basic values and moral constraints.

Xi Jinping’s “People-centred Philosophy” is compatible with the goals of developing socialism with Chinese characteristics, completing the building of a moderately prosperous society in all respects and deepening reform in all respects. It determines that the country’s social

development must be for the people, and that the country’s social development must depend on the people and the benefits of its social development must be shared by the people, which should be fulfilled in the goal, process and effect of health communication. For the sake of people’s health, it is necessary to control the mainstream direction of health communication, adhere to the principle of health communication, and supervise the scientific and objective nature of health communication information. It is necessary to respect, guide and serve the people. Health communication is a communication system directed by the government, organized by communication forces, coordinated by all relevant departments, and participated by the whole people. Health communication will fail if it is separated from the health demands of the masses, lacks the people’s participation and disregards the collective wisdom of the people. Shared by all is the ultimate goal of health communication, which ensures that the people are the masters of the country.

In health communication, mass media resources should be effectively organized and coordinated to serve the principle of “for the people, by the people, and shared by the people” which runs through the “People-centred Philosophy”. The government, medical and health departments and relevant communication organizations should actively carry out health communication based on the “four consciousnesses”.

3.1. The service consciousness

When Marx and Engels started New Rhineland Newspaper, they proposed that “it lives among the people and shares weal and woe with them sincerely” [7]. Marx and Engels’s communication thought implies that the communication organization and the media should always breathe the same breath as the people, share the same future with them and serve the interests of the masses wholeheartedly to meet their needs. Today, governments at all levels, medical and health departments, and media communication organizations must stand on the same historical height, serve the people actively and adhere to the principle of the people’s interests first in accordance with their responsibilities in health communication. In particular, the application of advanced communication technologies and means should serve the health interests of the people, catering their health needs, engaging in communicating with them equally, providing all-around services to them, without seeking economic benefits as their main purpose.

3.2. The responsibility consciousness

As a core part in health communication, governments at all levels must formulate policies which should be integrated with the national health strategy, improving relevant laws and regulations on health communication to ensure that the work of health communication should be conducted under

the legal framework, taking a firm hold on maintaining the right tone in health communication to gain the trust of the people. The medical and health system should adhere to the technical standards and the bottom line of ethics of the industry to ensure the professionalism and scientific nature of health information. When carrying out health communication, media communication organizations should fully protect and respect people's privacy. Health information and health communication activities should not harm the body and mind of the people, and health information should be true and scientific.

3.3. The learning consciousness

In the Internet age, people play the double roles of both the recipients and the communicators at the same time. It must be the audience themselves who best understand their own needs. Their initiative and creativity in the new media era have been fully leveraged, which will inspire the communicators a lot. Therefore, governments at all levels should learn to formulate health communication work plans according to the new situation, to organize medical and health organizations and National Patriotic Health Campaign Committee at all levels to serve the people, accurately understanding their health demands at any time, collecting information in a timely manner, learning modestly from them with an open mind, actively gathering hot health issues, pooling their wisdom, promoting health communication to be well-targeted. In the meantime, communications media should maintain close contact with the people, propagating health information professionally, scientifically and interestingly by means of the language and models to the delight of the people, expressing them in a popular way, and constantly exploring new ways and models for health communication.

3.4. The innovation consciousness

In health communication, the governments, medical and health organizations at all levels and communications media should upgrade their communication concepts timely, incorporating Internet, big data and new technology into their publicity strategy, innovating and reforming the concept and paradigm of health communication.

4. REFLECTIONS ON THE PRACTICE OF "PEOPLE-CENTERED PHILOSOPHY" IN THE HEALTH COMMUNICATION

In the practice of health communication under the guidance of "People-centred Philosophy", it is necessary to accurately understand the health demands of the people, to carry out health popularization and various health education services among them, to draw on their collective intelligence, so as to lay a firm foundation for the "Healthy

China initiative" and make it widely-accepted by the broad masses of the people.

4.1. Promoting targeted health communication

Health communication should adhere to the mass line (from the masses to the masses), which means that to carry on health communication must adhere to the methodology of seeking truth from facts and conducting case-by-case analysis. Understanding the health needs of different audiences among the masses, and giving targeted health messages and health programs to specific health demands will help to enhance the executive power of people to adopt healthy lifestyles and behaviours. Targeted health communication means to disseminate health information according to targeted audience analysis and different geographical, environmental, cultural, customs as well as other subjective and objective conditions. Targeted health communication does not blindly pursue the quantity but focus on the quality of its optimal reach. To best serve people with professional and scientific information when they really need them is the ultimate goal of health information. To better adapt to the Internet age, targeted health communication needs to be actively ushered in. Governments at all levels need to formulate work plans for health communication based on its local conditions, actively call up experts and scholars from the medical and health fields, communications media and education circles to hold special seminars on quasi-health communication, launch special funds to set up relevant research institutions, and cultivate pilot areas to carry out practical activities. At present, the "seven mothers", "seven laws" and "seven elements" of precision health communication proposed by Mr. Wang Lixiang [8], chairman of The Science Popularization Branch of Chinese Medical Association, become the basic communication ideas and paradigms in this field.

4.2. Promoting the quality of health information by the joint effort of the government supervision and professional platform

As the organizer of health communication, responsibly, governments at all levels should clarify its duties, completes the legal framework and constantly improve and perfect the laws and regulations concerning health communication, strengthen the supervision on the mass media, We-Media as well as other communication organization, regulate the health communication information dissemination. The government should build a media regulatory system under the framework of the law, especially clarifying and emphasizing the regulatory functions of We-media platforms. The governments at all levels should establish mechanisms to guide the mainstream media to abide by the ethical principles of health communication, cooperating with the government to

guide public opinion, and disseminate information objectively and accurately.

The government and relevant professional health institutions should collaborate to set up a health science expert database, a health science resource database, and a professional health communication resource base, giving full play to the professionalism and authority of medical and health teams and experts, enhancing the credibility and practicality of health information, dominating the health communication with high-quality information.

4.3. Lifting the comprehensive quality of the gatekeepers of mainstream media

There is a large quantity of homogenized information, invalid information and fake and exaggerated information mixed in the massive health information, which is likely to jeopardize people's health rights. Professional health communication organizations should establish the concept of "authoritative health information" [9]. At the technical level, health communication media should carry out its work under the guidance of "Chinese citizens' health literacy-basic knowledge and skills (2015)" and "Guidelines for generation and dissemination of health popular science information (for trial implementation)" issued by the National Health Commission of the PRC. At the professional quality level, the staff in the health communication media function as the gatekeeper to guarantee the reliability of the information sent to the people, whose role is particularly critical. Therefore, the media management department must set up a strict professional admittance system and build a communication team with certain medical literacy, scientific literacy and media literacy. The media should not only have the responsibility to serve the society, promote integrity, crack down on rumours and respect the public, but also have correct social values and professional ethics.

4.4. Respecting the people's voice and stimulating their creativity

Crowdsourcing is a new business model that has emerged with the Internet. It is the practice of a company or organization to outsource the work tasks previously performed by employees to a non-specific mass network in the form of free resources [10]. Foreign scholars have tried to apply crowdsourcing to health communication. Crowdsourcing is open and non-deformational, seeking solutions from an unlimited number of people, breaking discipline boundaries and enabling people from other disciplines other than public health, medicine and communication to participate in the health communication content production. It also breaks the boundaries of region, time and social class, so that people with different social backgrounds can put forward different materials or opinions from their own life perspective [11]. In health communication crowd-

sourcing, the organizer can launch health issues collection or health communication theme contest on the Internet, collecting opinions and suggestions of health communication from the masses, listening to the health demands from them, stimulating their creativity in the field of health communication. This is also the realization of the idea of establishing the joint mechanism of health communication between the people, governments at all levels and medical and health departments. Adhering to the mass line, continuously encouraging the masses to participate in and promote health communication is an important way to improve the effectiveness of health communication and expand the impact of health communication [12].

4.5. Maintaining close contact with the people in health communication

In the Internet age, people are eager to participate in health communication and express themselves. Their demand for the individualized, diversified and intelligent health communication models is increasing, and they need more excellent platforms for health communication and other information. Therefore, the mass media must adapt to the new situation. The traditional media must transform itself into the form of interactive broadcast media, developing the new media terminal platform, getting closer to the people and their daily life via social media, increasing interactive feedback. Some health service programs should have distinctive features: inviting professional and authoritative doctors acting as the host to answer the health questions or solve the health problems happened in people's life resorting to the scientific instruments, scientific experimental methods to correct the wrong concept of health and unhealthy lifestyle. In the program, the experts interact with the audience on the spot, and the dynamic stage design with high technology increases the interest and attractiveness of the program. This will be the successful realization of the health communication media's wholehearted service to the people.

5. CONCLUSION

Xi Jinping's "People-centred Philosophy" in healthy communication conforms to the people's yearning for a better life, realizing the idea of "for the people, by the people, and shared by the people". This philosophy always adheres to the mass line, which vividly reflects that the party stays true to its founding mission in the new era. To develop socialism with Chinese characteristics in the new era must encourage people to play their central role. Fusing the "People-centred Philosophy" into healthy communication and keeping pace with the times not only accord with the healthy communication mode of equality and interaction in the new situation, but also sweep away the negative effects of the previous "Audience-centred Approach", rationally and scientifically guiding healthy

communication in our aspects: service consciousness, responsibility consciousness, learning consciousness and innovation consciousness, which, in a sense, functions as an important ideological guarantee for the realization of healthy China strategy.

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