

# Returning to Tribalization: Local Innovations in Health Communication Narrative Strategies and Action Mechanisms

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**Abstract:** Health communication refers to the formation of behavioural norms and values of an organisational nature or with a certain degree of influence in the production of cultural products through the participation of individuals, groups and societies. This paper explores the practical use of narrative in health communication and discusses local innovative strategies for health communication narrative strategies and action mechanisms.

**Keywords:** Health Communication; Narrative Strategies; Action Mechanisms.

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## 1. Introduction

Starting from the "Knowing, Believing, acting" framework model, early health communication practices are no longer limited to the rhetorical expression of textual information proposed by "Knowing, Believing, acting", but have begun to explore more in-depth, creative and readable expressions to enhance communication effectiveness. In addition, Sub-I can explore how rhetorical messages can change the minds of audiences, such as the quality of arguments and sources of information, in order to improve the power and readability of communication. With the rise of (Rhetorical Communication), the scope of communication studies has expanded to include both rhetorical and linguistic fields. However, with the rise of humanism, many studies have shown that words alone are not enough and that deeper plots and more vivid content are needed to resonate with audiences. With the abandonment of the linear cybernetic concepts of the '5Ws' and 'knowing, believing and acting', contemporary health communication is exploring a new, humanistic approach to transforming health messages into something profound, multifaceted, sustainable, readable, in-depth, concrete, actionable, specific and visible [1].

## 2. The Practical Use of Narrative in Health Communication

Narrative and storytelling are human instincts, human nature is rooted in stories and narratives, and people experience the world and life in narrative terms, as Walter Fisher argued in 1984 when he articulated a narrative paradigm centred on Narrativerationality We are not just Human Beings, but essentially Homo Narrans who tell stories, and it is clear that human-centred health communication makes greater use of storytelling. In the case of health communication, traditional rhetorical communication focuses on the use of rhetorical devices in health messages, which are carefully constructed passages of text to make the health message more accessible to the audience and, through the creation of persuasive effects, ultimately lead to changes in human health perceptions and behaviour [2]. Narrative health communication is defined as "the reproduction of a series of

relevant events and characters with a specific identity frame in a specific time and space, including implicit and explicit health messages about a specific topic". From an applied perspective, narrative is becoming increasingly visible as a persuasive way of communicating public health information. Empirical research has found that stories can be used to influence a person's perceptions, attitudes and behaviour, in addition to logical arguments as a way of presenting rhetorical information. In a follow-up study, it was also found that whether or not the stories were true or fabricated, they had a longer lasting and more stable effect on public health behaviour than the rhetorical message of logical argument [3].

Narrative and its impact on healthIn 1984 Walter Fisher suggested that narrative and storytelling are human gifts, that they are deeply rooted in the human heart, and that Narrativerationality by Homo Narrans makes us not just a "human being" (Human Being), but an animal that feels the world and life in narrative terms. In health communication, traditional rhetorical communication emphasises the use of rhetorical techniques to convey health messages in the form of stories that are more easily understood by audiences, with the aim of changing their health perceptions and behaviours. Therefore, when communicating health messages, full use should be made of rhetorical techniques and carefully crafted paragraphs of text to achieve better communication results. Narrative health communication is a way of re-presenting events and people in a specific time and space, and the implicit, explicit health messages about specific topics within them, as a way of raising public health awareness. From an applied perspective, narrative is becoming increasingly evident as a persuasive way of communicating public health messages [4]. Empirical research has found that stories can be used to influence a person's perceptions, attitudes and behaviour, in addition to logical arguments as a way of presenting rhetorical information. In a follow-up study, it was also found that whether the stories were true or fabricated, they had a longer lasting and more stable effect on public health behaviour than the rhetorical messages of logical arguments.

As narrative technology has developed, it has become increasingly useful for health interventions, not only to control smoking, but also to provide general health

interventions such as vaccinations, physical activity promotion, and even to help those recovering from cancer who need intervention. Research has shown that narrative interventions can be effective in helping viewers understand and process health information, with Kreuter et al. noting that the advantages of this approach are that the narrative is more interesting and engaging for the target audience; in addition, people are more likely to generate empathy and feedback on the narrative when processing life course stories, based on their own cognitive processing strategies. By employing this cognitive processing, viewers can more easily remember the storyline. The narrative message is easy to understand and remember, making it more suitable for communicating health messages to audiences with low health literacy. While people with low health literacy may benefit from health interventions, their health status may be compromised due to their socio-economic status, education level and life choices, leading to a shorter healthy life expectancy. We should therefore carefully compile and revise relevant health information to better assist them. Studies have shown that some of the health information aimed at improving the poor lifestyle habits of truck drivers is more often expressed in profound language, and these messages, which require a high level of cognitive ability, are not effective in motivating this group. Therefore, there is clearly a wide scope for narrative messages to exert themselves in health communication for this low health literacy group.

### **3. Local Innovative Approaches to Health Communication Narrative Strategies and Action Mechanisms**

#### **3.1. Strengthening Communication Science Interventions in Health Communication**

The 21st century is known as the century of health, and there is a global consensus on the importance of health communication. However, the involvement of communication science in health communication in China has always been weak. In terms of professional education, the health communication professions in China are also relatively backward compared to higher education abroad. Since the 1970s, 27 universities in the United States, including Harvard, Johns Hopkins and the University of Iowa, have established a comprehensive health communication education system to meet society's demand for health knowledge. The medical and public health faculties of these universities have corresponding health communication disciplines. In September 2017, Peking University officially launched a Journalism and Communication major in health communication, which marks the development of a journalism and communication major that will reach a wider range of learners than ever before and will become an important part of journalism and communication [5].

The directive to "move forward on health issues" provides a strong framework for the development of a healthy China. Therefore, we need not only a deeper understanding of the value of communication science, but also the need to strengthen the professionalism of health communication, conduct in-depth empirical research, strengthen governmental guidance and advocacy, and build a sound health China initiative. It is also important to use the new Internet and social media to communicate health content in its entirety to a wider audience. We also have to acknowledge

the objective reality that health information dissemination faces opportunities and challenges in the new media environment. In the face of this situation, health communication should not only make active use of traditional media channels, but also make full use of the advantages of new media technology and integrate internet thinking into traditional health information communication methods in order to provide more comprehensive and effective services to the public. By making full use of existing media resources, health information can be disseminated more comprehensively and richly to specific audiences, while also coping with the digital age of information explosion, avoiding homogenisation of information, preventing low-quality information from affecting high-quality information, and ensuring the correct dissemination of public health information through legislative regulation to eliminate false experts and false authorities. For better health communication, we should take a holistic approach, including developing intervention programmes, writing texts, choosing forms of communication, evaluating and optimising the effectiveness of communication, and ensuring that professional communication scientists are available to monitor it at all times. In terms of communication content, we should not only focus on individual issues, but also on the group and national level, especially for socially disadvantaged groups. As the times have changed, the way health communication is expressed has evolved, moving away from the traditional authoritative tone of propaganda to a rhetorical and narrative style that is more in tune with current society and audiences.

#### **3.2. Promoting Interactive Integration in the Field of Health Communication and Sport**

In order to better disseminate sports health knowledge widely to the general audience, to better sports health knowledge to the general audience widely disseminated. Firstly, it is necessary for sports to join the ranks of health communication. Not only should sports professionals understand and apply their knowledge in communication to maximise the benefits of sports health knowledge in the communication process, but traditional journalism and communication majors in sports colleges and universities need to be rich in pioneering spirit in the professional and academic construction of health communication, and explore ways to combine communication knowledge and physical activities to promote, popularise sports items, scientific fitness. We need to explore practical ways to better integrate communication knowledge and physical activity promotion, sports popularisation, scientific fitness popularisation with other work. Secondly, as far as communication concepts are concerned, we should not only continue with such concepts as "physical activity to enhance physical fitness", "the first step in a long life is to take the first step towards fitness" and "one hour of exercise a day, 50 years of healthy work and a happy life". We also need to keep up with the times and use rhetoric to communicate, so that people are more interested in learning about sport and scientific knowledge of sport and health through narratives. Thirdly, sports health communication also requires the collaboration of sports-related fields, the systematic elaboration of information channels on sports health knowledge, the establishment of professional, reputable and "people-oriented" information distribution platforms, the comprehensive use of modern media means, the promotion of sports communication from channels, in the form of events, exhibitions, interviews,

advertisements, lectures and other forms, to put The concept of sport and health will be disseminated and influenced by a wider group of people.

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