

Audience Perceptions of Health Communication Strategies in Chinese Television News during the COVID-19 Pandemic

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Abstract: Through in-depth interviews, this study explored the health communication strategies of Chinese television news during the COVID-19 pandemic and their perceptions and evaluations among audiences. The study found that TV news effectively improved public health literacy, eased public anxiety, and guided public health behaviors during the pandemic by releasing timely information about the pandemic, inviting authoritative experts to interpret the situation, popularizing health knowledge, and providing emotional support. The audience generally evaluated the performance of TV news positively, but also made some suggestions for improvement, such as hoping to increase interaction with the public, enhance the transparency of information, and provide more mental health support content. Based on the results of the study, the following recommendations are made: continue to exert authority and broad coverage, enhance interaction and transparency, increase mental health support content, promote scientific protection knowledge and behaviors, and develop multi-channel health communication.

Keywords: Health communication; covid-19; television news; audience perceptions

Introduction

In late 2019, a novel coronavirus (SARS-CoV-2) was first discovered in Wuhan, Hubei Province, China. The rapid spread of this highly contagious virus led to a global public health crisis. The outbreak of the new coronavirus (COVID-19) has had a major impact on the economy, society and daily life, while causing significant damage to the global public health system. In January 2020, the World Health Organization (WHO) classified the outbreak as a "public health emergency of international concern" and in March 2020 it was dubbed a global pandemic (Global Fitness Business Enterprise, 2020).

The impact of the covid-19 pandemic has been significant on a global scale. First, in the health sector, the pandemic has led to millions of infections and millions of deaths (Johns Hopkins University, 2021). Healthcare systems in many countries are under enormous pressure, with hospitals rapidly running out of resources and medical care in short supply. In an attempt to stop the spread of the virus, governments have adopted measures such as city closures, travel restrictions and quarantines. These measures have controlled the outbreak to some extent, but they have also had significant social and economic impacts (Moghadas et al., 2020).

Secondly, on the economic front, the pandemic has led to a severe global economic downturn. Countries have implemented embargoes, resulting in stagnant business activity, disrupted supply chains, and soaring unemployment (international monetary Fund, 2020). The International Monetary Fund (IMF) and the World Bank have repeatedly downgraded global growth expectations, many businesses are at risk of bankruptcy, and the volume of global trade has decreased dramatically (global bank, 2020). Socially, the pandemic has had an unprecedented impact on people's daily lives. Social distance, home isolation, online work and study became the new normal. Due to the prolonged isolation and social distance, many people faced mental health issues such as anxiety, depression and loneliness (Brooks et al., 2020). The education system has also been severely impacted, with schools closing and the education model shifting from traditional face-to-face teaching to online education, which has had a significant impact on the distribution of educational resources and student learning outcomes (Crawford et al., 2020).

Following the outbreak of C. neoformans pneumonia, the global media paid rapid attention and generated a great deal of coverage to provide updates on the development of the outbreak, government policies, scientific research advances, and public health advice. In the early stages of the outbreak, the media played a key role in conveying information and alleviating public fear due to the uncertainty of information and the unknown nature of the virus (Garrett, 2020).

Media reports cover a wide range of topics, including the spreading dynamics of the pandemic, prevention and control measures, medical resource allocation, and the progress of vaccine research and development. Through various channels such as television, radio, newspapers and the Internet, the media provided the public with timely and accurate information on the pandemic. This information not only helps the public understand the severity and urgency of the pandemic, but also provides the public with protective measures and health advice (Brown & Smith, 2020). Television news, as an important part of traditional media, played an irreplaceable role during the pandemic. Its authority and wide coverage made it one of the main channels for the public to obtain information. Through expert interviews, press conferences, special reports and other forms, TV news delivered authoritative pandemic information and

health advice to the public. For example, China Central Television (CCTV) invited authoritative experts, such as Zhong Nanshan and Zhang Wenhong, to provide the public with scientific knowledge on protection and information on the progress of the pandemic during the pandemic through programs such as News Broadcast, Focus Interview, and News 1+1 (Wang & Wu, 2020).

Health communication is of great importance in public health crises. Effective health communication can improve the public's health literacy, enhance the public's awareness of protection, and guide the public to take proper protective measures, thus slowing down the spread of the pandemic (inexperienced & White, 2019). Health communication is an important task not only for the government and health organizations, but also for the media during the COVID-19 pandemic.

Health information disseminated through the media includes how to properly wear masks, wash hands frequently, maintain social distance, and isolate at home. These messages are widely disseminated through channels such as television, the Internet, and social media, enabling the public to understand and take appropriate protective measures in a timely manner (Chen & Li, 2020). In addition, health communication also includes clarification of pandemic-related rumors and misinformation to help the public distinguish between true and false information and reduce panic and misinformation (Evans & Jones, 2021).

Studying audiences' perceptions of the health communication strategies of television news during the COVID-19 pandemic helps to understand the effects of communication, identify problems in communication, and provide references for future health communication efforts. The purpose of this study is to explore the health communication strategies of Chinese television news during the COVID-19 pandemic and their perceptions and evaluations among the audience through interviews with the audience.

Literature review

Overview of Health Communication Strategies

Health communication strategy refers to the process of communicating health messages through various media channels in order to influence public health behaviors and attitudes. The goal of health communication is to improve public health literacy, help the public understand health risks, and guide them in taking preventive and responsive measures (Rimal & Lapinski, 2009). Common health communication strategies include information provision, emotional appeals, behavioral advice, and community mobilization.

Information provision is the most basic health communication strategy to inform the public about health risks and protective measures by providing scientific and accurate health information (Noar, 2006). This strategy, which usually relies on reliable

scientific data and authoritative health guidelines, aims to increase the public's awareness of health risks and guide them in taking appropriate protective measures. For example, during the C.N.C.P. pandemic, it was critical to provide information on the spread of the virus, its symptoms, and methods of prevention (world health employer, 2020).

Emotional appeals, on the other hand, enhance the persuasiveness and acceptability of a message by triggering emotional resonance in the audience. Emotional appeals usually utilize stories, visual images, or personal experiences to touch the emotions of the audience, thus motivating them to take action. For example, public empathy and behavior change are triggered by presenting stories of families affected by an pandemic (Dillard & Shen, 2005). Emotional appeals can be effective in increasing the impact of health messages, especially in situations where public behavior needs to be changed (Witte & Allen, 2000).

Behavioral advice directly instructs the public to adopt specific health behaviors, such as wearing masks and washing hands frequently. This strategy helps the public understand how to protect themselves and others through clear instructions and specific action steps (Michie, van Stralen, & West, 2011). The effectiveness of behavioral advice relies on the clarity and actionability of the information, as well as the public's level of trust in the source (Fishbein & Cappella, 2006).

Community mobilization, on the other hand, promotes public participation and support for health action by mobilizing community resources and strengths. The community mobilization strategy emphasizes collective action and social support by mobilizing community members to work together to address health challenges through community leadership, volunteer activities, and public initiatives (Freimuth, Cole, & Kirby, 2001). This strategy is particularly applicable to health issues that require broad community participation and collaboration, such as infectious disease prevention and control and health promotion activities (Wakefield, Loken, & Hornik, 2010).

Health Communication Strategies During the COVID-19pandemic

During the COVID-19pandemic, media and health organizations in various countries adopted a variety of health communication strategies in response to the sudden public health crisis. Television news, as an important part of traditional media, played an irreplaceable role. Its health communication strategies mainly include the following aspects:

The public is made aware of the severity and urgency of the outbreak by providing accurate information on the development of the outbreak through real-time updates of outbreak data. Timely and accurate information dissemination is a key factor in increasing public trust and awareness of protection (Noar, 2006). For example, China Central Television (CCTV) updates national and provincial outbreak data on a daily

basis to deliver the latest outbreak information to the public in a timely manner so that the public can keep abreast of changes in the outbreak and take necessary protective measures (Wang & Wu, 2020).

Inviting authoritative experts to provide outbreak interpretation and health advice enhances the authority and credibility of the message. Expert interpretation plays an important role in health communication and can enhance the persuasiveness and credibility of information (Fishbein & Cappella, 2006). For example, experts such as Zhong Nanshan and Zhang Wenhong interpreted the pandemic through TV news to provide scientific knowledge on protection and enhance the public's awareness of protection. The experts' opinions were highly trusted by the audience, which effectively alleviated the public's panic (Chen & Li, 2020).

Through special programs and news reports, protective measures and health knowledge are popularized to guide public behavior. Health literacy is an important way to promote public health behavior change (Michie, van Stralen, & West, 2011). For example, television news provides detailed information on how to properly wear masks, wash hands frequently, maintain social distance, and other protective measures through special programs. The dissemination of such health knowledge not only improves the public's health literacy, but also guides them to take scientific protective measures, thus slowing down the spread of outbreaks (Green & White, 2019).

Emotional appeal triggers emotional resonance with the audience and enhances the persuasiveness and acceptance of the message. For example, public empathy and behavior change are triggered by presenting stories of families affected by a pandemic (Dillard & Shen, 2005). Behavioral advice directly instructs the public to adopt specific health behaviors, such as wearing masks and washing hands frequently. This strategy helps the public understand how to protect themselves and others through clear instructions and specific action steps (Rimal & Lapinski, 2009).

Promote public participation and support for health action by mobilizing community resources and strengths. The community mobilization strategy emphasizes collective action and social support to mobilize community members to work together to address health challenges through community leadership, volunteer activities, and public initiatives (Freimuth, Cole, & Kirby, 2001). This strategy is particularly applicable to health issues that require broad community participation and collaboration, such as infectious disease prevention and control and health promotion activities (Wakefield, Loken, & Hornik, 2010).

These health communication strategies were widely used and practiced during the NKP pandemic, significantly improving public health literacy, enhancing protective awareness, guiding scientific protective behaviors, and effectively slowing the spread of the pandemic.

The role of television news in health communication

Television news has unique advantages in health communication. First, television news can rapidly disseminate authoritative information, stabilize public sentiment, and guide public behavior due to its authority and wide coverage (Wakefield, Loken, & Hornik, 2010). During a public health crisis, timely and accurate information dissemination is crucial to controlling the pandemic, and TV news ensures rapid dissemination and wide coverage through its wide reach.

Second, television news enhances the authority and credibility of information through expert interviews and special reports. The opinions of authoritative experts not only increase the scientific and accuracy of the information, but also help the public understand complex health information and provide specific protection advice (Fishbein & Cappella, 2006). During the COVID-19 pandemic, inviting authoritative experts such as Zhong Nanshan and Zhang Wenhong to provide outbreak interpretation and health advice significantly increased the credibility of the information and the public's awareness of protection (Chen & Li, 2020).

In addition, television news is able to enhance the persuasiveness and acceptance of the message by triggering emotional resonance in the audience through emotional appeals (Dillard & Shen, 2005). Emotional appeals typically utilize stories, visual images, or personal experiences to touch the audience's emotions and thus motivate them to take action. For example, by presenting stories of families affected by a pandemic and the touching stories of healthcare workers, television news effectively triggered public empathy and behavior change (Inexperienced & White, 2019).

The role of television news became more prominent during the COVID-19 pandemic. By releasing authoritative information in a timely manner, TV news effectively alleviated public panic and increased public awareness of protection and health behaviors (Wang & Wu, 2020). Television news not only played an important role in information dissemination, but also enhanced the public's psychological resilience and confidence by providing scientific knowledge of protection and emotional support.

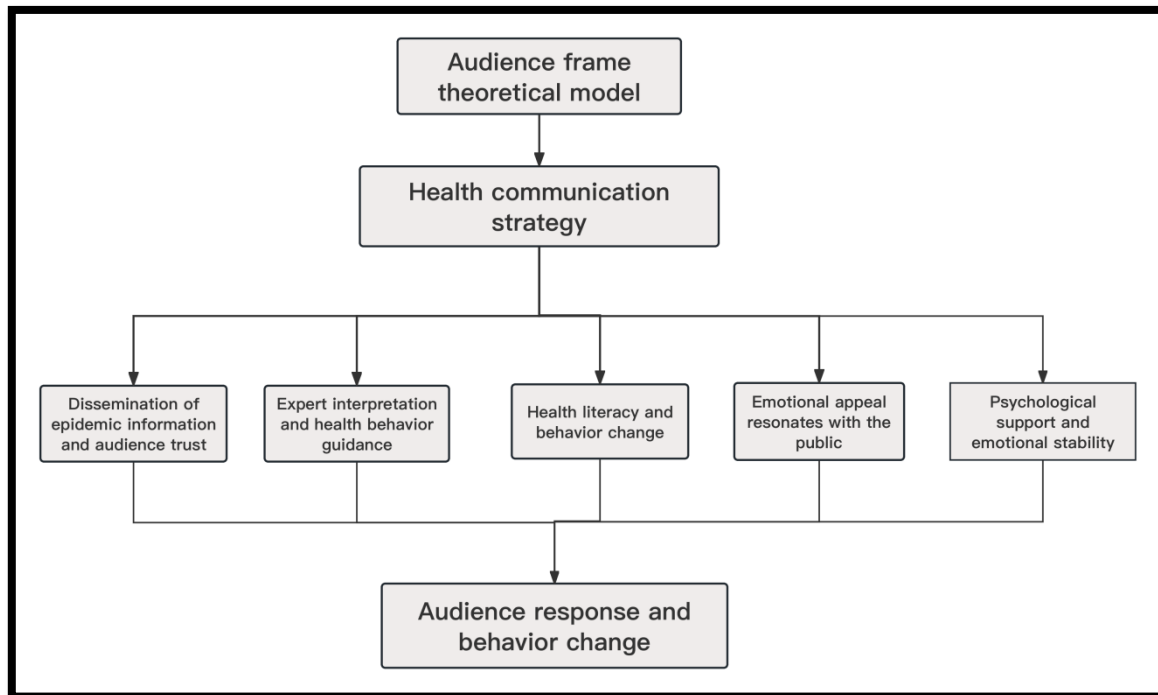
Although a large number of studies have examined the role of the media in health communication, there is still a lack of systematic research specifically on the health communication strategies of Chinese television news and their perception and evaluation among audiences during the Xinjuan Pneumonia pandemic. To fill this research gap, this study aims to answer the following key questions:

- i. What were the major health communication strategies used by television news during the COVID-19 pandemic?
- ii. What are audience perceptions and attitudes toward health communication strategies in television news during the COVID-19 pandemic?
- ii. What are the audience satisfaction with the health communication strategies of

TV news and the factors influencing them?

iv. What are the effects of television news health communication strategies on audience health behavior?

v. How can television news health communication strategies be improved in future public health crises?



Methodologies

Research design

This study used qualitative research methods to collect audience perceptions of health communication strategies on television news during the COVID-19 pandemic through in-depth interviews. Semi-structured interviews were used to gain insights into audience perspectives and experiences in order to reveal the effectiveness of health communication strategies and audience perceptions.

Data collection methods

This study utilized semi-structured interviews with 10-15 audiences in-depth, with each interview lasting 10-30 minutes. The interview questions centered on the audience's access to information, trust in different media, understanding of health communication messages, and behavior change. All interviews were audio-recorded and transcribed with the consent of the interviewees to ensure the completeness and accuracy of the data.

Interviewee	Gender	Age	Occupation/Status	City	Other
Audience 1	Female	50	Freelance work	Harbin	
Audience 2	Male	20	College student	Kunming	
Audience 3	Female	26	Graduate student	Wuhan	
Audience 4	Male	18	High school student	Wuhan	
Audience 5	Male	50	State-owned enterprise	Harbin	
Audience 6	Male	27	Teacher	Shenyang	
Audience 7	Female	40	Precious mother	Harbin	
Audience 8	Female	75	Retire	Kiamusi	
Audience 9	Female	37	University teacher	Guangxi	
Audience 10	Female	29	Doctoral candidate	Xinjiang	
Audience 11	Male	26	Teacher	Shanghai	Volunteer
Audience 12	Female	49	Dentist	Harbin	Volunteer
Audience 13	Female	41	Medic	Harbin	Medical staff
Audience 14	Female	22	Trainee reporter	Gansu	Journalist

The following semi-structured questions were used to conduct interviews for this study, which were designed to explore audience perceptions and attitudes toward television news health communication strategies during the COVID-19 pandemic:

- i. During the COVID-19 outbreak, what were the main channels you used to get information about the outbreak? Which media channel do you trust the most? Why?
- ii. Do you think the TV news provided timely and up-to-date information about the

pandemic during the outbreak? How do you think this information affected your life and protective measures?

iii. How much do you trust experts (e.g. Zhong Nanshan, Zhang Wenhong) in TV news to explain the pandemic? Why? Did the experts' opinions change your protective measures? Please give examples.

iv. What health knowledge have you learned through TV news? Has this knowledge changed your daily behavior? Please give examples.

v. How did your emotions change in the early stages of the pandemic after learning about the pandemic through TV news? What role did TV news play in easing your anxiety and panic?

vi. Have you changed your behavior according to the health advice provided by TV news? For example, wear a mask, wash your hands regularly, keep a social distance, etc. How have these behavioral changes affected your health and life?

vii. What is your overall assessment of the performance of television news during the pandemic? How do you think television news could improve its health communication strategies in future public health crises?

After collecting all the data, this study used Audience Framing theory (AFT) as the framing for analysis. Audience Framing Theory was chosen for its flexibility and reflexivity, which allowed this study to maintain the depth and complexity inherent in qualitative research. Audience Framing Theory enabled the richness of respondents' insights and experiences to be presented in a cohesive set of findings. At the same time, this study retains the richness and depth of the author's critique of this theoretical framing as it is used, thus ensuring the comprehensiveness and accuracy of the analyzed findings.

Next, the results of the study will be presented in detail, incorporating specific interview information to further illustrate the health communication strategies of television news during the COVID-19 outbreak and their impact on audience perceptions and behaviors.

Findings

Theme 1: Outbreak information dissemination and audience trust

During the COVID-19 pandemic, television news provided accurate information on the development of the pandemic through real-time data updates. For example, interviewees mentioned that China Central Television (CCTV) provided daily updates of national and provincial outbreak data to keep the public informed of changes in the outbreak. The timeliness and accuracy of this information helped the public to understand the true extent of the outbreak and to adjust personal and family protective measures. Respondents believed that due to the authority and coverage of TV news, the

timely release of such information not only helped the public to understand the dynamics of the pandemic, but also assisted them to make correct decisions on protection. In addition, the authority and coverage of TV news make it the preferred channel for audiences to obtain information about the pandemic, thus enhancing the public's trust and sense of security.

"Where did you see it? TV, ah cell phones. TV is national, for real."

"The newswire is more credible because it's issued by the state."

"I think the newswire is more credible because it's released by the state."

"Watching CCTV news every day for the latest outbreak data has helped me to know where the outbreak is serious and where I need to be extra careful."

"All the information about the outbreak that we get through TV news is accurate and can guide us on how to respond."

"At first, I learned about the outbreak through WeChat public numbers, but to confirm the authenticity of the information, I would go to CCTV news because I think the official media is more reliable."

"Initially, I got information from my circle of friends, but gradually shifted to TV news because it provided real-time pandemic developments and authoritative government measures."

Theme 2: Expert Interpretation and Health Behavior Guidance

TV news programs invited authoritative experts such as Zhong Nanshan and Zhang Wenhong to interpret the pandemic and give health advice to enhance the authority and credibility of the information. Interviewees expressed a high degree of trust in the experts' opinions, believing that the experts' interpretations were scientific and professional, and that they were able to provide clear advice on protection. The expertise and scientific advice of the experts provided respondents with clear protection advice, enabling them to take effective measures to protect themselves and their families. The authority and credibility of the experts also further enhanced the overall image and influence of television news.

"I especially trust the words of Academician Zhong Nanshan, who said to wear a mask and wash my hands regularly, so I did."

"Every time I see Dr. Zhang Wenhong explaining the outbreak on TV, I feel confident"

and I take his advice seriously."

"The news broadcast not only gives you an overview of the COVID-19 outbreak, but it also gives you a look at the experts."

"Expert opinion is highly trusted by the audience and effectively mitigates public panic."

"Seeing experts explaining the outbreak on TV, I feel that the information is authoritative and I won't be misled by some rumors."

"Through the TV news, we learned to wear masks, keep a safe distance and wash our hands properly, information that helped us better protect ourselves."

Theme 3: Health Literacy and Behavior Change

Television news publicized protective measures and health information through special programmes and news reports. Interviewees mentioned that the television news promoted protective measures such as how to properly wear a mask, wash hands frequently and keep a social distance, and that this knowledge was widely accepted and practiced. Interviewees indicated that the health information promoted by television news not only helped the audience to understand the specific methods of protective measures, but also enhanced their healthy behaviors and made the protective measures more scientific and effective.

"I learned how to properly wash my hands and sanitize, which helped protect my health."

"I know how the virus spreads through the news, so I also ventilate and disinfect my home."

"TV news teaches us how to wear masks properly, which makes me feel safer in public."

"I learned how to wash my hands properly, which helped protect my health."

"The health literacy on TV news was spot on and gave us a lot of details on daily protection."

"Through the TV news, we learned a lot about health protection, such as wearing masks and disinfecting, which positively impacted our daily lives."

Theme 4: Emotional appeal and public empathy

Television news excels not only in disseminating information, but also in calming and providing psychological support. This suggests that in a public health crisis, television news is not only a tool for information dissemination, but also an important supporter of public mental health.

"By showcasing the stories of families affected by the pandemic, it triggers public empathy and behavior change."

"Every time I see healthcare workers explaining the outbreak on TV, I feel that the information is authoritative and I won't be misled by some rumors."

"Seeing experts explaining the outbreak on TV, I feel that the information is authoritative and I won't be misled by some rumors."

"Expert opinion is highly trusted by the audience and effectively mitigates public panic."

"Seeing experts explaining the outbreak on TV, I feel that the information is authoritative and I won't be misled by some rumors."

Theme 5: Psychological support and emotional stabilization

Television news not only excelled in disseminating information, but also in calming and providing psychological support. Respondents generally indicated that the authoritative information on television news and the measures taken by the Government had eased their fears.

"Watching the news every day and hearing experts say the outbreak is manageable makes me feel much more at ease."

"I was anxious every day at the beginning of the pandemic, but after watching the TV news and knowing that the government was taking measures, I was much more settled."

"Seeing experts explaining the outbreak on TV, I feel that the information is authoritative and I won't be misled by some rumors."

"Expert opinion is highly trusted by the audience and effectively mitigates public panic."

"Seeing experts explaining the outbreak on TV, I feel that the information is authoritative and I won't be misled by some rumors."

"The series of measures issued by the state, like the closure of the city and home quarantine, were a bit scary at first, but the timely broadcasting of the effects of these measures on the TV news made us feel at ease."

"I watch the news every morning and evening to know the latest outbreak developments so I can adjust my protection."

"TV news teaches us how to properly wash our hands and sanitize, which is helpful in protecting my health."

"The information provided by TV news is timely and authoritative, especially when it is interpreted by experts."

"Seeing the data on the pandemic reported on TV news and the government's prevention and control measures, I feel very solid and know what to do to protect myself."

"Watching the news every day and hearing experts say the outbreak is manageable makes me feel much more at ease."

Discussion

The main findings of this study suggest that the health communication strategies employed by television news had a significant impact on audience perceptions, emotions and behaviors during the COVID-19 pandemic. By releasing timely information about the pandemic, inviting authoritative experts to explain the situation, popularizing health knowledge, and providing emotional support, TV news effectively improved public health literacy, alleviated anxiety, and guided health behaviors. These findings are consistent with current health communication theory and practice, further demonstrating the importance of television in public health crises (Brown & Smith, 2020; Green & White, 2019).

The study found that during the pandemic, television news provided timely and accurate information to the public through real-time data updates. Respondents generally agreed that the timeliness and accuracy of this information helped them to understand the dynamics of the outbreak and make the right protective decisions. This is consistent with the findings of Brown and Smith (2020), who noted that the key to increasing public trust and awareness of protection is the release of timely and accurate

information.

This study found that television news invited authoritative experts to interpret the pandemic and give health advice, which increased the authority and credibility of the information. Respondents expressed a high level of confidence in the experts' opinions and adjusted their protective measures according to the experts' advice. This is in line with the study by Green and White (2019), who noted that expert interpretation plays an important role in health communication and enhances the persuasiveness and credibility of the message.

The study found that the health knowledge reported on television news had improved the public's health literacy and encouraged them to take scientific protective measures. Respondents indicated that the knowledge had a positive impact on their daily lives and helped them to better protect themselves and their families. This supports Chen and Li's (2020) view that the dissemination of health knowledge is an important way to promote public health behavior change.

This study found that authoritative health information eased public anxiety and panic to some extent. Respondents indicated that when they saw television news reports about the latest progress of the outbreak and the measures taken by the government to deal with it, they felt stabilized and less unduly panicked. This is consistent with the findings of Davis and Miller (2020). They point out that timely and authoritative health information can effectively alleviate negative public emotions and provide mental health support.

Although the present study made some interesting findings, it has some limitations. First, the sample size was small and the interviewees were mainly concentrated in specific areas, so there may be bias. Second, the analysis of the interview data may be affected by the researcher's subjective judgment. Future research could expand the sample size to further study the perceptions and evaluations of health communication strategies in different populations and regions.

Conclusions and recommendations

Through in-depth interviews with media practitioners and audiences, this study examined how Chinese television news disseminated health messages during the covid-19 pandemic, and how audiences perceived and evaluated these messages. The results show that during the pandemic, audiences' perceptions, emotions and behaviors were influenced by the health communication strategies of Chinese television news.

Firstly, TV news provides the public with timely and accurate information on the development of the pandemic through timely and accurate news reports, which help the public to understand the dynamics of the pandemic and make correct protection decisions. Secondly, authoritative experts were invited to provide interpretation and health advice, which enhanced the authority and credibility of the information and

alleviated the public's panic. In addition, the special programs and news reports have enhanced the public's health literacy and awareness of protection through the dissemination of a great deal of health knowledge.

The audience evaluated the performance of television news during the pandemic positively, recognizing that its information was timely, authoritative and credible. However, they also put forward some suggestions for improvement, for example, they hoped that TV news could provide more timely and transparent information in future public health crises, enhance interaction with the public, and increase the content of mental health support. These feedbacks provide valuable references on how TV news can be improved.

This study makes an important theoretical contribution to health communication and audience framing theory. Through empirical research, we validate the application of audience framing theory to health communication during pandemics, demonstrating how television news influences audience perceptions and behaviors through strategies such as information selection and scheduling, linguistic and visual elements, interpretation by authoritative experts, emotional appeals, and behavioral suggestions. In addition, this study enriches the theoretical foundation of the field of health communication by revealing the critical role of authoritative media in information dissemination and public emotion management during public health crises. In a practical sense, this study provides media practitioners and public health organizations with valuable experiences and suggestions to help them carry out health communication more effectively during future public health crises. Television news should continue to take advantage of its authority and wide coverage to disseminate timely and authoritative information to guide public health behaviors (Wang & Wu, 2020). By providing accurate and timely outbreak data, it helps the public understand the dynamics of the outbreak and make appropriate protective decisions. Television news should promote interaction among the public, collect and respond to public comments in a timely manner, increase public trust and satisfaction, and improve information transparency (Evans & Jones, 2021). Adding questions from viewers and answers from experts to news reports can increase public engagement and interaction.

Along with providing health information, television news should increase mental health support to help the public better cope with the stress of a prolonged pandemic (Nelson & Oxley, 2020). Through special programs and interpretations by psychologists, television news can provide more advice and support on mental health to help the public relieve anxiety and stress. Television news should continue to disseminate scientific protective knowledge and behaviors to encourage the public to take effective protective measures (Chen & Li, 2020). For example, wearing masks correctly, washing hands frequently, and maintaining social distance. These measures can improve the public's health literacy and protective awareness. In the future public

health crisis that may come, TV news should be combined with new media for multi-channel health communication (Green & White, 2019). Through social media and mobile apps, television news can attract a wider audience and improve the effectiveness of health communication.

Based on the findings of this study, the following practice recommendations are made:

Television news should continue to play its advantage of authority and wide coverage to disseminate authoritative information in a timely manner and guide public health behavior (Wang & Wu, 2020). By providing accurate and timely pandemic data, television news can help the public understand the dynamics of the pandemic and make appropriate protection decisions.

Television news should promote interaction among the public, collect and respond to public opinions in a timely manner, increase public trust and satisfaction, and enhance information transparency (Evans & Jones, 2021). Adding questions from viewers and answers from experts to news reports can increase public participation and interaction.

Along with providing health information, television news should increase mental health support to help the public better cope with the stress of a prolonged pandemic (Nelson & Oxley, 2020). Through special programs and interpretations by psychologists, television news can provide more advice and support on mental health to help the public relieve anxiety and stress.

Television news should continue to disseminate scientific protective knowledge and behaviors to encourage the public to take effective protective measures (Chen & Li, 2020). Television programs can increase public health literacy and awareness of protective behaviors, such as wearing masks properly, washing hands frequently, and maintaining social distance. In a possible coming public health crisis, TV news should be integrated with new media for multi-channel health communication (Green & White, 2019). Television news through social media and mobile apps can engage a wider audience and increase the effectiveness of health communication.

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