

The Strategic Application of Medical Humanistic English Corpus in Public Health Education

Jing Lu

School of Foreign Languages, Guangdong Medical University, Dongguan Guangdong 523808, China

ABSTRACT

The medical humanities English corpus provides a rich resource base for the dissemination of public health information. The corpus contains important resources that gather the professional medical terminology and public communication language, which can promote the accurate and effective dissemination of health knowledge. However, how to make better use of the corpus to improve the effectiveness and coverage of public health education is still the main problem in the public health field. Therefore, this paper will explore the strategic application of medical humanities English corpus in public health education, aiming to provide a new perspective for public health education, promote the effective transmission of health information, optimize the design of educational contents, and effectively enhance the public health awareness.

KEYWORDS

Medical humanities English; Public health education; Corpus

1 Introduction

Effective dissemination of health information helps to improve the health of the population and prevent disease. The medical humanities English corpus lays the foundation for improving the effect of public health education, and helps to improve the public's understanding and acceptance of health information. Clear communication of health information is the key to enhancing public health behavior. By systematically collecting and analyzing medical texts, the corpus can help public health experts understand how to use the most effective language to express the complex health information and improve the effectiveness of public health interventions^[1]. However, although the medical humanistic English corpus has great application potential in public health education, it still faces some problems such as ensuring the updating and maintenance of the corpus and adapting to the ever-changing medical knowledge and public needs. Therefore, this paper researches how the medical humanistic English corpus plays a role in the practical public health education work, hoping to provide some theoretical support and practical guidance for the staff in related fields.

2 Overview of Medical Humanistic English Corpus

2.1 Medical Humanistic English Corpus

As a core tool in public health education, the medical humanities English corpus aims to accurately capture and analyze the use of language in medical communication. It can accumulate a large number of texts in various forms, such as clinical research reports, medical education materials and public health guidelines, and provide linguistic reference points to make the transmission of

medical information accurate and easy for the public to understand. Specifically, by recording in detail the application environment and context of medical terms, the corpus reveals the changes of professional terms in daily medical practice and their impact on the understanding of patients and the public, and can show how specific terms are adjusted according to different target audiences to ensure the correct transmission and reception of information^[2]. In addition, in terms of improving the readability and educational effect of medical texts, through the analysis of language samples in the corpus, the corpus can identify the language structures and expressions that effectively convey health information, and the health education materials that are easy for the public to understand, enhance the transparency of information, and make these information more close to the language habits and understanding ability of the general public.

2.2 Functions and Values of the Corpus

In the public health and medical education, the medical humanities English corpus can accurately reflect the actual use of professional medical language and its changes in different contexts, and translate or simplify terms to meet the needs of non-professional audiences. The function of the corpus is to provide language standards based on the real usage data. By analyzing the data in the corpus, medical educators and public health educators can identify which medical expressions are most effective and which can lead to misunderstanding or confusion.

The value of the corpus is reflected in its abilities to support personalized medicine and educate patients. In the medical practice, the effective communication is the key to improve patient satisfaction and treatment effect^[3]. The data provided by the corpus can help doctors and medical professionals understand and use language that is more acceptable to patients, so that key information can be conveyed more clearly when explaining complex medical procedures or treatment options, in order to reducing patient unease and misunderstanding.

3 The Strategic Framework for Public Health Education

3.1 Design of the Educational Content

In the public health education, the content design determines the effect and efficiency of the information transmission, which can ensure that the health information conveyed can be correctly and effectively understood and applied by the target group. The health belief model is used to guide the development of education materials to enhance the individual's perception of health risks, improve the self-efficacy of individual's actions, and identify the specific benefits of behavior change. For example, education materials for diabetes prevention should be designed to highlight the health benefits of diet control and regular exercise, and provide practical advice to increase audience engagement and willingness to act. At the same time, in the design of educational contents, it is necessary to take into account the cultural background, education level, health information acquisition habits and other characteristics of the target audience, so as to ensure the effective expression methods and channels of information. For example, when targeted at low-income or low-education groups, the technical terminology should in the content be simplified, and more intuitive graphics and animated visual aids should be used to explain complex health information.

3.2 Positioning the Target Audience and Customizing Information

Accurately positioning the target audience and customizing information for them involve a deep

understanding of the audience's health needs, cultural background, education level and preferences for receiving information. Targeted information customization can ensure that education activities are more effective, thus stimulating the audience's willingness to act and health behavior change. Effective audience targeting requires a data-driven approach. By collecting and analyzing the demographic data and health behavior surveys of the audience, and feedback data from previous educations, educators can analyze the main characteristics of the audience and reveal audience health behavior patterns and potential health risk factors. For example, in education for the prevention of heart disease, by analyzing data on specific age groups and lifestyles, it is possible to identify those who need heart health information the most and understand the audience's preferred channels for health information. At the same time, the adjustment of information customization can innovate the way of information transmission. Depending on the target audience's preferences and ability to receive information, educational materials need to be presented in a variety of forms, such as text, videos, graphics or interactive applications, to ensure that the information can be correctly understood and accepted by audiences with different ability to receive information.

3.3 Implementation of Education Strategies

The implementation of public health education strategies needs to ensure that the information is received and adopted by the target audience at the right time and in the right way. With the progress of medical research and the change of public health situation, the educational content needs to be updated constantly to reflect the latest scientific findings and health policies, so as to maintain the scientificity and timeliness of educational content. For example, before the flu season, it is necessary to update the vaccine information and popularize the importance of vaccination through community health talks and school awareness activities to effectively improve the vaccine coverage and public's immunity.

In contemporary society with highly developed multimedia and internet, the public health education can use various communication tools and platforms such as television, radio, social media and online education platforms to carry out community interactive discussions and online questions and answers, etc., to increase the audience's sense of participation, thus improving the possibility of information adoption, and enhancing the coverage and contact frequency of information. On this basis, a systematic evaluation mechanism can be established to monitor and analyze the comparison of the effects before and after the education activities, collect feedback from the audience regularly, and investigate and analyze the problems arising in the implementation process, so as to help the education team understand the effect of the strategy and the important basis for improving the future education activities.

4 The Application of Corpus in Education Strategies

4.1 Optimize the Language Expression of Educational Content

The use of medical humanistic English corpus can help educators finely adjust the language, conform to medical accuracy and make it easy for the public to understand, and provide an empirical basis for language optimization of educational content. In the delivery of public health information, attractive expressions are more likely to be remembered and followed. The analysis of the corpus reveals which terms and expressions best facilitate understanding and response. For example, by analyzing the corpus, the educators can find out the common misunderstandings caused by a particular term in the non-professional audience, and choose more understandable

synonyms or make necessary explanations and simplifications, so as to enhance the practicability of educational materials. In addition, the analysis of the corpus reveals the differences in the responses of different groups to health information. Educators can adjust the complexity and expression of language according to the characteristics of groups with different cultures, ages and educational backgrounds. The language expression optimization based on the corpus can effectively eliminate potential language barriers, make health information closer to the actual needs of the audience, and thus enhance the acceptance and influence of education activities.

4.2 Strengthen the Targeting of Information and the Personalized Communication

In the public health education, the specific health needs and preferences of different audiences are accurately identified and addressed to ensure that the educational information can effectively resonate and act with the audience, so as to promote the more positive health behavior change. Strengthening information targeting requires in-depth analysis of the audience, and understanding of the audience's health behavior, cultural background, social and economic status and the way of receiving health information. It enables educators to precisely adjust the content and presentation of the message to suit the specific needs of different audiences. For example, the health education for adolescents should emphasize visual elements and interactivity, and use the animation and gamified content to attract teenagers' attention. For the elderly, simpler and more intuitive information expression should be used, and the practicality and directness of the information should be emphasized to ensure that the information can be effectively understood and applied. The personalized communication involves the adjustment of the delivery method and content of information, in order to suit the unique reception pattern of each individual or group. Through the use of modern communication tools and platforms, humanized health applications or customized information push services, health advice and behavior change strategies are delivered directly to individuals.

4.3 Corpus-based Support for Multi-channel Communication

The Corpus enables educators to accurately adjust the language and content formats according to the characteristics of different channels, so as to ensure that the educational information remains effective in various communication environments. Social media platforms, such as Weibo and Twitter, demand concise and impactful information, and the corpus helps to identify and mimic the most effective ways in which information is summarised and actions are called on these platforms. For platforms that are more specialized or require detailed information delivery such as professional blogs or academic forums, educators can use the data in the corpus to optimize the depth of discourse and the use of professional terminology to meet the expectations and needs of the audiences of these platforms. In addition, the corpus helps educators to adjust information across cultures to meet the needs of global communication. By analyzing different cultural backgrounds or language patterns, educators can better understand and respect the cultural identity of the target audience, thus designing more inclusive and acceptable public health information.

5 Conclusion

By exploring the strategic application of medical humanities English corpus in public health education, this paper indicates that the corpus can be used to optimize the language expression of educational content, strengthen the targeted and personalized communication of information, and support the implementation of multi-channel education communication. It is proposed that the use

of the corpus can help educators to simplify medical terms effectively and make the complex health information easier for the public to understand and accept. In order to further enhance the influence of public health education, the content of the corpus should be continuously expanded and updated, and the evaluation of the application effect of the corpus should be strengthened to ensure that the education strategy can adapt to the changing health information needs and technological development, so as to improve the health level of the whole society.

Funding

“Construction of Medical Humanities English Corpus” supported by Guangdong Medical University (2JY16019)

References

- [1] HUANG C X, WEN Y Q. Computer-aided college English writing teaching for medical students: A case study of corpora combined with medical sci papers[J]. Public Science and Technology, 2019, 25(6): 106-110.
- [2] XIAO G S, JIANG H M. Review of oral medicine language learning: Application of subject corpus in specialized academic English teaching[J]. Contemporary Foreign Language Education, 2021, 2: 155-160.
- [3] YI Q. The use of corpora in medical English vocabulary teaching under semantic theory: A case study of cognate words[J]. Science and Education Literature Review (Next issue), 2018, 33: 177-178.