

RESEARCH

关键残障研究对于新世代社会健康平等之共享

Contributions of Critical Disability Studies to Increasing Health Equality

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Abstract

本文旨在探讨关键残障研究(Critical Disability Studies, CDS)对媒体素养在促进社会健康平等方面的贡献。CDS的核心理念强调了通过批判性的视角审视残障,对培养对媒体信息的批判性看法具有至关重要的作用。该方法通过揭示媒体中存在的刻板印象、歧视性语言和隐性偏见,有助于培养个体对媒体信息更加敏感和审慎的态度。通过批判性观点,人们能够培养对媒体信息更为敏感和审慎的态度,从而在卫生领域中减少社会对特定群体的偏见,促进更加平等的卫生教育和服务。CDS倡导反对残障歧视的表达方式,这对媒体从业者在信息传递中消除歧视性观点至关重要。通过采用包容性表达,可以改善残障人士在卫生领域中的形象,促进平等的医疗和健康服务。CDS关注社会中对残障个体的权力动态,该视角有助于个体更深刻地理解媒体信息是如何反映社会对残障观念的。在卫生领域,这可以提升对公共卫生政策的理解,推动制定更为包容和公正的健康政策。CDS强调在各个领域中提倡多元化的代表性,这有助于改善残障个体在卫生信息中的形象,促进更加平等的信息呈现。最后,将残障议题纳入媒体素养教育,有助于培养更具批判性思维和敏感度的媒体用户。这对于提升公众对健康平等的意识至关重要,推动社会朝着更加包容和公正的方向发展。通过采用CDS的理论框架,可以在媒体领域中促进更加包容和公正的表达,为实现卫生领域的社会健康平等做出贡献。

This paper aims to explore the contribution of Critical Disability Studies (CDS) to promoting health equality through media literacy. The core philosophy of CDS emphasizes the critical examination of disability, playing a crucial role in cultivating a critical perspective on media information. This approach assists in fostering individuals' heightened sensitivity and discernment towards media content by unveiling stereotypes, discriminatory language, and implicit biases prevalent in the media. Firstly, the critical viewpoint instills a heightened awareness and discernment towards media information, thereby mitigating societal biases against specific groups in the health sector and

fostering a more equitable approach to health education and services. Secondly, CDS advocates for expressive methods that oppose disability discrimination, a crucial aspect for media practitioners to eliminate discriminatory viewpoints in information dissemination. By adopting inclusive expressions, perceptions of disabled individuals in the health domain can be improved, facilitating equal access to medical and health services. CDS focuses on power dynamics in society concerning disabled individuals, aiding individuals in gaining a deeper understanding of how media shapes and reflects societal perceptions of disability. In the health sector, this understanding can enhance comprehension of public health policies, promoting the formulation of more inclusive and equitable health policies. CDS emphasizes the promotion of diverse representation in all fields, facilitating an improved portrayal of disabled individuals in health information and encouraging more equitable information presentation. Finally, integrating disability issues into media literacy education helps cultivate media users with a more critical mindset and sensitivity. This is essential for enhancing public awareness of health equality and propelling society towards a more inclusive and just direction.

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INTRODUCTION

在当代社会, 残疾研究与媒体之间的关系变得愈发密切 (Goodley 2013), 这引发了学者们对残疾议题的深入思考。从传媒的角度来看, 残疾群体在过去往往被边缘化, 缺乏代表性和声音 (Lalvani 2014; Brown and Ramlackhan 2022)。然而, 近年来, 随着社会观念的演变和文化的多元化, 残疾研究在学术领域崭露头角, 媒体也开始逐渐关注这一领域, 呈现出一种积极的变革。从学术角度来看, 关于残疾的研究逐渐从医学模型转向社会模型。传统上, 人们往往将残疾视为个体身体或智力上的缺陷, 而采用医学模型来解释。然而, 随着残疾研究的深入, 社会模型强调环境和社会结构对残疾群体的影响, 突显社会对残疾定义的权力。这一理论变革不仅使残疾研究更为多元和包容 (Carrie, Mackey, and Laird 2015), 也使媒体更有责任感地呈现残疾议题。

在媒体方面, 传媒在过去往往将残疾人物描绘为弱势群体 (Goggin 2021), 强调他们的特殊性而忽略了他们的个体差异 (Molloy, Knight, and Woodfield 2003)。然而, 随着社会对多元性和包容性的认识不断提高, 媒体开始更加注

重呈现残疾群体的多样性, 突显他们的能力而非弱点 (Johanssen and Garrisi 2020)。这种媒体的变化为社会打破对残疾的刻板印象提供了契机, 使人们更容易接受残疾作为社会多元性的一部分。媒体在残疾研究中的积极作用不仅体现在呈现方式上, 还表现在信息的传递和意识的唤起方面 (Barker 1988)。通过媒体, 残疾议题得以更广泛地传播, 引发社会对残疾问题的思考和关注。电影、电视、互联网等媒体平台成为了向公众传递残疾理念的有力工具 (Cho et al. 2022; Gozzi and Haynes 1992)。在这一进程中, 批判性残疾研究为媒体提供了新的理论框架, 帮助媒体更好地理解 and 呈现残疾议题。然而, 也需要认识到媒体在处理残疾议题时可能带来的一些问题。例如, 在呈现残疾群体时, 媒体有时仍倾向于强调他们的“英雄”一面 (Ellison 2015), 而忽略了他们作为普通个体的生活经验。这种过度理想化的呈现方式可能会导致公众对残疾的误解, 进而影响社会对残疾人的真实需求的理解。因此, 媒体在呈现残疾议题时需要更加平衡和客观, 关注残疾群体的真实生活情况 (Coventry et al. 2015)。

MEDIA IMPACTS

媒体在现代社会中扮演着不可或缺的角色，特别是在公共卫生领域 (Hanson et al. 2011; Parandeh Afshar et al. 2022)。媒体的作用不仅仅是传递信息，更在塑造和影响公众对健康问题的认知和态度方面发挥着关键作用。这引发了对媒体与公共卫生关系的学术深思，为深入探讨这一议题提供了学术的视角。媒体在公共卫生传播中的作用显而易见。新闻报道、社交媒体、广告等媒体平台为公共卫生信息的传递提供了广泛而迅速的途径 (Nutbeam 2000)。在传播疾病信息、预防措施和卫生政策方面，媒体扮演了传声筒的角色，对公众形成了深远的影响。然而，媒体对公共卫生的塑造并非单一，其呈现方式和信息框架可能对公众产生积极或消极的影响。媒体在公共卫生教育中扮演了教育者的角色 (Trier-Bieniek 2023)。通过广告、纪录片、专题报道等形式，媒体能够将健康知识传达给大众，提高公众对健康问题的认知水平。然而，媒体在这一过程中需注意信息的准确性和科学性，避免传播错误或不负责任的信息 (Luo et al. 2017)。公共卫生教育需要建立在可靠的科学基础上，以确保公众得到真实、全面的健康信息，从而更好地参与健康维护和疾病预防。此外，媒体还在塑造公众对健康生活方式的态度和行为方面发挥着积极作用。通过健康生活的宣传、专题报道和社交媒体的推广，媒体有助于形成积极的健康文化，促使公众更加关注健康饮食 (Benowitz-Fredericks et al. 2012; Derenne and Beresin 2006)、锻炼和心理健康等 (Darbyshire and Baker 2012) 方面。然而，媒体也需要注意避免过度美化或夸大某些健康理念，以免误导公众。

MEDIA & HEALTH EQUITY

在当今社会，媒体不仅仅是信息传递的平台，更是塑造社会观念和价值观的重要力量之一

(Browne and Hamilton-Giachritsis 2005; Abidin 2017; Dohnt and Tiggemann 2006)。然而，在媒体的呈现中，我们常常看到对健康问题的不平等或边缘化的情况。这一现象引发了学者们对媒体与健康不平等之间关系的深入思考，探讨媒体在加剧或缓解健康不平等方面的作用 (Allerton, Welch, and Emerson 2011; Arcaya, Arcaya, and Subramanian 2015)。媒体在塑造健康观念和宣传健康信息时，往往存在对特定群体的忽视或刻板印象。某些群体可能因为社会地位、经济条件或族群等原因而被边缘化 (Alper 2021; Murphy 2015)，而媒体对其健康问题的关注较少。这种情况可能导致这些群体的健康需求被忽略，加深了健康不平等。例如，在报道健康话题时，媒体可能更倾向于关注城市富裕地区的健康问题，而忽略了农村地区或低收入社区的实际情况 (Benjamin-Thomas et al. 2019; Chambers 1996)。媒体对身体形象的塑造也对健康不平等产生影响。在广告、电影和社交媒体上，常常呈现出一种标准化的身体美观，强调瘦弱和特定体型的价值。这可能对那些不符合这种标准的人产生负面影响，导致他们对自身健康状况的不满或焦虑感 (Thompson and Heinberg 1999)。这种身体标准的强调可能进一步强化社会对健康的刻板印象，造成对非主流群体的边缘化。媒体还在健康信息的传递和理解方面对不同社会群体产生不平等的影响。信息的获取途径、阅读能力和语言水平等因素可能影响个体对媒体健康信息的理解程度 (Hobbs 2004)。在一些特定群体中，由于文化差异或教育水平较低，他们可能更难以获得准确、全面的健康信息。这种信息不对等可能导致某些群体在健康决策上的局限，加剧了健康不平等的存在。然而，媒体同时也有潜力成为减少健康不平等的力量。通过提升对边缘化群体的关注 (Foster, Davis, and Foell 2023)，呈现真实的健康问题，媒体有助于打破对特定群体的刻板印象 (Durham 1998)。在信息传递上，媒体可以采用更加平等、包容的方式，确保各个社会群体都能够理解和获得有关健康的信息。媒体与健康

不平等之间的关系复杂而深刻。媒体既可能强化不平等 (Al-Busaidi, Dauletova, and Kwitonda 2023), 也有潜力通过呈现多元、包容的视角来减缓不平等的存在。学术反思这一问题, 有助于更好地引导媒体在健康领域的表现, 促进一个更加平等和包容的社会对健康问题的认知。

CDS AS PARADIGM

CDS强调社会模型而非医学模型。类似地, 健康媒体在传播健康信息时也应超越狭隘的生理健康定义, 关注社会结构对健康的影响 (Byrne et al. 2018)。借鉴CDS的理念, 我们应该更多地关注社会经济地位 (Gillum 2019)、文化差异 (Devia et al. 2017)、性别问题 (Page 2016) 等多元因素, 从而更全面地呈现和理解健康话题。这有助于避免将健康信息简化为单一的标准, 使得各群体能够更好地理解和参与健康议题。CDS另外强调权力关系和边缘化。在健康媒体中, 我们需要审视哪些群体被边缘化 (Baah, Teitelman, and Riegel 2019), 哪些被忽视, 以及这些现象背后的权力结构。健康报道不应该进一步强化社会对某些群体的歧视或忽视, 而应该主动关注那些容易被忽略的健康议题, 如精神健康 (Benton, Boyd, and Njoroge 2021)、少数族裔 (Gustafsson and Sai 2009)的健康问题等。通过在媒体中塑造更加平等的健康议题, 我们可以推动社会对边缘群体的关注, 减少不平等的存在。CDS提倡代言权和自我代表 (Evans-Agnew, Rosemberg, and Boutain 2022; Garcia, Macedo, and Queirós 2023)。在健康媒体中, 这也意味着给予受众更多的话语权和代表权。传统上, 健康媒体往往通过专业人士的视角来呈现健康问题, 忽略了受众的真实经验。借鉴CDS, 我们可以更加重视患者 (Frisch et al. 2020)、健康从业者 (Tan, Zhou, and Kelly 2017) 和社区的声 (Hooks 2000), 以更贴近实际需求的方式呈现健康信息。这种转变有助于建立更具共鸣和参与性的健康媒体。此外, CDS注重文化多样性。在健康媒体中

, 我们也应当充分考虑不同文化和社会群体对健康的理解 and 需求。透过文化敏感的呈现方式, 媒体可以避免将特定文化群体的健康问题简单化或误导, 提高信息的可信度和可理解性。这有助于促进各文化群体之间的健康平等。借鉴批判性残疾研究的理念和方法, 有助于健康媒体更好地关注社会不平等、边缘群体的需求, 并提升信息的质量和广度。通过将CDS的理念融入健康媒体的实践中, 我们能够建立更加包容、公正和人本主义的健康传播模式, 为社会提供更丰富、深入的健康信息。

IMPLICATIONS & SIGNIFICANCE

使用CDS指导健康平等具有深远的意义和好处。它不仅提供了一种超越传统医学模型的新视角, 更强调了社会结构和权力关系对健康的影响 (Clark, Matthew, and Burns 2018)。通过关注边缘群体的权益、强调代言权和文化多样性, 我们能够在健康领域实现更为全面和公正的平等。借鉴CDS的理念, 我们能够建立更具包容性和人本主义的健康体系, 实现社会中每个个体在健康方面的公正平等。

Ethics

This study has been under the ethics guidelines of local governance..

Declaration of interests or conflicts

The authors declare no competing interests.

Data Availability

Data extracted from original articles and analytic code are available upon reasonable request. Proposals may be sent to the corresponding author.

Funding Agencies

The author(s) did not receive funding for this study.

Acknowledgments

None.



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