

WHAT ARE DISEASE METAPHORS? A CRITICAL DISCOURSE ANALYSIS OF THE HEALTH COMMUNICATION OF "STROKE" IN SHORT VIDEOS

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Abstract: From Susan Sontag's critique of the metaphors of tuberculosis, cancer, and AIDS to the fact that "stroke" has become the leading cause of death in China, the focus of disease metaphors has been shifting and changing. With the innovation and development of new media technology, "stroke" has been continuously constructed in the context of short videos, giving rise to new types of metaphors, which have been continuously shaped and strengthened with the progress of society and changes in media ecology. This study focuses on the text of "stroke" short videos and adopts Fairclough's framework of critical discourse analysis. At the textual level, it covers the two dimensions of vocabulary usage and textual structure to reveal the discourse mode of "stroke" short videos in the discourse of disease; at the level of discourse practice, it analyzes the user stickiness of the short videos through the user's critical discourse analysis. At the discourse practice level, we analyze the deep-seated motives of the formation of the "stroke" short video metaphor and its dynamic evolution through the analysis of user stickiness, the exploration of communication misunderstandings and the study of the phenomenon of communication generalization in a multi-dimensional way; at the social practice level, we reveal the discourse power structure behind the metaphor of "stroke" short video, and the discourse structure of "stroke" short video. At the level of social practice, the study reveals the discursive power structure behind the "stroke" short video metaphor, and puts forward a critique of the distortion of information dissemination on short video platforms. At the same time, this study explores the potential impact of such metaphors on the power structure of public health awareness, providing a new paradigm for understanding the social impact of disease metaphors in the new media environment.

Keywords: Stroke; Short videos; Metaphors of illness; Critical discourse analysis

1 INTRODUCTION

What is the disease metaphor for?

Going back in time, Susan Sontag, in her book *The Metaphor of Disease*, analyzes how tuberculosis, cancer, AIDS, etc., have evolved in social contexts to go beyond their physiopathological realm to function as moral judgments and social metaphors. She emphasizes the importance of confronting such "metaphors" and suggests that "disease is the dark side of life, a more problematic form of citizenship" [1] This phenomenon reveals that in the media environment, disease information is continuously metaphorized, and its original medical meaning is often deconstructed and reshaped by social discourse, leading to the socialization bias of information dissemination. For example, the social segregation and stigmatization encountered by cancer patients have highlighted the transformation of disease information from a scientific category to a social symbol, which contributes to the widespread perception that "cancer is a bad thing" and aggravates the "fear of cancer". This has contributed to the widespread perception of "cancer" and exacerbated the phenomenon of generalization in the spread of the disease.

Focusing on the present day, stroke is becoming increasingly significant as a highly fatal and sudden health threat, especially in the elderly population. Data from the China Stroke Prevention and Control Report 2019 and the Global Burden of Disease (GBD) study point out that China's lifetime risk of stroke tops the global list, making it the leading factor affecting the health and quality of life of adults in China. At the same time, the widespread dissemination of stroke on short video platforms not only demonstrates the rapid circulation of disease information, but also reflects the complex discourse construction and metaphorization trends in the information dissemination process. As a field where "UGC" (user-generated content) and "PGC" (professionally-generated content) are intertwined, short videos are not only a bridge for knowledge sharing, but also a hotbed for abuse of marketing tactics, which is filled with false advertisements and misleading information, challenging the boundaries of public perception and health information dissemination. It challenges the boundaries of public perception and the authenticity of health information dissemination.

In view of this, this study aims to apply Fairclough's critical discourse analysis framework to focus on the works of representative short-video bloggers, such as "Dr. Ding Xiang", "There is a technique in my heart", and "Wei Zi on the road of medicine". Focusing on the works of representative short-video bloggers such as "Dr. Ding Xiang", "The Art of Heart" and "Wei Zi", the study analyzes the specific forms and cultural meanings of the health communication of "stroke" in the short-videos. Following the analytic path of "text-discourse-practice-social practice", the study aims to explore the following questions: How do short videos present the content of "stroke" health communication? How is

this content constructed and metaphorized? What kind of communication logic and discursive power structure is implied behind this process?

In order to answer the above questions, this study used the Shake App platform to collect relevant video contents in the past year (April 6, 2023 to April 6, 2024) by using "stroke" as the keyword, and selected 546 short videos with high number of likes and comments after filtering and de-emphasizing, and then carried out detailed textual analysis in order to reveal the discourse mode of "stroke" health communication and its social impact in the short video context. After screening and de-weighting, a total of 546 short videos with high likes and comments were selected for detailed textual analysis, with the aim of revealing the discourse patterns of "stroke" health communication and its social impact in the context of short videos.

2 TEXTUAL ANALYSIS: THE SHORT VIDEO "STROKE" AS A METAPHOR IN THE DISEASE DISCOURSE

"The text dimension is concerned with the linguistic analysis of texts" [2]. Compared with the metaphorical mechanisms of cancer, AIDS and other diseases analyzed by Susan Sontag, the metaphorical performance of "stroke" on short video platforms presents a distinctive feature of the times, i.e., the formation and proliferation of this metaphor is closely dependent on the rapid development of media technology, especially the rise of short video as an emerging form of media. Therefore, when exploring the metaphorical construction of "stroke" short video, it is necessary to place it in the specific textual context of short video for examination and analysis. Through this approach, we can more accurately reveal the construction path of the short video discourse of "stroke", and understand how it gradually builds up a unique and complex metaphorical system under the impetus of media technology.

2.1 Vocabulary Expression: from "Medical Terminology" to "Social Interpretation"

"Discourse is a mode of organizing knowledge, thought, or experience rooted in language and its historical or institutional context, and a discourse system is both a discourse system and a context or paradigm." [3] Thus, the medical term "stroke" has continued to evolve within the historical medical language system, creating a unique discourse system and contextual framework within the specialty. Following Susan Sontag's point of view - "stripping away the meanings that cling to illness and letting illness present itself as illness" [4], we recognize that illness is essentially a direct reflection of the medical field, and a cornerstone of the patient's quest for self-knowledge and liberation. and the cornerstone of the patient's quest for self-knowledge and liberation. Further, given that "the producer of a text is always faced with the problem of choosing words and expressing meaning" [5], the analysis of the discourse of "stroke" focuses primarily on its lexical-textual dimension. Specifically, "stroke" was originally defined as "a clinical syndrome of delayed brain damage caused by hemorrhage from rupture of blood vessels in the brain parenchyma, surface, and ventricles due to hypertension and atherosclerosis" [6], which highlights the "sudden" and "sudden-onset" nature of the disease and the "sudden-onset" and "sudden-onset" nature of the disease. This definition highlights the "sudden" and "delayed" characteristics of the disease. However, in a rapidly changing technological and media environment, although "stroke" is still a sudden-onset disease, similar to the non-metaphorical "heart attack" disease according to Susan Sontag, it has gradually gained popularity due to the wide dissemination of the media and the high level of social attention. However, due to the wide dissemination of the media and the high attention of society, it has gradually acquired a new metaphorical dimension. The accelerated pace of society has shifted the disease metaphor from the individual moral level to the media level of multi-platform and matrix communication, and in this process, "stroke" has been metaphorically transformed.

With the development of media technology and the change of living conditions, "fast life" has become a social norm. Although the term "stroke" has always carried a medical concept since its birth and has not been separated from the medical field, the arrival of the visual era, especially the rise of short video platforms, has "created a visual climax at the fastest pace, even requiring a visual highlight that can catch people's eyes in a few seconds" [7], with the increasing number of patients suffering from "stroke" until it jumps to the top of the list of fatal diseases, related short videos are flooding the self-media platforms, and the vocabulary expression of "stroke" is utilizing diversified visual language and short-video narrative techniques to express the term "stroke" in a way that is more suitable for the public. The expression of the term "stroke" utilizes diverse visual languages and short video narratives to closely tie "stroke" to health issues. Through diversified visual language and narrative techniques, the short videos not only disseminate knowledge about the disease, but also construct a social metaphor for "stroke" in a subtle way. When the concept of health is expanded to include physical well-being, mental health, and "compatibility with the socio-cultural environment" [8], "stroke" in short videos has gone beyond the purely medical category to become one of the indicators of the comfort of the socio-cultural environment, and at the same time, the health point of the disease itself has been diluted. At the same time, the health point of the disease itself has been downplayed and turned into a metaphor for a more complex social interpretation and cultural critique.

2.2 Textual Structure: from "Pathologic Profiling" to "Flow Effects"

"The textual characteristics of online short videos are not only lighter than traditional graphics, but also more informative, expressive and intuitive" [9]. When exploring the communication text of "stroke" in short videos, it is necessary to analyze its text structure from the dimensions of information quantity, expressiveness and intuitiveness. In

view of the presentation of "stroke" under the new media technology, its original health issue has gradually expanded to a profound reflection on the social and cultural environment, realizing the leap from individual health metaphor to social health. Therefore, the analysis of the textual structure of the short video "Stroke" needs to transcend the single discourse boundary and consider multiple perspectives, such as information expression, visual presentation and intuitive display, in order to reveal its discourse connotation.

On the one hand, the health communication of "stroke" on the short video platform should be reflected as the popularization of pathological knowledge, disease warning and disease prevention publicity empowered by new media technology. Among them, "pathologic analysis", as the core component of discourse expression, constitutes the "origin domain" [10] of the discourse logic system. In view of the fast-paced nature of the current media environment, users tend to watch short videos in the mode of "double-speed viewing", which "improves the audience's viewing efficiency and pleasure by compressing the narrative time and acceptance time" [11], therefore, nowadays. Therefore, nowadays, "stroke"-related short videos almost always focus on capturing precise information in the first 2-3 sentences of the video. Taking the example of Joyo blogger "Lu Xiao's Emergency Diary", the opening of his video emphasizes that "the golden treatment time is generally 3-4.5 hours", which completes the basic popularization and publicity function in 4-5 seconds, showing how new media communication means can rapidly and effectively carry out the function of "stroke". This demonstrates how the new media communication means can quickly and effectively carry out "pathologic analysis". Further, this mode of communication not only reflects the users' demand for efficient information capture, but also implies a trend towards the dilution of disease vocabulary in the discourse of "stroke" in short-video platforms, emphasizing instead the rapidity of information transmission.

On the other hand, the "stroke" content on short video platforms not only maps the users' demand for quick pathological analysis at the content level, but also implies the phenomenon of communication generalization triggered by traffic orientation. Five High" characteristics of stroke, aiming to raise the public's awareness of the disease. However, scrutinized from Susan Sontag's theoretical perspective, this type of content has gone beyond simply conveying information about the disease and carries more of a function of attracting users' attention and driving traffic growth. It is worth noting that the blogger mentions in the opening of the short video that he "received three stroke patients in one night, two lived and one died", the nature of which deserves in-depth investigation: whether this is merely the popularization and dissemination of health knowledge, or whether there is a suspicion of using the death of a disease as a gimmick in the short video, disregarding the dignity of life, and touching upon the ethical and ethical issues of attaching metaphors to the information about diseases. It also touches on the ethical and moral considerations of the additional metaphorical treatment of disease information. Therefore, in the rapid development of the new media environment, it is particularly important to review and standardize the health communication content related to "stroke" in short videos. While strengthening the dissemination of knowledge about the disease itself, it is important to respect and honor the value of life and ensure the legitimacy and humanity of information dissemination.

3 DISCOURSE PRACTICE ANALYSIS: THE DEEP REASONS AND DYNAMIC ANALYSIS OF THE "STROKE" SHORT VIDEO METAPHOR

"The 'discursive dimension' vector The 'the discursive dimension' (the discursive practices) dimension specifically describes the nature of the process of text production and interpretation" [2]. The text is used to understand the basic situation of the short video "Stroke", and then its discursive practices are analyzed. In the media environment of short videos, the discourse of "stroke" realizes its own deconstruction and reconstruction through the process of practice, thus forming further metaphors of disease. From the perspective of discourse events, the construction of metaphors in the short video of "stroke" is closely related to three major elements, namely, user behavior, platform mechanism, and socio-cultural context. The details are as follows:

3.1 User Stickiness: High Prevalence of Disease and Emotional Attachment in Patient Populations

To explore the causes of the multiple metaphorical meanings in "stroke" short videos, we need to focus on the real-world context: the increasing number of "stroke" patients, the youthfulness of the patient population, and the popularization of the causative factors have contributed to the continuous attention of users of short video platforms to "stroke" content. "This phenomenon not only reflects the high prevalence of the disease, but also the fact that it is not only the most common cause of stroke, but also the most common cause of the disease. This phenomenon not only reflects the attraction of the high incidence of the disease to users' attention, but also reflects the platform's strategy of meeting users' needs through precise marketing, thus further deepening the metaphorical expression of the disease. In this process, users are gradually shifting from simple attention to in-depth reliance, viewing short videos as a new cognitive channel for obtaining information on disease prevention, treatment, and management.

First, user stickiness is evident in the strong connection between "people and short videos". The Internet is the cornerstone of human connection, and the rise of short videos has further deepened this connection, especially for the highly relevant content of "stroke", which has contributed to the "over-connection between people and content, and people and services," which on the surface seems to bring people more convenience and room for expansion. It has also forced people to face the 'weight' of connectivity, which is becoming increasingly difficult to bear" [12]. As the attention of "stroke" short video continues to rise, the user group gradually forms a solidified acceptance circle, and the platform achieves personalized content delivery through interactive behaviors such as liking, favoriting, retweeting, and

searching, thus enhancing user stickiness. Although this high-intensity interactive mechanism helps users to gain in-depth knowledge about the prevention and treatment of stroke in the context of short videos, excessive connectivity poses a double challenge: first, it may lead to the generalization of disease knowledge, weakening the in-depth understanding of the uniqueness of the disease; second, it may dilute the importance of stroke as a standalone disease; and second, it may dilute the importance of stroke as a stand-alone disease. Stroke" as a separate disease entity may be diluted and become part of a wider range of interactive content on the Internet as part of a universal message. Secondly, user stickiness is further reflected in the construction of "emotional dependence" in the phenomenon of "over-connection", which is a mechanism that "short video has opened up a brand-new space for users to express themselves and communicate with each other, and low-threshold video participation has made short video become a force for reconstructing the video ecosystem in just a few years with its high penetration rate and high stickiness. The low threshold of video participation has made short video become a force that reconstructs the video ecology in just a few years by virtue of its high penetration rate and high viscosity" [13]. With the continuous expansion of the audience size of "stroke" short videos, the solidification of the user group not only deepens the emotional dependence on this type of video, but also prompts a shift in the source of disease knowledge, from the traditional hospital doctor popularization of science to the doctor's popularization of science on short video platforms, although this change provides a more convenient way of acquiring knowledge, it is still a change to the "flow of traffic" in essence. Although this change provides a more convenient way to obtain knowledge, it is essentially a response to the "traffic-oriented" communication model. More importantly, the disease content represented by "stroke" has gradually transcended its medical scope and become a "communication symbol" on short video platforms, carrying more "medical opinions of net red V It has become a "communication symbol" on short video platforms, carrying more of the roles of "medical opinions of netroots V" and "rumor prevention on the Internet". Users frequently switch between such videos, upholding their deep concern for "health and life", and place their emotions in mobile short videos, expecting to obtain emotional comfort, social recognition, and support and attention from virtual communities through this medium. This process highlights the important role of short videos in the construction of emotions and social interaction, and also poses new challenges to the accurate dissemination of medical information.

3.2 Misconceptions of Communication: the Demand for Specialized Content and the Metaphor of Responsibility in the Context of "UGC"

As an important space for "UGC" content production, short video platforms are trying to return to "content is king" through the introduction of professional content production in the process of professionalization, but the rapid development of media technology has made it difficult to synchronize the enhancement of communication channels and the quality of content, which has led to the persistence of low quality content. Low-quality content still exists. Especially in the field of "stroke" short videos, platforms have failed to effectively curb the growth of false content in order to satisfy users' demand for high-quality professional content, and at the same time, it is difficult to strike a balance between entertainment and professional medical efficacy, which has triggered false propaganda, imbalance of values, and other communication errors, and has further deepened the complexity of the content metaphors.

On the one hand, it is difficult to guarantee the medical attributes of "stroke" video bloggers. Because of its "UGC" (user-generated content) characteristics, the short-video platform, "in the decentralized network media environment, the rise of individualism, which promotes the power of mass culture, and the progress of technological affirmative action to meet and express the public's need and love of self-presentation" [14], but also faces the challenge of qualifying publishers of medical content such as "stroke", it also faces the challenge of vetting the qualifications of publishers of medically specialized content such as "stroke". Nowadays, platforms tend to focus on avoiding obvious anti-social content such as pornography, violence, and gambling, while it is difficult to effectively identify the authenticity and professionalism of short videos with medical professional attributes, such as "stroke" related content. Given that short-video popular science content usually focuses on verbal explanations rather than on-site operations or professional treatment, this has lowered the release threshold to a certain extent, allowing "pseudo-experts" and "pseudo-doctors" the opportunity to enter and disseminate information. For example, the blogger "Mr. Wu Fei", who has not been officially certified on the Jieyin platform, has released a number of short science videos, including "stroke", without the professional qualification verification of the "V" label, and has accumulated a lot of popular science videos. Mr. Wu Fei" has published a number of short videos covering "stroke" without the "V" label of professional qualification verification, and although he has accumulated a certain number of fans, the authenticity and professionalism of his content are doubtful. The prevalence of such phenomena may not only mislead the public's correct understanding of health information such as "stroke", but also weaken the public's trust in the popular science information of professional doctors, and alienate the knowledge of disease and health into a tool for gaining attention and traffic, thus increasing the risk of misleading information dissemination.

On the other hand, there is a distorted relationship between the health popularization content of the "stroke" video and the inherent entertainment of the short video platform. As an entertainment-oriented new media platform, short videos facilitate the dissemination of content, but "in the process of dissemination through smartphones, there are value dilemmas such as the generalization of entertainment in the spirit, the shallow thinking under the stimulation of senses, and the non-subjectivization of network dissemination" [15]. In the process of dissemination of "stroke" short videos, disease information is wrapped up in advertisements, commercial activities and product-carrying behaviors, and is gradually alienated into a capital-driven content production tool in the ecology of entertainment and commercialization.

Specifically, while teaching medical knowledge, some bloggers use their professional image and user trust to embed commodity links, set up drug advertisements, or carry out paid live courses in their videos, which not only deepens the metaphorical nature of the content of "stroke" short videos, but also transforms the disease itself into a medium of communication, constructing a "disease-short-video-disease-commercialized-content-medium" that is not just about the disease, but also about the disease itself. This behavior not only deepens the metaphorical nature of the short video content of "stroke", but also transforms the disease itself into a communication medium, constructing a chain of "disease - short video - drug product", thus ignoring the social responsibility of health communication and weakening the medical nature of the disease. This phenomenon may lead users to "give up rational thinking and turn to blind purchasing behavior because they believe in experts and authorities" [16].

3.3 Communicative Generalization: Contexts and Symbols in the Context of Over-attention to Disease

In recent years, economic growth has led to an increase in public attention to health. This is the case with the focus on "stroke". The dissemination of "stroke" short videos has continuously constructed a short video context that pays excessive attention to the disease through short video narratives of disease discourses such as "high incidence of stroke and the nation's leading cause of death," and has made the disease a metaphor for an indispensable preventive object in daily life, leading to increased homogenization of short video content, and a large number of highly similar videos. Preventive objects, resulting in the intensification of the homogenization of short video content, a large number of highly similar video content repeatedly emerged, "the existence of a high degree of homogeneity of user-created content, coupled with the continuous increase in the length of time users use short videos, a long period of time immersed in homogeneous content, which is prone to lead to the user's aesthetic generalization and fatigue" [17], and produce generalized. The effect of health communication is generalized. The generalization of "stroke" short videos can be analyzed from the following two aspects.

First, with the continuous evolution of media technology and visual representation, there are opportunities for excessive attention to diseases. In view of the high incidence and fatality of stroke, the disease has gradually occupied a prominent position in this context. In this context, as a communication medium, short videos on stroke tend to diversify their expressions, forming a multimodal disease narrative system. Specifically, health science popularization short videos such as "Dr. Tree", "Crane Smoke and Rain" and "Art in the Heart" have integrated animation, scene reproduction, music and dance, all of which reflect the form of communication. Innovative communication methods that incorporate animation, scene reproduction, music and dance all reflect a broad expansion of the forms of communication. Although these diversified means of communication have effectively broadened the coverage of "stroke" information, the core content is still closely centered on the disease itself, and the knowledge about "stroke" is reiterated through different forms of expression. "The core content is still closely centered on the disease itself, reiterating the knowledge of stroke through different forms of expression. Whether it is popularized scientific content led by professional doctors or animated videos created by self-media bloggers, they all convey health information on short video platforms, and in the process, they inevitably deepen the public's fear of the disease, which further strengthens the construction of contexts that are overly concerned with the disease," said Dr. Kenneth K. Kennedy, "Stroke is a disease that binds people's lives together, and it has become an important part of their lives. "It has become an interface between life and media, influencing people's reality and media expression at the same time" [18].

Secondly, the short video narrative of "stroke" has transcended the scope of self-media health communication and transformed into a symbolic communication symbol, which "provides the basic soil and atmosphere for the mass production of visual spectacle" [19], and this kind of short video has gradually divorced the medical specialization of "stroke" as a disease and adopted generalized communication strategies such as popular science, propaganda and advertisement, metaphorically transforming "stroke" into a medical disease. Such short videos have gradually stripped away the medical specialty of "stroke" as a disease, and adopted generalized communication means, such as popularization, propaganda, and advertisement, to metaphorically transform "stroke" into "a disease that needs urgent attention" and "a cause for concern". It has become a symbol of "urgent attention" and "alarming" disease, and then solidified as a disease with "high mortality rate""frequent and common" "requiring high attention"and "requiring great care". and then solidified into the social consensus labels of "high mortality rate" "frequent and common" "need to attach great importance" and "prevention first". In addition, short-video platforms provide a convenient way for a wide range of user groups to create and participate in short-video content due to their low barriers to entry, and the content design often focuses on readability and comprehensibility to adapt to the short, flat, and fast mode of video consumption under the traffic-oriented mode. This characteristic is especially significant in the short video of "stroke". Given the complexity and suddenness of the disease, it is difficult for short videos to deeply analyze its deeper causes or elaborate on the demanding diagnosis and treatment process in a limited time. As a result, most of the communication content focuses on "prevention strategies" and "self-help methods", while there is a relative lack of discussion of the treatment and rehabilitation process, resulting in a simplified and simplified perception of "stroke as the leading cause of death". This has resulted in a simplified and patterned communication model of "stroke as the leading cause of death".

4 ANALYSIS OF SOCIAL PRACTICE: DISCURSIVE POWER AND SOCIAL CRITIQUE OF THE "STROKE" SHORT VIDEO METAPHOR

"The social practice dimension tends to focus on socio-analytical aspects such as the institutional and organizational context of discursive events, how discursive events constitute the essence of discursive practice, and how they constitute (as mentioned above) the constructive or constructive effects of discourse" .) the constructive or constructive effects of discourse" [2]. The metaphors of the short video "Stroke" are not only embodied in the text and discursive practices, but each instance of discourse is not just a mere representation, but also contains the change of social environment, the generation of real situations, and the dynamics of discursive power triggered by the online platform. Therefore, to analyze the metaphor of the short video "Stroke", we should start from the perspective of discursive power, deeply explore its extensive impact on society, and critically analyze it.

4.1 Analysis of Short Video Platforms to Disseminate Deformation and Health Information Review Mechanism

"Disease is not a metaphor, and the most honest way to think about it The most sincere way to look at the disease is to eliminate or resist metaphorical thinking as much as possible" [1]. When short-video platforms disseminate information about "stroke", their contents have gone beyond the disease itself and gradually evolved into a communication phenomenon with socialization and practice. Horrocks and Foucault define discourse as "not a language system or a mere text, they are practices" [20], so to read the discourse of the short video narrative of "stroke", we have to return to the corresponding social environment and the context of the times, read the complex relationship between the discourse and the social environment, and explore the relationship between the discourse and the social environment. Therefore, in order to understand the discourse of "stroke" short video narrative, we have to return to the corresponding social environment and the context of the times, read the complex relationship between the discourse and the social environment, and explore the real problems brought by the metaphorization of "stroke" short video. Therefore, in order to deeply understand the narrative discourse of the short video "Stroke", we need to place it in the corresponding social and contemporary context, analyze the interaction between the discourse and the social environment and its complexity, and then explore the real problems caused by the metaphorization of the short video.

On the one hand, short videos, with their short, novel and fast features, have raised the problem of rough, false and shallow video content, especially in health communication short videos. Such videos require a high degree of professionalism and authenticity when disseminating medical information, and carry the professional spirit of doctors to save lives and help people in distress. However, some bloggers who are not qualified as professional physicians take advantage of users' trust to post content that falsely advertises, exaggerates and creates panic, while at the same time implanting drug sales and commercial advertisements, transforming short videos originally intended to popularize health knowledge into a means of pursuing commercial interests. When these "stroke" short videos of varying quality flood the platform, it is difficult to ensure the professionalism and accuracy of the medical information, leading to the gradual blurring and generalization of the public's knowledge of "stroke" as a disease. It is difficult for the recipients of the information to grasp the key points, and the short video itself has gradually evolved into a symbol of communication, which "flows between different cultures. It is exchanged and understood through semiotic activity across cultural meta-language sets" [21]. Therefore, to understand the short video of "stroke", we need to critically analyze, culturally examine, and reflect on the value of the short video from the perspective of its characteristics and forms of communication.

On the other hand, not only should we criticize the transmission deformation of short videos, but we should also examine the review mechanism of health information on short video platforms, and we must pay attention to the social issues behind the dissemination of "stroke" short videos. As short videos have become a major channel for users to acquire knowledge, convey information, and express their ideas, whether their dissemination meets health information auditing standards has become an important way for users to take in knowledge. Therefore, the analysis of "stroke" short videos should go beyond the media level and be considered from the social level. Currently, the unprofessional, rough and low-quality nature of short videos reflects the public's real demand for knowledge intake, and has become the mirror image of users' dependence on the virtual society. "Discourse is not created out of thin air, it is nurtured in a specific social context, and is a mirror reflection of social reality" [10], and it is the public's reliance on the virtual space in the mirror image that has led to the weakening and degradation of the health auditing mechanism due to the public's reliance. In essence, the dissemination of health information on short video platforms requires continuous monitoring and management. Platforms should strictly comply with laws and regulations, enhance the sense of social responsibility, and improve platform awareness. In all aspects of short-video uploading, the access standards for health information dissemination videos should be raised, and bloggers without professional certification should be prohibited from posting health information, so as to improve the quality of the content and control it from the source. When videos are released, the review process should be refined to screen and reduce the dissemination of exaggerated or false content. In the process of video dissemination, real-time supervision should be implemented, and once problems are found, measures such as blocking or restricting sending should be taken immediately to cut off the dissemination of problematic videos.

4.2 The Impact of the Public Health Awareness Landscape and the Reconfiguration of Power

When short video platforms disseminate information about diseases such as "stroke", they reflect the rapid nature of current information consumption and impact on the power structure of public health awareness, "promoting a paradigm shift in the value model of the content industry, but the matching industrial operation mechanism is not yet sound. "[22] whether user-generated content (UGC) or professional-generated content (PGC), "stroke" short videos are presented in

mediatized form on self-media platforms. Even the short videos released by professional doctors have a significant impact on public health awareness due to their short, concise, and high-traffic dissemination characteristics, as well as the mixed dissemination of non-professional health information. In addition, the dissemination of "stroke" videos is a further metaphor for the weakening of public health awareness. From relying on doctors' authoritative opinions to turning to short video platforms, from "listening to doctors" to "searching", the gradual weakening of public health awareness is not only a deconstruction of traditional values, but also a process of constructing a new model of public health communication in the context of the continuous development of new media technology.

First of all, on short video platforms, there are many professional doctors among the publishers of "stroke" related videos. These doctors have shifted from the professional environment of hospitals to short-video platforms, from the traditional "sitting in on a clinic" to providing "life reminders". This shift undermines the public's understanding of disease to a certain extent, reflecting the trend of short-video platforms, which tend to metaphorize disease information. Specifically, doctors introduce professional discourse power into short video platforms, and their professionalism is overshadowed by the entertainment-oriented attributes of short videos. Doctors, as representatives of public health awareness, become the spokespersons of short video platforms, which further strengthens the metaphorical nature of diseases. Disease was used as an additional element of the short video content, which was disseminated through the discourse construction mode of the short video. In the process of dissemination, the discourse mode of short videos may emphasize the high-risk and accidental nature of the disease, and use the disease as a gimmick to attract viewers' attention, while ignoring the complexity of the disease. More importantly, "discourse cannot be separated from power when considering the construction of human society and even oneself" [23], and in the level of discourse power, the discourse power of short-video platforms exceeds the discourse power of health information such as "stroke". Short-video platforms can even deconstruct and reconstruct health information such as "stroke" to form content that is in line with the platform's discourse system, thus impacting the discursive power of public health awareness.

In addition, the self-presentation of professional doctors on short-video platforms, although a personal expression, may hide social discipline and potential manipulation behind it. The discursive construction of short-video texts is not an isolated phenomenon; the capital operation and traffic control behind it have a decisive influence on the dissemination of health information such as "stroke". As a commercial entertainment platform, the capital operation of short-video platforms determines the distribution of traffic, which in turn directly affects the direction of short-video content, "whether it can be seen by the audience, and how many audiences can see it directly determines the economic value of the media product, and further influences the future direction of the short-video producers" [24]. Therefore, the discursive construction of "stroke" short videos is not only based on the disease itself, but also influenced by factors such as user preferences, traffic trends, broadcast volume and attention. This kind of construction may lead to the weakening of the information about the disease itself, and at the same time, in order to meet the needs of users, false information and false propaganda may occur. More importantly, when commercial products appear in short videos, the dissemination of health information may shift from user-oriented to product-oriented. The characteristics of the product may determine the form of discourse in short videos, making disease information an accessory to capital, traffic and profit. This shift may lead to "discursive hegemony, loss of integrity in order to seize the discursive high ground, creation of false public opinion, extremization of the use of discourse, and discursive misconduct" [25].

5 CONCLUSION

Disease has to stop being a metaphor.

The purpose of this study was to respond to the question posed at the beginning of the article: what is disease a metaphor for? Through our analysis, we conclude that illness should cease to be used as a metaphor. Although the metaphor of disease continues to generate new discursive expressions, this trend gradually weakens the discursive mode of disease itself and poses real problems. Through an in-depth study of the short video "Stroke", this paper reveals the presentation of metaphorical color and its impact on medical terminology and social attributes in the rapid development of media technology. Although it is difficult to change the metaphorization phenomenon in the dissemination of "stroke" short videos, the public should have a positive attitude by criticizing the communication distortion of short video platforms, the review mechanism of health information, as well as examining the impact and reconstruction of the power pattern of public health awareness. In today's ever-advancing technology, not only should we encourage the producers of "stroke" short videos to improve the professionalism of their content, strengthen the construction of their own discourse, reduce the pursuit of traffic and interests, and call on platforms to change their capital- and traffic-oriented approach, but also the users should improve their ability to screen information, thus facilitating the return of the subjectivity of discourse.

COMPETING INTERESTS

The authors have no relevant financial or non-financial interests to disclose.

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