

Health Communication A Media And Cultural Studies Approach

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Health Communication A Media And Cultural Studies Approach:

Health Communication Belinda Lewis, 2014-12-02 This book is about communicating for health and social change With a clear focus on public health and health promotion practice it provides a unique introduction to media and cultural studies perspectives on health communication Health Communication explores the dynamic world of contemporary mass media and diverse forms of alternative mobile and social media How are communities using media to communicate about health and advocate for social change What are the challenges and opportunities involved with using the media for health communication How can health promotion practitioners utilise media to create opportunities for more participatory and empowering approaches to health communication This indispensable guide to health communication provides readers with detailed and practical insights into the role of media and culture in contemporary health issues Accessible theory is blended with case studies from around the world giving students academics and practitioners an invaluable framework for practice and a rich source of material for discussion Health Communication Belinda Lewis, 2014-12-02 This book is about communicating for health and social change With a clear focus on public health and health promotion practice it provides a unique introduction to media and cultural studies perspectives on health communication Health Communication explores the dynamic world of contemporary mass media and diverse forms of alternative mobile and social media How are communities using media to communicate about health and advocate for social change What are the challenges and opportunities involved with using the media for health communication How can health promotion practitioners utilise media to create opportunities for more participatory and empowering approaches to health communication This indispensable guide to health communication provides readers with detailed and practical insights into the role of media and culture in contemporary health issues Accessible theory is blended with case studies from around the world giving students academics and practitioners an invaluable framework for practice and a rich source of material for discussion Media and Health Clive Seale, 2003-01-17 This book appears to fill a substantial gap in the literature at present There are quite simply no books available which engage seriously and competently with the presentation of health issues in the media and certainly none which focuses on representations of health and illness in as thematically coherent a manner as Seale proposes to do Richard Gwyn University of Cardiff This is an excellent resource for students It provides a comprehensive review of secondary literature in the field and is very well researched Students of sociology of health and illness and in media and communication studies will find the book invaluable David Oswell Goldsmiths College University of London This is a comprehensive work on media health providing an invaluable toolkit for understanding health and the media in contemporary society Seale goes further than previous textbooks critiquing the lament of media health promoters in order to explore the moralisation and commercialisation of media health Dr Annette Hill University of Westminster How are health matters presented by the mass media How accurate are the messages we are receiving This book demonstrates how health messages in popular mass media

are important influences in our lives and that they are not neutral being subject to many determining influences It demonstrates the importance of mass media for understanding the experience of illness health and health care bringing together the latest thinking in the field of media studies and the sociology of health and illness This book provides a thorough review of research literature on media representations of health illness and health care covering their production characteristic forms and relationships with the everyday lives of media audiences It brings together both well known and lesser known studies in the context of an integrated sociological argument about media and health Media producers are subject to a variety of influences from medical lobbies scientific organizations and not least the commercial pressure to satisfy media saturated audiences These mean that aims of health promoters are not always easily achieved leading to considerable tensions that require a deeper understanding of media health than has hitherto been applied to them This book will be essential reading for health educators and promoters as well as health care providers interested in the cultural aspects of health sociologists of health and illness and students and academics of media studies Companion to Media and Class Erika Polson, Lynn Schofield Clark, Radhika Gajjala, 2019-11-27 This companion brings together scholars working at the intersection of media and class with a focus on how understandings of class are changing in contemporary global media contexts From the memes of and about working class supporters of billionaire populists to well publicized and critiqued philanthropic efforts to bring communication technologies into developing country contexts to the behind the scenes work of migrant tech workers class is undergoing change both in and through media Diverse and thoughtfully curated contributions unpack how media industries digital technologies everyday media practices and media studies itself feed into and comment upon broader interdisciplinary discussions. They cover a wide range of topics such as economic inequality workplace stratification the sharing economy democracy and journalism globalization and mobility migration Outward looking intersectional and highly contemporary The Routledge Companion to Media and Class is a must read for students and researchers interested in the intersections between media class sociology technology and a changing Risk and Crisis Communication Timothy L. Sellnow, Robert Littlefield, 2015-11-05 Risk and Crisis world Communication addresses how the interaction between organizations and their stakeholders manifests during a risk or crisis situation Littlefield and Sellnow contend that when best practices are considered there are certain tensions to which an organization responds These tensions are similar to those experienced among individuals when managing their relationships As such Littlefield and Sellnow apply an interpersonal theory known as relational dialectics RDT to risk and crisis communication and examine the outcome from the vantage point of the officials and the public Previous research has focused on top down sender oriented communication to evaluate the effectiveness of particular strategies used by spokespeople to repair public image or relay an apology In contrast Littlefield and Sellnow's approach relies on culture centeredness and suggests how cultural elements may have influenced the kinds of tensions each organization faced Risk and Crisis

Communication exemplifies the use of RDT through seven case studies each focusing on one of the tensions making it of interest to both scholars and organizational leaders Health and the Media Valentina Marinescu. Bianca Mitu, 2016-06-05 Analyzing the relationship between medicine and the media from different perspectives these new essays fill a gap in this emerging field providing new information on approaches to health communication and important reevaluations of health literacy theories The contributors discuss ideas and methodologies across a range of topics including multifaceted health communication media coverage of maternal health the rhetoric of diagnosis in autoimmune illness media representation of the sick in data driven healthcare and health news coverage in print media International Travel Agency and Tour Operation Management Chand Dhiman, Mohinder, Chauhan, Vinay, 2019-05-31 Changes within the travel industry such as globalization consumerism and advancements in technology have transformed travel agencies into highly competitive businesses To remain successful new business approaches and models must be created in the global tourism and hospitality industry Travel companies continue to expand their businesses in different countries and seek to collaborate with international entrepreneurs developing the need for cross cultural strategies and policies As travel agencies flourish identifying these business practices is necessary for these organizations to obtain a competitive management model at the global level The Handbook of Research on International Travel Agency and Tour Operation Management gathers the latest methodologies tools models and theories regarding tourism development and sustainability into one comprehensive reference source in order to promote manage and maximize the profitability potential of travel agencies and tour operation services Featuring research on topics such as e marketing medical tourism and online travel this book provides travel agents managers industry professionals researchers academics and students with the necessary resources to effectively develop and implement organizational strategies and models Media. Culture and Human Violence Jeff Lewis, 2015-11-18 Humans of the advanced world are the most violent beings of all times This violence is evident in the conditions of perpetual warfare and the accumulation of the most powerful and destructive arsenal ever known to humankind It is also evident in the devastating impact of advanced world economy and cultural practices which have led to ecological devastation and the current era of mass species extinction one of only six mass extinction events in planetary history and the only one caused by the actions of a single species humans This violence is manifest in our interpersonal relationships and the ways in which we organize ourselves through hierarchical systems that ensure the wealth and privilege of some against the penury and misery of others In this new and highly original book Jeff Lewisargues that violence is deeply inscribed in human culture thinking and expressive systems media Lewis contends that violence is not an inescapable feature of an aggressive human nature Rather violence is laced through our desires and dispositions to communalism and expressive interaction From the near extinction of all Homo sapiens around 74 000 years ago the invention of culture and media enabled humans to imagine and articulate particular choices and pleasures Organized intergroup violence or warfare emerged through the

exercise of these choices and their expression through larger and increasingly complex human societies This agitation of amplified desire hierarchical social organization and mediated knowledge systems has created a cultural volition of violent complexity which continues into the present Media Culture and Human Violence examines the current conditions of conflict and harm as an expression of our violent complexity Gender, Communications, and Reproductive Health in **International Development** Carolina Matos, 2023-06-15 To this day women globally are subjected to forms of control over their bodies and their ability to exercise their reproductive rights in particular is still constrained Amid a rise of challenges to the advancement of women's rights including the recent overturning of Roe v Wade in the United States sexual and reproductive health rights are at the forefront of conversations about the advancement of gender equality To determine how communications are used strategically to shape policy Carolina Matos explores fifty two feminist and health NGOs from across the world and how they are improving discourse on sexuality and reproductive health in the public sphere She investigates how these organizations are making use of communications amid various contemporary challenges including the proliferation of misinformation about women's rights and health in the public sphere due to the actions of oppositional far right nationalist groups Through original in depth interviews within the NGOs and empirical research of the institutions online presences Matos unpacks the complexities of the relationship between women s health communications and development contributing to the fields of development health communications and gender studies and advancing the debate on the role of feminist NGOs in advocating for women s rights With a postcolonial critique of the role of NGOs in development Matos illuminates the strategic use of communications in the mediation and advocacy of gender equality and reproductive health Children's Healthcare and Parental Media Engagement in Urban China Qian Gong, 2016-10-25 This book analyses parental anxieties about their children's healthcare issues in urban China engaging with wider theoretical debates about modernity risk and anxiety It examines the broader social cultural and historical contexts of parental anxiety by analysing a series of socio economic changes and population policy changes in post reform China that contextualise parental experiences Drawing on Wilkinson's 2001 conceptualisation linking individual's risk consciousness to anxiety this book analyses the situated risk experiences of parents and grandparents looking particularly into their engagement with various types of media It studies the representations of health issues and health related risks in a parenting magazine popular newspapers commercial advertising and new media as well as parents and grandparents engagement with and response to these media representations By investigating a culture of anxiety among parents and grandparents in contemporary China thisbook seeks to add to the scholarship of contemporary parenthood in a non Western context

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Encyclopedia of Communication Theory Stephen W. Littlejohn, Karen A. Foss, 2009-08-18 The Encyclopedia of Communication Theory provides students and researchers with a comprehensive two volume overview of contemporary communication theory Reference librarians report that students frequently approach them seeking a source that will provide them with a quick overview of a particular theory or theorist just enough to help them grasp the general concept or theory and its relation to the discipline as a whole Communication scholars and teachers also occasionally need a quick reference for theories Edited by the co authors of the best selling textbook on communication theory and drawing on the expertise of an advisory board of 10 international scholars and nearly 200 contributors from 10 countries this work finally provides such a resource More than 300 entries address topics related not only to paradigms traditions and schools but also metatheory methodology inquiry and applications and contexts Entries cover several orientations including psycho cognitive social interactional cybernetic and systems cultural critical feminist philosophical rhetorical semiotic linguistic and discursive and non Western Concepts relate to interpersonal communication groups and organizations and media and mass communication. In sum this encyclopedia offers the student of communication a sense of the history development and current status of the discipline with an emphasis on the theories that comprise it Liberalizing, Feminizing and Popularizing Health Communications in Asia Liew Kai Khiun, 2016-05-06 Liberalizing Feminizing and Popularizing Health Communications in Saia in light of the

rapidly evolving socio cultural technological and epidemiological undercurrents Highlighting the more pluralized and interactive dynamics in the appropriation and dissemination of medical and public health knowledge its specific case studies challenge the notions of the one way transmission of medicine by modern Western trained doctors and public health officials to ignorant patients and masses particularly in the non Western world With specific examples drawn from popular media this volume examines the extent to which these developments have given the broader public both greater access to information and choices Multidisciplinary in scope and truly international in focus it relates the everyday of health communications to more macro social trends on the Asian continent and will be of interest to scholars within science and technology studies media and cultural studies and sociology alike Film and the Chinese Medical Humanities Vivienne Lo, Chris Berry, Guo Liping, 2019-12-06 Film and the Chinese Medical Humanities is the first book to reflect on the power of film in representing medical and health discourse in China in both the past and the present as well as in shaping its future Drawing on both feature and documentary films from mainland China the chapters each engage with the field of medicine through the visual arts They cover themes such as the history of doctors and their concepts of disease and therapies understanding the patient experience of illness and death and establishing empathy and compassion in medical practice as well as the HIV AIDs epidemic during the 1980s and 90s and changing attitudes towards disability Inherently interdisciplinary in nature the contributors therefore provide different perspectives from the fields of history psychiatry film studies anthropology linguistics public health and occupational therapy as they relate to China and people who identify as Chinese Their combined approaches are united by a passion for improving the cross cultural understanding of the body and ultimately healthcare itself A key resource for educators in the Medical Humanities this book will be useful to students and scholars of Chinese Studies and Film Studies as well as global health medical anthropology and medical history From Language Skills to Literacy Csilla Weninger, 2018-11-01 The narrowing of English language education curriculum in many contexts has negatively impacted classroom teaching and learning High stakes standardized testing scripted curricula and the commodification of English have converged to challenge socially meaningful classroom literacy instruction that promotes holistic development Although in different ways these factors have shaped the teaching of English as both first and second language How can English educators respond This book argues that the first step is to take account of the broader policy political and cultural landscape and to identify the key constraints affecting teachers students and parents These will set the broad parameters for developing local pedagogic approaches while still recognizing the constraints that actively push against them Using Singapore English language teaching as a case study this book illustrates how this process can unfold and how media literacy principles were vernacularized to design English classroom pedagogies that stretched the bounds of what is acceptable and possible in the local context The International Encyclopedia of Political Communication, 3 Volume Set Gianpietro Mazzoleni, Kevin G. Barnhurst, Ken'ichi Ikeda, Rousiley C. M. Maia, Hartmut Wessler, 2015-12-14 The

International Encyclopedia of Political Communication is the definitive single source reference work on the subject with state of the art and in depth scholarly reflection on the key issues within political communication from leading international experts It is available both online and in print Explores pertinent salient topics within political science sociology psychology communication and many other disciplines Theory empirical research and academic as well as professional debate are widely covered in this truly international and comparative work Provides clear definitions and explanations which are both cross national and cross disciplinary by nature Offers an unprecedented level of authority accuracy and balance with contributions from leading international experts in their associated fields Part of The Wiley Blackwell ICA International Encyclopedias of Communication series published in conjunction with the International Communication Association Online version available at Wiley Online Library www wileyicaencyclopedia com Named Outstanding Academic Title of 2016 by Choice Magazine a publication of the American Library Association Broadcast Pharmaceutical Advertising in the United States Janelle Appleguist, 2016-12-09 How often do we stop to recognize what pharmaceutical advertisements are telling us Broadcast Pharmaceutical Advertising in the United States Prime Time Pill Pushers engages with this question to include how pharmaceutical companies are shaping the meaning of drug interventions for individuals and the ways in which pharmaceutical advertisements frame issues of identity and representation for patients and health care Such issues highlight how patients are being framed as consumers in these advertisements which then permits the commodification of health care to be celebrated Such a celebration has strong ideological implications including definitions of the good life patient agency and the role of DTCAs in such depictions By defining and discussing medicalization pharmaceuticalization and commodity fetishism this book introduces how the term pharmaceutical fetishism can act as a means for describing the commodification of brand name pharmaceutical drugs which via advertising and promotional culture ignores large scale production and for Handbook of Research on Contemporary Approaches to Orientalism in Media and Beyond profit motives of big pharma Tombul, Işıl, Sarı, Gülşah, 2021-05-28 Orientalism is about much more than just information gathered about the East within its general postcolonial period In this period orientalism is a Western discourse that dominated and shaped the view of the East There is otherization in the way the West has historically looked at the East and within the information presented about it These original stories of travelers in the past and previous telling about the East are facing a reconstruction through modern types of media Cinema television news newspaper magazine internet social media photography literature and more are transforming the way the East is presented and viewed Under the headings of post orientalism neo orientalism or self orientalism these new orientalist forms of work in combination with both new and traditional media are redefining orientalism in the media and beyond The Handbook of Research on Contemporary Approaches to Orientalism in Media and Beyond shows how both new media and traditional media deal with orientalism today through the presentation of gender race religion and culture that make up orientalist theory. The chapters focus on how orientalism is presented in the media

cinema TV photography and more This book is ideal for communications theorists media analysts practitioners researchers academicians and students working in fields that include mass media communications film studies ethnic studies history Media Literacy of the Oppressed Jad Melki, 2024-10-14 This book offers an alternative sociology and cultural studies approach to developing media literacy pedagogies for marginalized communities and people in postcolonial countries especially in the Global South tackling unexplored issues such as media literacy of war terrorism pandemics infodemics populism colonialism genocide and intersectional feminism With an emphasis on developing critical and emotive consciousness or unveiling the oppressor within the book provides a unique perspective that fits the needs of people at the margins and challenges mainstream media literacy approaches that are mainly designed for the center and the Global North The book offers a framework for designing curricula at and with the margins through an emancipatory media literacy approach This approach directs energy toward resistance and praxis focuses on local priorities of the margins contextualizes issues within a postcolonial historical moment and concentrates on fighting oppression structures and social injustice This book will be an important resource for scholars educators and students of media literacy communication cultural studies critical pedagogy health communication postcolonialism Arab studies feminism and human rights **Black Communication** Theory Volume 2 Kehbuma Langmia, 2024-10-12 This second volume of Black Communication Theory extends the Black communication sphere to include digital as well as non digital modes of communication for the Black community on the continent of Africa and the Diaspora The authors of this edition have been able to build on from the conceptualizations enshrined within the first volume and expanded it to include other Black communication contexts be they on gender race ethnicity or class Continuing the journey of populating the Black communication public and private sphere on the cyberspace as well as non cyberspaces this volume will provide an invaluable resource to students and researchers of Afrocentric communication theories This is the moment for those examining Black communication related phenomena to harvest theories conceived and presented by Communication scholars actively engaged with pedagogy within the university system the world over

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