

Health Communication From Theory To Practice

The field of communications is increasingly recognized as a powerful tool in addressing the world ' s most imperative public health challenges. Effective communication in health campaigns can inform, empower, or persuade individuals to adopt healthier lifestyles as well as foster public debate and policy change. Featuring a full chapter on informatics, this book is devoted to the competencies in health communication and informatics recommended by the Association of Schools of Public Health. Important Notice: The digital edition of this book is missing some of the images or content found in the physical edition.

This book advances new understandings of how technologies have been harnessed to improve the health of populations; whether the technologies really empower those who use information by providing them with a choice of information; how they shape health policy discourses; how the health information relates to traditional belief systems and local philosophies; the implications for health communicators; how certain forms of silence are produced when media articulates and problematizes only a few health issues and sidelines others; and much more. The book brings together current research and discussions on the three areas of policy, practices and theoretical perspectives related to health communication approaches in developing countries, presenting well-researched and documented essays that will prove helpful for academic and scholarly inquiry in this area.

Documenting a revolution in both theory and practice, Johns Hopkins University experts explain why communication in family planning makes so much difference and how communication programs can be made to work. The desire to impact positive changes in individuals and society motivates many students, practitioners, and researchers of health communication. This one of a kind text offers guidance on how to design effective health communication messages. This book shows how to build theory-based messages and how to address the diverse characteristics of audiences. While integrating perspectives from public health and social marketing, this book clearly explains core health communication principles and processes for designing effective messages for health communication interventions and campaigns.

The Handbook of Global Health Communication

An Integrated Approach to Policy and Practice

Organizations, Communication, and Health

Communicating Health

Selected Issues in Global Health Communications

Lessons from Family Planning and Reproductive Health

Rethinking Culture in Health Communication An interdisciplinary overview of health communication using a cultural lens—uniquely focused on social interactions in health contexts Patients, health professionals, and policymakers embody cultural constructs that impact healthcare processes. Rethinking Culture in Health Communication explores the ways in which culture influences healthcare, introducing new approaches to understanding social relationships and health policies as a dynamic process involving cultural values, expectations, motivations, and behavioral patterns. This innovative textbook integrates theories and practices in health communication, public health, and medicine to help students relate fundamental concepts to their personal experiences and develop an awareness of how all individuals and groups are shaped by culture. The authors present a foundational framework explaining how cultures can be understood from four perspectives—Magic Consciousness, Mythic Connection, Perspectival Thinking, and Integral Fusion—to examine existing theories, social norms, and clinical practices in health-related contexts. Detailed yet accessible chapters discuss culture and health behaviors, interpersonal communication, minority health and healthcare delivery, cultural consciousness, social interactions, sociopolitical structure, and more. The text features examples of how culture can create challenges in access, process, and outcomes of healthcare services and includes scenarios in which individuals and institutions hold different or incompatible ethical views. The text also illustrates how cultural perspectives can shape the theoretical concepts emerged in caregiver-patient communication, provider-patient interactions, social policies, public health interventions, and other real-life settings. Written by two leading health communication scholars, this textbook: Highlights the sociocultural, interprofessional, clinical, and ethical aspects of health communication Explores the intersections of social relationships, cultural tendencies, and health theories and behaviors Examines the various forms, functions, and meanings of health, illness, and healthcare in a range of cultural contexts Discusses how cultural elements in social interactions are essential to successful health interventions Includes foundational overviews of health communication and of culture in health-related fields Discusses culture in health administration, moral values in social policies, and ethics in medical development Incorporates various aspects and impacts of the COVID-19 pandemic as a cultural phenomenon through the lens of health communication Rethinking Culture in Health Communication is an ideal textbook for courses in health communication, particularly those focused on interpersonal communication, as well as in cross-cultural communication, cultural phenomenology, medical sociology, social work, public health, and other health-related fields.

Organizations, Communication, and Health focuses on theories and constructs of organizational communication and their relationship to health. The goal of the volume is to offer a current picture of organizational and organizing processes and practices related to health. Research in the area of health communication has expanded in recent years, and this research has advanced understandings of campaigns, patient/provider interactions, and social support. However, a gap in the area of health, organizations, and organizing processes emerged, a niche this volume fills. It does so by having chapters identify an organizational theory or organizing process and how aspects of that theory relate to health. Chapters discuss how to marry theory to practice and the other factors (e.g., organizational structure, role, occupation, industry, or environment) that need to be considered in the process of utilizing the theory in organizations. This volume, aimed at advanced undergraduate and graduate students studying health communication, as well as health professionals, provides useful theory and practice related to the organizations and health, and issues a call for further theorizing on the practice of health communication in organizations.

This book offers a much-needed introduction to the dynamics of the communication exchange between providers and patients in the health-care environment, explaining how health communication theory and research can help us better understand these complex interactions, and provide strategies for improving patient and provider communication.

An authoritative survey of different contexts, methodologies, and theories of applied communication The field of Applied Communication Research (ACR) has made substantial progress over the past five decades in studying communication problems, and in making contributions to help solve them. Changes in society, human relationships, climate and the environment, and digital media have presented myriad contexts in which to apply communication theory. The Handbook of Applied Communication Research addresses a wide array of contemporary communication issues, their research implications in various contexts, and the challenges and opportunities for using communication to manage problems. This innovative work brings together the diverse perspectives of a team of notable international scholars from across disciplines. The Handbook of Applied Communication Research includes discussion and analysis spread across two comprehensive volumes. Volume one introduces ACR, explores what is possible in the field, and examines theoretical perspectives, organizational communication, risk and crisis communication, and media, data, design, and technology. The second volume focuses on real-world communication topics such as health and education communication, legal, ethical, and policy issues, and volunteerism, social justice, and communication activism. Each chapter addresses a specific issue or concern, and discusses the choices faced by participants in the communication process. This important contribution to communication research: Explores how various communication contexts are best approached Addresses balancing scientific findings with social and cultural issues Discusses how and to what extent media can mitigate the effects of adverse events Features original findings from ongoing research programs and original communication models and frameworks Presents the best available research and insights on where current research and best practices should move in the future A major addition to the body of knowledge in the field, The Handbook of Applied Communication Research is an invaluable work for advanced undergraduate students, graduate students, and scholars.

Writing Health Communication

A Guide for Health Promotion Practice

Theory and Practice

Communication Case Studies for Health Care Professionals, Second Edition

Essentials of Public Health Communication

Health Communication in the 21st Century

This volume argues the case that public health communication has affected health behavior. It brings together 16 studies of large-scale communication in a variety of substantive health areas--tobacco, drugs, AIDS, family planning, heart disease, childhood disease, highway safety--prepared by the authors who did the original research. These studies show important effects and illustrate the central conditions for success. The book also includes complementary analytic chapters which provide a meta-analysis of published results, some approaches to developing communication interventions, and alternative methods for evaluation of public health communication projects. Including studies based on communication programs in the United States, as well as projects done elsewhere in the world, including Europe, Africa, Asia and Latin America, this book: *offers a broad presentation of the alternative research designs that have been used to evaluate public health communication programs; *includes a great range of approaches from field experiments and natural experiments to simple before-after and complex time series designs, using data gathered from individuals and from archives; and *utilizes an innovative perspective on how to exercise public health communication from a leading and thoughtful practitioner. As such, it is required reading for scholars, students, practitioners, and policymakers in public health, health communication, health psychology, and related areas.

International in scope, The Handbook of Global Health Communication offers a comprehensive and up-to-date analysis of the role of communication processes in global public health, development and social change Brings together 32 contributions from well-respected scholars and practitioners in the field, addressing a wide range of communication approaches in current global health programs Offers an integrated view that links communication to the strengthening of health services, the involvement of affected communities in shaping health policies and improving care, and the empowerment of citizens in making decisions about health Adopts a broad understanding of communication that goes beyond conventional divisions between informational and participatory approaches

Health CommunicationFrom Theory to PracticeJohn Wiley & SonsHealth Communication TheoryJohn Wiley & Sons

Health Communication and Mass Media is a much-needed resource for those with a professional or academic interest in the field of health communication. The chapters engage and expand upon significant theories informing efforts at mediated health communication and demonstrate the practical utility of these theories in on-going or completed projects. They consider how to balance the ethical and efficacy demands of mediated health communication efforts, and discuss both traditional media and communication systems and new web-based and mobile media. The book's treatment is broad, reflecting the topical and methodological diversity in the field. It offers an integrated approach to communication theory and application. Readers will be able to appreciate the ways that theory shapes health communication applications and how those applications inform the further construction of theory. They will find practical examples of mediated health communication that can serve as models for their own efforts. While the book serves as an introduction to mediated health communication for students, professionals, and practitioners with limited experience, researchers and advanced practitioners will also appreciate the exemplars and theoretical insights offered by the chapter authors. This book will be of interest to anyone involved in health communication programs or more generally with communication and allied studies, as well as to those in the health professions and their related fields.

Health Communication Theory

Working on Health Communication

An Evidence-based Guide

Exploring Health Communication

Language in Action

Narratives, Health, and Healing

Communication skills are essential to effective health promotion and public health practice. This textbook bridges the gap between health communication theory and health promotion and public health practice. It provides students and practitioners with the knowledge and skills they need to design, plan, implement and evaluate programmes and campaigns. Now in its second edition, topics covered in the book include: - Mass media - Diverse audiences - Evaluation - Media analysis - Campaign monitoring Case studies and interactive activities in each chapter encourage critical thinking and creative campaign design practice. It will be a valuable resource for students, lecturers and practitioners working across health promotion, public health, communication, media, healthcare and nursing fields. Nova Corcoran works as a Senior Lecturer in public health and health promotion at the University of Glamorgan. This distinctive collection explores the use of narratives in the social construction of wellness and illness. Narratives, Health, and Healing emphasizes what the process of narrating accomplishes--how it serves in the health communication process where people define themselves and present their social and relational identities. Organized into four parts, the chapters included here examine health narratives in interpersonal relationships, organizations, and public fora. The editors provide an extensive introduction to weave together the various threads in the volume, highlight the approach and contribution of each chapter, and bring to the forefront the increasingly important role of narrative in health communication. This volume offers important insights on the role of narrative in communicating about health, and it will be of great interest to scholars and graduate students in health communication, health psychology, and public health. It is also relevant to medical, nursing, and allied health readers.

This book was written to give scholars an opportunity to examine selected issues in health communication. There are many challenges in health communication, such as the shortage of evaluations on social marketing interventions, the need for a framework to easily apply social marketing practices to campaigns, and the difficulty of applying theory to improve communication. To address these challenges, the four chapters, including an introductory chapter, introduce several health communication topics, including social marketing, the application of theory, and message design to promote social communication. Readers can expect concise topic overviews with clear steps and examples of how to apply the methods discussed in each chapter.

Winner of the NCA Health Communication 2021 Distinguished Book Award. This book examines interpreter-mediated medical encounters and focuses primarily on the phenomenon of bilingual health care. It highlights the interactive and coordinated nature of interpreter-mediated interactions. Elaine Hsieh has put together over 15 hours of interpreter-mediated medical encounters, interview data with 26 interpreters from 17 different cultures/languages, 39 health care providers from 5 clinical specialties, and surveys of 293 providers from 5 clinical specialties. The depth and richness of the data allows for the presentation of a theoretical framework that is not restricted by language combination or clinical contexts. This will be the first book of its kind that includes not only interpreters' perspectives but also the needs and perspectives of providers from various clinical specialties. Bilingual Health Communication presents an opportunity to lay out a new theoretical framework related to bilingual health care and connects the latest findings from multiple disciplines. This volume presents future research directions that promise development for both theory and practice in the field.

Health Communication Models and Practices in Interpersonal and Media Contexts: Emerging Research and Opportunities

Designing Health Messages

Health Behavior

Theory & Practice

Meaning, Culture, and Power

Theory, Method, and Application

This volume provides the theoretical, methodological, and praxis-driven issues in research on interpretive, critical, and cultural approaches to health communication. It includes an international collection of contributors, and highlights non-traditional (non-Western) perspectives on health communication.

Leaflets, information sheets and written materials designed to influence people's health-related behaviours often fail to achieve their aims. To improve such written materials we need to understand: (i) how people read and process information, (ii) how to design persuasive messages, (iii) how to make written text easy to use and (iv) how to change behaviour. Writing for Health Communication: An Evidence-Based Guide for Professionals is a practical guide to producing effective written materials. The book presents easy-to-understand, evidence-based guidance on providing information, presenting persuasive messages and promoting behaviour change. Topics include: - Message framing, - Use of fear appeals, - Tailoring messages, - Using graphics, - Behaviour change Each chapter is illustrated with examples - including both good and bad practice and covering a range of health topics. For students and professionals in healthcare, health psychology, health education and promotion, and public health, Writing for Health Communication: An Evidence-Based Guide for Professionals is an invaluable guide to best practice.

Health communication is key to promoting good population and individual health outcomes. As the field has developed, there is a growing need for a critical appraisal of the ideologies and theories underpinning health communication in order to ensure effective practice. This book clearly situates health communication within its social context. It provides a critical overview of three key disciplinary areas - education, psychology and communication. Drawing on international examples throughout, the book challenges the underlying assumptions that drive the design and delivery of health promotion interventions. The authors argue that health communication is inherently political and pay close attention to issues of power, ethics and inequality throughout the text. This book will be valuable for those students at all levels who require a critical perspective, as well as practitioners in health communication and health promotion. With reference to detailed examples and annotated suggestions for further reading, the book is an accessible resource for analysing contemporary health communication.

Health Communication provides coverage of the major areas of interest in the field of health communication, including interpersonal, organizational, and health media. It takes an in-depth approach to health communication research by analyzing and critically evaluating research conducted across multiple paradigmatic perspectives. This edited textbook includes chapters covering such topics as: interpersonal health communication issues, challenges, and complexities in health communication, communication aspects of health behaviors and conditions, organizational issues in health communication, and media and eHealth research. Chapters have been contributed by noted researchers and educators in health communication and represent the current state of the field. They offer pedagogical features that will prove useful to students and instructors of health communication, such as sidebars, summary boxes, suggestions for in-class activities, discussion questions, and lists of additional resources. A companion website provides online resources for use with this text, including: For students: Test questions Downloadable flash cards Exam study guides For instructors: PowerPoint slides Sample syllabi Sample assignments Developed for use in upper-level health communication courses, this text represents the breadth and depth of health communication theory and research as it exists today.

From Theory to Practice

Health Communication: Theory And Practice

Patient Provider Interaction

Health Communication in Practice

Health Communication in the Changing Media Landscape

Assembles the most important theories in the field of health communication in one comprehensive volume, designed for students and practitioners alike Health Communication Theory is the first book to bring together the theoretical frameworks used in the study and practice of creating, sending, and receiving messages relating to health processes and health care delivery. This timely volume provides easy access to the key theoretical foundations on which health communication theory and practice are based. Students and future practitioners are taught how to design theoretically-grounded research, interventions, and campaigns, while established scholars are presented with new and developing theoretical frameworks to apply to their work. Divided into three parts, the volume first provides a summary and history of the field, followed by an overview of the essential theories and concepts of health communication, such as Problematic Integration Theory and the Cultural Variance Model. Part Two focuses on interpersonal communication and family interaction theories, provider-patient interaction frameworks, and public relations and organizational theories. The final part of the volume centers on theories relevant to information processing and cognition, affective impact, behavior, message effects, and socio-psychology and sociology. Edited by two internationally-recognized experts with extensive editorial and scholarly experience, this first-of-its-kind volume: Provides original chapters written by a group of global scholars working in health communication theory Covers theories unique to interpersonal and organizational contexts, and to health campaigns and media issues Emphasizes the interdisciplinary and collaborative nature of health communication research Includes overviews of basic health communication theory and application Features commentary on future directions in health communication theory Health Communication Theory is an indispensable resource for advanced undergraduate and graduate students studying health communication, and for both new and established scholars looking to familiarize themselves with the area of study or seeking a new theoretical frameworks for their research and practice.

The Routledge Handbook of Health Communication brings together the current body of scholarly work in health communication. With its expansive scope, it offers an introduction for those new to this area, summarizes work for those already learned in the area, and suggests avenues for future research on the relationships between communicative processes and health/health care delivery. This second edition of the Handbook has been organized to reflect the goals of health communication: understanding to make informed decisions and to promote formal and informal systems of care linked to health and well-being. It emphasizes work in such areas as barriers to disclosure in family conversations and medical interactions, access to popular media and advertising, and individual searches online for information and support to guide decisions and behaviors with health consequences. This edition also adds an overview of methods used in health communication and the unique challenges facing health communication researchers applying traditional methods to efforts to gain reliable and valid evidence about the role of communication for health. It introduces the promise of translational research being conducted by health communication researchers from multiple disciplines to form transdisciplinary theories and teams to increase the well-being of not only humans but the systems of care within their nations. Arguably the most comprehensive scholarly resource available for study in this area, the Routledge Handbook of Health Communication serves an invaluable role and reference for students, researchers, and scholars doing work in health communication.

This edited book showcases original research in the study of healthcare and health communication, while also providing a detailed overview of contemporary methods of discourse analysis. Discourse approaches remain under-represented in the field of health communication, despite their potential for affording detailed understanding of health-related text and talk across an array of contexts, for example in face-to-face and digital healthcare encounters, health promotion, and patients' accounts of illness experiences. This book aims to address this gap in the literature by offering the first book-length treatment of different approaches to discourse analysis in health(care) and illness contexts, and it will appeal both to linguists and to researchers in nursing and health sciences, sociology and anthropology.

This casebook/workbook offers students, faculty, and health care providers the opportunity to explore and critique a 45 communication case scenarios and then rewrite each interaction striving for more effective communication behavior, designed to enhance the interpersonal relationship of the interactants.

The Routledge Handbook of Health Communication
Theoretical and Critical Perspectives

Rethinking Culture in Health Communication

Perspectives from Developing Countries

Public Health Communication

Working with Interpreters in Cross-Cultural Care

The essential health behavior text, updated with the latest theories, research, and issues Health Behavior: Theory, Research and Practice provides a thorough introduction to understanding and changing health behavior, core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health behavior texts. This new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both established and emerging theories. Offering perspective applicable at the individual, interpersonal, group, and community levels, this essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior. A deep understanding of human behaviors is essential for effective public health and health care management. This guide provides the most complete, up-to-date information in the field, to give you a real-world understanding and the background knowledge to apply it successfully. Learn how e-health and social media factor into health communication. Explore the link between culture and health, and the importance of community. Get up to date on emerging theories of health behavior and their applications. Examine the push toward evidence-based interventions, and global applications. Written and edited by the leading health and social behavior theorists and researchers, Health Behavior: Theory, Research and Practice provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

We are what we eat. That old expression seems particularly poignant every time we have our blood drawn for a routine physical to check our cholesterol levels. And, it's not just what we eat that affects our health. Whole ranges of behaviors ultimately make a difference in how we feel and how we maintain our health. Lifestyle choices have enormous impact on our health and well-being. But, how do we communicate the language of good health so that it is uniformly received and accepted by people from different cultures and backgrounds? Take, for example, the case of a 66 year old Latina. She has been told by her doctor that she should have a mammogram. But her sense of fatalism tells her that it is better not to know if anything is wrong. To know that something is wrong will cause her distress and this may well lead to even more health problems. Before she leaves her doctor's office she has decided not to have a mammogram that is until her doctor points out that having a mammogram is a way to take care of herself so that she can continue to take care of her family. In this way, the decision to have a mammogram feels like a positive step. Public health communicators and health professionals face dilemmas like this every day. Speaking of Health looks at the challenges of delivering important messages to different audiences. Using case studies in the areas of diabetes, mammography, and mass communication campaigns, it examines the ways in which messages must be adapted to the unique informational needs of their audiences if they are to have any real impact. Speaking of Health looks at basic theories of communication and behavior change and focuses on where they apply and where they don't. By suggesting creative strategies and guidelines for speaking to diverse audiences now and in the future, the Institute of Medicine seeks to take health communication into the 21st century. In an age where we are inundated by multiple messages every day, this book will be a critical tool for all who are interested in communicating with diverse communities about health issues.

This popular and engaging text on health communication is now revised and updated in a second edition that incorporates recent research and boasts new material on topics such as crisis communication, social disparities in health, and systemic reform. Fully revised second edition of this popular and authoritative text. Includes fresh material on topics such as crisis communication, health care reform, global health issues, and political issues in health communication. New case studies, examples, and updated glossary keep the work relevant and student-friendly. Provides effective strategies for healthcare organizations and individuals in communicating with patients. Updated and enhanced online resources, including PowerPoint slides, test bank, and instructors manual, available upon publication at www.wiley.com/go/wright

This book focuses on the complexities of the communication of health-related messages and information through the use of case studies. The expert contributors to this volume are scholars who, during their research and consulting, grapple with many of the issues of concern to those studying health communication. While several introductory books offer brief case studies to illustrate concepts covered, this book provides in-depth cases that enable more advanced students to apply theory to real situations.

Discourse Approaches

A Case Study Approach

Assessing Health Communication Strategies for Diverse Populations

Emerging Perspectives in Health Communication

An Applied Approach

The Handbook of Applied Communication Research

The first section covers theory-driven approaches and includes content and linguistic considerations, the role of fear in content, and using positive affect. Part II discusses audience-centered strategies and looks at the "America responds to AIDS" campaign and the cancer communication's "5 a day for better health" program. This comprehensive volume concludes with recent developments and policy and administrative practices for health message design.

Successful communication can help to prevent health problems, promote healthy behaviors and lifestyles, and overcome health challenges. However, various issues have created obstacles for the promotion of health communication, including low health literacy, the reluctance of patients to admit their lack of understanding, the overestimation by health professionals of a patient's level of understanding, and insufficient health literacy tools, to name a few. It is thus essential to convey the latest communication models and practices being used to increase health literacy and provide adequate health information to society. Health Communication Models and Practices in Interpersonal and Media Contexts: Emerging Research and Opportunities explores and analyzes the fundamentals, models, and dimensions of health communication and offers practical solutions for better communications with direct outcomes in the optimization of citizens' health literacy. The book also discusses and proposes more effective health communication models and practices as a tool for the construction of more solid and evident health outcomes. Covering topics such as cancer prevention, health professionals' communication, and models of health communication, this text is essential for health professionals, communication professionals, professors, teachers, researchers, academicians, and students.

Broadcast media has a particular fascination with stories that involve risk and health crisis events-disease outbreaks, terrorist acts, and natural disasters-contexts where risk and health communication play a critical role. An evolving media landscape introduces both challenges and opportunities for using communication to manage extreme events and hazardous contexts. Risk and Health Communication in an Evolving Media Environment addresses issues of risk and health communication with a collection of chapters that reflect state-of-the-art discussion by top scholars in the field. The authors in this volume develop unique and insightful perspectives by employing the best available research on topics such as brand awareness in healthcare communication, occupational safety, climate change communication, local broadcasts of weather emergencies, terrorism, and the Ebola outbreak, among many other areas. It features analysis of new and traditional media that connects disasters, crises, risks, and public policy issues into a coherent fabric. This book bridges a substantial, but sometimes disconnected body of literature, and by doing so asks how contexts related to risk and health communication are best approached, how researchers balance scientific findings with cultural issues, and how scholars study an increasingly media-savvy society with traditional research methods.

Health Communication: Strategies and Skills for a New Era provides a practical process model for developing a health communication intervention. The book also explores exposure to media and how it shapes our conceptions of health and illness. Using a life stages and environments approach, the book touches on the patient role and how we 'hear' information from health care providers as well as guidance on how to be a thoughtful consumer of health information.

Health Communication

Bilingual Health Communication

Theory, Research, and Practice

Communication Theory, Research, and Practice

Neoliberal Health Organizing

Strategies for Health Promotion

Routledge Introductions to Applied Linguistics is a series of introductory level textbooks covering the core topics in Applied Linguistics, primarily designed for those beginning postgraduate studies, or taking an introductory MA course as well as advanced undergraduates. Titles in the series are designed for students and professionals returning to academic study. The books take an innovative 'practice to theory' approach, with a 'back-to-front' structure. This leads the reader from real-world problems and issues, through a discussion of intervention and how to engage with these concerns, before moving to theoretical foundations. Additional features include case tasks with commentaries, a glossary of key terms, and an annotated further reading section. Exploring Health Communication brings together many of the various linguistic strands in health communication, while maintaining an applied focus. It critically explores and discusses a number of underlying themes that constitute the broad field of health communication including spoken, written and electronic health communication. The rise of the internet has led to an explosion of interactive online health resources which healthcare is delivered, and with this, have brought about changes in the relationship between provider and patient. This textbook uses examples of real life health language data throughout, in order to fully explore the topics covered. Exploring Health Communication is essential reading for undergraduate students of applied linguistics and health communication.

This book is a must have for anyone designing or developing a campaign in health promotion or public health. It is the only textbook which takes the reader right through the planning, implementation and evaluation of a health communication campaign.

Health Communication in Practice: A Case Study Approach offers a comprehensive examination of the complex nature of health-related communication. Modeled on Eileen Berlin Ray's 1993 volume, Case Studies in Health Communication, this text contains detailed case studies that explore health communication theory in real-life situations. With chapters written by medical practitioners as well as communication scholars, the cases included herein cover a variety of topics, populations, contexts and issues in health communication, including: *provider-recipient communication; *diagnosis and treatment; *decision-making; *social identity, particularly how people redefine and renegotiate their social identity; *communication dynamics within families and with health care providers through unexpected health situations; *delivery of health care; and *health care communication. Reflecting the changes in health communication scholarship and education over the past decade, chapters also explore current topics such as delivering bad news, genetic testing, intercultural communication, grieving families, and relevant concepts and definitions is included at the end of each case to help students make connections between the scenario and the communication theories it reflects. With its breadth of coverage and applied, practical approach, this timely and insightful text will serve as a valuable application of communication theory in a health-related context.

Health Communication: From Theory to Practice is a much needed resource for the fast-growing field of health communication. It combines a comprehensive introduction to current issues, theories, and special topics in health communication with a hands-on guide to program development. This book is designed for students, professionals and organizations with no significant field experience, it also includes advanced topics for health communication practitioners, public health experts, researchers, and health care providers with an interest in this field.

Speaking of Health

Evidence for Behavior Change

Approaches from Communication Theory and Public Health Practice

Health Communication and Mass Media

Social Interactions as Intercultural Encounters

Health Communication Message Design

Mohan J Dutta closely interrogates the communicative forms and practices that have been central to the establishment of neoliberal governance. In particular, he examines cultural discourses of health in relationship to the market and the health implications of these cultural discourses. Using examples from around the world, he explores the roles of public-private partnerships, NGOs, militaries, and new technologies in reinforcing the link between market and health. Identifying the taken-for-granted assumptions that constitute the foundations of global neoliberal organizing, he offers an alternative strategy for a grassroots-driven participatory form of global organizing of health. This inventive theoretical volume speaks to those in critical communication, in health research, in social policy, and in contemporary political economy studies.

Why is effective communication important in health, and what does this involve? What issues arise when communicating with particular populations, or in difficult circumstances? How can the communication skills of health professionals be improved? Effective health communication is now recognised to be a critical aspect of healthcare at both the individual and wider public level. Good communication is associated with positive health outcomes, whereas poor communication is associated with a number of negative outcomes. This book assesses current research and practice in the area and provides some practical guidance for those involved in communicating health information. It draws on material from several disciplines, including health, medicine, psychology, sociology, linguistics, pharmacy, statistics, and business and management. The book examines: The importance of effective communication in health. Basic concepts and processes in communication. Communication theories and models. Communicating with particular groups and in difficult circumstances. Ethical issues. Communicating with the wider public and health promotion. Communication skills training. Health communication is key reading for students and researchers who need to understand the factors that contribute to effective communication in health, as well as for health professionals who need to communicate effectively with patients and others. It provides a thorough and up to date, evidence-based overview of this important topic, examining the theoretical and practical aspects of health communication for those whose work involves communication with patients, relatives and other carers.

Communication, Meaning, and Politics

Case Studies in Health Communication

Theory at a Glance

Analysing Health Communication

Emerging Research and Opportunities

Risk and Health Communication in an Evolving Media Environment