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Health and the Media: Essays on the Effects of Mass Communication

Valentina Marinescu, Foreword by Maria Marczewska-Rytko

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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.

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