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# Health Communication In Practice: A Case Study Approach (Routledge Communication Series) (Volume 1)




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## Synopsis

Health Communication in Practice: A Case Study Approach offers a comprehensive examination of the complex nature of health-related communication. This text contains detailed case studies that demonstrate in-depth applications of 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 and its importance to subsequent 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 campaigns designed to disseminate health-related information and change behaviors.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 international health campaigns. A list of 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 required reading in courses addressing the application of communication theory in a health-related context.

## Book Information

Series: Routledge Communication Series
Paperback: 402 pages
Publisher: Routledge; 1 edition (January 20, 2005)
Language: English
ISBN-10: 0805847588
ISBN-13: 978-0805847581
Product Dimensions: 6.8 x 0.9 x 9.7 inches
Shipping Weight: 1.5 pounds (View shipping rates and policies)
Average Customer Review: 5.0 out of 5 stars 1 customer review
Best Sellers Rank: #452,009 in Books (See Top 100 in Books) #70 inÃ Â Books > Medical Books > Dentistry > Preventive #105 inÃ Â Books > Textbooks > Medicine & Health Sciences > Nursing > Clinical > Home & Community Care #133 inÃ Â Books > Textbooks > Medicine & Health Sciences > Medicine > Clinical > Physician & Patient

## Customer Reviews

...this text is a must-have for students, teachers, and public health practitioners interested in health communication. Health Communication in Practice: A Case Study Approach is a rich, educational, and well-written book. Psychologists in medical and rehabilitation settings will find this book most useful, but there are relevant sections for psychologists from a variety ofÃ Â backgrounds and interests.Ã¢â ¬â •PsycCRITIQUESThis collection can be valuable as a textbook or education material for medical students, communication students, and practitioners in both fields. This collection is of value to the general public, because they influence how society understand and copes with health issues.Ã¢â ¬â •Technical Communications

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