



Communication and Health: Systems and Applications (Routledge Communication Series)

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This volume examines this rapidly growing and changing field by applying a unified framework that integrates both interpersonal and mass communication investigations into theoretical and applied issues.

Using a systems perspective as the organizational framework, relevant issues in the communication of health care, ranging from micro to macro levels, are discussed. The contributors recognize communication as a major factor affecting health today and therefore go beyond examinations of health communication as simply a dissemination of information regarding diseases, diagnoses, and treatments to show it as a much larger and more complex field with applications to all levels and forms of communication.

Communication and Health has as its three main objectives:

- * providing a comprehensive, detailed, and up to-date picture of health communication
- * applying an integrated, logical structure to the field
- * making a clear, strong statement regarding the state of health communication and examining its future prospects

The contributors address such issues as provider-patient communication, health care teams, health care organizations, public health campaigns, and health education, and then discuss the factors that affect the processing of health information. Also included are examinations of changes in communication use within interpersonal, small group, and organizational health care contexts as well as the use of mass media and other sources for public health campaigns and for raising public awareness of health issues on a day-to-day basis.

Communication and Health fills a void in current literature on this field by serving as both a reference for professionals and researchers and as a textbook for advanced undergraduate and graduate level students in a multitude of courses.

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