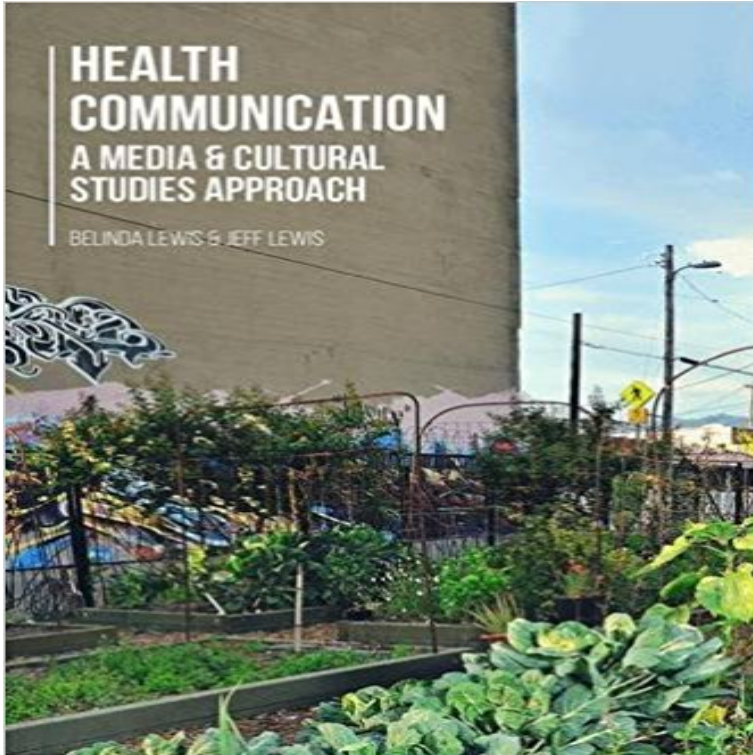


Health Communication: A Media and Cultural Studies Approach



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.

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