



Health Communication and Mass Media: An Integrated Approach to Policy and Practice

Rukhsana Ahmed

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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.

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