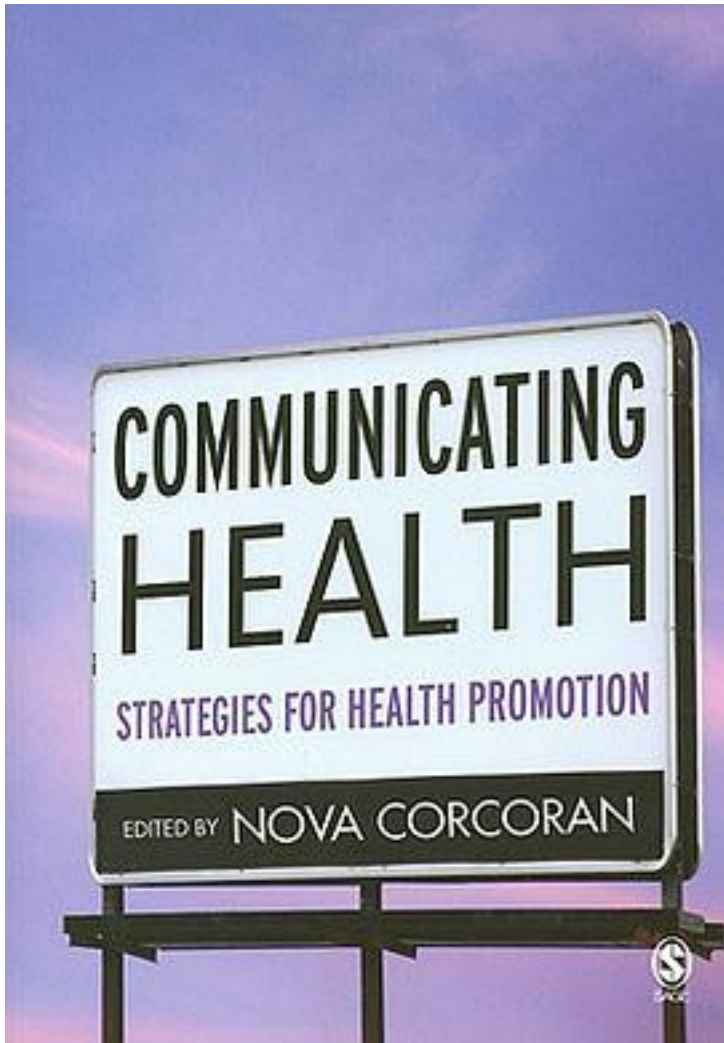


# Communicating Health



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The culture-centred approach offered in this book argues that communication theorizing ought to locate culture at the centre of the communication process such that the theories are contextually embedded and co-constructed through dialogue with the cultural participants. The discussions in the book situate health communication within local contexts by looking at identities, meanings and experiences of health among community members, and locating them in the realm of the structures that constitute health. The culturecentred approach foregrounds the voices of cultural members in the co-constructions of health risks and in the articulation of health problems facing communities. Ultimately, the book provides theoretical and practical suggestions for developing a culture-centred understanding of health communication processes.

作者介绍:

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标签

评论

作为专业书写的真的很棒 易懂 流畅 灰常reader friendly  
需要加深印象的重要概念都会在适当的时候极自然滴被反复提及  
无论是当前占主导地位的biomedical model还是本书推崇的culture-centered model都被完整细致地讨论 作者的观点因为其逻辑感强大的行文而极具说服力  
对于health comm入门学者一定会有帮助 强推

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书评

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