



Encyclopedia of Health Communication

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From the dynamics of interpersonal communication between health professionals and clients to global command-and-control during public health emergencies that cross international borders, the field of health communication bridges many disciplines and involves efforts from the micro to the macro. It involves navigating personal, cultural, and political complexities and an ability to distill complex technical science into quickly and easily understood terms for ready distribution by the mass media--or to an individual patient or to the parent of an ailing child.

Despite an abundance of textbooks, specialized monographs, and academic handbooks, this is the first encyclopedic reference work in this area, covering the breadth of theory and research on health communication, as well as their practical application.

Features:

- Nearly 600 original articles are organized A-to-Z within a three-volume set to provide comprehensive coverage of this exciting field, including such topics as theories and research traditions; evaluation and assessment; cultural complexities; high risk and special populations; message design and campaigns; provider/patient interaction issues; media issues; and more.
- All articles were specifically commissioned for this work, signed and authored by key figures in the field, and conclude with cross reference links and suggestions for further reading.
- Appendices include a Resource Guide with annotated lists of classic books and articles, journals, associations, and web sites; a Glossary of specialized terms; and a Chronology offering an overview and history of the field.
- A thematic Reader's Guide groups related articles by broad topic areas as one handy search feature on the e-Reference platform, which also includes a comprehensive index of search terms.

This A-to-Z three-volume reference is available in both print and online formats and is a must-have for libraries and researchers who seek comprehensive coverage of the theory, research, and applications of health communication.

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