Health Communication: Theory, Method, and Application (Hardback)

By -

Taylor Francis Ltd, United Kingdom, 2014. Hardback. Book Condition: New. New.. 236 x 193 mm. Language: English . Brand New Book. Health Communication provides coverage of the major areas of interest in the field of health communication, including interpersonal, organizational, and health media. It takes an in-depth approach to health communication research by analyzing and critically evaluating research conducted across multiple paradigmatic perspectives. This edited textbook includes chapters covering such topics as: * interpersonal health communication issues, challenges, and complexities in health communication, * communication aspects of health behaviors and conditions, * organizational issues in health communication, and * media and eHealth research. Chapters have been contributed by noted researchers and educators in health communication and represent the current state of the field. They offer pedagogical features that will prove useful to students and instructors of health communication, such as sidebars, summary boxes, suggestions for in-class activities, discussion questions, and lists of additional resources. A companion website provides online resources for use with this text, including: For students: * Test questions * Downloadable flash cards * Exam study guides For instructors: * PowerPoint slides * Sample syllabi * Sample assignments Developed for use in upper-level health communication courses, this text...

READ ONLINE
[7.92 MB]

Reviews

A brand new e-book with a brand new standpoint. it was actually writtern extremely properly and valuable. I am just quickly can get a pleasure of looking at a published ebook.
-- Prof. Garett Schmitt

Complete guide for publication enthusiasts. I have read and i am sure that i will going to study again once again in the future. Your way of life period will be transform once you total looking over this publication.
-- Shayne O'Conner