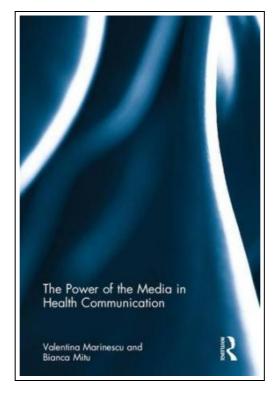
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Taylor Francis Ltd, United Kingdom, 2016. Hardback. Condition: New. Language: English. Brand New Book. Health is a contested concept that has been defined in numerous ways. The media is extremely powerful in promoting health beliefs and in creating role models for contemporary people. The ways in which health is defined or understood can have wide-ranging implications and can have an impact on issues such as health promotion or health literacy. Health presentation in the media has a significant social impact because this type of message is important in changing people s beliefs, attitudes and behaviours relating to health and in promoting health-related knowledge among the target audience. The present volume provides an interdisciplinary and multicultural contemporary approach to the controversial link between medicine and media. The authors that have contributed to this volume analyse the media and medicine from different perspectives and different countries (USA, UK, Portugal, Turkey, Taiwan, Mexico, Estonia, Romania), thus offering a re-positioning of the study of media and medicine. The new perspectives offered by this volume will be of interest to any health communication or media studies student or academic since they bring to light new ideas, new methodologies and new results.



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