



# Health Communication in the 21st Century

By Kevin B. Wright, Lisa Sparks, H. Dan O'Hair

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**Health Communication in the 21st Century** By Kevin B. Wright, Lisa Sparks, H. Dan O'Hair

An extensive overview offering insight into both the current thinking and some lesser researched topics in the field of health communications.

- A new textbook exploring the rapidly growing area of health communication theory and practice, integrating health communication research with communication theory
- Brings together an author team who have a wealth of experience across a diverse range of health communication issues, creating an unrivalled breadth of coverage
- Provides strategies for hospitals, HMOs and other health care institutions to effectively communicate with patients
- Covers a broad range of topics, from the role of new technologies in health communication and spirituality and health, to community health programs and issues among the growing population of older adults
- Includes student-friendly features, such as chapter summaries, discussion questions, and a glossary

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## **Bibliography**

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## **Editorial Review**

### Review

"*Health Communication in the 21st Century* is highly accessible and easy to understand for undergraduate readers who may be new to the field of health communication. The book is particularly appropriate for use in an introductory course in health communication. It works equally well for communication majors, students in the health care professions, and students in other major fields of study. It provides ample vivid examples and real-life cases to illustrate complex health communication theories and concepts." (*PsycCRITIQUES*, March 2009)

### Review

"I commend Professors Wright, Sparks, and O'Hair for crafting a salient, timely, and much needed undergraduate text. Health communication instructors and students alike will reap many benefits from perusing this vital work. Whether one aspires to become a more effective health care consumer and advocate, effectively prepare his/her students for key health care challenges, and/or inform research designs as well as community interventions, this book should be an invaluable resource."

–**James Query**, University of Houston

"*Health Communication in the 21st Century* is the much anticipated, significant scholarly text that successfully organizes and presents the broad range of recent research findings within Health Communication. The chapters on Caregiving, New Technologies, Healthcare Organizations, and Interdisciplinary Healthcare Teams move this book well beyond all competitors."

–**Jon Nussbaum**, Penn State University

### From the Back Cover

*Health Communication in the 21st Century* provides an in-depth look at one of the fastest growing areas of the communication field. Written in an engaging style by three experts in the field, this text explores how different aspects of health and communication processes are intertwined in complex ways. Covering traditional areas of research and current issues, the text demonstrates how better understanding the communication of health care issues can improve health outcomes.

Real life cases illustrate concepts, and resources such as a glossary and discussion questions are included to reinforce learning. Throughout, the authors draw on a decade of experience at the local, national, and international levels to highlight current and significant advances in health communications.

## **Users Review**

### **From reader reviews:**

#### **Billy Salazar:**

Book will be written, printed, or highlighted for everything. You can recognize everything you want by a e-book. Book has a different type. To be sure that book is important issue to bring us around the world. Close to that you can your reading expertise was fluently. A e-book *Health Communication in the 21st Century* will make you to always be smarter. You can feel a lot more confidence if you can know about anything. But

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**Kim Nielsen:**

The reserve with title Health Communication in the 21st Century contains a lot of information that you can discover it. You can get a lot of help after read this book. This kind of book exist new know-how the information that exist in this publication represented the condition of the world at this point. That is important to yo7u to find out how the improvement of the world. This book will bring you within new era of the glowbal growth. You can read the e-book on your own smart phone, so you can read this anywhere you want.

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**Virginia White:**

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