



Exploring Health Communication: Language in Action

By Kevin Harvey, Nelya Koteyko

Taylor Francis Ltd, United Kingdom, 2012. Paperback. Book Condition: New. New.. 230 x 154 mm. Language: English . Brand New Book. Routledge Introductions to Applied Linguistics is a series of introductory level textbooks covering the core topics in Applied Linguistics, primarily designed for those beginning postgraduate studies, or taking an introductory MA course as well as advanced undergraduates. Titles in the series are also ideal for language professionals returning to academic study. The books take an innovative practice to theory approach, with a back-to-front structure. This leads the reader from real-world problems and issues, through a discussion of intervention and how to engage with these concerns, before finally relating these practical issues to theoretical foundations. Additional features include tasks with commentaries, a glossary of key terms, and an annotated further reading section. Exploring Health Communication brings together many of the various linguistic strands in health communication, while maintaining an interdisciplinary focus on method and theory. It critically explores and discusses a number of underlying themes that constitute the broad field of health communication including spoken, written and electronic health communication. The rise of the internet has led to an explosion of interactive online health resources which have profoundly affected the...



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