Contents

List of illustrations ix

1 Theoretical foundations: interpretive, critical, and cultural approaches to health communication 1
Mohan J. Dutta and Heather M. Zoller

PART I
Popular discourse and constructions of health and healing 29

Introduction 30
Mohan J. Dutta and Heather M. Zoller

2 Let me tell you a story: narratives and narration in health communication research 39
Cecilia Bosticco and Teresa L. Thompson

3 Supporting breastfeeding(?) : nursing mothers’ resistance to and accommodation of medical and social discourses 63
Emily T. Cripe

4 Communicating healing holistically 85
Patricia Geist-Martin, Barbara Sharf, and Natalie Jeha

5 ‘You feel so responsible’: Australian mothers’ concepts and experiences related to promoting the health and development of their young children 113
Deborah Lupton
6 Destigmatizing leprosy: implications for communication
theory and practice 129
SRINIVAS R. MELKOTE, PRADEEP KRISHNATRAY, AND SANGEETA
KRISHNATRAY

PART II
Culture in health communication 147

Introduction
MOHAN J. DUTTA AND HEATHER M. ZOLLER

7 Teach-with-stories method for prenatal education: using
photonovels and a participatory approach with Latinos 155
SUSAN J. AUGER, MARY E. DECOSTER, AND MELIDA D. COLINDRES

8 Ethical paradoxes in community-based participatory research 182
VIRGINIA M. MCDERMOTT, JOHN G. OETZEL, AND KALVIN WHITE

9 Voces de Las Colonias: dialectical tensions about control
and cultural identification in Latinas’ communication
about cancer 203
MELINDA VILLAGRAN, DOROTHY COLLINS, AND SARA GARCIA

10 El Poder y la Fuerza de la Pasión: toward a model of
HIV/AIDS education and service delivery from the
“bottom-up” 224
ARIANA OCHOA CAMACHO, GUST A. YEP, PRADO Y. GOMEZ,
AND ELISSA VELEZ

11 Interrogating the Radio Communication Project in Nepal:
the participatory framing of colonization 247
MOHAN J. DUTTA AND ICCHA BASNYAT
PART III
Medical communication  267

Introduction
HEATHER M. ZOLLER AND MOHAN J. DUTTA

12 Contested streams of action: power and deference in emergency medicine  275
ALEXANDRA G. MURPHY, ERIC M. EISENBERG, ROBERT WEARS, AND SHAWNA J. PERRY

13 Changing realities and entrenched norms in dialysis: a case study of power, knowledge, and communication in health-care delivery  293
LAURA L. ELLINGSON

14 Changing lanes and changing lives: the shifting scenes and continuity of care of a mobile health clinic  313
LYNN M. HARTER, KAREN DEARDORFF, PAMELA KENNISTON, HEATHER CARMACK, AND ELIZABETH RATTINE-FLAHERTY

15 The paradox of pharmaceutical empowerment: Healthology and online health public relations  335
ASHLI QUESINBERRY STOKES

PART IV
Communication and health policy  357

Introduction
HEATHER M. ZOLLER AND MOHAN J. DUTTA

16 Dealing drugs on the border: power and policy in pharmaceutical reimportation debates  365
CHARLES CONRAD AND DENISE JODLOWSKI

17 Technologies of neoliberal governmentality: the discursive influence of global economic policies on public health  390
HEATHER M. ZOLLER
18 The paradox of “fair trade”: the influence of neoliberal trade agreements on food security and health

REBECCA DESOUZA, AMBAR BASU, INUK KIM, ICCHA BASNYAT, AND MOHAN J. DUTTA

19 Globalization, social justice movements, and the human genome diversity debates: a case study in health activism

RULON WOOD, DAMON M. HALL, AND MAROUF HASIAN, JR.

PART V
Afterword

20 Emerging agendas in health communication and the challenge of multiple perspectives

HEATHER M. ZOLLER AND MOHAN J. DUTTA

List of contributors

Index
Illustrations

Tables

6.1 Differences in perception of leprosy between the state health agencies and the local community 134
6.2 Comparison of the Diffusion of Innovations and Participatory Communication Models in leprosy communication, cure, and its desigmatization 136
6.3 Comparison of development communication theories and approaches in the modernization and empowerment frameworks 140
7.1 Summary of PDSA cycles 164
7.2 Definitions of common Latino cultural values and norms 167
9.1 Research participant demographics 211
9.2 Interview guide 213

Figures

6.1 Relevant actors in leprosy cure and its desigmatization 144
7.1 De Madre a Madre prenatal education: six steps in the Teach-With-Stories Method™ 160
11.1 A culture-centered model of health communication 248