

# CONTENTS

<b>1</b>	<b>Introduction</b>	<b>1</b>
	Ann Luce, Vanora Hundley and Edwin van Teijlingen	
<b>2</b>	<b>Love Birth, Hate <i>One Born Every Minute</i>? Birth Community Discourse Around Televised Childbirth</b>	<b>7</b>
	Julie Roberts, Sara De Benedictis and Helen Spiby	
<b>3</b>	<b>Birth Stories in British Newspapers: Why Midwives Must Speak up</b>	<b>23</b>
	Emily Maclean	
<b>4</b>	<b>An Everyday Trauma: How the Media Portrays Infant Feeding</b>	<b>45</b>
	Catherine Angell	
<b>5</b>	<b>How Media Promote Fear Around Childbirth</b>	<b>61</b>
	Alexia Leachman	
<b>6</b>	<b>'Passing Time': A Qualitative Study of Health Promotion Practices in an Antenatal Clinic Waiting Room</b>	<b>79</b>
	Dianne Rodger, Andrew Skuse and Michael Wilmore	

<b>7</b>	<b>Midwives' Engagement with the Media</b>	<b>97</b>
	Ann Luce, Vanora Hundley, Edwin van Teijlingen, Sian Ridden and Sofie Edlund	
<b>8</b>	<b>Working With the Media: The Power, the Pitfalls and the Possibilities</b>	<b>111</b>
	Hannah G. Dahlen	
<b>9</b>	<b>Around the World in 80 Tweets—Social Media and Midwifery</b>	<b>129</b>
	Sheena Byrom and Anna Byrom	
	<b>Conclusions</b>	<b>149</b>
	<b>Index</b>	<b>153</b>