

Emerging Perspectives in Health Communication: Meaning, Culture, and Power (Lea's Communication (Paperback))


By Heather Zoller, Mohan J. Dutta

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Editorial Review

Review

Emerging Perspectives in Health Communication: Meaning, Culture, and Power is an excellent scholarly text that applies a variety of interpretive, critical, and cultural approaches to community, national, and international health issues. The book is theoretically grounded, applies multiple interpretive approaches, includes research from academic scholars and practitioners, and addresses timely health issues within the context of our global community. The result is a richness and depth of understanding how the interaction of meaning, culture, and power are critical to appreciating the complexities of health communication in the 21st century.

Eileen Berlin Ray, Cleveland State University

With this volume Zoller and Dutta make a significant contribution to the increasing centralization of interpretive, critical and cultural perspectives in health communication scholarship. Featuring the work of both established and emerging scholars from several disciplines, the book provides an excellent overview of the richness and variety of the communities, health issues, theories, and methods these scholars engage in their efforts to understand the complexities of the relationships among health, meaning, culture, and power. This book belongs in the library of anyone who has a commitment to challenging the status quo, to embracing culture, and to conducting scholarship differently.

Leigh Arden Ford, School of Communication, Western Michigan University

About the Author

Heather M. Zoller (Ph.D., Purdue University) is an Associate Professor in the Department of Communication at the University of Cincinnati. Her research in health and organizational communication focuses on the politics of public health, including corporate issue management and occupational health, community organizing/public participation, and health activism.

Mohan J. Dutta (Ph.D. University of Minnesota) is associate professor of health communication, public relations and mass media and Director of Graduate Studies in the Department of Communication at Purdue University. Professor Dutta is the 2006 Lewis Donohew Outstanding Scholar in Health Communication and has received multiple research and teaching awards for his scholarly contributions. His research in health communication focuses on the culture-centered approach to health communication, politics of resistance in health, subaltern studies and postcolonial theories, and performance-based strategies of social change.

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