Charlene Elliott · Josh Greenberg Editors

Communication and Health

Media, Marketing and Risk



Contents

Communication and Health: An Introduction	1
Charlene Elliott	
Representing Health	
Decentring Representation: Media Frames and Communicating Health Josh Greenberg	19
No Way to Live: Fat Bodies on Reality Television Layla Cameron	39
"Who Wants to Live Forever? You Want to Live Well": The Appeal to Health in Coverage of Anti-Ageing Science and Medicine Kirsten Ellison	57
Feeling by Looking: Public Health Handwashing Posters as Emplaced Vital Media Sheryl N. Hamilton	73

xii Contents

Marketing and Promoting Health	
"Great Taste! Fun for Kids!": Marketing Vitamins for Children Charlene Elliott	101
Imperial Tobacco Canada and Health Reassurance Cigarette Marketing During the 1970s Daniel J. Robinson	123
Influencing Diet: Social Media, Micro-Celebrity, Food, and Health Emily Truman	143
Marketing Mental Health: Critical Reflections on Literacy, Branding and Anti-Stigma Campaigns Kate Holland	165
Co-Producing Health	
Co-Authoring the "Person" in Person-Centred Care: A Critical Narrative Analysis of Patient Stories on Healthcare Organization Websites Sara L. Martel, Matthew Strang, Nikita Singh, Salima Shariff, and Seema Marwaha	191
The Branding of Movember and the Co-production of Men's Health Matt Ventresca	209
The Social Construction of 'Good Health' Tina Sikka	231
Managing Health: Troubling Surveillance and Communicating Risk	
"You Don't Own a FitBit, the FitBit Owns You": A Taxonomy of Privacy Attitudes in the Context of Self-Quantification Svetlana Smirnova	253

	Contents	xiii
Cases and Traces, Platforms and Publics: Big Dat and Health Surveillance Sandra Robinson	a	271
Challenges in Vaccine Communication Devon Greyson		291
Critical Communication Studies and COVID-19: Mediation, Discourse, and Masks Penelope Ironstone		315
Index		335