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Autore	Grize, Jean-Blaise
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Altri autori (Persone)	RatzanScott C
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Nota di contenuto	Cover; Half Title; Title Page; Copyright Page; Dedication; Table of Contents; Contributors; Foreword; Acknowledgments; Introduction Health Communication and AIDS: Setting the Agenda; References; Part 1: AIDS: Effective Health Communication; Chapter 1 Developing Strategic Communication Campaigns for HIV/AIDS Prevention; Principles for Strategic Communication Campaigns; Recommendations; Conclusions; References; Chapter 2 Health Communication as Negotiation: The COAST Model and AIDS; The COAST Model of Negotiation The COAST Model of Negotiation Applied to a Patient with Acquired Immune Deficiency SyndromeConclusion; References; Chapter 3 The Role of Care Partners in Managing AIDS Patients' Illness: Toward a Triadic Model of Health Care Delivery; Health Care Provision for AIDS Patients; The Role and Nature of the Care Partner's Involvement; Possible Outcomes Associated with Care Partner Inclusion; Conclusion; References; Chapter 4 The Paradox of Accurate Information Increasing the Fear of AIDS; The Symptom Versus Syndrome Controversy; The Paradox; Manifestations of FRAIDS

Negative Consequences of the Fear of AIDSTreatment Suggestions for the Young; References; Chapter 5 Responses From the Street: ACT UP and Community Organizing Against AIDS; Overview; Treatment and Support; Safer Sex and Drug Use; The Broader Agenda; References; Part 2: AIDS: Communication, Education, and the Media; Chapter 6 Perceived Control in the Age of AIDS: A Review of Prevention Information in Academic, Popular, and Medical Accounts; Perceived Control and Health Threat; Perceived AIDS Risk Among Adolescents and College Students; Helplessness and Popular Accounts About AIDS Perceived Control and AIDS: How Well Do Popular Accounts Activate Health Protection Motivation?References; Chapter 7 AIDS in the Media: Entertainment or Infotainment; Rock Hudson: Star Treatment; Kimberly Bergalis: Feature Fodder; Magic Johnson: ""America Finds a Hero""; Summing Up: AIDS News and ""People"" News; References; Chapter 8 Crisis in Communication: Coverage of Magic Johnson's AIDS Disclosure; Purpose; Method; Results; Discussion; Summary; References; Part 3: AIDS: The Cutting Edge of Awareness, Action, and Policy Chapter 9 Freedom of the Press to Cover HIV/AIDS: A Clear and Present Danger?The Problem; What the Public Needs to Know About HIV/AIDS; Effects of Media Coverage of HIV/AIDS to Date; Development of an Effective Public Information Policy on HIV/AIDS; The Fourth Estate as Servant of the Public Interest; References; Chapter 10 Communication Disorders in Adults with AIDS; Understanding Others' Messages; Conveying Messages to Others; Conclusion; References; Chapter 11 Neurosurgical Professionalism and Care in the Treatment of Patients with Symptomatic AIDS; Historical Substrate Perceptions of AIDS in the Medical Community

Sommario/riassunto

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