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Autore	Koerber Amy
Titolo	Breast or bottle? [[electronic resource]] : contemporary controversies in infant feeding policy and practice // Amy Koerber
Pubbl/distr/stampa	Columbia, : University of South Carolina Press, 2013
ISBN	1-61117-246-2
Descrizione fisica	1 online resource (205 p.)
Collana	Studies in rhetoric/communication
Disciplina	649/.33
Soggetti	Infants - Nutrition Breastfeeding Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Infant feeding and rhetoric : an overview -- From "wives' tales and folklore" to scientific fact : rhetorics of breastfeeding and immunity in the mid-twentieth century -- Articulating knowledge and practice : the rhetoric of infant-feeding policy -- Viral rhetoric : breast and bottle in current promotional discourse -- Rhetorical agency and resistance in the context of infant feeding -- Feminism, rhetoric, and breastfeeding : some concluding remarks.
Sommario/riassunto	Breast or Bottle is the first scholarly examination of the shift in breastfeeding recommendations occurring over the last half century. Through a close analysis of scientific and medical controversies and a critical examination of the ways in which medical beliefs are communicated to the public, Amy Koerber exposes layers of shifting arguments and meaning that inform contemporary infant-feeding advocacy and policy. Whereas the phrase ""breast or bottle"" might once have implied a choice between two relative equals, human milk is now believed to possess unique health-promoting qualities. Although