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Nota di contenuto	Introduction -- Part I. Political and Media Discourses: Pandemic Constructions -- The Rhetoric of Pandemics: Health, Politics, and the Public -- Rhetorical Lenses of COVID-19: Comparing U.S. News and Social Media Responses to National Events Since 9/11 -- COVID-19 as Metaphor: Fighting the Virus of Racism, Becoming the Vaccine -- Tweeting the Pandemic Away: A Look at How Academics, Activists, Politicians, and the Media Interact with the Public on Twitter -- Textual Analysis of Cartoons on Nigerian Politicians' Reactions to COVID-19 Pandemic on Social Media Platforms -- Part II. Visual Discourse: Pandemic Information Distribution -- The Rhetoric of Visual Representations: Visualizing the COVID-19 Pandemic in Polish Media -- Countering the Infodemic through Comics: COVID-19 and Graphic

Medicine -- This Is What Pandemic Looks Like: Visual Framing of COVID-19 on Search Engines -- Advertising in the Time of COVID-19: A Thematic and Social Engagement Analysis of Branded Wins and Misses -- Part III. Discourses of Inclusions/Exclusion: Pandemic Communities -- Self-Isolation and Consubstantiality: COVID-19 Terminology and Collective Identity -- Personifying Coronavirus through Social Media -- Stay At Home And Stay Safe: Social Distancing as Border Performance -- Social Distancing from COVID-19 by Buying Toilet Paper: Critiquing “Self-Protective” Consumerism through Memes -- Unmasking the Pandemic: Self, Other, and the Mask as a Visual Signifier of COVID-19 -- Going Corona-Viral with a Bilateral Phenomenon of Laughter: Othering and Prejudice in Memes Depicting Reactions to COVID-19 -- Part IV. Discourses of Dissent: Pandemic Reactions to Misinformation -- Varieties of Church Pandemic Literacy during the 1918 and 2020 Epidemics -- “Some of you may die, but it’s a sacrifice I am willing to make”: Memes and The Social Media Critique by the UK Public in Response to COVID-19 -- Don’t Hold your Breath: Motives and Anxiety in Facebook COVID-19 Viral Shares -- Idols of COVID-19: Francis Bacon and the Pandemic of 2020 -- The Epic Spectator Meets the War on the Coronavirus -- Index. .

Sommario/riassunto

This book focuses on how we understand COVID-19—medically, socially, and rhetorically. Given the expectation that other flu pandemics will occur, it stresses the importance of examining how the public response is shaped in the face of global health emergencies. It considers questions such as how can pandemic language both limit and expand our understanding of disease as biomedical, social, and experiential? In what ways can health communication be improved through the study and application of rhetoric and the health humanities? COVID Communication fills a gap in the pandemic literature by promoting interdisciplinary analysis of communication methods, realized through a health humanities approach. It centers human experience and culture within conversations about the biological reality of a pandemic. This volume will be a welcome contribution to the scientific investigations and practice of psychology and public health professionals. Interdisciplinary perspective New insights on how a pandemic is understood Highlights the relevance to important usually neglected relevance for psychology and public health professionals.
