

1. Record Nr.	UNINA9910778132003321
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Titolo	Health and the rhetoric of medicine [[electronic resource] /] / Judy Z. Segal
Pubbl/distr/stampa	Carbondale, : Southern Illinois University Press, 2008, c2005
ISBN	1-299-13245-6 0-8093-8626-7 1-4416-1945-3
Edizione	[Pbk. ed.]
Descrizione fisica	1 online resource (232 p.)
Disciplina	610/.1/4
Soggetti	Medicine - Language Rhetoric
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 (p. 187-209) and index.
Nota di contenuto	A kairology of biomedicine -- Patient audience: the rhetorical construction of the migraineur -- The epideictic rhetoric of pathography -- Hypochondria as a rhetorical disorder -- A rhetoric of death and dying -- Values, metaphors, and health policy -- The problem of patient "noncompliance" : paternalism, expertise, and the ethos of the physician -- Conclusion: The usefulness of a rhetoric of medicine.
Sommario/riassunto	Assessing rhetorical principles of contemporary health issues Hypochondriacs are vulnerable to media hype, anorexics are susceptible to public scrutiny, and migraine sufferers are tainted with the history of the "migraine personality," maintains rhetorical theorist Judy Z. Segal. All are influenced by the power of persuasion. Health and the Rhetoric of Medicine explores persistent health conditions that resist conventional medical solutions. Using a range of rhetorical principles, Segal analyzes how patients and their illnesses