

1. Record Nr.	UNINA9910791334003321
Autore	Emmons Kimberly <1972->
Titolo	Black dogs and blue words [[electronic resource]] : depression and gender in the age of self-care // Kimberly K. Emmons
Pubbl/distr/stampa	New Brunswick, NJ, : Rutgers University Press, c2010
ISBN	1-282-56243-6 9786612562433 0-8135-4922-1
Descrizione fisica	1 online resource (228 p.)
Disciplina	616.85/270082
Soggetti	Depression in women Mental illness in mass media
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	Frontmatter -- Contents -- List of Illustrations and Tables -- Acknowledgments -- Introduction: Depression and Gender in the Age of Self-Care -- 1. Depression, a Rhetorical Illness -- 2. Articulate Depression: The Discursive Legacy of Biological Psychiatry -- 3. Strategic Imprecision and the Self-Doctoring Drive -- 4. Isolating Words: Metaphors That Shape Depression's Identities -- 5. Telling Stories of Depression: Models for the Gendered Self -- 6. Diagnostic Genres and the Reconfiguring of Medical Expertise -- Conclusion: Toward a Rhetorical Care of the Self -- Notes -- Index -- About the Author
Sommario/riassunto	His "black dog"--that was how Winston Churchill referred to his own depression. Today, individuals with feelings of sadness and irritability are encouraged to "talk to your doctor." These have become buzz words in the aggressive promotion of wonder-drug cures since 1997, when the Food and Drug Administration changed its guidelines for the marketing of prescription pharmaceuticals. Black Dogs and Blue Words analyzes the rhetoric surrounding depression. Kimberly K. Emmons maintains that the techniques and language of depression marketing strategies--vague words such as "worry," "irritability," and "loss of interest"--target women and young girls and encourage self-diagnosis

and self-medication. Further, depression narratives and other texts encode a series of gendered messages about health and illness. As depression and other forms of mental illness move from the medical-professional sphere into that of the consumer-public, the boundary at which distress becomes disease grows ever more encompassing, the need for remediation and treatment increasingly warranted. *Black Dogs and Blue Words* demonstrates the need for rhetorical reading strategies as one response to these expanding and gendered illness definitions.
