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Titolo	The role of emotions in preventative health communication / / Jessica Gall Myrick
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Descrizione fisica	1 online resource (313 p.)
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Soggetti	Emotions Communication in medicine Health behavior Medicine, Preventive
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction : emotions and preventative health communication -- Theoretical foundations -- Fear -- Guilt -- Anger -- Sadness -- Humor -- Pride -- Interest -- Hope -- Elevation -- Health campaigns -- Health journalism -- Health information seeking -- Ehealth -- Conclusion : future directions for research on emotions and prevention-focused health messages.
Sommario/riassunto	The Role of Emotions in Preventative Health Communication examines how discrete emotions evoked by preventative health media messages influence audience response. After introducing a theoretical foundation for emotions and health-related media effects research, Myrick identifies nine emotions-fear, guilt, anger, sadness, humor, pride, interest, hope, and elevation-and discusses the roles these emotions play in health campaigns, health journalism, health information seeking, and eHealth.