



Argumentation and health

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John Benjamins Publishing Company,
2014

Electronic books

Monografía

This chapter is concerned with the reasons why sometimes good arguments in health communication leaflets fail to convince the targeted audience. As an illustrative example it uses the age-dependent eligibility of women in the Netherlands to receive routine breast cancer screening examinations: according to Dutch regulations women under 50 are ineligible for them. The present qualitative study rests on and complements three experimental studies on the persuasiveness of mammography information leaflets; it uses interviews to elucidate reasons why the arguments in the health communication leaflet

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Título: Argumentation and health edited by Sara Rubinelli, A. Francisca Snoeck Henkemans

Editorial: Amsterdam John Benjamins Publishing Company 2014

Descripción física: 1 online resource (vi, 147 pages)

Mención de serie: Benjamins Current Topics Volume 64

Bibliografía: Includes bibliographical references and index

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ISBN: 9789027269843 electronic bk.) 902726984X electronic bk.) 1306942691 electronic bk.) 9781306942690 electronic bk.) 9027242526 9789027242525 9789027242525

Materia: Communication in medicine Medical personnel Communication in human services Interprofessional relations Debates and debating HEALTH & FITNESS- Holism. HEALTH & FITNESS- Reference. MEDICAL- Alternative Medicine. MEDICAL- Atlases. MEDICAL- Essays. MEDICAL- Family & General Practice. MEDICAL- Holistic Medicine. MEDICAL- Osteopathy. Communication in human services. Communication in medicine. Debates and debating. Interprofessional relations. Medical personnel.

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Enlace a formato físico adicional: Print version Rubinelli, Sara. Argumentation and Health. John Benjamins Publishing Company 2014 9789027242525

Punto acceso adicional serie-Título: Benjamins current topics Volume 64

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