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INNOVATIVE APPROACHES TO NARRATIVES IN HEALTH COMMUNICATION

EDITED BY
LAURA BLOUNT CARPER

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Innovative Approaches to Narratives in Health Communication



CRITICAL PERSPECTIVES ON SOCIAL SCIENCE

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About the editor

Dr. Laura Blount Carper is an assistant professor at Texas A&M at Texarkana. She received her Ph.D. in Communication Studies with a focus in health communication from Louisiana State University in the Spring of 2021. She has a passion for working with individuals that are living in poverty, and enrolled in the SNAP program. She is the published author of 'Stigma and Social Support on the Supplemental Nutrition Assistance Program' with Lexington books. Additionally, she has presented as a top paper finalist at the international risk and crisis conferences on vaccines and the Social Amplification of Risk Framework. Through her research she has focused on topics such as stigma, social support, and narratives in a variety of health communication contexts. She has also presented and chaired many panels at the National Communication Association. Since 2017, she has instructed undergraduate and graduate students at Louisiana State University, Louisiana Tech University, and most recently at Texas A&M University-Texarkana.

Summary

'Innovative Approaches to Narratives in Health Communication' provides in-depth research studies, literature reviews, and step-by-step instructions for a variety of health communication contexts to help improve overall satisfaction and the empowerment of others. 'Innovative Approaches to Narratives in Health Communication' is intended to be used in many health-related contexts including, but not limited to, the classroom, further research, and health care professionals. While some texts focus on narratives in public communication or on a specific population (such as women's health), this volume applies narratives in a variety of health communication contexts. 'Innovative Approaches to Narratives in Health Communication' opens with a chapter about the different types of narrative research, entertainment education, and narrative persuasion. Next, the first section includes chapters on the "human experience" and narratives. These chapters include powerful and emotional topics relating to the use of narratives in critical care, reproductive loss, video gaming and cancer narratives, and the impacts of the infant formula shortages. The second section highlights how narratives can be used in university/college-aged participants. The two chapters analyze how narratives can be applied to both the mental health of college students and those partaking in risky behaviors. The third and final section comprises chapters discussing the impacts of the COVID-19 pandemic and the use of narratives. The section begins with a chapter highlighting the "Coming age" during the pandemic and relevant research relating to narratives. The following chapters will include a discussion of the impacts of COVID-19 on black communities, and the importance of narratives with frontline workers. All of these chapters provide unique applications and examples that use narratives in current and important research. Overall, 'Innovative Approaches to Narratives in Health Communication' aims to provide a diverse audience with unique tools and perspectives to broaden our understanding and applicability of narratives in health communication contexts.

June 2025 | Hardback 236x160mm | 250 Pages | ISBN: 979-8-8819-0270-4

SUBJECTS Sociology, Communication and Journalism

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