



## 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

**Contenido:** Argumentation and Health; Editorial page; Title page; LCC data; Table of contents; Argumentation in the healthcare domain; Argumentation and informed consent in the doctor-patient relationship; Introduction; Reibl v. Hughes; The law and bioethics of informed consent; The asymmetry of the doctor-patient relationship; Preserving the balance of SDM in the informed consent interaction; The circularity of 'competent to consent'; References; Institutional constraints on strategic maneuvering in shared medical decision-making; 1. Shared decision making 2. Comparison of the ideal of shared decision making with the concept of critical discussion3. Strategic maneuvering in the physician's presentation of treatments; 3.1 Presenting the recommendation in such a way that the patient seems to participate in the decision making process about the best treatment; 3.2 Presenting the available treatment options in such a way that the treatment preferred by the doctor seems to be the most reasonable option; 3.3 Presenting the recommendation in such a way that it looks as if the decision is completely up to the patient; 4. Conclusion; References Reasonableness of a doctor's argument by authority1. Introduction; 2. Argumentation in medical consultation; 3. Authority argumentation; 4. Soundness of a doctor's argument by authority; General soundness conditions; Specific soundness conditions; 5. Conclusion; References; Evaluating

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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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