

# media production in the public health department

anyun chatterjee

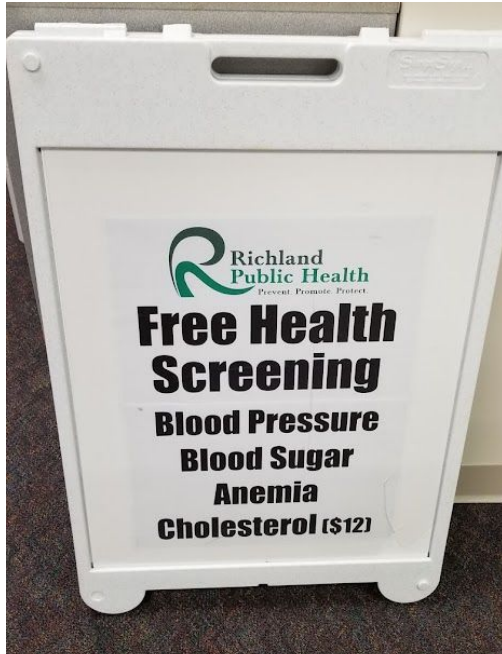
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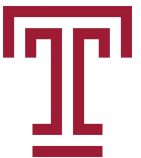


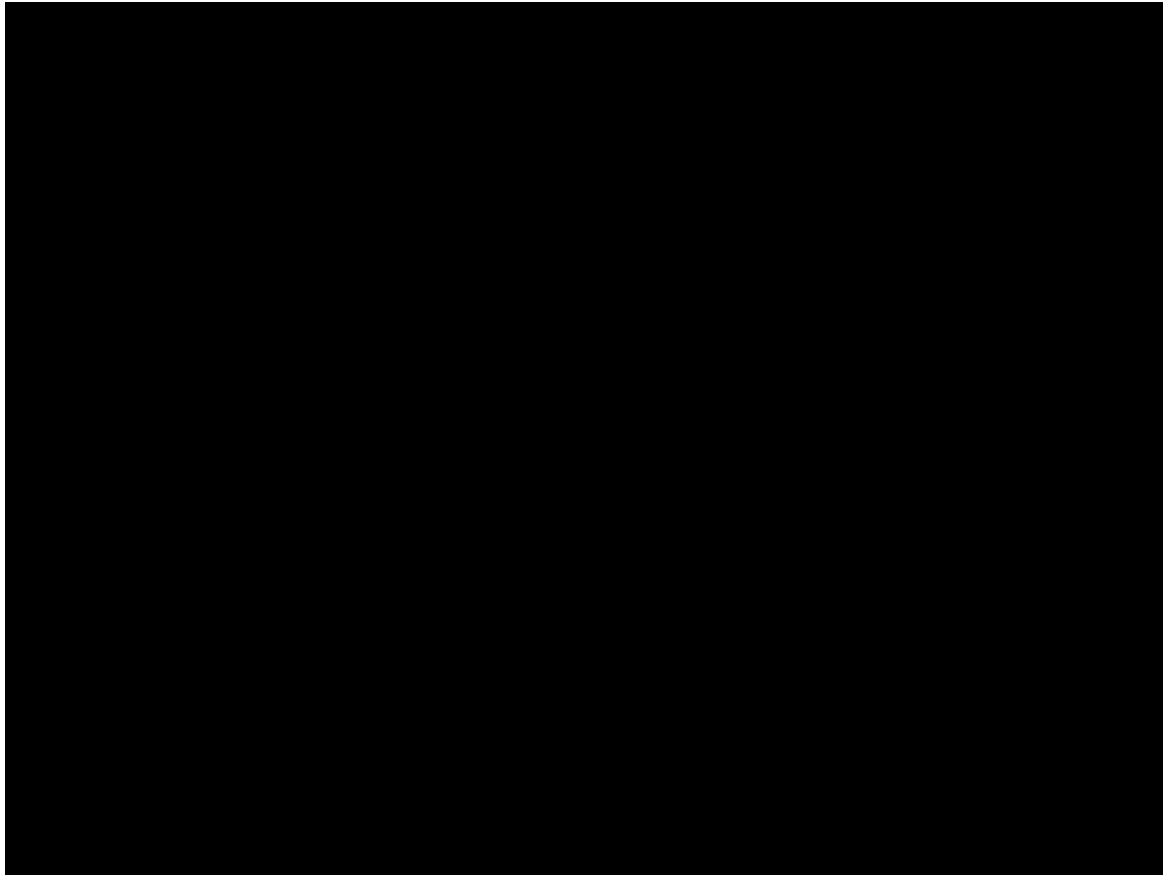
richland public health - department of community health and prevention sciences, christmas 2019





health communication campaign material examples from my time at RPH



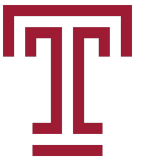


another health comm example from my time at RPH



were my efforts actually  
persuading people?

and why would that matter  
anyways?



**persuasion ← production**

exploring Critical Public Health led

me to the realization that to

understand persuasion, we also

need to understand production



**Traditional  
(Socratic) Rhetoric  
Theory**

Who is this for?

What's the purpose?

What's the format?

What's the context?

**Integrative Theory  
of Digital Rhetoric**

Speed

Reach

Interactivity

New characteristics

**Rhetoric of Health  
& Medicine**

Underlying assumption  
of empirical fact

What happened? Is it  
important? How do we  
define what happened?

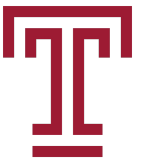


**Theory of Digital Rhetoric of Health**

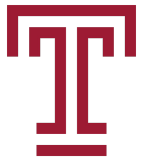
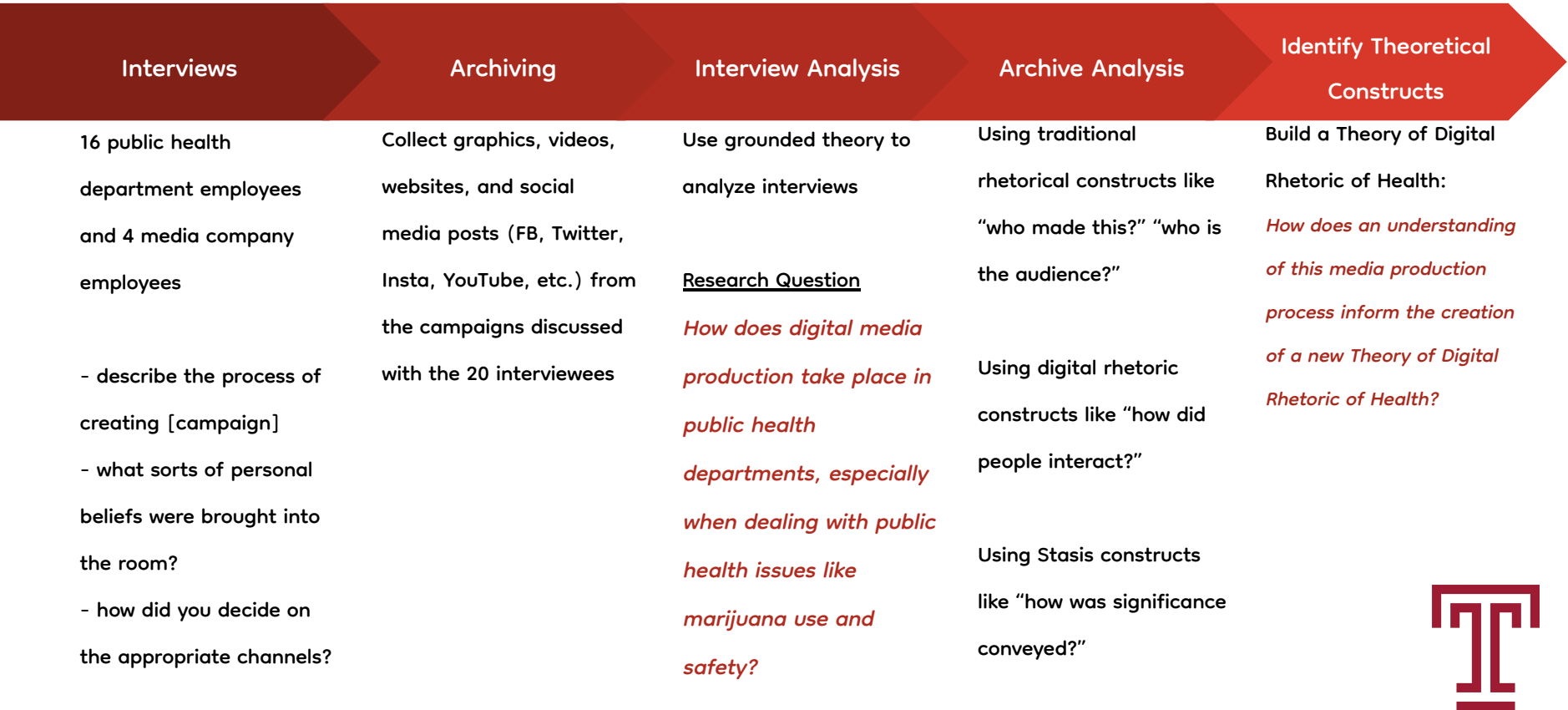
The construction of significance

Generational Aesthetics

Timing



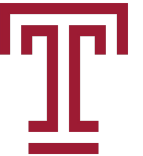
# the plan







a video from the 2018 “Responsibility Grows Here” campaign by Colorado’s health department



@onion\_technique

find me on twitter and insta for more

### relevant citations

Henderson, L., Hilton, S., & Green, J. (2021). *Media Analysis and Public Health: Contemporary Issues in Critical Public Health*. Routledge.

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