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WHAT A PATIENT MAY KNOW?

ORIENTING TO THE PATIENTS'

EPISTEMIC RIGHTS IN PRIMARY CARE

This article analyses how doctors' and patients' epistemic rights and positions are interactionally constructed and oriented to in presenting and receiving a reason for the visit in primary care. Two different ways of producing a candidate diagnosis are examined and compared with a basic type of problem presentation in which a patient presents symptoms only. The study looks at how these forms of problem presentation are consequential to the interaction in the consultation. The results show that the patient's communication patterns in presenting the reason for the visit guide the doctor's responsive actions: when and how the doctors take the patient's epistemic position into account in their conversation and how the doctors orient to the patients' rights to possess medical knowledge. In addition, the interactional methods through which patients are able to take part in defining the objective for the consultation are discussed upon. The data consist of video recordings of 86 primary care consultations with adult and child patients suffering from upper respiratory tract infection. Conversation analysis is used as a method.

Piia Jallinoja & Johanna Suihko

FROM DOUGHNUT TRADITION TO

PIZZA EXPERIENCE – HEALTH AND

FOOD IN THE PUBLICATION OF

SOLDIERS' HOME ASSOCIATION

IN 1967–2007

This research analyses articles on food, beverage and their healthiness in the publication of Soldiers' Home Association in Finland. The articles were published in 1967–2007. In the analysis, frame analysis was applied and three types of frames were searched for: problem frames, defence frames and solution frames. The most often used problem frames were the frame of health criticism and the frame of new consumer requirements. The most often used defence frames were the frame of Soldiers' Home

traditions, the frame of good taste and the frame of immaterial justifications of Soldiers' Homes. The most often used solution frames were the frame of product development, the frame of health pursuit and the frame of consumer listening. In the articles, two fundamental questions of health communication were present: how to combine health pursuit with pleasure pursuit, and how to intervene in individuals' behaviour.

Ulla Järvi

“FINNISH SCIENTISTS HAVE ACHIEVED

A BREAKTHROUGH” – ANALYSIS OF

PRESS RELEASES CONSISTING HEALTH

ISSUES IN YEAR 2004

This study is based on 275 press releases that consist of creation, prevention and cure of diseases. The press releases have been gathered by two Finnish medical journalists in 2004. The largest amount of the press releases was launched by universities and research centres and drug companies. The most common disease in these releases was cancer, and cardiovascular diseases were the second. Mental problems and diseases were quite uncommon subject, though they are rather common diseases among Finnish population. This study tries to find also answers to the question what kind of argumentation press officers use when they want to emphasize the importance of their messages. According to this analysis the three most common types of argumentation are 1) scientific, 2) economical and 3) human. Scientific type of argumentation uses a lot of “new”-terminology, which seems to please journalistic practices. Health has become more and more economical issue in Finnish society, and signs of this alteration can be seen also in press releases. Economical argumentation creates public picture of illnesses as an expensive phenomena. Human argumentation shows illnesses as a threat, which is difficult to recognize and reject. Metaphors of threat and war are very common in medical journalism as well as in medical PR-management. The argumentation is more convincing when commented by authoritative representatives of medical profession, doctors.