



Invitation: Founding symposium of the Nordic Network on Media Communication and Health

- **Meeting venue:** Lund University, Sweden, The Pufendorf Institute (<https://www.pi.lu.se/en/pufendorf-ias>)
- **Date:** Aug 18–19, 2022
- **Organizers:** Professor/Associate professor Helena Sandberg (Halmstad/Lund University), Associate Professor Anette Grønning and Assistant Professor Maja Klausen (University of Southern Denmark) and Professor Carsten Stage (Aarhus University)

Health communication is a rich, and growing field of interdisciplinary research. It has become an extremely important area of inquiry for addressing complex and challenging health care demands of society and guiding the promotion of health as well as the prevention of health risks during e.g., the COVID-19 pandemic, but also for addressing issues related to equal health for all. However, there is an urgent need to revitalize health communication as a field of research by bringing in critical and cultural perspectives and a more nuanced idea of the role of media in people's health development and wellbeing. The Nordic countries, we believe, should take a more leading role in this field.

The goal of the symposium is to build the capacity to initiate and formalize a productive Nordic network on media, communication, and health. Our ambition with the network is to provide an inclusive peer-to-peer forum for deepening theoretical and methodological knowledge sharing about media, communication, and health. One aspect of this could be to establish health, media communication as a permanent division of the NordMedia conferences. A more long-term goal of the network is, however, to make Nordic research more visible in the international community of scholars researching issues around media and health, and to ascribe cultural and critical perspectives a more prominent position in our understanding of health communication.

Under the headline of Media, Communication and Health the network will ask how media technologies and the uses thereof are affecting and changing, both positively and negatively, culturally constructed perceptions of and communication about health and illness, patient- and doctor practices as well as the healthcare system. We invite interdisciplinary discussions of research at different levels of analysis to deepen the theoretical, analytical, and methodological knowledge of these fields of study. The network's main areas of interest include, but is not limited to, citizens' uses of, engagement with, and experiences of mediated health in their everyday life; citizens'

creative production and construction of health and medical narratives online and IRL, health as well as media literacy; health promotion; health education; media representations of health issues; patient-provider interactions; patient-centered care; health campaigns; e-health/digital health; health and lifestyle apps; and organisational health communication.

If you would like to participate in the founding symposium, please send an email, no later than **May 30**, to NNMCH@kom.lu.se with a brief description (150 words) of your **research interests in the field, your affiliation (university and department), title/position, and contact details**. The program (lunch to lunch) will consist of invited talks, but also multiple opportunities to interact and discuss the future activities of the network.

We can cover costs for travel and accommodation for a maximum of 30 participants. Participants will be notified by **June 10**.

We look forward to receiving your application of interest!

Best regards

Professor/Associate professor Helena Sandberg (Halmstad/Lund University)
Associate Professor Anette Grønning (University of Southern Denmark)
Assistant Professor Maja Klausen (University of Southern Denmark)
Professor Carsten Stage (Aarhus University)



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