

## Using the Media to Combat Negative Health Messages

Bruce A. Austin [baagll@rit.edu](mailto:baagll@rit.edu)

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The influence of the media on society has long been discussed. And, mostly, the discussion focuses on the negative consequences of people's exposure to media messages.

On Monday, 15 December, beginning at 2 p.m. in the Golisano Auditorium, Dr. Tracy Worrell will discuss the use of media as a tool for health communication.

Dr. Worrell will discuss media portrayals of illness, the impact of such messages on recipients and how the media can be used to combat negative health messages.

Dr. Worrell's presentation is part of the Department of Communication's "Communication Colloquium" series and is free and open to the public. For more information, please contact Dr. Keith Jenkins ([kbjgpt@rit.edu](mailto:kbjgpt@rit.edu)) or Dr. Ki-Young Lee ([kxlgpt@rit.edu](mailto:kxlgpt@rit.edu))