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## Nordic Network on Media, Communication and Health

# Invitation to the 2nd symposium

August 22, at 13:00–17:00 (EST), 2024

Health communication is a rich and growing field of interdisciplinary research. It has become an important area of inquiry for addressing complex and challenging healthcare demands in society and guiding the promotion of health, prevention of health risks during pandemics, and 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 well-being. The Nordic countries, we believe, should take a more leading role in this field.

The goal of the symposium is to share knowledge and engage in critical reflection and conversation on current research and new approaches to critical health communication. We hope you will participate in our mini-symposium and be part of these conversations. This year, we are immensely proud to have international and Nordic reputable scholars in the field. Please see the program below. We anticipate exciting contributions and discussions.

Please register your participation in the symposium no later than **June 14**. Note that the symposium is online without a physical meeting. We look forward to hearing from you and to meeting online in August. A link for online participation will be provided after registration.

[To the online registration form](#)

A dinner will be organized in Lund after the symposium. If you want to participate, you are most welcome to join at your own expense, please just notify us.

We welcome new members to the network. Email us a brief description (150 words) of your research interests, affiliation (university and department), title/position, and contact details at [NNMCH@kom.lu.se](mailto:NNMCH@kom.lu.se)

Best regards from the NNMCH steering group,

Associate Professor Anette Grønning (University of Southern Denmark)

Associate Professor Maja Klausen (University of Southern Denmark)

Dr Ragnhild Mølster (University of Bergen, Norway)

Professor Helena Sandberg (Lund University, Sweden)

[NNMCH website](#)

# PROGRAM

**13:00**      **Opening of the meeting**

**13:15**      **Welcome address**

- Professor Helena Sandberg, Lund University, Sweden

**13:30-14:15**      **Keynote Lecture**

“Investigating bio-mediatization in comparative health journalism – the boundary spanning of media and medicine”

- Distinguished Professor Daniel Hallin, University of California, San Diego, USA

*The lecture is followed by a Q&A session.*

Moderator:

- Associate professor Mia-Marie Hammarlin, former journalist and research fellow at the Birgit Rausing Centre for Medical Humanities, Lund University

**15:00-15:30**      **Break**

**15:30**      **Panel session**

“Critical health communication, key ideas, and reflections on approaches and epistemologies – moving the field forward”

Panelists:

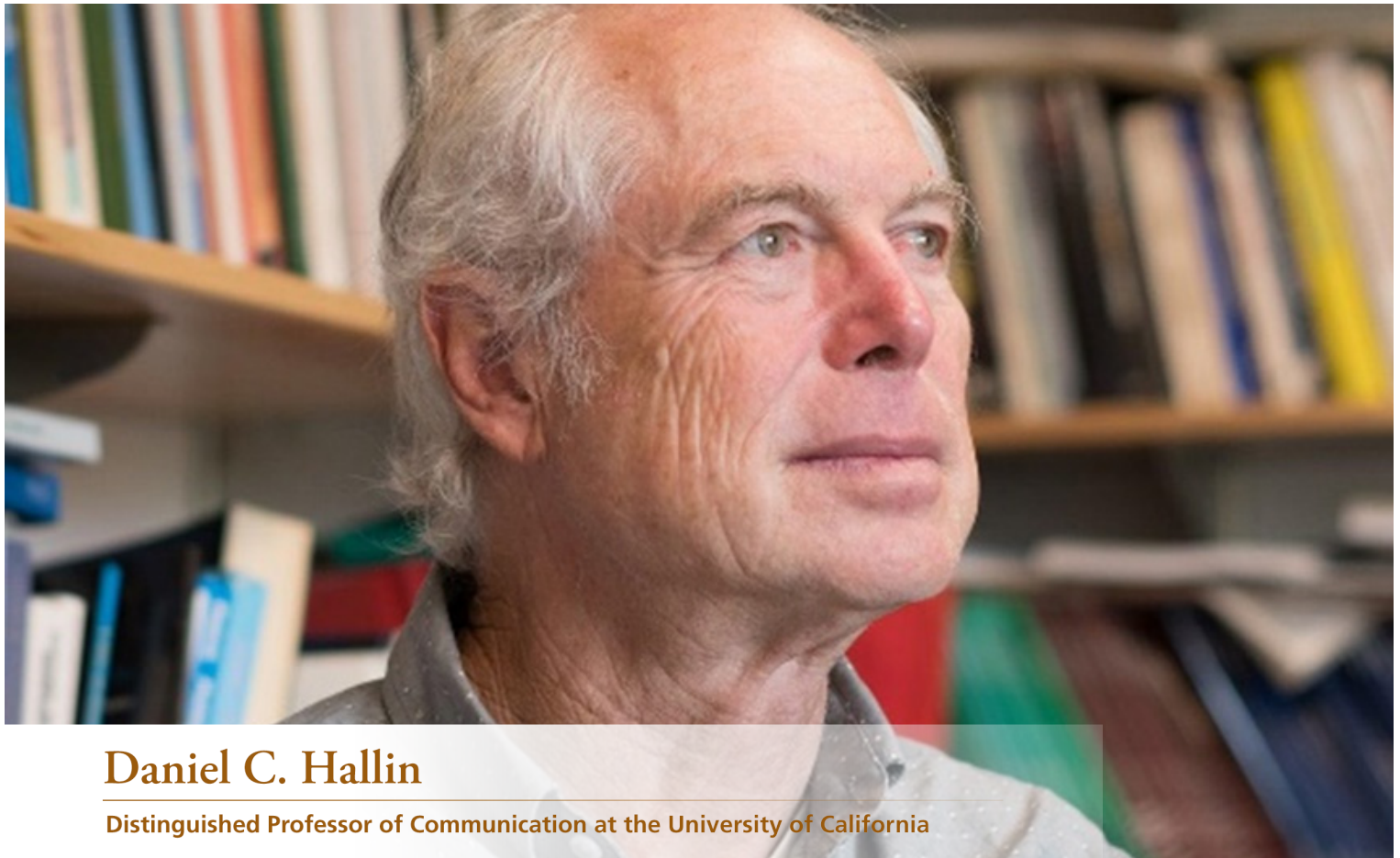
- Professor Heather M. Zoller, University of Cincinnati, USA
- Professor Carsten Stage, Aarhus University, Denmark
- PhD student Martin Vinther Bavngaard, Oslo Met, Norway

Moderator:

- Associate Professor Anette Grønning, University of Southern Denmark

**16:45-17:00**      **Closure and looking ahead**

- Professor Helena Sandberg, Lund University, Sweden



## Daniel C. Hallin

**Distinguished Professor of Communication at the University of California**

Daniel C. Hallin is Professor of Communication at the University of California at San Diego. He holds a Ph.D. in Political Science from U.C. Berkeley. In Spring 2019 Professor Daniel Hallin was promoted to Distinguished Professor for his extensive contributions to the field and years of service at U.C. San Diego.

Hallin's research is widely known in the Nordics and of high importance to the field of media and communication studies, not least media and health studies. His prior research concerns journalism, political communication, and the comparative analysis of media systems. He has written on the media and war, on television coverage of elections, and the rise and decline of journalist professionalism. He is globally acknowledged for his attention to the comparative analysis of media systems, focusing on Western Europe and Latin America. His book *Comparing Media Systems: Three Models of Media and Politics*, co-authored with Paolo Mancini, and translated into nine languages, has won several Outstanding Book awards.

More recently, Hallin has been researching health and medical reporting and the mediatization of health and medicine, working with the Berkeley Anthropologist Charles Briggs. One of his latest books, *Making Health Public: How News Coverage is Remaking Media, Medicine, and Contemporary Life*, co-authored with Briggs and published by Routledge (2016), will very timely be reprinted in a revised version available in early autumn, 2024.

During 2022-2023, Professor Hallin was part of a collaborative transatlantic venture headed by Professor of Media and Cultural Analysis, Sabina Mihelj at Loughborough University, funded under the T-AP Recovery, Renewal and Resilience in a Post-Pandemic World scheme, involving colleagues from Brazil, USA, Poland, and UK. The project entitled 'Pandemic Communication in Times of Populism: Building Resilient Media and Ensuring Effective Pandemic Communication in Divided Societies' explored the social and cultural impacts of COVID-19 and examined the nature and impact of pandemic communication in the context of populist politics.

At the symposium, we will hear more about this comprehensive, comparative study of health crisis communication in the context of populist politics, and about his new book.

Professor Daniel Hallin will be a visiting professor at the Department of Communication and Media, Lund University, August–September 2024.

## PANELISTS



**Heather M. Zoller** is a Professor in the School of Communication, Film, & Media Studies at the University of Cincinnati and Editor-in-Chief of the *Journal of Applied Communication Research*. Her critical health and organizational communication scholarship focuses on power and the politics of illness prevention. Her research investigates health activism/social change and community organizing that promotes attention to the structural, root causes of health disparities, including occupational, environmental, and socioeconomic factors. Theoretical concerns include power and resistance, corporate issues management, public participation, and dialogue.



**Carsten Stage** is a Professor in the School of Communication and Culture at Aarhus University. His research focuses on digital health, illness narratives, and communities on social media, as well as the use of digital media as lifelines during existential crises. A key critical focus across publications and projects has been to explore the affective and cultural implications and ambivalences of a situation where people increasingly engage with digital media to share narratives and experiences of health, body, and illness outside traditional health institutions.



**Martin V. Bavngaard** is a Ph.D. candidate at Oslo Metropolitan University. With a background in Media Studies, his research foci center on the practices of appropriation and integration of health technology in the context of everyday life. Continuing the line of inquiry from previous publications on apps, e-mail, and video consultations, Bavngaard's Ph.D. project explores welfare technology use by older adults and homecare workers with an eye to the plurality of communication: with systems, with actors, and with oneself.