

## Chronic Disease and Language: Understanding Social and Linguistic Representations to Improve Treatment and Prevention

 #healthsci17

29 November 2017, Department of Linguistics and English Language, Lancaster University

*Venue - Lancaster Conferences, Bowland Hall, Lancaster University, LA1 4YW*

09:30 – 10:00 Coffee & Registration

10:00 – 11:00 Keynote 1: Shona Hilton, **The Importance of Stakeholder Involvement and Media Framing in Global Health Policy Debates about NCDs**

11:00-12:10 Session 1: Media Representations

- 11:00 – 11:15 Tara Coltman-Patel, **The Subtle Stigmatisation of Obesity in the Media**
- 11:15 – 11:30 Gavin Brookes, Kevin Harvey, Neil Chadborn & Tom Dening, **‘Our Biggest Killer’: Multimodal Discourse Representations of Dementia in the British Media**
- 11:30 – 11:45 Ivan Ghio, **The ‘Democratisation’ of HIV: Looking at Modality as an Entry Point into the Analysis of Social Responsibility**
- 11:45 – 12:00 Neil Cook, Paola Dey, Dawn Archer, Aengus Kelly & Paul Egglestone, **The Representation of Cancer in British Newspapers: Potential Implications**
- 12:00 – 12:10 Joint Q&A + Tweet Your Questions & Comments

12:10 – 13:00 Light Lunch & Poster Presentations

- Laurel S. Stvan & Becky Garner, **Health as a Foreign Language: Student Perspectives on Prediabetes**
- Soumya Shanmughan Chettyar & Kare Grainger, **Patient Compliance and the Therapeutic Relationship in Indian Physiotherapy: An Ethnographic Discourse Analysis**
- Sylvie Vranckx, **From Fat Phobia to ‘Diabetophobia’ and the Other Way Around: A Not-So-Objective Analysis of Representations in Brussels**

13:00 – 14:00 Keynote 2: Rusi Jaspal, **Wonder Drug or Party Drug? Representations and Perceptions of HIV Pre-Exposure Prophylaxis**

14:00-14:55 Session 2: Patient Narratives

- 14:00 – 14:15 Stella Bullo, **Endometriosis Pain Description and Diagnosis Delay: A Cognitive Linguistic Study**
- 14:15 – 14:30 Zsofia Demjen, Agnes Marszalek, Elena Semino & Filippo Varese, **Linguistic Manifestations of Power and Control in Lived-experience Accounts of Voice-hearing**
- 14:30 – 14:45 Dariusz Galasinski, **Pain in Men’s Suicide Notes**
- 14:45 – 14:55 Joint Q&A + Tweet Your Questions & Comments

14:55 – 15:15 Coffee Break

15:15 – 16:25 Session 3: Doctor-patient Interaction

- 15:15 – 15:30 Lee Oakley, **Metaphor and Mental Health on Campus: The Perspectives of University Welfare Tutors**
- 15:30 – 15:45 Deborah Chinn, **Creating a Disabled Identity: Overriding Speaking Rights of The Patient with Intellectual Disabilities in Multi-person Health Consultations**
- 15:45 – 16:00 Tess Fitzpatrick, Kerry Lutchman-Singh & Christine Davies, **Linguistic Representations in Cancer Care: Lexical Perspectives on (Mis-)communication between Patients and Health Professionals**
- 16:00 – 16:15 Alan Beattie, **‘Idiopathic Peripheral Neuropathy’: A Degenerative Disease or a Disorder of Discourse?**
- 16:15 – 16:25 Joint Q&A + Tweet Your Questions & Comments

16:25 – 16:45 Break

16:45 – 17:25 Session 4: Multimodal Artefacts

- 16:45 – 17:00 Veronika Koller & Stella Bullo, **‘Fight Like a Girl’: Tattoos as Multimodal Identity Constructions by Women with Endometriosis**
- 17:00 – 17:15 Michele McIntosh, **Choose Less Booze: Discursive Strategies in an Alcohol Reduction Campaign**
- 17:15 – 17:25 Joint Q&A + Tweet Your Questions & Comments

17:25 – 17:30 Wrap-up & Thanks