



**POST-COMET Masterclass  
01 July 2021**

**University of Insubria, Como, Italy**

**Engaging Qualitatively with Healthcare Communication**

Language/communication-based healthcare studies – concerned with talk, text and other modalities (discourse, more generally) – have been carried out over the past five decades, both within quantitative and qualitative research paradigms. Within the qualitative tradition, in addressing a range of themes, researchers adopt different methodological and analytical perspectives when engaging with talk data (e.g. clinical encounters, research interviews) and text data (e.g., websites, media representations, illness narratives). One of the challenges in healthcare communication research is to optimize synergy between areas of thematic interest and available analytical frameworks mediated by datasets.

Within what can be broadly captured as theme-oriented discourse analysis, this masterclass will be primarily devoted to ‘activity analysis’ which is distinctive in at least three ways: mapping of structural, interactional and thematic trajectories; relationality concerning focal themes and analytic themes; and role performance vis-à-vis participant structure. Additionally, attention will be given to ‘account analysis’ which orients to the rhetorical properties of language/communication data.

The Masterclass comprises two lectures (focusing on conceptual/thematic areas and methodological/analytical frameworks, albeit selectively) and a forum discussion session.

**Programme (CET time):**

09.00-09.15	Registration/Welcome
09.15-09.30	Introduction
09.30-11.00	Healthcare communication research: An overview of concepts and themes
11.00-11.30	Coffee/tea break
11.30-13.00	Engaging with healthcare communication data from multiple perspectives
13.00-14.00	Lunch
14.00-15.30	Forum discussion on issues raised by participants