

"Innovation and strategic use of the processes of transmission of information: ethical and linguistic challenges in the treatment of rare diseases"

The project aims at investigating and innovating the ways in which the narration of information in health communication varies along a chain of communicative exchanges between four stakeholders, namely pharmaceutical companies, pharmaceutical sales representatives, clinicians, and patients.

To do so, textual material and transcriptions of dialogical interactions will be collected and archived as separate corpora, depending on their context of production, on a text analysis software.

The collected corpora will be analyzed and compared on the level of frequencies, terminologies, collocations, and concordances to identify the variations that occur from one narration to the other, i.e. from one text to the other, and to highlight the processes mentioned above. After backing the results of the analysis with feedback from the end-interlocutors of the chain (patients), proposals of improvement in the transmission of information will be formulated.

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