

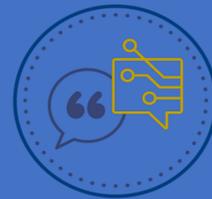
# Media use of pharmaceutical promotional literature: the case of antidepressant medication

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Much is published in the media about antidepressants, but how trustworthy is the information provided in newspapers and medical journals? Do journalists and health professionals rely too heavily on promotional literature provided by industry? Are there any differences between Britain and China? In this project, we will:

- compare the promotional literature with news and medical articles about antidepressants and identify the relationships between these texts.
- interview the authors of such texts to better understand and evaluate their credibility.
- compare situation in Britain with that in China.



The project will make use of three large-scale datasets representing promotional, news and medical texts about antidepressants and employ corpus linguistics methodologies to explore the following research questions:

- How much overlap is there between promotional texts and the news/journal articles?
- How do these news/journal texts integrate materials from promotional texts?
- Is there evidence that journalists and medical authors critically engage with the promotional texts?
- Are there any differences between Britain and China?

The answers to the research questions will help to:

- assess to what extent the British and Chinese newspaper and medical journal articles contribute to/constrain the reader's ability to evaluate the risks and benefits of the selected antidepressants and make informed treatment decisions.
- highlight how British and Chinese people have understood the treatment of depression in different ways.
- inform the interprofessional education of EN-CH translators and interpreters working in mental health settings.

