Pedro Sánchez-Escobedo & Luz M. Viera-Castro

Using the Language of Wellbeing in the Care of the Elderly in Mexico

Abstract
The language we use with others derives from hidden assumptions about them and commands expectations and outcomes. That is why the constructs and language used in health services provided to the elderly are a worthwhile object of study.

This paper addresses the language used in the services provided to the elderly population in Mexico and many other Latin-American countries. The psychological, linguistic and practical aspects of the wellbeing language paradigm are discussed. The linguistic analysis of the discourse used by health care providers conveys important implications to the kind, quality and purpose of intervention.

It is argued that by using the language of wellness, health professionals are in a better position to listen and assess the degree of satisfaction and happiness, to explore for conditions that may promote or hinder quality of life, and also, they are in a better position for planning services to the elderly that reach beyond physical health and economic indicators.

It is posited that quality of life in old age is incomplete without a sense of the patient's wellbeing.

Antoinette Mary Fage-Butler & Matilde Nisbeth Jensen

The Interpersonal Dimension of Online Patient Forums: How Patients Manage Informational and Relational Aspects in Response to Posted Questions

Abstract
The internet has revolutionised the ways in which patients acquire medical information, a development which has clearly been welcomed by patients: seeking out health information online is now the third most popular activity after internet searches and e-mail (Timimi 2012). However, it has led to concerns about the quality of the information, the ability of lay people to understand it (Gerber/Eiser 2001) as well as potential cyberchondria (Starcevic/Berle 2013). In light of these conflicting perspectives, this paper examines one such source of online information, namely, the patient forum where patients communicate with other patients about a particular medical condition. Although doctor-patient communication in the clinical situation has been extensively researched, little is known about how patient-patient communication is managed in online situations such as patient forums. The purpose of this paper is to contribute to research in that relatively un-researched area by examining how patients manage relational and informational aspects of communication in online patient forums. Whilst a typical interactional structure of the patient forum exchange is question and answer, we focus on responses to questions on patient forums.

This paper reports on the findings of a thematic analysis (Braun/Clarke 2006) of an online thyroid disease patient forum, investigating how interpersonal aspects are negotiated where patients share condition-related knowledge. We identify themes that relate both to informational and relational aspects as well as themes that fit under a new category which we call 'info-relational' as it subsumes informational and relational elements. We discuss a number of theoretical implications, which are valuable as existing health communication models and understandings of patient expertise have yet to catch up with the effects of new media such as online patient forums.

Isabel García-Izquierdo & Vicent Montalt
Equigeneric and Intergeneric Translation in Patient-Centred Care

Abstract
This article reflects on the demands that the paradigm of PCC (patient-centred care) involves for medical translators and writers. We will review the notion of patient-centred healthcare, and will highlight the concept of *empowerment* of the patient in order to improve communication between patients and healthcare professionals, two discourse communities with different conceptual backgrounds and rules of communication, etc., whose mutual understanding can significantly improve the quality of healthcare (Jovell/Navarro 2009). In the area of written communication, medical writing and translation in general and the role of reformulating information to fit expectations in particular may play an important role as a bridge between these communities. Whilst Translation Studies has traditionally been based on the notion of equifunctional and interlingual translation (a notion which is valid as a way of explaining many communication situations), in this article, we shall argue that the notion of intergeneric translation, both in intra- and interlingual contexts, also needs to be developed in order to respond to the requirements of written communication in very specific contexts such as that of healthcare. Following Mason (2000: 6), "while audience design will regulate the interpersonal dimension of meaning, socio-textual practices (genre, discourse and text type) will regulate the intertextual dimension". We therefore need to design genres in the domain of healthcare according to the nature of the audience and in the specific context we are examining, and only sound generic competence will help the writer/translator to appropriately combine the textual dimension with the interpersonal dimension so as to achieve the required *skopos*.

Sofija Mićić Kandijaš
Developing an English Language Course for Serbian Doctors

Abstract
Today, medical practitioners everywhere need to use Medical English (ME) at work or for study. To keep up-to-date with medical science, they need to be competent in ME and take appropriate courses. There has been no such course at the Faculty of Medicine, University of Belgrade, and the present paper provides suggestions for how to develop such a course, taking into account common and context-specific features. The objective of this article is hence to provide an outline of a ME course for Serbian doctors to increase the doctor's proficiency in written and spoken communication in the context of current medical practice and patient care. Furthermore, the aim of the article is for the Serbian doctors to be well trained to successfully perform their professional tasks in the English language of medicine.