

Biomedical discourse in the media during COVID-19 health crisis

The recent COVID-19 pandemic has had significant repercussions in the field of public discourse about health and in the dissemination of scientific knowledge (Rebolledo, González and Olza 2021).

The issue of the pandemic has also spread to the most diverse disciplinary fields, determining an enormous scientific production both in the hard sciences and in the humanities (Kelli 2020).

The prominence of biomedical topics, moreover, has accelerated some processes already underway before of the pandemic outbreak, with special reference to the dissemination of medical communication through Internet (eHealth), which has promoted the participation of citizens in the debate around the health and has generated new forms of interaction between doctors and patients (Parker and Thorson 2009; Mapelli 2015; Zumo 2015; Calvi 2017; Bañón Hernández 2018).

Within this discursive scenario, I propose to analyze some of the modalities of incorporation of the biomedical discourse on COVID-19 within journalistic communication, as well as such as reactive user interventions. In particular, I will focus on the journalistic news on Facebook, understood as a discursive genre (Shiro, Charaudeau and Granato 2012; Bhatia 2015) of special relevance for the discursive negotiation of illness and social identities related to it (experts, patients, expert patients, exponents of associations of patients etc.