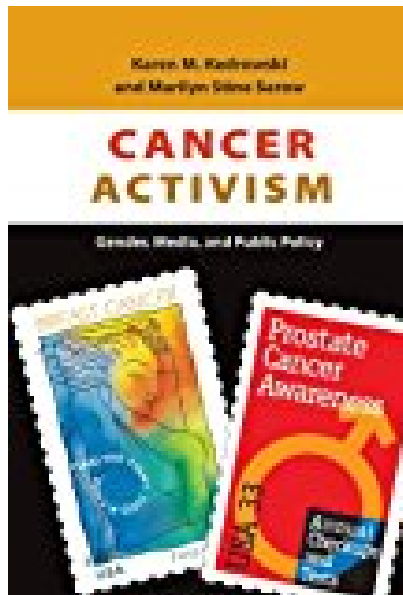


# Cancer Activism Gender Media and Public Policy

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## BOOK DETAILS

- Author : Karen Kedrowski
- Pages : 320 Pages
- Publisher : University of Illinois Press
- Language : English
- ISBN : 0252077776

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## **BOOK SYNOPSIS**

The first comparison of the breast cancer and the prostate cancer movements Cancer Activism explores the interplay between advocacy, the media, and public perception through an analysis of breast cancer and prostate cancer activist groups over a nearly twenty-year period. Despite both diseases having nearly identical mortality and morbidity rates, Karen M. Kedrowski and Marilyn Stine Sarow present evidence from more than 4,200 news articles to show that the different groups have had markedly different impacts. They trace the rise of each movement from its beginning and explore how discussions about the diseases appeared on media, public, and government agendas. In an important exception to the feminist tenet that women as a group hold less power than men, Kedrowski and Sarow demonstrate that the breast cancer movement is not only larger and better organized than the prostate cancer movement, it is also far more successful at shaping media coverage, public opinion, and government policy.

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