

ENTEXTUALIZATION IN *WEBMD* DISEASE ARTICLES



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ABSTRAK

Valentina. 2015. *Entextualization in WebMD Disease Articles*. Skripsi, Jurusan Bahasa dan Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk meneliti dan mendeskripsikan bagaimana WebMD menyesuaikan artikel kesehatannya di internet dengan cara membuat artikel tersebut sesuai dan dapat dipahami oleh pembaca. Untuk meneliti, penelitian ini menggunakan teori tentang proses entekstualisasi yang digunakan untuk menyajikan informasi kesehatan yang dicanangkan oleh Rodney Jones dalam bidang leksikalisasi, personalisasi dan organisasi. Metode yang digunakan dalam penelitian ini adalah analisis konten. Dari hasil analisis, penelitian ini menemukan bahwa WebMD menjelaskan fenomena penyakit, makanan, aktifitas dan obat-obatan menggunakan pemilihan kata dan pengukuran angka untuk menekankan makna tertentu yang ingin diterangkan. Dalam hal personalisasi, WebMD menciptakan hubungan di mana pembaca diposisikan sebagai pencari informasi kesehatan. WebMD cenderung memisahkan penyakit dari pengalaman pembaca untuk membuat informasi lebih santun. Selain daripada itu, WebMD juga hanya memberikan ruang yang kecil dalam keterlibatan pembacanya melalui ragam gramatikal. Dalam proses personalisasi, pengandaian digunakan untuk mengeskpresikan kepastian, kemungkinan resiko dan perbaikan kesehatan, obligasi dan saran kepada pembaca. Yang terakhir, dari segi analisis organisasi penulisan, WebMD menuliskan informasi dengan desain FAQ. WebMD juga mempertahankan informasinya singkat dan padat dengan menggunakan poin dan paragraf pendek untuk memudahkan proses membaca. Untuk membuat informasi lengkap namun tetap simpel, WebMD menyebutkan kondisi penyakit terkait dan obat-obatan, sementara pembaca bebas untuk berasumsi sendiri. Beberapa informasi yang tidak dijelaskan secara lengkap disertakan dengan tautan yang akan menghasilkan kunjungan lebih banyak ke situs tersebut.

Kata kunci: entekstualisasi, leksikalisasi, personalisasi, organisasi, informasi kesehatan.

ABSTRACT

Valentina. 2015. *Entextualization in WebMD Disease Articles*. Thesis, English Language and Literature Department, Faculty of Language and Arts, State University of Jakarta.

This study seeks to describe how WebMD appropriates its disease articles as internet articles by making them to be more understandable and presentable for the readers/laypeople. To find out how, the research employs entextualization processes theory, proposed by Rodney Jones', in terms of lexicalization, personalization and organization. The method used in this research is content analysis. From the analysis, this study finds that WebMD uses the entextualization processes to present the health information in a certain way. WebMD makes sense the diseases phenomenon, foods, activities and medicines through choice of words and numeric measurement to emphasize certain aspects the website tries to present. In terms of personalization, WebMD constructs a relationship in which the readers are positioned as health information seekers. The website tends to isolate the disease from the reader's experience to make the information less face-threatening. Furthermore, WebMD is also found to give little room for readers' involvement through the moods. As a part of personalization, modalities are used to address certainty, possibility in health risk and health improvement, obligation and suggestions to the readers. Finally, through the analysis of the organization WebMD entextualizes the information in the FAQ designs. WebMD also manages to keep the information compact and concise by using pointers and short paragraphs to help the reading process. To make the information comprehensive while simplified, WebMD still manages to mention associated health condition and drugs medications leaving the readers to handle the information on their own. Some information that is not explained thoroughly is provided with links which will generate more clicks for the website.

Key words: entextualization, lexicalization, personalization, organization, health information.

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

Communication is one of the most important things that people need in coping with the daily life and has played a significant role in the course of the human history. One of the devices that people use in communication is texts. Fairclough (2003) sees texts as ‘parts of social event’ which come in written or spoken form as a medium for people’s action and interaction, thus represent meaning and ‘aspects of the world’. Texts inherently exist in our daily lives and adhere on nearly everything in our surroundings. In terms of forms, Esser’s (2009) definition of text involves four aspects such as; written utterances, the embodiment of language material, meaningful unit of language, and piece of language which contains more than just a word or a sentence.

In other words, texts, as objects, can be described as the embodiment of discourse, which come in a ‘portable’ form of object, carry meanings, and can be distributed from place to place across the different social settings. As an illustration, texts can also be referred to as ‘birthday parties and telephone calls and the like’ which ‘take place in real time and space’ as a ‘presentation’ of a social practice. They then are impenetrated a certain frame from the media, surpass ‘separate and diverse

social settings’, and finally served as ‘re-presentation’ (Iedema 2001; Phillips et al. 2004:638). Texts do not only allow people to communicate their thoughts and perform actions; since they carry meanings, they also have the ability to provide and shape others’ understanding. When texts are spread widely, they can play a powerful role in producing meaning and influencing people’s knowledge and actions.

When talking about texts as objects, texts cannot be separated from the social actors and the social actions. Hence, there is discourse. While text is a ‘product’, discourse is a ‘part of actions’ used in the process of communicating meaning which characterized by coherence, purpose, organization and participants which involve more than one person or institutions (Fairclough, 2003:26; Esser 2009:4). Texts as discourse are regularly produced and distributed in society to achieve a certain goal in social practices.

In their circulation and distribution, discourses of social practice experience changes and resignification as they transcend the time and space and people contribute their thoughts in them. These modifications occur as people constantly adjust texts in their interactions; and interactions usually ‘generate more texts’. This way of appropriating text in social practices in order to ‘make sense of the world’ is what Jones (2013a:35) refers to as entextualization. The terminology entextualization was initially introduced by linguistic anthropologists Bauman and Briggs (1990:73) as ‘the process of rendering discourse extractable, of making a stretch of linguistic production into a unit – a text – that can be lifted out of its interactional setting.’ Entextualization enables information or communication about meaning, social

practice, social event, or phenomenon to be spread by transforming them into a 'portable' object or text. Entextualization separates the discourse from its original context and settings, appropriates the text, and converts the discourse into description and or a concrete material object.

From the term 'entextualization', essentially, it can be understood that it is a process of translating something that might be abstract into a material form, a text. It is the process of transforming a social practice, an event or a phenomenon into an object which has the text characteristics. Because this process involves materialization of a social practice; as a consequence, this process may reduce the complexity of the phenomenon. This may result in 'distortion' and reframed meaning in the representation (Hacking 1986 cited Jones 2013a, 36) which will later influence other people's understanding. There are some factors that are responsible for the modification of the texts, such as different time and space, identities, comprehension, and most importantly, aim of individuals or institutions.

Entextualization may occur in various forms of ways. As an illustration, the celebrity gossips that appear daily on televisions, websites, newspapers, magazines and all sorts may discuss about the same celebrity and topics. However, each one when watched, listened or read separately may generate different understanding among the audience since they do not witness the event directly and can only gain the information in the text form. Each one describes him differently with diverse emphasis, angle and form of representation. When the gossip is entextualized, other aspects of the actual event may be lost, eliminated and emphasized and thus reduce

the originality and complexity of the original event and create a distortion of the information. The transformations can also occur again as the gossip is proliferated from one individual to another. Such transformation can be included as a form of entextualization. The act of entextualization, moreover, can be seen on many other things in the daily life from daily discussions, movies, street pamphlets, television news, to articles on media.

In relation to that, recently, there has been an ongoing trend that people are turning to the internet to seek health information. There is a great demand for health information on mass media, particularly, the internet especially that most people have access to the internet. Internet health information is relatively handier since people could easily reach through their phones in their pockets or get on their computers. According to a study by Pew Research Center's Internet & American Life Project, finding health information through search engines and email-checking is the third most popular activity in the internet. Nowadays there are a lot of options of health information sources that people can choose from to educate themselves about their health in hope to maintain their life and reduce health cost. However, like many other articles which are available on the media, the health information on the internet is not free from the influence of entextualization. It is mentioned that the information are often “deceptive”, “inaccurate”, “contradictory”, “alarmist”, “incomplete” and “outdated” (Arroyave, 2012: 194). Although in some cases that information can be helpful, they are not guaranteed to help the health information seekers to make meticulous decisions about their health. The information on the internet is often

insufficient, false and infused with pharmaceutical advertisement (Duffy & Thorson, 2009: 94).

Health care providers and health professionals use various ways in communicating or addressing health problems to the readers or health consumers especially in the era where the health information has become 'popularized'. Jones (2013a: 36) sees that there are six processes that are used in entextualizing the health information from the viewpoint of applied linguistics. Those processes include lexicalization, grammaticalization, personalization, organization, and resemiotization. To describe them briefly, lexicalization deals with the classification and labeling of things in the information. Grammaticalization portrays the interaction built between people, objects and concepts in the information to constitute actions. Next, personalization defines the relationship built between the readers and the writer of the information. Then, organization deals with the structure of the information to make meaning. Finally, resemiotization is the realization of the information through the employment of signs or the translation of the information using semiotic system.

There have been many studies conducting the entextualization analysis. However, their source of data have mostly revolved limited around spoken interactive communication that had been transcribed and quite few conducted on textual articles. In terms of field or scientific perspective, the analysis of entextualization conducted from applied linguistics field is quite infrequent to be found. If any, there also have not been many studies that provide clearer and more systematically linguistic tools to analyse the entextualization of texts. Meanwhile, the applied linguistic researches in

health communication has also scantily analysed the entextualization in online health articles, specifically, entextualization in mainstream websites where the communication is mostly monologic and univocal. Analysing the online health articles can also potentially be noteworthy considering the trend that has been taking place.

From almost all of the global health websites, according to <http://www.ebizmba.com/articles/health-websites>, the first rank of most visited medical website is owned by WebMD with an estimation of over eighty millions monthly visitors. WebMD is a commercial medical website that enables the readers to find information about health and diseases which usually include symptoms, treatments and preventions. All of the health articles in WebMD website are written and reviewed by health professionals. There are various ways that corporations or health providers use in communicating or addressing health problems to the readers or health consumers. Regarding its popularity, there might be reasons that people prefer this website over other websites which one of them may or may not deal with the presentation of the information.

In this analysis, the type of health articles chosen from this website is disease articles. Not only that diseases and medical problems type is the most viewed in the internet according to Pew Research, but also often, in terms of function, this type of information is used as a tool to self-diagnose. What also noteworthy about this use of such articles is, as Jones (2013b) argues, that such texts is not only used as tools for communication, but also ‘tools for thought.’ Such texts enable the readers to

communicate with themselves. They function beyond just as for communication, but also as tools of reflection for ‘helping people to understand and act upon their experiences with illness.’ By reading them, people can and may evaluate their health condition and judge whether or not it is problematic. Finally, since WebMD is quite popular, this analysis is thus expected to be useful and relate to many people.

To summarize, this research studies the means that are used in online health articles in making sense of certain diseases which are reflected on the use the language or the linguistic devices. This study employs the three of the processes in entextualization proposed by Rodney Jones (2013a) as the analytic tools. The website that is chosen to be the source of the articles is WebMD while the topic of articles chosen is about diseases.

1.2 Research Question

To find out the way WebMD appropriates its disease articles, a research question is raised to guide the analysis.

- How is entextualization used in WebMD disease articles in terms of lexicalization, personalization and organization?

1.3 Scope of the Study

This research analyzes five disease articles from WebMD website using three of the processes of entextualization according to Rodney Jones (2013a) which consist

of lexicalization, personalization, and organization. The grammaticalization and resemiotization processes are eliminated from the study for a couple of reasons. Even though grammaticalization is an important aspect in written language, the author finds that it is unnecessary since the past research that studies grammaticalization in textual forms of language have been numerous. Similarly, in terms of resemiotization, there also have been plenty of studies focused and revolved in semiotic analysis in case the readers or future researchers want to study or find out about resemiotization.

This study analyzes five disease articles retrieved from WebMD. The chosen articles consist of *Migraines and Headaches*, *Flu or Cold Symptoms*, *Skin Conditions and Eczema*, *The Basics of Diarrhea* and *Asperger's Syndrome*.

1.4 Purpose of the Study

This study aims to show how entextualization is used in WebMD disease articles in terms of lexicalization, personalization and organization to find out the way WebMD appropriates its disease articles

1.5 Significance of the Study

By conducting this research, the students and readers are expected to get more understanding about the entextualization of health information and an implementation of applied linguistics in articles. Since health is one of the most substantial issues for most people in general, this research is also intended to inspire the readers to think

more critically when reading information that are spread on the media, in this case, health information. Finally, this research is also expected to serve as a reference for future research related to applied linguistics and health information.

1.6 Related Studies

There have been some studies on the entextualization in some discourses. Matthew Wolffgram's (2012) research entitled 'The Entextualization of Ayurveda as Intellectual Property' studied the process of entextualization of Ayurveda, a traditional medical knowledge, as an innovative pharmaceutical creativity to be promoted by UN. The research found that the shifts that occurred in the circulation of the discourse were problematic and incomplete. However, this research mostly focused on the cultural and political strategies analysis of the discourse.

In 2013, Sirpa Lepannen et al. observed the use of language, semiotic resources and discourse practices in Finnish social media in the research 'Entextualization and Resemiotization as Resources for (Dis)Identification in Social Media'. Nonetheless, since the researchers combined the linguistic, semiotic and media studies analysis on the social media, the linguistic analysis used is not quite deep. Next, Celina Frade (2014) conducted the research entitled 'Legal Translation in Brazil: An Entextualization Approach'. In her study, she compared the Brazilian English translation's version of global legal law to the official original English version. Even though she was referring to Bauman and Brigg's theory, the research focused on translation theory.

Finally, in the same year, Jannis Androutsopolous (2014) studied ‘Moments of Sharing: Entextualization and Moments of Repertoires in Social Networking’ in which he observed sharing activity on Facebook. He developed an approach to the analysis which combined linguistic repertoires and sharing practices in social media. He discovered that there are three stages in the social practice which consist of selecting, styling and negotiating. Carrying sociolinguistic and computer-mediated discourse analysis case study, the author referred to Rodney Jones’ (2009) concept of entextualization. However, instead of analyzing the corpus from mainstream informational website, the author analyzed social networking site.

While those studies mostly were conducted in other study fields and revolved in different themes, this research on the other hand, draws on the entextualization from an applied linguistics perspective, focuses on a particular mainstream health website, analyzes disease articles and thus employs Rodney Jones’ (2013a) concept of entextualization specified on health information. In this case, the processes of the entextualization that are used to analyze are only three; which consist of lexicalization, personalization, and organization.

CHAPTER II

LITERATURE REVIEW

2.1 Entextualization

Entextualization has two definitions. The first one is the process of creating texts, while the second one is the process of appropriating texts into a new situation which. The later concept of definition is introduced by Bauman and Briggs. Employing the theory of entextualization could be beneficial in exploring the processes taken and transformation occurred when texts are transferred into new contexts or situations.

The terminology of entextualization was brought up by linguistic anthropologists Bauman and Briggs (1990: 67) as they notice that performance studies 'are moving away from a focus on text and context as conceived in normative, conventional and institutional terms'. They see a shift in meaning and form occurred as discourse being performed or spoken such as in 'reading of texts', 'gossips', 'reports', etc. They introduced the concept to provide a theoretical framework for people to observe the 'modes of transforming speech' between its 'performance and wider sociocultural and politic-economic context'. The framework was then often adopted to analyze the transformations that occur in a spoken text to written text or vice versa and many past studies used this framework to analyze 'scriptions'.

Bauman and Briggs (1990: 73) suggest that process of entextualization is ‘the process of rendering discourse extractable, of making a stretch of linguistic production into a unit – a text – that can be lifted out of its interactional setting.’ To examine the entextualization, Bauman and Briggs (1990: 75-76) provide a set of framework which consists of six aspects. The first aspect is framing which is the way the text is recontextualized through blending the discourse genres. The second one is the form of the text which may include the linguistic elements used to ‘recenter’ the meaning in the text. Next, there is indexical grounding which includes the properties used to refer a certain subject or object in the text. The fifth aspect is translation which consists of the translation from a language to another language and or the use of other signs or means to translate the meanings. Finally, there is emergent structure which deals with the new structure of the discourse that is shaped to suit the situational context.

In the context of arts performance, Bauman and Briggs (1990: 76-77) argue that there are factors that influence the entextualization. They consist of the access to institution, the pressure of being legitimate to avoid plagiarism, the competence to recontextualize and perform the text and the values that are given according to the purpose of the text. Although the concept later has much been modified and expanded, studies still adopted the original concept that is proposed by Bauman and Briggs.

Whereas Bauman and Briggs approach in entextualization process based on performance studies, Vigouroux's (2009) approach in entextualization process emphasizes on the activity of 'inscribing' texts. She uses entextualization to explain a transcription process. Vigouroux defines entextualization process as 'the process by which a discourse is lifted out of its original interactional context of production and reception and is inserted, via successive and/or simultaneous decontextualizations and recontextualizations, in alternative contexts.' In her research, she argues that there are two key concepts in entextualization. Those concepts involve 'reproducibility' as 'rendering the singularity of the speaker's voice' which will reduce the complexity of the discourse and 'representativity' as a way to represent the meaning in the discourse in which the readers are given a certain 'readings'.

In addition to Bauman and Briggs' and Vigouroux's definition of entextualization, Park and Bucholtz's (2009) description focuses on the power relation in the process of entextualization. They claim that entextualization is 'the process by which circutable texts are produced by extracting the discourse from its original context and reifying it as a bounded object – is an indispensable mechanism for the construction of institutional authority'. Park and Bucholtz adopt Foucault's theory of power and emphasize the institutional representation as a power in the process of entextualization. They see the process of entextualization in transcribing important discourse is heavily influenced by the institutional interests and power.

Finally, while in those studies the concept of entextualization is used for performance studies, law and politics approaches, Jones (2013a) provide an applied

linguistic approach to the process of entextualization. Jones sees entextualization as a process of ‘making sense the world’. His definition about entextualization includes two aspects; a process of creating texts and a process of appropriating texts into ‘new situations’.

Jones (2013a:35-36) also mentions that the process of entextualization, as process in which texts are created, does not only consequently represent phenomenon and ‘materialize’ social practice, but also simplify the complexity of social phenomenon. ‘Texts create constancy across times, spaces, and groups of people’ (Barton and Hamilton, 2005 cited Jones 2013a,36). In order to be able to observe the resources that people use in making sense of information, Jones proposes five processes that can be used to identify and analyze entextualization in the context of health information.

1. Lexicalization

Lexicalization is a way in which people uses a lexicon or certain choice of words to represent phenomenon. However, lexicalization in process is said to be beyond just ‘labeling’ things (Jones 2013a:36). This process also involves a realization that a certain phenomenon relates or associates with other things within a ‘larger linguistic structuring’ (Berger and Luckmann, 1966:90) which will later determine how objects or phenomenon be treated.

Referring to the entextualization process, this process plays a role in helping people to ‘make sense of the world’ and conduct social practices through the construction of ‘systems of inclusion and exclusion’ (Jones 2013a:37) which can be reflected in choice of words. People constantly name and define objects or phenomenon in their surroundings to help them make judgments about what to do and what not to do to them. The process of “naming and categorizing” plays significant parts in daily life. In the medication world, doctors categorize and classify diseases to help them manage and conduct treatments on them. It is also said that in medication world, doctors are used to treat and speak of the diseases as they were ‘natural object’. Through this ‘systems of categorization’ and ‘classification’, doctors are able to conduct diagnosis which consists of the identification and treatments of the diseases; whereas ordinary people can make judgments about their health conditions or physical habits whether it is ‘safe’ or ‘dangerous’ (Jones 2013a: 37). This process of lexicalization can also be found in the presentation of health information.

Moreover, the classification and categorization of diseases are said, also often to be the extent of ‘social construction’ and institutional matters. As it is said in the beginning that diseases are treated as objects, from where they belong, that is, systems of categorization are ‘subject to change’ to scientific development and political policies (Jones 2013a:37). In other words, this ‘systems of inclusion and exclusion’ that lexicalization perform, play a very influential role in the daily and

institutional practices yet in many ways may also be highly influenced by institutional and professional practices.

Lexicalization in essence is a process, in which words are composed to belong in the language lexicons and to represent a certain phenomenon as a part of daily and institutional practices. In the case of health information, lexicalization in disease articles can be realized in how activities, diseases and medications are labeled, categorized or classified through words in order to make sense of the health information.

In the context of entextualizing health information, according to Jones, there are two other forms of lexicalization that are often used in addressing health problems in health information; they are metaphorization and quantification.

Metaphorization

In a broad sense, metaphorization is defined ‘a coherent network of entailments that highlight some features of reality and hide others’ (Lakoff and Johnson, 1980:157). In many cases, metaphors have a powerful force in ‘defining reality.’ By juxtaposing or comparing two different things, one may consciously or unconsciously perceive that those things have similar qualities. Metaphors can influence or convince people in believing something is true because, as Jones (2013a:38) argues, metaphors has the ability to ‘unite disparate domains of experience, causing the knowledge, feelings, and sets of expectations associated with one domain to be transferred to the other.’ Metaphors can be used by the writers to

analogize a certain meaning or phenomenon so they can relate or engage with the readers' experience or thoughts.

Metaphors in large sense can be realized in words, phrases, clauses, even sentences. Hence, in the analysis of the disease articles, the criteria of the metaphors will be words, phrases, clauses, and even sentences used to label activities, disease or medical phenomenon.

According to Kinstch (2008), there are four types of metaphor.

Table 2.1 Types of Metaphor

Types	Examples:
a) Simple metaphors of the forms N1 is N2	He is a pig. Disease is war.
b) Simple analogy based metaphors	AIDS shuts down many lives. She fights the cancer.
c) Complex analogy-based metaphors	The entire world is a stage.
d) Literary metaphors	We are the eyelids of defeated caves.

There are various functions of using metaphors. Metaphors, when used in articles, may emerge various effects such as; 'ornamental/decorative' (poetical), 'emotive' (arise emotions), 'persuasive/rhetorical' (persuade the readers to believe something or to take some actions), 'didactive' (in an explanation manner), 'cognitive' (add something to the description of the world), 'comparative' ('is like' whether it is less, more, etc), 'contextual', 'generative', 'heuristical', 'explanatory', 'theoretical' (from known to unknown) (Wiersma, 2015).

Metaphors are commonly used in health campaigns or sorts to address health risks and problems. In the context of health communication, Jones (2013a:39) also states that the metaphors may arise various effects; it can become helpful in facilitating the readers with ‘explanation, elaboration or clarification’ but also can be ‘stigmatizing’, ‘disempowering’, ‘distortion’. As mentioned in the beginning, entextualization is the way of ‘making sense’ of the information. Thus, the use of metaphors in the information may create or transform an impression of a certain phenomenon. For example, when AIDS is analogized as ‘war’, people get the impression that the virus needs to be exterminated, but thus also creates a ‘stigmatizing’ imprint for the sufferers.

Quantification

Quantification in general is a way of describing meaning through the means of measurements. Hence, in this research the criteria of the quantification process that is analyzed are phrases which contains of quantification. According to Potter et al. (1991:337), quantification is the process of constituting meanings by attributing numbers to them. Moreover, they also argue that this activity of quantification does not only provide information of ‘how’ objects ‘count’, but also as Jones (2013a:40) puts it, decides ‘which things worth count’ and ‘why’ it has been count. For instance, there must be an intention to emphasize the risk of migraines when ‘up to 20% of people with epilepsy also have migraine’ is used, instead of ‘80% of people with epilepsy don’t have migraine.’

There are several effects that this process generates when it is used in health information. Firstly, quantification can serve as ‘evidence’ in giving information. Science is highly pertinent with specific precision to present and produce facts because human estimation is often judged rather ‘bias’ in making judgment. Health professionals need more than just their experience when making interpretation or decisions to give health service. Hence, they base it on numbers and calculations (for example, blood tests). Numbers establish exact measurements and can indicate someone’s health condition whether it is perfectly normal or severe (Jones, 2013a:40-41) which then determine whether a person needs to change daily habits and seek medical help.

Secondly, quantification can act as ‘rhetorical device.’ The use of quantification can strengthen ‘argumentative point’ by making ‘strong contrast’ (Parker et al., 1991:355). For example, the use of proportions 75% or 99.9% can have powerful and rhetorical impact when convincing the readers. Furthermore, employing of quantification is also beneficial when addressing health risk. The health risk expression is also said to be popular to be used in media where it can create ‘dramatic headlines’ and invite the readers.

Finally, the use of this process can also serve as a ‘reference set’ and ‘relative risk’ to express probability. The use of ‘natural frequencies’ such as ‘30-50%’ may seem quite obscure. However, it is said also to be effective in persuading the readers or consumers to buy medicines by giving them the hope; for instance, drinking coffee

may reduce hairfalls by 35%. Often, this strategy is used by pharmaceutical advertising in making advantage from this condition (Jones, 2013a:42).

2. Grammaticalization

From a viewpoint of discourse analyst, Gee (2011: 44-45) describes this process as ‘whos-doing-whats’. He points out that the use of ‘whos-doing-whats’ in language does not only function to merely communicate about events but also to conduct action. One of the useful ways to identify this activity is through the use of transitivity. This system provides an insight through processes in verbs which consist of material processes (physical actions), mental processes (mental action), verbal processes (communicative actions), behavioral processes (‘the bodily display of thoughts and intentions’) and relational processes (‘demonstration of the relationships between things’). These processes can reflect the kinds of relationships between participants whether it is agents, goals, recipients, etc. Furthermore, this process can also provide ‘ideological’ representation; giving insight of social construction and social practices through language (Jones, 2013a: 43).

In a sense of health communication, grammaticalization can indicate ‘the representation of health and risk’, how language persuades people what to do and what not to do to stay healthy. Grammaticalization deals with how diseases or activities are portrayed to strengthen the readers’ sense to take actions. In reference to Gee (2011), texts can influence and strengthen people’s awareness of their health and

eventually take actions. When analyzing the health promotion and diseases, grammaticalization can be helpful to identify the doctor-patient relationship constructed in texts or how certain diseases are portrayed in the information.

Nominalization

Nominalization is ‘a derivation of nouns from another word class’ or ‘word formation through which words of all word classes can be used as nouns’ (Bussman, 2006:804). In other words, nominalization is a process of forming words from other word class to be nouns. Jones (2013a:45) describes this process as ‘the resource in language for turning processes into participants.’

In the sense of entextualization, nominalization is said to have the effect of ‘solidifying’; making them ‘portable’ thus separate them from their original ‘circumstances’. Simple sentences usually give adequate information about the actors, processes and circumstances. However, nominalization can obscure the participants or the agents and circumstances by summarizing the process in a noun which then reduces the complexity of the information or the texts. Jones (2013a: 45-47) also says that this process, in the case of health information, can create ‘distance’ between the health professionals and lay people thus create wider gap. This process is often used in scientific discourse because they want to simplify the information and make it more univocal.

3. Personalization

Jones (2013a: 47) defines this process as an establishment of ‘a relationship with a reader.’ This process can be used to identify the construction of the relationship in the texts between the readers and the writers as health professionals. This can be identified from how the writers address the readers as others through the use of ‘people’ or as ‘you’ which sounds more direct and intimate. Referring to Halliday, Jones (2013a) view that moods and modality are also included in the process of personalization as the ‘interpersonal resources’.

Mood

The ‘interpersonal’ relationship in the texts can be shown through the use of mood and modality (Halliday 1973 cited Jones 2013a, 48). In health articles mood can give insight about the ‘discourse position’ who acts as ‘questioner’, ‘answerer’, etc (Jones, 2013a: 48). There are three types of moods in clauses or sentences; they consist of declarative, imperative and interrogative.

Jones (2013a: 49) mentions that the characterization of mood is that it can deliver the readers ‘a feeling of involvement’ in texts. With the use of declarative, the relation built is more like ‘an expert physician with his patient or an expert writer with his readers’ (Francis and Kramer-Dahl, 1992:78). Declarative mode of mood tends to serve the information ‘objectively’ although only provide very little space for the readers to involve. On the other hand, imperatives tend to create wider gap and inequality between the readers and reinforce the writer’s authority. Finally, the use of interrogative generates more ‘reader friendly’ effect by making it easier for readers to

scan the texts for the questions which answers needed by the readers. However, this kind of mood on the other hand also creates the sense of the readers' dependency towards the information provider and gives the impression that the readers are either 'misinformed', 'ignorant' or desperately lack of knowledge.

Modality

While the mood usually constitutes the relationship between the readers and the authors in the text, modality more likely shows the speaker's or the writer attitudes in the text. Modality is defined as 'semantic category which expresses the attitude of the speakers towards that expressed in the sentences' (Brown and Miller, 2013: 290). According to Jones (2013a: 50-51), this process indicates probability and the communication used to tell the readers what should and should not be done. This process can be identified in the use of modality in phrases, clauses and sentences.

In terms of function, there are three types of modality. The first one is epistemic modality which functions to estimate 'truth' such as can/may to indicate possibility and must to indicate necessity. The later one is deontic modality which is used for permission such as can/may for permission and must for obligation. Finally, the last one is dynamic root modality. This modality is used to express ability such as can (Bussman, 2006:754).

Jones (2013a: 50) argues that this process express 'certainty and obligation'. In terms of forms, there are three types of modality which consists of modal adjuncts (such as probably, usually, generally, evidently, unfortunately), modal verbs (such as can, may, might) and circumstantial adjuncts (such as if and will). In its use in the

health communication, it is said that the use of modality can yield a significant effect in communicating ‘risk and certainty.’ Modality can express degree of certainty and risk in case of how lethal a disease can be, how effective a medicine can be, how powerful or how weak an action can contribute to health condition and so on.

4. Organization

In terms of text-writing, this process can mean the way to arrange the texts to become structured and coherent to follow a certain aim. In the context of health articles, this process deals with the way the texts are structured in a ‘cognitive schemata’ to deliver the information about the diseases and how the messages and meanings are linked together (Jones, 2013a: 51-52). The organization of texts can be identified in the schematic structure of the articles to communicate the information.

The way texts are organized also represent the ‘context mode’ (Iedema 2003:31), so texts also needed to be arranged to suit the context or ‘particular community’ to which the texts are going to be served. Jones (2013a: 51) explains that organization is the process of organizing the texts and linking the meaning together. Texts are organized to follow the communication aim and how it should be perceived by the readers. In the texts, the information is narrated to carefully engage the readers’ thought. Furthermore, it is also found that the health information nowadays are formed in a ‘problem-solution structure’ in which the problems are presented first, then followed by offering some solutions (Hoey 1994 cited John 2013a, 51). This way of organization is commonly used by pharmaceutical companies which they refer

to as ‘lock and key’ in which the drugs are promoted to be the solution of the health problems.

However, it is also crucial to remember that the organization of the texts do not give rise the same interpretation or comprehension among the readers. Rather, identifying the organization of the texts is more likely will give insight to how ‘texts functions to organize people and their social practices’ (Jones 2013a: 53).

5. Resemiotization

In the context of health information, this process deals with the choice of semiotic modes and materialities to entextualize knowledge, experience and relationships in the articles (Jones, 2013a). In order to make communication more salient or understandable, people or communities use more elements more than words. Referring to Jakobson’s ‘intersemioticity’ that there is a ‘conceptual departure’ when translating one language to another, Iedema (2001) explains that the concept in meaning translation or meaning-making needs to be extended to the employment of other semiotic modes and materialities. He defines resemitization as a process in by which ‘community transposes and reifies its knowledge, techniques and technologies, as well as interpersonal, social and cultural practices and interpersonal.’ In other words, resemitization is a process of translating meaning across contexts and or forms by employing semiotic or other material properties.

Jones (2013a: 53) sees this process deals with ‘the choice of the semiotic modes and the materialities through which knowledge, experience, and relationships

are entextualized.’ In fact, he argues that this is one of the most important processes in entextualization. Semiotic modes come in the form of language, numbers and pictures while materialities may include printed texts, digital documents, video or audio recordings. The essential urge to use these elements emerges from the limited background and comprehension of one’s ability to understand a certain meaning or information from a particular community. For example, when a health expert tries to educate the readers about a certain health subject, he will not communicate it the way that the issue was taught in medical school using the scientific terms, rather, he will try to use a regular language or use some pictures or colors that will be understandable for laypeople. Because people have different relevance in experience and different capacities in understanding, they may interpret the meanings or information differently. This may cause certain aspects to be highlighted and others are obscured (Jones, 2013a: 53).

The use of ‘typological’ and ‘topological’ in the information presentation differs and highly depends on the topics and the aim of the communication. Finally, the point that needs to be highlighted is that those elements do not function separately; rather, they work hand in hand to make meanings and pursue the communication goal (Jones, 2013a: 54-55).

2.2 Disease and Medical Problem Articles

Disease and Medical Problem articles are the most popular online health information that people look up to. According to HLWIKI International (2014), there are over fifteen types of online health information on the internet. The most sought health information type, according to Susannah Fox from Pew Research Center's Internet & American Life Project, is the information about a specific disease or medical problem.

According to medical-dictionary.thefreedictionary.com, disease is defined as “any deviation from or interruption of the normal structure or function of any body part, organ, or system that is manifested by a characteristic set of symptoms and signs and whose etiology, pathology, and prognosis may be known or unknown” while medical problem is defined as “a generic term for a condition (e.g., diabetes, hypertension, irritable bowel syndrome) that is managed non-interventionally, in contrast to a condition that requires a procedure (e.g., a large bleeding abdominal aortic aneurysm), which is a surgical problem.” In other words, disease and medical problem is a form of physical or mental state which is not normal or problematic and which condition may or may not have been known. Hence, disease and medical problem information can be described as facts or details about a specific health condition or problem that is delivered to enhance people's knowledge.

Additionally, in understanding the significance of this type of health article, it is also important to understand the ongoing trend as the background of the massive consumption of this health information genre. In the past, people rely on the traditional media channels (such as TV, radio channels and newspaper) as an alternative to the traditional setting to seek health information. However, many people can now migrate to the internet to obtain the health information. There is a significant difference between seeking the health information on traditional news media and the internet that affects the readers/consumers behavior and “revolutionizes” the communication system. If the traditional media channels take control of the selection of the topic and presentation of the health information; on the internet, the readers have the authority to choose the most favorable health information to fulfill their satisfaction (Duffy & Thorson, 2009:95). In this case, disease articles serve the information that the readers directly seek to find out when searching about a specified or a particular disease.

A disease and medical problem information on the internet usually contains details such as definition, causes, symptoms, treatments and preventions of the disease. On mainstream websites, the disease and medical problem articles are written and reviewed by doctors or health professionals. Jones (2013a:10) sees this type of article as narration of health and illness. They don't only serve as reflections of ‘illness experience’ but also realizations of the readers’ experience with the diseases or illnesses in a narrative form (Kleinman 1986 cited Jones 2013a, 10). Sometimes

the information about the diseases does not only require some facts about the diseases but also an epic way of organization to be able to engage with the readers' personal experience.

In spite of all the relatively the easy access and the amount of availability of disease and medical problem articles in the internet, according to HLWIKI, there are also some challenges that the readers face in finding medical information on the internet such as; medical vocabulary, knowing how much information to provide, not being familiar with the topic or the resources, not knowing “health literacy”, information overload due to search engines, and readers who want both information and interpretation/advice.

2.3 WebMD

WebMD is one of the most visited medical website that provides the disease and medical problem information. With the slogan “Better information. Better Health”, WebMD is an American corporation which runs by providing health information and is prominently recognized as a public website that serves health information that consists of symptom checklist, pharmacy information, drugs information, blogs of physicians with specific topics and a place to store personal medical information. The health company was founded by Jim Clark and Pavan Nigam in 1996 and formerly named as Healtheon/WebMD before shortened into WebMD (http://en.wikipedia.org/wiki/WebMD#cite_note-2). WebMD Health

Network also presently includes WebMD Health, Medscape, MedicineNet, eMedicineHealth, RxList, theheart.org, Medscape Education and other owned WebMD sites that offer other services besides providing health information such as transaction and technology solution for physicians, providers and health plans. The company, which is currently led by David Schlanger, has also launched the application version for Android and iOS.

WebMD was originally named Healtheon by Clark the first time it went public in July 1998. The company initially introduced software by the internet that would allow physicians to accomplish such online tasks to manage consumers' medical records. At first, the people's response was quite skeptic with the idea since at that time doctors were not quite familiar with computers and putting medical records online was seen quite risky in terms of confidentiality. However, the company later managed to get contracts signed by few companies and finally made marketing partnerships with IBM and AT&T. In 1999, Jeffrey T. Arnold, established a website named WebMD that shared similar traits with Healtheon. The website offered free health care information to customers and subscription services to doctors. The two companies then merged in November 1999 as Healtheon/WebMD which later shortened to WebMD.

As it gets larger as a commercial company, besides making benefits from establishing health website and selling management systems technology for physicians, WebMD also generates money from third-party contributions and

sponsorships. WebMD made partnerships with CVS Drugstore to advertise products on its web as well as to promote its pharmacists to insurers and a contract with Medtronic Inc. to provide healthcare information on the internet and other media to consumers and physicians. Furthermore, WebMD conducts alliances with MediBuy.com, an online medical suppliers; Humana, a managed care network that processed claims between doctors and insurers; pharmaceutical Eli Lilly to promote Prozac and other drugs; IDX Systems Corp., a healthcare information systems company; and media mogul Rupert Murdoch's News Corporation that takes WebMD worldwide (<http://www.fundinguniverse.com/company-histories/webmd-corporation-history/>). As a large company with some partnerships and associations, WebMD earns million dollar income. WebMD website obtains more than eighty millions monthly visits according to Alexa Rank website and has claimed yearly revenue to \$635 million according Wall Street Journal (<http://www.wsj.com/articles/webmd-profit-rises-on-higher-advertising-revenue-1424813640>).

In the poll conducted by Pew Research Center's Internet & American Life Project, beside the 77% of the people using search engines (such as Google, Bing or Yahoo) to seek health information, 13% people go straightly visiting a site specializes for health information, like WebMD. In other words, people rely on search engines when seeking health information on the internet. Moreover, their searching habit is also "cursory" which most of them only pay attention to the first page of the search result (Peterson 2003 cited by Duffy & Thorson 2009, 99). As one of the most

popular websites, WebMD is relatively easy to find on the first page of search result when using search engines; which might be the reason for the website to achieve more than eighty million visits. In most cases, WebMD can often be helpful for readers when finding information about common and easily treated health conditions (Hagglund et al. 2009: 419).

Some of the keys to the success of WebMD site, beside the function of the website itself that allows the readers to get informed about health issues, is ultimately the agility of the company to see a big opportunity from the internet world and catch the trend where consumer-patients tuning to cyber media to achieve health information (Hagglund et al. 2009: 432).

2.4 Theoretical Framework

In this study, five disease articles from WebMD are analyzed using three processes of entextualization in health information according to Rodney Jones. The processes consist of lexicalization, personalization and organization. Each of the criteria in the processes is different from each other. In the analysis of the lexicalization, the choice of words and the system of categorization used to describe the disease phenomenon, activities, foods and medicines are analyzed. Meanwhile, in terms of personalization, the analysis revolves in moods, modalities and the words which the articles used to refer the readers. Finally, the schematic structures of the articles are identified and analyzed to find out the organization of the disease articles.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

This research employs content analysis method which essentially refers to systematic analysis of texts. As it can be inferred from the term, this technique revolves an analysis and observation of the content of all sorts of texts to answer the research question. Krippendorff (2013: 24) defined the function of this technique is “for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use.” This method is used to find out certain characteristics or patterns of texts which is done through systematic procedures of analysis. This technique also requires “subjective interpretation of the content of the text data through the classification process of coding and identifying themes or patterns” (Hsieh and Shannon, 2005 cited Mora 2012).

The analysis in this study is referring to Rodney Jones’ (2013a) set of entextualization processes in health information from applied linguistics perspective which consists of lexicalization, grammaticalization, personalization, organization and resemiotization. However, the processes which are used as tools for analyzing are only three; they are lexicalization, personalization and organization.

3.2 Source of the Data

The source of the data in the research is five disease articles from WebMD website. The chosen disease articles are *Migraines and Headaches*, *Flu or Cold Symptoms*, *Skin Conditions and Eczema*, *The Basics of Diarrhea* and *Asperger's Syndrome*.

3.3 Data

The data analyzed in the study consist of words, phrases, clauses, sentences and schematic structure of the disease articles in *Migraines and Headaches*, *Flu or Cold Symptoms*, *Skin Conditions and Eczema*, *The Basics of Diarrhea* and *Asperger's Syndrome*.

3.4 Data Collecting Procedures

In this study, the data collection starts from going to the WebMD website, selecting the disease articles and finally collecting the disease articles. The choices of the articles are made based on author's consideration, the most searched diseases on WebMD according to <http://www.alex.com/siteinfo/webmd.com> [Accessed 26 March 2015] and the most searched diseases on Google according to <http://blogs.scientificamerican.com/observations/2014/12/16/googles-top-searches-of-2014/> [Accessed 26 Mar. 2015].

3.4 Data Analysis Procedures

The steps that are taken to analyze the data are:

1. Reading the articles carefully.
2. Identifying the words, phrases, clauses or sentences in the disease articles that indicate the lexicalization and the personalization in the entextualization of health information.
3. Analyzing the lexicalization and the personalization of the disease articles based on Jones' process of lexicalization in the entextualization of health information.
4. Identifying the schematic structure of the disease articles to find out the organization of the disease articles in the entextualization of health information.
5. Analyzing the organization of the disease articles referring to Jones' process of organization entextualization of health information.
6. Describing the findings to find out how the disease articles are entextualized in WebMD disease articles in terms of lexicalization, personalization and organization.
7. Interpreting the findings.
8. Drawing a conclusion.

CHAPTER IV

FINDINGS AND DISCUSSIONS

This chapter discusses the result of the analysis of five disease articles published by WebMD. The analysis is referring to Rodney Jones' processes of entextualization in terms of lexicalization, personalization, and organization. Given the context of the entextualization in health information, this research investigates how the disease articles are appropriated by WebMD through the process of entextualization.

4.1 Data Description

In this research, the data are taken from five disease articles which are retrieved from WebMD. The articles consist of *Migraines and Headaches*, *Flu or Cold Symptoms*, *Skin Conditions and Eczema*, *The Basics of Diarrhea* and *Asperger's Syndrome*. The articles are chosen based on author's consideration and the most searched articles on WebMD according to <http://www.alex.com/siteinfo/webmd.com> [Accessed 26 March 2015] and on Google according to <http://blogs.scientificamerican.com/observations/2014/12/16/googles-topsearches-of-2014/> [Accessed 26 Mar. 2015].

The data that are analyzed consist of words, phrases, clauses, sentences and the schematic structure that indicate lexicalization, personalization and organization in the entextualization of health information according to Rodney Jones.

Each process has different criteria. For the lexicalization, the data include the choice of words or phrases that are used to label, categorize or classify activities, disease phenomenon and medications. Meanwhile, for the personalization, the criteria consist of modalities, mood and the words in the articles that imply how the writer addresses the readers. Finally, in terms of the organization, the data are the schematic structure of the articles which consist of the titles, sub-headings, and description in the articles.

4.2 Findings

From the analysis of the five disease articles, this research finds that WebMD appropriates the disease articles by utilizing the three processes of entextualization in health information in their disease articles. Below are the findings from the analysis of lexicalization, personalization and organization of the disease articles.

1. Lexicalization in WebMD Disease Articles

This process, as Jones (2013a) describes, deals with the choice of words used to describe disease phenomenon, health activities and medicines in the system of categorization. In other words, diseases, activities and treatments are often categorized, classified or labeled through choice of words in the process of making sense of the information.

To make the information more understandable for the readers/laypeople and make the disease more “manageable”, the website frequently categorizes the

disease and symptoms with the words “the most common”, “uncommon”, “rare”, “severe”, “painful”, “classic”, “complicated” and “uncomplicated”. The diseases are also often divided into types to help making it easier for the readers to identify and thus manage the disease/condition. Besides diseases, some foods and activities are also categorized as “good choices” to influence the readers in deciding what to consume or do.

In addition to disease and activities, this website also has a way to entextualize drug medicine as disease treatments. Drug medicines are described in simpler terms and choice of words that define the drugs’ function such as “Pain relief”, “Antinausea drugs” and “Abortive medicines (stop migraines)”. This way of categorizing the drugs by their functions can be interpreted as a way to promote drugs’ medicine using. The other technique is also achieved by describing the drugs medicine through words that signify and emphasize their availability such as “popular brands” and “over-the-counter products (OTC)”.

Other forms of the process of lexicalization in health information mentioned by Jones (2013a) also include metaphorization and quantification. From the analysis, it is found that WebMD rarely uses metaphors. One metaphor is found in *Migraines and Headaches* article in which the article uses the war term “combat” to describe brain chemicals reaction. In addition, through the analysis, it is found that the website uses euphemism in entextualizing the diseases which is found in *The Basics of Diarrhea* and *Asperger’s Syndrome* disease articles. The euphemism are done in the context to make the information about the disease appear more polite and presentable for readers/laypeople to read.

In terms of quantification, the website uses quantification for various purposes. Most of them are used for *base evidence* in which the disease symptoms are measured by numbers, followed by *reference set* to describe health risk, *relative risk* as a scale of comparison between the numbers of the sufferers and population and *rhetorical device* to make the disease phenomenon more prominent or sound salient.

2. Personalization in WebMD Disease Articles

The goal of the analysis of this process is to identify how the relationship built between the readers and the authors. In the context of making sense of the information, this process deals with how the disease articles “construct” the readers.

Firstly, this process can be identified through how the readers are referred; whether it’s “you”, “people”, etc. In most parts of the article, the readers are often excluded from the disease discussion by either placing the subjects on others through the use of words “people” or place the disease as objects outside the sphere of the readers and writers. However, there are also shifts occurred from discussing the disease separately to addressing the readers as “you”. These changes often made in the context to make the message more directed to the readers. Usually, these changes are also made when the articles try to suggest the readers to follow some things. Moreover, the analysis also found that in some of the articles, the readers are also referred as “I” in which they are situated as

information seekers, using the articles to communicate with themselves as Jones (2013b) refers to as “tools for thought.”

Secondly, this process is also achieved through the use of moods. Moods indicate the sense of readers’ involvement or attachment in the articles. There are three types of moods in the WebMD articles. The most used mood in the sentences is declarative. The articles are written in this mood to present the information in more objective way although this can leave very little space to reader’s involvement. The second one is interrogative mood. Most of the sentences written in this mood function as sub-headings which imitates the format of “Frequently Asked Question (FAQ)” which makes the disease articles “reader friendly” (Wright, 1999 cited Jones 2013a, 49). In few cases in the article, this mood is used to engage with the readers in the article. Lastly, the least used one is imperative mood. The sentences that are written in this mood function to suggest or command the readers to do something. This leaves the least involvement of the readers and also constitutes unequal relationship between the authors and the readers.


Finally, personalization is also established through modalities. There are three types of modalities; modal verbs, modal adjuncts and circumstantial adjuncts. Modalities are generally used to constitute certainty and obligation. In the context of making sense of the information, Jones (2013a) mentions that this process is used to communicate probability and to influence the readers about what they should and should not do. The articles are found using modal verbs to address possibility in health risk and health improvement and address suggestions.

Meanwhile, modal adjuncts are mostly used to describe certainty and generalize the information such as by the words “generally” and “more commonly”. In addition to modal verbs and adjuncts, the website uses circumstantial adjuncts to discuss conditionality, alternatives and often, also as suggestions.

3. Organization in WebMD Disease Articles

From the analysis, it is found that the website has its own way in organizing the article which is reflected the schematic structure of the articles. This can be seen on the table below.

Table 4.1 The Schematic Structure of WebMD Disease Articles

(Disease phenomenon)	Title
.....???	Sub-headings that link the questions to the answers when clicked.
.....	General description of the disease
.....? <ul style="list-style-type: none"> • • 	Sub-heading Information in the form of answer
.....? <ul style="list-style-type: none"> • • • 	Sub-heading Information in the form of answer
.....? <ul style="list-style-type: none"> • 	Sub-heading Information in the form of answer
.....? <ul style="list-style-type: none"> • 	Sub-heading Information in the form of answer
View Article Sources  Reviewed by on © 2014 WebMD, LLC. All rights reserved.	Source and reference

In communicating the information to the readers, of the articles are designed similar to FAQ, in which the questions are already made available and the readers can get to find the answers. The order of the information usually starts by the definition of the disease, the causes, the types, the symptoms and finally followed by the treatment and the prevention of the diseases as the solution.

In terms of describing the information, this website keeps the length of the answer relatively short. The answers of the questions are often written in pointers or short paragraphs. This technique is done to make the reading process easier and make it easier for the readers/laypeople to understand the content of the information.

Moreover, to make the information comprehensive, the website usually embeds possibility of associated health conditions which usually link to other diseases and mention the drug medicine treatments that are available to treat the diseases. That information may be informative in some cases. However, at the end, the readers as laypeople are left to handle the information on their own. Being exposed to those messages, the readers may be likely going to process the information in their minds and evaluate their experience based on the associated conditions and consider getting the treatments to solve their diseases.

4.3 Discussions

Employing Rodney Jones' process of entextualization in health information, this research tries to find out how WebMD entextualizes their disease

articles in terms of lexicalization, personalization and organization. To achieve that, each disease article is discussed one by one with the analysis of lexicalization, personalization and organization in the entextualization of health information. The articles are sorted in a random order.

4.3.1 Migraines and Headaches Article

This article is reviewed by Neil Lava, MD and last updated on April 25 in 2012. The article, which is written in four webpages, includes information of general sufferers of the disease, causes, triggers, associated conditions, symptoms, treatments and preventions. Although this article is not on the top of the most searched articles in the internet, *New York Times Magazine* in February 2011 once discussed about this disease article under the article *A Prescription for Fear* where it gives bad reviews to WebMD. Hence, this disease article is worthy to be discussed.

1. Lexicalization in Migraines and Headaches Article

In this article, lexicalization is often used to classify types of the disease by using indicators that measure the severity or rarity of the disease. It is also found that the author also uses quantification, metaphor and a particular way to describe medicines.

In the opening of the article there is a description of the disease in which migraines are classified as painful headaches. It is said that “migraines are **painful** headaches often accompanied by nausea, vomiting, and sensitivity to light.” The word “painful” is used as the initial definition of the disease which

might be the easiest way to engage and make the article understandable. This way of engagement is similar with the way most patients or laypeople would likely to be asked when visiting a doctor in which they have to describe how they feel. In the description, the readers are also informed about the symptoms of the disease in which migraines are associated with “nausea, vomiting, and sensitivity to light.” That information can also possibly be used to make sense of the word “painful.”

In addition to that, the article also labels the types of migraines according to aura in which they are divided into two; classic and common.

“Symptoms that signal the onset of a migraine are used to describe two types of migraine.

- Migraine with aura (known as "**classic**" migraine)
 - Migraine without aura (known as "**common**" migraine)
- An "aura" is a physiological warning sign that a migraine is about to begin.”

Jones (2013a) states that, by using words to ‘stand for’ different things, it will be easier for people to represent reality. In this case, the categorization of “classic” and “common” will make the information more understandable for the readers in order to identify the migraines types. Another way of categorizing the disease is through using the words to label and measure the severity of the condition such as “rare”, “common” and “severe.” This can be seen in the sentence where the article tries to discuss types of migraines that are considered rare.

Types of Migraines

.....

Rare migraine conditions include these types of neurological auras:

Exposing the readers to the rare types of migraines could emerge two things. The first one is it indirectly tells the readers not to be worried about the following types of migraines because they are rare; and the second one is to present the readers with information about the rare types in case the rare migraines occur to the readers. Regardless the cases, the readers who don't or suffer the migraines are bound to see the information and read if the explanation matches with their experience. Subconsciously, they will likely be also evaluating their condition based on the explanation.

If there are rare types of migraines, there are also common types of migraines.

Migraines without auras are more **common**, occurring in 80% to 85% of migraine sufferers. Several hours before the onset of the headache, the person can experience vague symptoms, including:

- Anxiety
- Depression
- Fatigue or tiredness

This type of migraines comes in addition to the former types which are categorized as rare.

Besides classifying and labelling the migraines types, this article also uses a certain way to describe the migraines medications. Under the sub-headings "How Migraines Are Treated?", there are medications that are described in pointers.

How Are Migraines Treated?

There is no cure for migraines. However, there are many drugs available to treat or even prevent some migraines. Some people may also reduce the

.....

- Pain relief
- Antinausea drugs
- Abortive medicines (stop migraines)
- Biofeedback
- Magnetic stimulation

Those medications are named as “Pain relief”, “Antinausea drugs”, “Abortive medicines (stop migraines)”, “Biofeedback”, “Magnetic stimulation.”

Besides the treatments described in simpler and more conversational words that it can be understood by the readers, as it can be seen, the choice of the words to describe the medicine emphasizes the ability of the drug. The article does not use special medical term words; rather, it uses daily words to describe medicines determined by their function. This way of defining can also be interpreted as a subtle way the article tries to promote the behaviour of relying on drug medications to solve diseases from the way it accentuates the function of the drug medications.

The other lexicalization process used in this article also comes in the form of quantification. This short paragraph below show multiple form or functions of quantification used in a health article.

Who Gets Migraines?

The National Headache Foundation estimates that **28 million Americans** suffer from migraines. **More women than men get migraines and a quarter of all women with migraines suffer four or more attacks a month; 35% experience one to four severe attacks a month, and 40% experience one or less than one severe attack a month.** Each migraine can last from **four hours to three days**. Occasionally, it will last longer.

The first one in “28 million Americans”, the quantification is used as a *rhetorical device*. The quantification is used to highlight the large number of

migraine sufferers which is reflected by how the article does not provide the total number of American citizens as a comparison. Jones (2013a: 40) mentions "...quantification is not a neutral reflection of reality, but a *rhetorical device* that is used to make some aspects of reality criterial and obscure others." Implying that migraines are common by using quantification can also be one of the ways to engage with the readers/migraine sufferers so they feel more connected.

The second one is found in "more women... a month" in which quantification is used as *reference set* to describe health risk. Those calculations that are used to address probability may be accurate. However, it can also create obscurity between laypeople to comprehend it. Secondly, this description also only focuses on the female sufferers that the male sufferers are not informed of the frequency of experiencing migraine. Finally, the last form of quantification is used in "each migraine can last from four hours to three days." In this case, the quantification in here is used as *base evidence*. Although it may sound a bit less precise, the quantification is used to constitute a base to measure the duration of migraine attacks. If longer than that, the readers may or may not need to see a doctor or get more medical help.

In addition to quantification, the other form of lexicalization that is used is metaphorization. Metaphorization is quite rarely used in WebMD articles and this is the only one found in the migraines article.

Emotional stress. This is one of the most common triggers of migraine headache. Migraine sufferers are generally highly affected by stressful events. During stressful events, certain chemicals in the brain are released to **combat** the situation (known as the "flight or fight" response).

By associating the chemicals reaction with war term “combat”, in this context, the meaning becomes more dramatic and conspicuous among the readers to understand. This use of metaphor may be one of the ways in adjusting the medical information to the realm of laypeople.

2. Personalization in Migraines and Headaches Article

This aspect of entextualization can be achieved through many ways. One of the aspects that imply the relationship built between the readers and the writer is through the use of how the disease is discussed separately from the readers which can be portrayed on the articles sub-headings.

In this article

- Who Gets Migraines?
- What Causes Migraines?
- What Triggers a Migraine?
- Migraines and Associated Conditions
- Are Migraines Hereditary?
- What Are the Symptoms of Migraines?
- Types of Migraines
- How Are Migraines Treated?
- Can Migraines Be Prevented?

The disease tends to be described outside the ‘sphere of the reader and the writer.’ It tends to be treated separately from the readers/sufferers. Instead of “what causes your migraines?” or “how should you treat migraines?”, they are “what causes migraines?” or “how are migraines treated?”. In this article the migraines are treated as object. This is related to what Dr F. G. Crookshank has stated “under the influence of certain school of thought, and certain habits of expression, we have become accustomed to speak or write as if a disease were a

natural object.” People who work in medical world are used to consider diseases as objects because that way it is easier for them to treat diseases. In the context of presenting information, this may be also done to make the information more neutral and less ‘face-threatening’ in presenting the message directly to the readers.

Although, the article tends to treat the disease separately, a shift can also happen, which occurs in the paragraph below:

Can Migraines Be Prevented?

Yes, migraines can be prevented. **You** can reduce the frequency of your migraine attacks by identifying and then avoiding migraine triggers. **You** can keep track of your headache patterns and identify headache triggers by using a headache diary.

In this section the relationship built and the agents made somehow shifted into “you” in contrary with the rest of the article. This, of course, makes the relationship between the author and the readers sounds more intimate. In this case, the readers are involved in the health choice in which they are positioned as the ‘choice makers’ or action takers thus their actions can contribute to avoid migraines.

In addition to those, personalization can also be achieved through mood and modality. In this article, three types of modality are used, each with its own function. The sub-headings of the articles which are proposed in the beginning of the article (mentioned above) are mostly made in question forms. The article uses the interrogative mood to make it easier for the readers to find the information they want to achieve. When these questions are clicked, the readers are led to the answers from the questions. This process has been proved to make the article

more ‘reader friendly.’ This arrangement of the questions can also inform either two things; the things that readers are clueless about or the things the readers need to know (Jones, 2013a: 49).

Most of the sentences in the article are written in the form of declarative mood. This is a way to present the information objectively; although it leaves less to no room for readers’ involvement. In addition to interrogative and declarative mood, the article also uses imperative mood.

Be cautious when taking over-the-counter pain-relieving medications because sometimes they can contribute to a headache or their overuse can cause rebound headaches or a dependency problem.

In that section, the readers are asked to “be cautious.” This process establishes the relationship built that the writer as a health professional or someone who has more power since he/she knows more about the knowledge in determining the readers’ health choice.

In terms of modality, most of the modalities are used to indicate probabilities and certainty. This can be seen in the section of the article below:

What Are the Symptoms of Migraines?

The symptoms of migraine headaches **can** occur in various combinations and include:

The modal verb “can” is used to address the possibility of the symptoms that may occur. The degree of the certainty is medium since this information is aimed to generalize. Another type of modality, that is modal adjunct are also used in the article. Although they have different forms, their function and the effect

they generate is quite similar; that is to address health risk in medium degree certainty. This can be shown below:

These symptoms **usually** occur suddenly and can be associated with the inability to speak properly, ringing in the ears, and vomiting. This type of migraine is strongly related to hormonal changes and **primarily** affects young adult women.

In that case, modality adjuncts **usually** and **primarily** are used to indicate the common state of this type of migraine. Other form of modality used in the article is circumstantial adjunct. This paragraph is found on the bottom of “How Are Migraines Treated?” section.

All of these treatments **should be used** under the direction of a headache specialist or doctor familiar with migraine treatments. As with any medication, **it is important to carefully follow the label instructions and your doctor's advice.**

This process is used to address caution of using the all the treatments mentioned. However, the strength of the obligation in this modal verb is quite medium. It will cause much difference if the modal is replaced with the stronger one. “**All of these treatments must be used under the direction of a headache specialist or doctor familiar with migraine treatments.**” This replacement will give an impression to the readers to be even more cautious. Secondly, the following suggestion which is written as “it is important to carefully...” seems to ‘downplay’ the strength of the obligation. As with the former sentence the modal verb is used to address obligation, the second one tends to only imply the obligation subtly which sounds less imperative and less obligatory. This leaves a

little gap for the readers that they can be fine using the medications if they follow the instructions carefully.

3. Organization in Migraines and Headaches Article

WebMD proposes several questions related to migraines and headaches which will be the sub-headings in the article. If those questions or sub-headings are clicked, the readers are led to the pages that provide the answers. This form of questions also make it easier for the readers to straightly find the answers they wish to find instead of having to scan or skim the entire articles first. Although some are made in phrasal form, most of the sub-headings are in the question form.

In this article

- Who Gets Migraines?
- What Causes Migraines?
- What Triggers a Migraine?
- Migraines and Associated Conditions
- Are Migraines Hereditary?
- What Are the Symptoms of Migraines?
- Types of Migraines
- How Are Migraines Treated?
- Can Migraines Be Prevented?

Those questions are also arranged to follow a certain order. Initially, the article discusses the chances and the causes of getting migraine. And then, it discusses the relation of the disease to other conditions (other problems or heritance) which then followed by the symptoms and the types of migraines. Finally, the article discusses about the solution of the disease which consist of the treatment and the prevention of the disease. This is more or less similar to a

pattern of a story which usually starts up with orientation, complication and finally resolution.

In terms of describing, WebMD also has a particular way to present its information which can be seen below.

What Are the Symptoms of Migraines?

The symptoms of migraine headaches can occur in various combinations and include:

- A pounding or throbbing headache that often begins as a dull ache and develops into throbbing pain. The pain is usually aggravated by physical activity. The pain can shift from one side of the head to the other, or it can affect the front of the head or feel like it's affecting the whole head.
- Sensitivity to light, noise, and odors
- Nausea and vomiting, stomach upset, abdominal pain
- Loss of appetite
- Sensations of being very warm or cold
- Paleness
- Fatigue
- Dizziness
- Blurred vision
- Diarrhea
- Fever (rare)

Most migraines last about four hours although severe ones can last up to a week. The frequency of migraines varies widely among individuals. It is common for a migraine sufferer to get two to four headaches per month. Some people, however, may get headaches every few days, while others only get a migraine once or twice a year.

The paragraph under a sub-heading above is an excellent example of the combinations of three ways the website use to elaborate the information. The article provides the lists which aims to make the reading process easier. Some are provided with some explanation, some are not and some are made in the form of links. The links can be clicked by the readers which lead to another article if they wish to find out more. The availability of the links can imply three things; to offer information the readers are curious to find out more, to indirectly persuade the

readers to view other articles which will benefit the web for more clicks and to indirectly influence the readers to become curious for details or more information.

In addition to sub-headings and pointers techniques, there is also a way the website employ in presenting the information. Below, there is the last section of the article where it discusses the prevention of migraines.

Can Migraines Be Prevented?

Yes, migraines can be prevented. You can reduce the frequency of your migraine attacks by identifying and then avoiding migraine triggers. You can keep track of your headache patterns and identify headache triggers by **using a headache diary**.

.....

 Migraine sufferers also seem to have fewer attacks when they eat on a regular schedule and get adequate rest. **Regular exercise** -- in moderation -- can also help prevent migraines.

When **lifestyle changes** aren't effective at preventing migraines, there are other options.

When the headaches are severe, occur more than two or three times a month, and are significantly interfering with normal activities, **your doctor may prescribe preventive medication**. Preventive medications reduce the frequency and severity of the headaches and are generally taken on a regular, daily basis.

Also, **Cefaly is the first FDA-approved device for preventing migraines** in people over age 18. The portable headband-like device gives electrical impulses on the skin at the forehead. This stimulates the trigeminal nerve, which is associated with migraine headaches. Cefaly is used once a day for 20 minutes, and when it's on you'll feel a tingling or massaging sensation.

The prevention is discussed after treatment because readers mostly seek information about treatments especially since they decide to arrive at this passage.

The article does not use the pointers mode to sort the information. Rather, it uses essay to describe it. Some natural treatments like stress management and regular

exercise are mentioned. However, at the end of the section the author mentions “your doctor may prescribe preventive medication” which then followed by an introduction/suggestion to use a certain drug “Cefaly is the first FDA-approved device for preventing migraines”.

A promotion of drug is embedded in the information of the prevention the disease. The way of elaborating the information in essay form may also be a way to make the message of using the drugs less conspicuous compared to using the pointers/list model.

4.3.2 Flu or Cold Symptoms Article

Flu and cold are some of the most frequent diseases that occur to people. In relation to that, according to Scientific American blog, flu is the second most googled disease in 2014. This article on WebMD website is reviewed by Varnada Karriem-Norwood, MD and last updated on September 25, 2014. This article generally discusses the symptoms of flu and cold, the differences between the diseases and some complications in which the readers are suggested to contact the doctor.

1. Lexicalization in Flu or Cold Symptoms

In the initial order of describing the disease, the article again uses sense of feeling to make it easier for the readers to read the information. This can be pictured below.

It's important to know the difference between flu and cold symptoms. A **cold is a milder respiratory illness than the flu**. While cold symptoms can make you **feel bad** for a few days, flu symptoms can make you **feel quite ill** for a few days to weeks. The flu can also result in **serious health problems** such as pneumonia and hospitalizations.

The author differentiates cold from flu and classifies cold as “is a milder respiratory illness than the flu”. The explanation used for that argument does not employ medical terms, rather daily words. The way the author distinguishes cold and flu is through describing how they make the readers “feel bad” and “feel quite ill” which sound less scientific but more conversational. Moreover, the author also associates flu with other “serious health problems” by mentioning pneumonia and hospitalization.

Besides using the sense of feel to describe the pain, like the previous article, this article also uses the categorization system to describe the disease.

What are **common** cold symptoms?

Cold symptoms usually begin with a sore throat, which usually goes away after a day or two. Nasal symptoms, runny nose, and congestion follow, along with a cough by the fourth and fifth days. Fever is **uncommon** in adults, but a slight fever is possible. Children are more likely to have a fever with a cold.

Cold symptoms are categorized into “common” and “uncommon.” That way, the readers are led to identify whether their health condition is common or uncommon. This technique is often used in presenting health information. People usually and naturally try to measure and identify their diseases to determine its state of condition.

Furthermore, this article also uses quantification to identify the disease.

Is it flu or cold symptoms?

How do you know if you have flu or cold symptoms? Take your temperature, say many experts. Flu symptoms often mimic cold symptoms with nasal congestion, cough, aches, and malaise. But a common cold rarely has symptoms of fever above **101 degrees**.

In this case the quantification is used as *base evidence*. The article uses the temperature degree as the measurement “101 degrees” as an indication to identify the disease whether it is a flu or cold symptom. This is related to what Jones (2013a: 40) finds that physicians are used to “treat the numbers” in which they base their decision on clinical calculation.

Another form of quantification used by this article is also found in the way the article address the cause of the disease. This process is shown in the sentence “Several hundred different viruses may cause your cold symptoms” under the sub-heading “What Are Common Cold Symptoms?”. In this context, the quantification is used as *rhetorical device*. The article address the cause of the cold is “several hundred different viruses” which makes the disease sounds a bit more dangerous and prominent. However, this way of description may also emerge or promote germaphobic behaviour in which people fear about the contamination of viruses and germs.

2. Personalization in Flu or Cold Symptoms Article

Since the article discusses about diseases that frequently occurs among people, the way used in conversing the information sounds more intimate and more conversational using the daily terms. This can be seen in the beginning of the article.

When **you** wake up sneezing, coughing, and **have that achy, feverish, can't move a muscle feeling**, how do you know whether you have cold symptoms or the flu?

The article opens with a conversational and interpersonal style to engage with the readers by using “you”. This technique lessens the gap between the readers and the author. The readers are referred as “you” so that the message can be more directed towards the readers/sufferers.

In that opening of the article, there is also an interrogative mood in the sentence “...how do you know whether you have cold symptoms or the flu?” In this context, the mood is used to connect with the readers and as a fundamental question to start up the article. On the other side, it also shows that the article tries to challenge the readers’ knowledge about health. This may also establish the identities of the readers who seek for the information are lack of knowledge. In addition to the interrogative moods, the article also uses imperative moods. Imperative moods are used to suggest the readers to do something.

How long do cold symptoms last?

Cold symptoms usually last for about a week. During the first three days that **you** have cold symptoms, **you** are contagious. This means **you** can pass the cold to others, **so stay home and get some much-needed rest.**

With the article referring to the readers as “you”, the message and the obligation sounds stronger and obvious. The author uses imperative mood in “so stay home and get some much-needed rest” to command the readers in order not to transmit the disease to others and recover quicker. By commanding the readers/sufferers, this process establishes the identity of the author as the health

expert giving suggestions and having the authority since he/she has more medical knowledge.

In addition to moods, the article also uses modalities which show the variety of forms and functions. Modalities are generally used to indicate certainty and obligation (Jones, 2013a). In this article, modality is used to describe symptoms of flu which can be portrayed in the sentence “with flu symptoms, you will probably have a fever initially with the flu virus and you will feel miserable.” In that sentence, modal verb “will” is used to establish certainty in which the readers are told that they “will probably have a fever” and “will feel miserable”

Another way modality can be used is to persuade or get the readers to do something. This is shown in the paragraph below.

Just like cold viruses, flu viruses enter your body through the mucous membranes of the nose, eyes, or mouth. **Every time you touch your hand to one of these areas, you could be infecting yourself with a virus, which makes it very important to keep hands germ-free with frequent washing to prevent both flu and cold symptoms.**

The circumstantial adjunct is used in the article to suggest the readers to wash their hands to prevent cold or flu. The readers referred as “you” has the effect of creating the message more directed and straight-forward to the readers. The article tries to tell and influence the readers about the prevention of getting cold or flu through washing hands. Washing hands is a small activity that is often considered as trivial by many people. To convince the readers, the article uses possibility in “you could be infecting yourself with a virus.” This technique,

again, might or might not also promote germaphobic behavior in people where it develops fear for germs.

Another way of circumstantial adjunct used in this article is to describe a possibility of the occurrence of another disease or to influence the readers that they need a certain medicine. This can be seen below.

Persistent coughing: When a cough doesn't go away after two or three weeks, **it could be bronchitis, which may need an antibiotic.** Postnasal drip or sinusitis **can also result in a persistent cough.** In addition, **asthma is another cause of persistent coughing.**

As it can be noticed, there are a lot of modalities used in the paragraph. The modalities “could” and “may” are used to express possibility of getting other diseases. In that case, the modalities are used to link coughing with bronchitis, sinusitis and asthma. The article also influence the readers by embedding the message “which may need an antibiotic” in which the readers are convinced to take antibiotic. This technique also might or might not promote dependency towards antibiotics or drugs in general. Those modalities, again, establish the relationship built that the author as a health expert and the readers as information seekers. This relationship also implies that since the readers are positioned as information seekers, they are looking for experts’ suggestions and thus many suggestions are found in this article.

3. Organization in Flu or Cold Symptoms Article

The organization of the information of this article is also similar with the other disease articles in WebMD. The content of the article includes symptoms

identification and prevention of the disease. The arrangement of the sub-headings can be seen below.

In this article

- What are common cold symptoms?
- How long do cold symptoms last?
- What are common flu symptoms?
- Is it flu or cold symptoms?
- When do I call the doctor with flu or cold symptoms?
- Can I prevent flu or cold symptoms?

The information begins focusing on the identification of each flu and cold symptoms followed by emergency symptoms and finally the prevention of the symptoms. Since the article seeks to explain the difference between cold and flu, to present the information, the article provides a table under the sub-heading “*Is It Flu Or Cold Symptoms?*”

Table 4.2 Table in Flu or Cold Symptoms Article

Symptoms	Cold	Flu
Fever	Sometimes, usually mild	Usual; higher (100-102 F; occasionally higher, especially in young children); lasts 3 to 4 days
<u>Headache</u>	Occasionally	Common
General Aches, Pains	Slight	Usual; often severe
<u>Fatigue, Weakness</u>	Sometimes	Usual; can last 2 to 3 weeks
.....
.....
Complications	<u>Sinus</u> congestion; middle <u>ear infection</u>	Sinusitis, <u>bronchitis</u> , <u>ear infection</u> , pneumonia; can be life-threatening
Prevention	Wash hands often;	Wash hands often; avoid close contact
Treatment	<u>Decongestants</u> ; pain reliever/fever reducer medicines	<u>Decongestants</u> , pain relievers, or fever reducers are available over the counter;

There are four subjects in the table. The first subjects discuss the symptoms between the flu and cold symptoms and the rest discuss about complications, preventions and treatment of each of the diseases. Just like most of the structure of health articles, the table disease definition and symptoms are discussed first and then followed by prevention and treatment of the disease. This table, where the information are summarized and simplified, is provided in order to make the reading process easier.

In that table, some diseases and medications are also come in the form of links which the readers can click to find out more. In that case, the drug medicine “decongestant” is promoted at the first line of the treatments. The treatments in the table are also found to only mention drug medications while there might also be other home remedies that the readers can try. This shows the WebMD’s partiality towards drugs medications.

Another way of organizing that is used in this article that is important to be discussed is the way it describes symptoms. Below is the information about emergency symptoms written at the end of the section “When Do I Call the Doctor with Flu or Cold Symptoms?”

In some cases, you may need to get emergency medical attention right away. In adults, signs of a crisis include:

- Severe chest pain
- Severe headache
- Shortness of breath
- Dizziness
- Confusion
- Persistent vomiting

In children, additional signs of an emergency are:

- Difficulty breathing or rapid breathing

- Bluish skin color
- Not drinking enough fluids
- Lethargy and failure to interact normally
- Extreme irritability or distress
- Symptoms that were improving and then suddenly worsen
- Fever with a rash

In this section, the readers are told to seek the emergency if they show some critical symptoms. The symptoms are described in the form of pointers to make them easier to read. This is the technique that frequently used by the website in presenting the information. However, in this section, there are no detail explanations of the symptoms although some symptoms are provided in link forms.

Another technique that could be noticed in this description is how the article differentiates the symptoms between the adult's and child's symptoms. This is not only done due to the fact that they may have different symptoms. From the description of the words, the adults' symptoms are described relatively shorter while children's are written in longer words. This is done due to the consideration that adults are usually able to notice signs and symptoms on their own while the children cannot diagnose themselves. Hence, the children's symptoms are described in the way that others can notice.

4.3.3 Skin Conditions and Eczema Article

This disease article is reviewed by Debra Jaliman, MD and last updated on February 06, 2015. Alexa Internet's site overview reports that Eczema is the number one most searched disease articles on WebMD. This article that is written

in three webpages discusses the basic core information of the diseases such as symptoms, causes, diagnosis, treatments and preventions.

1. Lexicalization in Skin Condition and Eczema Article

In the beginning, the article starts up with a description of the disease just like the rest of the articles analyzed in this research. However, rather than opening up by describing how the disease feel, this article discuss the definition of the disease, using the choice of words that are more medical. The paragraph is shown below.

Eczema is a term for a group of medical conditions that cause the skin to become inflamed or irritated. **The most common** type of eczema is known as atopic dermatitis, or atopic eczema. Atopic refers to a group of diseases with an often inherited tendency to develop other allergic conditions, such as asthma and hay fever.

In the paragraph, like most of the disease articles, it tries to categorize the disease about what is the most common one. This is often done in other disease articles where they like to categorize which one is common or uncommon, rare or severe, etc. In this case, the article decides to mention the most popular one because in trying to reach the majority among the readers. Some other conditions are also made as links so the readers will be able to find out more.

In keeping up with the medical terms used in this article, there are also found some more terms that are shown below.

In addition, eczema is commonly found in families with a history of other allergies or asthma. Also, defects in the skin barrier could allow moisture out and germs in. Some people may have "**flare-ups**" of the itchy rash in response to certain substances or conditions.

The article uses the term “flare-ups” which, if taken literally, means burst of flame or anger. However, in medical term it refers to a worsen state/condition of a symptom. In this case, the flare-up means worsen skin condition in which it is inflamed and shows some redness. Another medical context term used in the article can also be shown in the following paragraph.

The FDA has warned doctors to prescribe Elidel and Protopic with caution due to concerns over a possible cancer risk associated with their use. The two creams also carry the FDA's "**black box**" warning on their packaging to alert doctors and patients to these potential risks.

The drug is informed to have a medication warning referenced to "black box". Generally, black box can be assumed as mysterious device or equipment which mechanism is complicated. However, in medical terms, the words mean that it is containing serious ingredients which may be highly risky. This may be informative, but for laypeople, it may also create confusion.

Another lexicalization that is important to be discussed is the way the article describe drugs as the treatment of eczema. This can be noticed in the paragraphs below.

Over-the-counter products, such as hydrocortisone 1% cream, or **prescription creams and ointments containing corticosteroids**, are often prescribed to lessen inflammation. In addition, if the affected area becomes infected, your doctor may prescribe antibiotics to kill the infection-causing bacteria.

Other treatments include antihistamines to lessen severe itching, **tar treatments (chemicals designed to reduce itching)**, **phototherapy (therapy using ultraviolet light applied to the skin)**, and the drug cyclosporine for people whose condition doesn't respond to other treatments.

In the first paragraph, the medicines are described as “over-the-counter products.” This is a way to describe the medicine in a more conversational way, but also gives an implication that the readers/sufferers can reach/buy the medicines easily. In the same paragraph, the readers are also the given information of what medications they should have in terms of the ingredients of the creams “hydrocortisone 1%, corticosteroids” which can be seen on the packaging of the products. This information supports the readers/sufferers in finding the medications. Some medications are also provided in the form of links which encourages them to find out more.

In the next paragraph, the readers/sufferers are informed about other treatments. These medications are explained in simpler terms for the readers to understand (“to lessen severe itching”, “chemicals designed to reduce itching”, “therapy using ultraviolet light applied to the skin” and “for people whose condition doesn't respond to other treatments”). To sum up, this way of describing drug medication again shows promotion and WebMD tendency towards drug medicine.

Another way of lexicalization used in this article is quantification. The quantification can be seen in the paragraph below.

Eczema affects about **10% to 20%** of infants and about **3%** of adults and children in the U.S. Most infants who develop the condition outgrow it by their tenth birthday, while some people continue to have symptoms on and off throughout life. **With proper treatment, the disease often can be controlled.**

In that section, the quantification here is used as a *reference set* to address the risk of having the skin condition. The article presents the percentage of people affected by eczema. What is also interesting, at the end of paragraph, there is a sentence “with proper treatment, the disease often can be controlled.” This sends the message to the readers giving them hopes about the cure. This will also be beneficial since the readers are going to seek for the solution/treatment in this article. Jones (2013a) mentions that this technique is proven to influence the readers to look forward for the disease treatment.

2. Personalization in in Skin Condition and Eczema Article

This article is similar with the disease article *Migraines and Headaches* where the disease is treated as an object outside the author and the readers. This is reflected in the sub-headings of the article.

In this article

- What Are the Symptoms of **Eczema**?
- What Causes **Eczema**?
- How Is **Eczema** Diagnosed?
- How Is **Eczema** Treated?
- How Can **Eczema** Flare-ups Be Prevented?

In those questions, eczema, as the topic of the article are treated as autonomous object or separately from the readers/sufferers which is shown by how the readers are not referred as ‘you’. This way also helps it easier to discuss the disease.

Although in large portion of the article the disease is treated as an object, there also happened a shift in which the article refers directly to the readers/sufferers. This can be shown in the following paragraph.

How Is Eczema Diagnosed?

A **pediatrician, dermatologist, or your primary care provider** can make a diagnosis of eczema. While there are no tests to determine eczema, most often **your doctor** can tell if it's eczema by looking at your skin and by asking a few questions.

In that section, the readers are indirectly referred as you by the use of “your doctor”. This choice is made so that the message could be more directed to the readers. The article also mentions subjects “a pediatrician, dermatologist, or your primary care provider” to make diagnosis of the readers’ eczema. This choice of also constitutes the relationship built in the article that is the author as health expert/advisor giving suggestions to the readers/sufferers as the information seekers.

In addition to those, in terms of moods, the article does not employ interrogative mood besides using it for the sub-headings. Most of the information is written in declarative mood. However, the article uses imperative mood which can be found below.

How Can Eczema Flare-ups Be Prevented?

Eczema outbreaks **can** sometimes be avoided or the severity lessened by following these simple tips.

- Moisturize frequently.
- Avoid sudden changes in temperature or humidity.
- Avoid sweating or overheating.
- Reduce stress.
- Avoid scratchy materials, such as wool.
- Avoid harsh soaps, detergents, and solvents.
- Be aware of any foods that may cause an outbreak and avoid those foods.

The imperative mood is found under the sub-heading “How Can Eczema Flare-ups Be Prevented?” The ways to present the prevention of eczema are made in the form of imperative mood in which the readers are told to follow certain

suggestions in order to prevent eczema. This process establishes relationship between the author as health expert/advisor who have the medical authority and the readers who seek to follow the suggestions from the health expert.

Besides moods, this article also uses modality for various purposes. The first one is to express generality. The paragraph below is stated under the sub-heading “What Are the Symptoms of Eczema?”

Affected areas **usually** appear very dry, thickened, or scaly. In fair-skinned people, these areas **may** initially appear reddish and then turn brown. Among darker-skinned people, eczema **can** affect pigmentation, making the affected area lighter or darker.

In that section, the modality adjunct and modality verbs are used with the same purpose which is to express possibility. The modalities are used to inform how the symptoms usually appear.

The next type of modality, that is circumstantial adjunct, is used to express possibility or hope for the skin condition improvement. This can be seen in the section below.

Although there is no cure, most people can effectively manage their disease with medical treatment and by avoiding irritants. The condition is not contagious and **can't** be spread from person to person.

This section is stated under the sub-heading “What Causes Eczema?” The circumstantial adjunct in here is used to address conditionality. In the first clause of this section, it is said that there is no cure is strong which is expressed in strong certainty, but the second clause uses modal verb with medium degree of certainty. The readers are given a certain fact “although there is no sure” but then they are

also convinced a natural probability which tells them that they can overcome the skin condition with medical treatment and avoiding the eczema triggers. This conditionality will attract and encourage the readers to look up for the medications to treat their eczema.

3. Organization in Skin Condition and Eczema Article

Similar like the other WebMD disease articles, this article also written with sub-headings and using the order of the information starting from the disease symptoms, causes, diagnosis, treatment to prevention.

In this article

- [What Are the Symptoms of Eczema?](#)
- [What Causes Eczema?](#)
- [How Is Eczema Diagnosed?](#)
- [How Is Eczema Treated?](#)
- [How Can Eczema Flare-ups Be Prevented?](#)

Another way of the organization that differentiates this article from the rest of the articles analyzed in this research is the employment of pictures. This can be found in the opening of the article where the readers can click on the image and be led to another page that display pictures of the eczema.

Eczema is a term for a group of medical conditions that cause the skin to become inflamed or irritated. The most common type of eczema is known as atopic dermatitis, or atopic eczema. Atopic refers to a group of diseases with an often inherited tendency to develop other allergic conditions, such as asthma and hay fever.

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.....



[See Pictures of Eczema and Other Common Skin Problems](#)

This website obviously displays many pictures on the page. However, those pictures are not part of the disease articles. In this case, the picture is a part of the article. This picture functions to help the readers identify the skin condition. At the end of the opening section, the article also again offers a link to see the pictures of eczema.

In addition to the picture links and sub-headings used, this disease article also does not use many pointers/lists to describe the information. Most of the sub-headings questions are answered in the form of essay or explanation. One of the examples is the paragraphs under the sub-heading of eczema symptoms below.

What Are the Symptoms of Eczema?

No matter which part of the skin is affected, eczema is almost always itchy. Sometimes the itching will start before the rash appears, but when it does, the rash most commonly appears on the face, back of the knees, wrists, hands, or feet. It may also affect other areas as well.

Affected areas usually appear very dry, thickened, or scaly. In fair-skinned people, these areas may initially appear reddish and then turn brown. Among darker-skinned people, eczema can affect pigmentation, making the affected area lighter or darker.

In infants, the itchy rash can produce an oozing, crusting condition that happens mainly on the face and scalp, but patches may appear anywhere.

Even though it is written in paragraphs, the author of the article still keeps the information relatively short. This technique is used in order to maintain the reading process to be easy for laypeople. Regardless, the readers are still provided with links to other articles in case they need or are curious to read more.

Another aspect in the organization that is also worth to be discussed is the description of the skin treatment in the article. This topic is written under the sub-heading “how eczema treated?”

How Is Eczema Treated?

The goal of treatment for eczema is to relieve and prevent itching, which can lead to infection. Since the disease makes skin dry and itchy, **lotions and creams** are recommended to keep the skin moist. These products are usually applied when the skin is damp, such as after bathing, to help the skin retain moisture. **Cold compresses may also be used to relieve itching.**

Over-the-counter products, such as hydrocortisone 1% cream, or prescription creams and ointments containing corticosteroids, are often prescribed to lessen inflammation. In addition, if the affected area becomes infected, your doctor may prescribe antibiotics to kill the infection-causing bacteria.

Other treatments include antihistamines to lessen severe itching, **tar treatments** (chemicals designed to reduce itching), **phototherapy** (therapy using ultraviolet light applied to the skin), and the drug cyclosporine for people whose condition doesn't respond to other treatments.

The FDA has approved two drugs known as topical immunomodulators (TIMs) for the treatment of mild-to-moderate eczema. The drugs, **Elidel** and **Protopic**, are skin creams that work by altering the immune system response to prevent flare-ups.

The FDA has warned doctors to prescribe Elidel and Protopic with caution due to concerns over a possible cancer risk associated with their use. The two creams also carry the FDA's "black box" warning on their packaging to alert doctors and patients to these potential risks. The warning advises doctors to prescribe short-term use of Elidel and Protopic only after other available eczema treatments have failed in adults and children over the age of 2. It should not be used in kids under age 2.

As it is mentioned before, this article does not use a lot of pointers/lists to describe the information. The treatment of the skin condition is written in paragraphs in which the readers, if not skim, have to read the narrated message. If

it was written in pointers, the main points will be easier to find. First of all, the sub-heading is titled as “How Eczema Is Treated?” instead of “how to treat eczema?” which gives more obligation and certainty of the affectivity of the treatments that are going to be mentioned in the paragraphs.

Secondly, the large proportion in the section mostly discuss about drug medicines where only very little space for non-drug medication such as in “cold compresses may also be used to relieve itching.” This again, also reinforces the assumption about the WebMD leaning towards drugs medications over home or other remedies. Furthermore, most of the information about the drugs is also provided with links which the readers can read further such as hydrocortisones, antibiotics, antihistamines, cyclosporine, and even some of the ones with warnings such as Elidel and Protopic. This drugs written as the part of the solution will likely to encourage the readers/sufferers to find the products even though the better things they may do is to consult the doctors first before deciding the treatments for their skin condition.

4.3.4 The Basics of Diarrhea Article

Alexa Internet website ranks this diarrhea as the second most searched disease article on WebMD. This two-webpages disease article is reviewed by Varnada Karriem-Norwood, MD and last updated on August 28, 2014. Although the length of the article is relatively short, this article covers the basic core information of the diseases which consists of symptoms, causes, diagnosis, treatments and preventions.

1. Lexicalization in The Basics of Diarrhea Article

In the beginning of the article, as usual, the article tries to define the disease to the readers. What needs to be discussed in this discussion is that the article uses euphemism to describe the disease.

Diarrhea describes bowel movements (stools) that are loose and watery. It is **very common and usually not serious**. Many people will have diarrhea

In that section, diarrhea is described with words such as “bowel movements (stools)” which are low frequency words and more often used as medical terms. Those descriptions are chosen over “feces” or “poop” which sounds more familiar to laypeople but may be considered too blunt or inappropriate to be used on official website such as WebMD. This choice of words tends to be safer and less straight-forward.

In the description, the website also tells the readers that the disease is “very common and usually not serious.” This label gives the impression to the readers what kind of disease the diarrhea is and whether they need to anticipate more. In this case, this description implies to tell the readers not to panic.

Another form of categorization is used for the identification of the disease where it is divided to “uncomplicated” and “complicated”. This process can be found under the sub-heading of the symptoms of the disease.

What Are the Symptoms of Diarrhea?

Symptoms of diarrhea can be broken down into **uncomplicated** (or **non-serious**) diarrhea and **complicated** diarrhea. Complicated diarrhea may be a sign of a more serious illness.

Symptoms of diarrhea are categorized in to two categories labeled as “uncomplicated” and “complicated”. This process, again, refers back to what Jones (2013a) found that the process of classification, naming or categorizing the disease make the disease easier to be managed by doctors and other medicine professions. Through this description, moreover, the readers will base their identification on these two types of diarrhea.

Furthermore, this article also defines things in the context of treating the disease. This section is found under the sub-heading “How Is Diarrhea Treated?”

In addition, you should drink **at least six 8-ounce glasses of fluid per day. Choose fruit juice without pulp, broth, or soda** (without caffeine). Chicken broth (without the fat), tea with honey, and sports drinks are also **good choices**.

The article label the foods mentioned as “good choices” to treat diarrhea. The use of that choice of words in that context is also used influence the readers to follow the suggestions. This system of categorization is related to how lexicalization performs in life according to Jones (2013a) where people draw upon and most likely follow the categorization system to decide which activities, food or substances which are good or bad.

In addition to categorization, this article also uses quantification in serving the information. The first example shows that the quantification used to address *relative risk* of getting diarrhea as a part of the opening of the article.

Diarrhea describes bowel movements (stools) that are loose and watery. It is **very common and usually not serious**. Many people will

have diarrhea **once or twice each year**. It typically lasts **two to three days** and can be treated with over-the-counter (OTC) medicines.

In the section above, the article assure that “many people have diarrhea once or twice each year”. Although it may sound to be too generalizing, it may works to convince the readers as a part of telling them the condition is “very common and usually not serious”. It may also be a way to tell the readers not to panic about the condition.

Many of the quantification used here are used to generalize the information. One of many of the examples is in the last sentence of the above paragraph where it says “it typically last two to three days”. Moreover, some of the quantification also used to measure the severity of the disease which can be portrayed in the two sections below.

What Are Symptoms of Diarrhea?

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In addition to the symptoms described above, the symptoms of complicated diarrhea include:

- Blood, mucus, or undigested food in the stool
- Weight loss
- Fever

Contact your doctor if you have prolonged diarrhea, bloody diarrhea, or a fever that lasts more than **24 hours**.

When **Should I** Call My Doctor About Diarrhea?

.....
.....

Also, when diarrhea lasts for **several weeks** or contains blood, a serious illness may be the cause.

Both of the quantifications “24 hours” and “several weeks” are used to measure the duration of time the disease occur to determine whether the

readers/sufferers need to see the doctor. In that case, the quantification is used as a *base evidence* to decide the readers'/sufferers' action. Most of the health information or health decision are based on numbers that are used to measure; as Jones (2013a: 40) refers to 'treating numbers.'

2. Personalization in The Basics of Diarrhea Article

From the way the articles arrange the sub-headings, there is a combination in the way the article is personalized according to the relationship built between the readers in the article. This can be seen in the sub-headings below.

In this article

- What Causes **Diarrhea**?
- What Are the Symptoms of **Diarrhea**?
- How Is **Diarrhea** Treated?
- How Can **I** Relieve Discomfort in the Rectal Area?
- Can Diarrhea Harm **My Health**?
- When Should **I** Call My Doctor About Diarrhea?

The first three questions treats diarrhea as an object excluded from the readers/sufferers. Meanwhile in the rest of the three, the readers are treated as information seekers who communicate with themselves which reflected in the use of pronouns "I" and "my health." This is related to what Jones (2013b) mentions as 'tools for thought' where the readers read the health information and that way they evaluate and diagnose their health condition based on the articles.

Besides the interrogative mood that is used in the sub-headings and declarative mood in the explanation, the imperative mood in here is used for suggestion as the solution in the article. The form of the suggestion can be seen below.

How Is Diarrhea Treated?

.....

Choose fruit juice without pulp, broth, or soda (without caffeine). Chicken broth (without the fat), tea with honey, and sports drinks are also good choices. Instead of drinking liquids with your meals, drink liquids between meals. **Drink small amounts of fluids frequently.**

The readers are suggested to do things such as choosing right food and drink plenty of water as a part of the treatment/solution of the disease. This process establish the relationship between the author as health expert who has the authority to suggest the readers as laypeople who seek information for the diarrhea.

Another imperative mood which is combined with circumstantial adjunct is also used in this article portrayed in the paragraph below.

How **Can I** Relieve Discomfort in the Rectal Area?

If your rectal area becomes sore because of frequent bowel movements, or if you experience itching, burning, or pain during bowel movements:

- **Try warm baths.** Afterwards, pat the area dry (do not rub) with a clean, soft towel.
- **Apply a hemorrhoid cream** or white petroleum jelly to the anus.

The circumstantial adjunct performs to address solution and possibility in overcoming the diarrhea discomfort. In this case, the strength of the certainty is strong to convince the readers to follow the steps suggested by the articles. The solutions are then made in the form of imperative moods which command the readers to do some things. In the article, there are also found repeatedly advice that appears under many sub-headings telling the readers to contact the doctors if they experience some things. Those suggestions are written as “also see your doctor promptly if...”, “notify your doctor if...”, etc. Those processes, again,

establishes the relationship built between the author as the health expert/advisor and the readers/sufferers as the information seekers.

In addition to moods, this article also uses modalities to express certainty and obligation. One of the examples that shows the modality used for certainty that is important to be discussed is below.

Can Diarrhea Harm My Health?

Yes. Ongoing diarrhea causes the body to lose large amounts of water and nutrients.

First of all, the question as the sub-heading is designed in a closed question with modal verb “can” which has medium-high certainty. Hence, the only one answer (yes or no) to the question eventually will solidify the truth in the information in which there is no other answer. In this case, the answer is “yes”. This process generates high certainty in the fact that diarrhea can harm the readers’ health.

Another form of modality used is circumstantial adjunct. This modality is used to describe health risk.

If you have watery stools more than three times a day and you are not drinking enough fluids, you could become dehydrated, which can cause serious complications if not treated.

The section above discusses possibility and health consequences of not drinking plenty fluids when having diarrhea. This description of health risk is used as a way to notify the readers about the importance of drinking plenty of fluids. By knowing the danger of not drinking enough fluids, the readers are expected to follow the suggestion.

Finally, another context of using the modality in the article that is worth to be discussed is the use of modality to describe associated health condition that influence diarrhea.

Diarrhea **may** also be caused by:

- Infection by bacteria (the cause of most types of food poisoning)
- Infections by other organisms
- Eating foods that upset the digestive system
- Allergies to certain foods
- Medications

.....

This section is written as a part of the description under the sub-heading “What Causes Diarrhea?” The modality verb “may” in this case is used to describe certainty of the causes of diarrhea. Since the article tends to summarize and generalize, the entire diarrhea causes possible are mentioned. Some causes are also made in form of links which the readers can click on to feed the curiosity. As part of the information that is written as facts, this also may or may not influence the readers into evaluating the other possibilities of associated conditions in which their diarrhea are as result of other health condition.

3. Organization in The Basics of Diarrhea Article

This disease article’s content is similar with the other analyzed disease articles. This article contains the basic core of disease article which are general definition, causes symptoms and treatment. What makes this article slightly different from the others is that there repeatedly stated a message to contact the doctor at the end of the explanation of the sub-headings. This might be due to the

fact that although the disease commonly occur among people, this condition can be dangerous if not taken seriously.

Most of the description in this article is written in form of pointers/list. Some are provided with explanation and some are not. This form of description is again used to as a way to simplify the message and make the reading process easier. Below is the example of the description.

Symptoms of uncomplicated diarrhea include:

- Abdominal bloating or cramps
- Thin or loose stools
- Watery stool
- Sense of urgency to have a bowel movement
- Nausea and vomiting

In addition to the symptoms described above, the symptoms of complicated diarrhea include:

- Blood, mucus, or undigested food in the stool
- Weight loss
- Fever

Another aspect of organization that is important to be noticed is the way the symptoms of a condition is separated between adults and children.

Notify your doctor if you have ongoing diarrhea and are experiencing any of the following signs of dehydration:

- Dark urine
- Small amount of urine
- Rapid heart rate

.....

 Signs of dehydration in young children include:

- Dry mouth and tongue
- Sunken eyes or cheeks
- No or decreased tear production

-

This is similar with the technique that is used in the article *Flu or Cold Symptoms?* This description is a part of the section of the sub-heading “Can Diarrhea Harm My Health?” Due to different health reaction and since the children generally cannot diagnose or evaluate their own symptoms; the children’s symptoms are differentiated in the choice of words that show outside symptoms where the adults/parents can identify. Some symptoms (since they are not provided with long explanation) are also provided in link forms too.

Finally, the other aspect of the organization that is also useful to be discussed is the way this article elaborate the treatment of the disease.

How Is Diarrhea Treated?

If you have a mild case of diarrhea, you can just let it run its course, or you can treat it with an over-the-counter medicine. **Common brand names include Pepto-Bismol, Imodium A-D, and Kaopectate,** which are available as liquids or tablets. Follow the instructions on the package.

In addition, you should drink at least six 8-ounce glasses of fluid per day. Choose fruit juice without pulp, broth, or soda (without caffeine). Chicken broth (without the fat), tea with honey, and sports drinks are also good choices. Instead of drinking liquids with your meals, drink liquids between meals. Drink small amounts of fluids frequently.

This section discusses the treatments for diarrhea. At the first paragraph, the article discusses the drugs treatment for diarrhea and then the non-drugs treatment in the second paragraph. The placement of the drugs treatment in the first paragraph to make it as more prior or more effective than the later which is the non-drug treatment. This technique again reassures the assumption that WebMD leans more toward promoting the drug treatment as solution for diseases.

4.3.5 Asperger's Syndrome Article

Scientific American website mentions Asperger's syndrome as the fourth of the top trending symptoms googled in 2014. This article is reviewed by Alan G Weintraub, MD and last updated on May 12, 2013. According to <http://www.oprah.com/health/The-Most-Reliable-Health-Websites> [Accessed 22 Jun. 2015], WebMD is the best health website that provides mental health information. Written in three webpages, this article also covers basic core information of the diseases which consists of symptoms, causes, diagnosis, treatments and preventions with the extension of the outlook and other information of the disease.

1. Lexicalization in Asperger's Syndrome Article

In the way to describe the disease, this disease article has similar way to The Basics of Diarrhea disease article. These articles use contextual terms and employ euphemism to define the condition. This definition is located in the very beginning of the article as the general description of the disease.

Asperger's syndrome, also called **Asperger's disorder**, is a type of **pervasive developmental disorder (PDD)**. PDDs are a group of conditions that involve delays in the development of many basic skills, most notably the ability to socialize with others, to communicate, and to use imagination.

Asperger's syndrome is described as Asperger's disorder or "pervasive developmental disorder (PDD)" which choice of words is quite contextual (medical). This is very informative but this may also at some point distant the gap between the author as the health experts and the readers as laypeople. The second example can be noticed in the way the article euphemised the label and repeatedly

refers to this mental condition as “unique”. One of the examples can be seen below.

Asperger's syndrome was named for the Austrian doctor, Hans Asperger, who first described the disorder in 1944. However, Asperger's syndrome was not recognized as **a unique disorder** until much later.

The mental disorder is categorized as “a unique disorder”. The meaning of this phrase can be ambiguous for people who do not know the mental condition. However, it can also be a soft-spoken way to moralize the term. This technique is important especially when the information is going to be spread for large public consumption. Furthermore, all this contextual terms used to describe the disease can imply that most people usually are already familiar with the condition before they search this disease article in the internet.

Another way in entextualizing the disease in this article is found in the use of categorization of the condition which is often found in other disease articles analyzed in this research. In this article, the article discusses the common symptoms of the disease.

What Are the Symptoms of Asperger's Syndrome?

The symptoms of Asperger's syndrome vary and can range from **mild** to **severe**. **Common** symptoms include:

.....

This article classifies the condition using measurement of “mild”, “severe” and “common”. This classification reinforces the idea about the “system of categorization” is often used in the medical world. The technique is used to help managing the disease and make the information easier to be digested. Another

way of measuring how common the disease is can also be achieved by using quantification which is portrayed below.

How **Common** Is Asperger's Syndrome?

Asperger's syndrome has only recently been recognized as a unique disorder. For that reason, the exact number of people with the disorder is unknown. While it is **more common than** autism, estimates for the United States and Canada range from **1 in every 250 children to 1 in every 10,000**.

The article tries to measure the rarity of the syndrome by the use of the word “common.” To measure the rarity, the article also compares the syndrome with autism which is described as “more common than autism”. In addition to that, quantification is also used as a *relative risk* to address the health risk of getting the Asperger’s syndrome. However, the quantification “1 in every 250 children to 1 in every 10,000” may be quite obscure to be understood by the readers. This quantification that is used to measure the rarity of this condition is, nevertheless, signify that this is a rare condition. However, as it can be seen under from the sub-heading and its content, the word “rare” is not used to discuss the disease.

Although this condition is a rare condition, this article seeks to emphasize and convey the “common”-ness of this condition. This is strongly related to the function of quantification itself that is to highlight “what should be counted” (Potter et al.: 1991, 337). This can be associated in advance of the way this article tries to moralize the condition in this information.

In addition to using quantification to discuss relative risk, this process also used to describe *reference set*.

How **Common** Is Asperger's Syndrome?

.....

 It is four times more likely to occur in males than in females and usually is first diagnosed in children between the ages of **2 and 6**.

The quantification is used to describe the general age of children diagnosed with the syndrome. This quantification signals the readers that the condition is usually detected or diagnosed at the early age of a person.

2. Personalization in Asperger's Syndrome Article

This article, is alike with most of the disease articles analyzed in this study, treated the condition as an object discussed separately from the readers/sufferers. This can be seen in the sub-headings.

In this article

- What Are the Symptoms of Asperger's Syndrome?
- What Causes Asperger's Syndrome?
- How Common Is Asperger's Syndrome?
- How Is Asperger's Syndrome Diagnosed?
- How Is Asperger's Syndrome Treated?
- What Is the Outlook for People With Asperger's Syndrome?
- Can Asperger's Syndrome Be Prevented?

In terms of mood, this article strangely does not use imperative mood. Most of the article is stated in declarative mood as what Jones (2013a) describes as a way to present the information in an “objective way.” However, this kind of mood generates very little involvement of the readers in the text.

In addition to mood, this article uses many modal verbs “may” and “can” to address low to average degree of certainty. Some of the examples can be seen below.

What Are the Symptoms of Asperger's Syndrome?

The symptoms of Asperger's syndrome vary and **can** range from mild to severe. Common symptoms include:

.....

In this context, the modal verb “can” is used describe certainty of the possible symptoms occur in Asperger’s syndrome sufferers. A lot of modal verb “may” is also used to express low degree of certainty. One of the examples can be seen below.

How Is Asperger's Syndrome Treated?

Right now, there is no cure for Asperger's syndrome, but treatment **may** improve functioning and reduce undesirable behaviors. Treatment **may** include a combination of the following:

In this context, the modal verb “may” is used to discuss the treatment of the syndrome. In this case, the degree of the certainty is weak since the treatment suggested by doctors may differ for each sufferer depending on their condition and needs. However, this use of the modality in this context may also suggest that the article seeks to give ideas to the readers about what treatments are also available for the sufferers which they can pursue. In addition to modal verbs, circumstantial adjuncts are also frequently used in entextualizing the treatment for this condition. Below is one of the examples.

How Is Asperger's Syndrome Treated?

.....

- **Medication : There are no medications to treat Asperger's syndrome itself, but drugs may be used to treat specific symptoms such as anxiety, depression, hyperactivity, and obsessive-compulsive behavior.**

The certainty of the condition in the first circumstance is strong, which confirms “There are no medications to treat Asperger's syndrome itself”. Meanwhile the certainty of the condition in the second one is weak which says “but drugs may be used”. This circumstantial adjunct is entextualized in natural probability which although generates weak probability, may also be convincing for the readers to consider the drugs by giving them hopes. The medications in this section are also provided with links which the readers can seek for more.

Another way of using circumstantial adjuncts that is as useful to be discussed is the way the modality is used to influence the readers to take some actions. This section is located at the very end of the article.

Can Asperger's Syndrome Be Prevented?

Asperger's syndrome cannot be prevented or cured. However, early diagnosis and treatment can improve function and quality of life.

The certainty in the first circumstance is strong, which is realized in “Asperger's syndrome cannot be prevented or cured”, while the second one is weaker which is reflected as “early diagnosis and treatment can improve”. Although this circumstantial adjunct uses natural probability, this technique may also be effective to convince the readers to pursue the treatments in the hopes of managing/improving the health condition. Moreover, this section also applies positive framing which can be identified by the positive aspect emphasis on the life improvement. However, the more significant aspect in this process is that this positive emphasis is a part of the contribution in moralizing this term/condition.

3. Organization in Asperger's Syndrome Article

One of the things that differentiate this article than the others is that it does not use short pointers/lists to describe the information. All of the pointers are provided with explanation. Even so, the information is still maintained to be short to help the reading process.

One of the organization keys which is essential to be discussed is how the article usually denies the answer for the sub-headings, but subsequently offering alternatives as the answer. Some of the examples can be seen below.

Can Asperger's Syndrome Be Prevented?

Asperger's syndrome cannot be prevented or cured. However, early diagnosis and treatment can improve function and quality of life.

In this description, the article denies that the condition cannot be cured. However, it still offers a solution by suggesting diagnosis and treatment to improve the condition. Similar way is also used to offer medication treatment. This can be seen below.

How Is Asperger's Syndrome Treated?

-
- **Medication : There are no medications to treat Asperger's syndrome itself, but drugs may be used to treat specific symptoms such as anxiety, depression, hyperactivity, and obsessive-compulsive behavior.**

This section explains about the treatment of the syndrome which consists of the programs to treat and educate the syndrome's sufferers. The treatments are informed in the form of pointers with explanations which is arranged to make the reading process easier. However, at the end of section, the drug medications are also embedded as a part of the treatment. That section also contains links to some

drug medications and other symptoms of the Asperger's syndrome. This process once more strengthens the assumption about the website's promotion of using drug treatments.

4.4 Limitation of the Study

This study eventually is not free from weaknesses. The first weakness is that this research does not cover the entire five entextualization processes which are proposed by Rodney Jones. This is due to complexity and limited time. Next, since Jones does not provide a complete guide or example in the book to analyze health information for journals or scientific paper analysis, the analysis that has been designed by the author is very simple and might be prone to imperfections. In addition to that, there also have been very limited previous studies available which employ the theory about entextualization processes in health information. This is because the theory that has been published and proposed by Rodney Jones is still fairly new. In this case, future studies are expected to fill the gap by improving and modifying the research using related theory conducted in the same field.

CHAPTER V

CONCLUSIONS

This chapter discusses the conclusion of the research and includes suggestions for the readers and other researchers who are interested in the analysis of entextualization in health information.

5.1 Conclusion

Entextualization in the case of health information is the process of appropriating health articles to be more presentable and understandable for the readers/laypeople. As a huge commercial website that provides disease articles, WebMD has some ways in entextualizing the articles which can be portrayed through the analysis using Rodney Jones' processes of entextualization. The entextualization used by WebMD are reflected in the website's choice of words (lexicalization), the relationship constructed between the authors and the readers (personalization) and the structure of the articles to communicate with the readers (organization).

In the lexicalization process, the website uses system of categorization in making sense of the information of the disease. The diseases, activities, foods and medicines are made sense through choice of words that depict the aspects that the website seeks to emphasize. Besides choice of words, the process can also be achieved by quantification. Diseases are measured by the severity or commonness through choice of words and numeric measurement (quantification) while

activities, foods and drugs are described in the choice of words that portray their safeness, functions and availability. This portrayal of drug medicines eventually can be related to the fact that WebMD has a tendency to promote drug-medicine use. Although the process is not mentioned by Rodney Jones, the website also uses euphemism to make the disease more presentable.

In terms of personalization, the website defines the relationship in the articles in various ways. It is frequently found that the website captures diseases as objects outside the sphere of the readers and authors to make the information less face-threatening. This is also done through using the subject “people” to discuss others as the people who are affected by the disease. Other times, the subject also shifts into the readers which are referred to as “you” and “I” to increase the intimacy and make the message more directed to the read. Furthermore, the website also uses modalities and moods in this process. The website uses three types of moods which give hints to the readers’ involvement or detachment in the articles. Through the analysis of the moods, this study finds that the website positions the readers as information seekers who are lack of knowledge. The website uses three types of moods; declarative, interrogative and imperative. Declarative mood is used to serve the information while leaving little space for readers’ involvement. Interrogative mood is used in the sub-headings to address FAQ about the diseases while imperative mood is used to suggest the readers to take some actions. In addition to the moods, WebMD uses modalities in the articles to discuss possibility in the health risk and health improvement and sometimes they are usually used to indirectly suggest the readers to do something.

Finally, WebMD uses a distinct way to organize the information which is realized in the schematic structure. As it is mentioned earlier, the website employs a FAQ design in entextualizing the disease articles. The contents and the orders of the information usually include the definition of the disease, the causes, the types, the symptoms, associated conditions and finally the treatment and the prevention of the diseases as the solution. In communicating the information, this website also keeps the information concise and compact. The answers of the questions are often written in pointers or short paragraphs. This technique is done to help the reading process for the readers/laypeople to be able to understand the content of the information.

Despite of the information simplified to make it concise, the website at the same time also seeks to make the information comprehensive. In the articles, the website embeds associated health conditions and mentions the drug medicine treatments that are available to treat the diseases. That information may be informative in some cases, however, since the articles are often used as “tools for thought” (Jones, 2013a), the readers might use the information improperly.

5.2 Suggestion

Analyzing health information from language perspective can enhance our knowledge and inspire us to observe and perceive health information more critically. Health information itself is really prominent since people usually seek for health information to improve their health lives; however, it is not free from bias.

From this research, the author hopes that the readers or future researchers will pay more attention and become more interested in the field of health information analysis. There are many available tools available to analyze the health information from language perspective. This research is expected to serve as a future reference for the entextualization or applied linguistic analysis in health information.

Since this study still has many weaknesses, the future researchers are recommended to fill in the gaps or modify the research that has been conducted by the author. This research has not covered the entire five processes of entextualization in health information by Rodney Jones. Hence, the future studies are expected to employ the processes which may include grammaticalization and resemiotization which have not been used by the author. To increase the variety of the examples, the future researchers are also suggested to analyze health information from other sources which have different styles in the entextualization of health information.

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APPENDIXES

TITLE : Skin Conditions and Eczema
 REVIEWER : Debra Jaliman, MD
 DATE : February 06, 2015

TEXT	ENTEXTUALIZATION PROCESS (Lexicalization, grammaticalization, personalization)	ANALYSIS
<p>Skin Conditions and Eczema In this article <u>What Are the Symptoms of Eczema?</u> <u>What Causes Eczema?</u> <u>How Is Eczema Diagnosed?</u> <u>How Is Eczema Treated?</u> <u>How Can Eczema Flare-ups Be Prevented?</u></p>	<p>Personalization (mood)</p> <p>Personalization</p>	<p>This article uses the interrogative mood in the sub-headings to make it easier for the readers to find the information they want to achieve. When these questions are clicked, the readers are led to the answers from the questions. Instead of addressing the readers, the article discusses the disease. The disease, eczema, is treated as autonomous object or separately from the readers/sufferers which is portrayed in the use of eczema as the subject in the questions instead of involving the readers with the word 'you'. This process also helps it</p>

<p>Eczema is a term for a group of medical conditions that cause the skin to become inflamed or irritated. The most common type of eczema is known as atopic dermatitis, or atopic eczema. Atopic refers to a group of diseases with an often inherited tendency to develop other allergic conditions, such as asthma and hay fever.</p> <p>Eczema affects about 10% to 20% of infants and about 3% of adults and children in the U.S. Most infants who develop the condition outgrow it by their tenth birthday, while some people continue to have symptoms on and off throughout life.</p> <p>With proper treatment, the disease often can be controlled.</p>	<p>Personalization</p> <p>Lexicalization</p> <p>Lexicalization</p> <p>Lexicalization (quantification)</p> <p>Personalization (modality)</p>	<p>easier to discuss the disease.</p> <p>There is a modal verb can in How Can Eczema Flare-ups Be Prevented? The modal verb in here is used to discuss possibility in health improvement.</p> <p>Lexicalization deals with the way diseases are described with. In this case, Eczema is classified as a medical condition instead of disease.</p> <p>Lexicalization is about creating a system of categorization through choice of words. In this case, the article informs the readers which type is most common. The author decides to mention the most popular one because he/she tries to reach the majority among the readers.</p> <p>The quantification here is used as a <i>reference set</i> of the percentage of the risk of people affected by eczema.</p> <p>The circumstantial adjunct as a modality is used to address certainty in health improvement in which with proper</p>
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[See Pictures of Eczema and Other Common Skin Problems](#)

What Are the Symptoms of Eczema?

No matter which part of the skin is affected, eczema is almost always itchy*. Sometimes the [itching](#) will start before the [rash](#) appears, but when it does, the [rash](#) most commonly appears on the face, back of the [knees](#), wrists, hands, or feet.**

It **may** also affect other areas as well.

Personalization (modality)

Personalization (modality)

Personalization (modality)

treatment, the disease often can be controlled. This sends the message to the readers giving them hopes about the cure. This will also be beneficial since the readers are going to seek for the solution/treatment in this article.

In the first sentence of the section, a circumstantial adjunct is used to communicate the health risk. The certainty in this sentence is categorical (with the use of **is** instead of modal verb) added with modal adjunct **almost always**.

The circumstantial adjunct in this case is used to describe how the symptoms will appear. The first implication is constituted with modal verb **will** which has medium degree of certainty while the rest of the certainty is categorical.

Modality verb **may** is used to describe symptom risk that it will affect other areas since the case is rather rare. However, the

<p>Affected areas usually appear very dry, thickened, or scaly. In fair-skinned people, these areas may initially appear reddish and then turn brown. Among darker-skinned people, eczema can affect pigmentation, making the affected area lighter or darker.</p> <p>In infants, the itchy rash can produce an oozing, crusting condition that happens mainly on the face and scalp, but patches may appear anywhere.</p>	<p>Personalization (modality)</p> <p>Personalization (modality)</p> <p>Personalization (modality)</p>	<p>certainty is weak.</p> <p>Modal adjunct usually is used to describe generality since this information speaks for the majority of the case.</p> <p>Modal verb may is used repeatedly in this section to describe possibility in the occurrence of the symptoms with weak certainty.</p> <p>Modal verb can is used to address health risk with medium degree of certainty.</p>
<h3>What Causes Eczema?</h3> <p>The exact cause of eczema is unknown, but it's thought to be linked to an overactive response by the body's immune system to an irritant. It is this response that causes the symptoms of eczema.</p> <p>In addition, eczema is commonly found in families with a history of other allergies or asthma. Also, defects in the skin barrier could allow moisture out and germs in.</p> <p>Some people* may have "flare-ups" of the itchy rash in response to certain substances or conditions. For some,</p>	<p>Personalization (modality)</p> <p>Personalization (modality)</p> <p>Personalization</p>	<p>Modality adjunct commonly is used to describe generality in eczema health risk.</p> <p>Modality verb could is used to describe possibility that occur in skin condition.</p> <p>The subject in this case is in the form of third</p>

<p>coming into contact with rough or coarse materials may cause the skin to become itchy. For others, feeling too hot or too cold, exposure to certain household products like soap or detergent, or coming into contact with animal dander may cause an outbreak.</p> <p>Upper respiratory infections or colds may also be triggers. Stress may cause the condition to worsen.</p>	<p>Lexicalization</p> <p>Personalization (modality)</p>	<p>person; instead of referring to the readers, the article refer to as some people and others which is reflected is for others and for some. The article presents others as eczema sufferers that will experience certain symptoms. This process is done to avoid face-threatening for the readers. Or, it could also be a way to face-guard the author from the case if the symptoms prediction is not the same with the readers'/sufferers' experience.</p> <p>The article chooses the term flare-ups where if taken literally means burst of flame or anger. However, in medical term it refers to a worsen state/condition of a symptom. In this case, the flare-up means irritated or reddened skin condition. Nevertheless this choice of words can also be used to describe the imagery of the symptoms (since this is a skin condition).</p> <p>In this section, the author use the modality verb may repeatedly. This modality verb has</p>
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<p>Although there is no cure, most people can effectively manage their disease with medical treatment and by avoiding irritants.</p> <p>The condition is not contagious and can't be spread from person to person.</p> <p>How Is Eczema Diagnosed?</p> <p>A pediatrician, dermatologist, or your primary care provider can make a diagnosis of eczema. While there are no tests to determine eczema, most often your doctor* can tell if it's eczema by looking at your skin and by asking a few questions.</p>	<p>Personalization (modality)</p> <p>Personalization (modality)</p> <p>Personalization (modality)</p> <p>Personalization</p>	<p>weak degree of certainty to indicate the diverse eczema triggers among people (in the use of for some and for others). Each person may have different eczema triggers.</p> <p>Circumstantial adjunct in here is used to address conditionality. The readers are given strong certainty and then convinced a natural probability in the use of most people can effectively manage their disease with... which can attract and encourage the readers to look up for the medications to treat their eczema.</p> <p>Modal verb can't is used to describe impossibility.</p> <p>The modality verb can is used in this section to describe the possibility. In this case the degree of the certainty is medium.</p> <p>Personalization deals with how the</p>
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<p>Since many people with eczema also have allergies, your doctor may perform allergy tests to determine possible irritants or triggers. Children with eczema are especially likely to be tested for allergies.</p> <p>How Is Eczema Treated?</p> <p>The goal of treatment for eczema is to relieve and prevent itching, which can lead to infection. Since the disease makes skin dry and itchy, lotions and creams are recommended to keep the skin moist. These products are usually applied when the skin is damp, such as after bathing, to help the skin retain moisture. Cold compresses may also be used to relieve itching.</p>	<p>Personalization (modality)</p> <p>Personalization (modality)</p> <p>Personalization (modality)</p>	<p>relationship is defined. In this case, the readers are indirectly referred as “you” by the use of your doctor. This choice lessens the distance between the author and the readers.</p> <p>Modality verb may is used to describe probability.</p> <p>In this case the modal adjunct especially likely is used to describe generality.</p> <p>In this section, there are two circumstantial adjuncts used to describe the eczema treatment. The first one is used in describing drug medication while the second one is used to describe non-drug medication. Medications are described in the form that results in stronger certainty in Since the disease makes skin dry and itchy, lotions and creams are recommended to keep the skin moist while cold compresses use modality verb may in</p>
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<p>Over-the-counter products,</p> <p>such as hydrocortisone 1% cream, or prescription creams and ointments containing corticosteroids, are often prescribed to lessen inflammation. In addition, if the affected area becomes infected, your doctor may prescribe antibiotics to kill the infection-causing bacteria.</p>	<p>Personalization (modality)</p> <p>Lexicalization</p> <p>Lexicalization</p> <p>Lexicalization</p>	<p>Cold compresses may also be used to relieve itching. This process ‘downplays’ the certainty in the use of cold compress.</p> <p>The modality adjunct usually is used to describe generality.</p> <p>The medicines are described as over-the-counter products which tell the medicine in a more conversational way and also gives the description that the readers/sufferers can reach/buy the medicines easily.</p> <p>The readers are given information of what medications they should have in terms of the ingredients of the creams (hydrocortisone 1%, corticosteroids) which the readers/sufferers can look on the packaging of the products. This information will help them finding the medications. Some medications are also provided in the form of links which encourages them to find out more.</p> <p>The bacteria are referred as infection-causing bacteria to make it more conversational and</p>
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<p>Other treatments include antihistamines to lessen severe itching, tar treatments (chemicals designed to reduce itching), phototherapy (therapy using ultraviolet light applied to the skin), and the drug cyclosporine for people whose condition doesn't respond to other treatments.</p>	<p>Lexicalization</p>	<p>easier for the readers to understand instead of naming the bacteria with medical term.</p> <p>The readers/sufferers are informed about other treatments. These medications are explained in simpler terms for the readers to understand (“to lessen severe itching”, “chemicals designed to reduce itching”, “therapy using ultraviolet light applied to the skin” and “for people whose condition doesn't respond to other treatments”).</p>
<p>The FDA has approved two drugs known as topical immunomodulators (TIMs) for the treatment of mild-to-moderate eczema.</p>	<p>Lexicalization</p>	<p>The severity of the eczema is described as mild-to-moderate eczema to summarize the length of the description of eczema categories.</p>
<p>The drugs, Elidel and Protopic, are skin creams that work by altering the immune system response to prevent flare-ups.</p>	<p>Lexicalization</p>	<p>The drugs Elidel and Protopic are described by their names to make it easier for the readers to search for them</p>
<p>The FDA has warned doctors to prescribe Elidel and Protopic with caution due to concerns over a possible cancer risk associated with their use. The two creams also carry the FDA's "black box" warning on their packaging to alert doctors and patients to these potential risks. The warning advises doctors to prescribe short-term</p>	<p>Lexicalization</p>	<p>The drug is informed to have a medication warning is referenced to "black box" which in medical terms which means containing serious ingredients which may be highly risky.</p>

<p>use of Elidel and Protopic only after other available eczema treatments have failed in adults and children over the age of 2. It should not be used in kids under age 2.</p> <p>How Can Eczema Flare-ups Be Prevented?</p> <p>Eczema outbreaks can sometimes be avoided or the severity lessened by following these simple tips.</p> <p>Moisturize frequently.</p> <p>Avoid sudden changes in temperature or humidity.</p> <p>Avoid sweating or overheating.</p> <p>Reduce stress.</p> <p>Avoid scratchy materials, such as wool.</p> <p>Avoid harsh soaps, detergents, and solvents.</p> <p>Be aware of any foods that may cause an outbreak and avoid those foods.</p>	<p>Personalization (modality)</p> <p>Personalization (mood)</p>	<p>This may be informative, but for laypeople who are not familiar with medical terms, it may also create confusion.</p> <p>The modality verb can is used to describe possibility of the prevention of eczema.</p> <p>The ways to present the prevention of eczema are made in the form of imperative mood in which the readers are told to follow certain suggestions. This process establishes the relationship between the author as health expert/advisor and the readers who seek information.</p>
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PART II

SCHEMATIC STRUCTURE

<p>TEXT</p>	<p>ENTEXTUALIZATION PROCESS (Organization)</p>	<p>ANALYSIS</p>
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Skin Conditions and Eczema

In this article

- [What Are the Symptoms of Eczema?](#)
- [What Causes Eczema?](#)
- [How Is Eczema Diagnosed?](#)
- [How Is Eczema Treated?](#)
- [How Can Eczema Flare-ups Be Prevented?](#)

[Eczema](#) is a term for a group of medical conditions that cause the [skin](#) to become inflamed or irritated. The most common type of [eczema](#) is known as [atopic dermatitis](#), or atopic [eczema](#). Atopic refers to a group of diseases with an often inherited tendency to develop other allergic conditions, such as [asthma](#) and [hay fever](#).

Eczema affects about 10% to 20% of infants and about 3% of adults and children in the U.S. Most infants who develop the condition outgrow it by their



Title

Pointers/lists of content of the article that come in the form of question links.

General description of the disease

Picture provided with a link (on the right)

The author proposes several questions related to eczema which will be the Sub-Headings in the article. If those questions or Sub-Headings are clicked, the readers are led to the pages that provide the answers. This form of questions also make it easier for the readers to straightly find the answers they wish to find instead of having to scan or skim the entire articles first.

The readers are initially informed about the general description of the disease first to get the idea of the next sections of the article. The description also introduces the common type of eczema and the percentage of people who suffer the condition.

Since eczema is a skin condition, the disease can be identified in pictures. The readers are provided a link to see pictures of the skin condition.

tenth birthday, while some people continue to have symptoms on and off throughout life. With proper treatment, the disease often can be controlled.

[See Pictures of Eczema and Other Common Skin Problems](#)

What Are the Symptoms of Eczema?

No matter which part of the skin is affected, eczema is almost always itchy. Sometimes the [itching](#) will start before the [rash](#) appears, but when it does, the [rash](#) most commonly appears on the face, back of the [knees](#), wrists, hands, or feet. It may also affect other areas as well.

Affected areas usually appear very dry, thickened, or scaly. In fair-skinned people, these areas may initially appear reddish and then turn brown. Among darker-skinned people, eczema can affect pigmentation, making the affected area lighter or darker.

In infants, the itchy rash can produce an oozing,

Link

Sub-Heading
Description

The readers are again offered to visit other page containing pictures of eczema which supports the ‘self-diagnosing’ activity. To help the identification activity, the readers are also offered to see other skin problems in case their condition is not eczema.

This section discusses the symptoms of eczema in terms of the feeling and the look of the skin condition. In this case, the description of the disease is made in the form of explanation instead of pointers/lists. Some symptoms, however, are made in the form of link.

crusting condition that happens mainly on the face and scalp, but patches may appear anywhere.

What Causes Eczema?

The exact [cause of eczema](#) is unknown, but it's thought to be linked to an overactive response by the body's immune system to an irritant. It is this response that causes the [symptoms of eczema](#).

In addition, eczema is commonly found in families with a history of other [allergies](#) or [asthma](#). Also, defects in the skin barrier could allow moisture out and germs in.

Some people may have "flare-ups" of the itchy rash in response to certain substances or conditions. For some, coming into contact with rough or coarse materials may cause the skin to become itchy. For others, feeling too hot or too cold, exposure to certain household products like soap or detergent, or coming into contact with animal dander may cause an outbreak. Upper respiratory infections or [colds](#) may also be triggers. Stress may cause the condition to worsen.

Although there is no cure, most people can effectively

Sub-Heading

Description

This section discusses about the cause and the factors that triggers the skin condition; from heredity to certain exposure to other disease like upper respiratory infection. Some aspects and diseases mentioned in this section are also made in the link form. Similar with the previous Sub-Headings, the information in this section is written in an essay/explanation form.

manage their disease with medical treatment and by avoiding irritants. The condition is not contagious and can't be spread from person to person.

How Is Eczema Diagnosed?

A pediatrician, dermatologist, or your primary care provider can make a diagnosis of eczema. While there are no tests to determine eczema, most often your doctor can tell if it's eczema by looking at your skin and by asking a few questions.

Since many people with eczema also have [allergies](#), your doctor may perform [allergy tests](#) to determine possible irritants or triggers. Children with eczema are especially likely to be tested for [allergies](#).

How Is Eczema Treated?

The goal of treatment for eczema is to relieve and prevent [itching](#), which can lead to infection. Since the disease makes skin dry and itchy, lotions and creams are recommended to keep the skin moist. These products are usually applied when the skin is damp, such as after bathing, to help the skin retain moisture. Cold compresses may also be used to relieve itching.

Sub-Heading

Description

This section discusses how eczema is normally diagnosed.

Sub-Heading

Description

This section discusses the treatment of eczema which mostly contains of medicine such as over-the-counter products, special prescription drugs and simple treatment like cold compresses. However, most of the part in this section discusses medical products. Almost half of the portion in this section discusses the [Elidel](#) and [Protopic](#) drugs

Over-the-counter products, such as [hydrocortisone](#) 1% cream, or prescription creams and ointments containing corticosteroids, are often prescribed to lessen inflammation. In addition, if the affected area becomes infected, your doctor may prescribe [antibiotics](#) to kill the infection-causing bacteria.

Other treatments include [antihistamines](#) to lessen severe itching, tar treatments (chemicals designed to reduce itching), phototherapy (therapy using ultraviolet light applied to the skin), and the drug [cyclosporine](#) for people whose condition doesn't respond to other treatments.

The FDA has approved two drugs known as topical immunomodulators (TIMs) for the treatment of mild-to-moderate eczema. The drugs, [Elidel](#) and [Protopic](#), are skin creams that work by altering the immune system response to prevent flare-ups.

The FDA has warned doctors to prescribe Elidel and Protopic with caution due to concerns over a possible [cancer](#) risk associated with their use. The two creams also carry the FDA's "black box" warning on their packaging to alert doctors and patients to

which are approved by the FDA. Some drugs and drugs ingredients in this section also come in the link form which encourages the readers to read/find out more about the products.

these potential risks. The warning advises doctors to prescribe short-term use of Elidel and Protopic only after other available [eczema treatments](#) have failed in adults and children over the age of 2. It should not be used in kids under age 2.

How Can Eczema Flare-ups Be Prevented?

Eczema outbreaks can sometimes be avoided or the severity lessened by following these simple tips.

- Moisturize frequently.
- Avoid sudden changes in temperature or humidity.
- Avoid [sweating](#) or overheating.
- [Reduce stress](#).
- Avoid scratchy materials, such as wool.
- Avoid harsh soaps, detergents, and solvents.
- Be aware of any foods that may cause an outbreak and avoid those foods.

WebMD Medical Reference

[View Article Sources](#) 

Reviewed by [Debra Jaliman, MD](#) on February 06, 2015

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Sub-Heading

Description

This section discusses the ways to prevent eczema. The information is made in the form of steps/pointers which are intended to be easily read by the readers.

Source and reference

Source : <http://www.webmd.com/skin-problems-and-treatments/guide/atopic-dermatitis-eczema?page=3>