

After colonization and the industrial revolution, the land use pattern has changed throughout the globe, resulting in loss of biodiversity and natural resources, and affecting the global climate. To highlight the means of overcoming these threats, a chapter on 'Fern conservation' by Mehlreter has been included here. The author has emphasized on different threats, methods for risk assessment, IUCN Red List criteria and category, CITES and both *ex situ* and *in situ* strategies for fern and lycophyte conservation.

The last chapter by the editors on 'Current and future directions in fern ecology', summarizes the types of ecological work being carried out by researchers in different parts of the world. Future areas for expansion of fern ecology research are also emphasized upon. A summary of recent classification of ferns is given in Appendix A with key characters of the Pteridophyta families and in Appendix B all the genera of ferns and lycophytes are enumerated and the number of species within each genera is given. Appendix C contains the geological timescale and a glossary of terms used in the book.

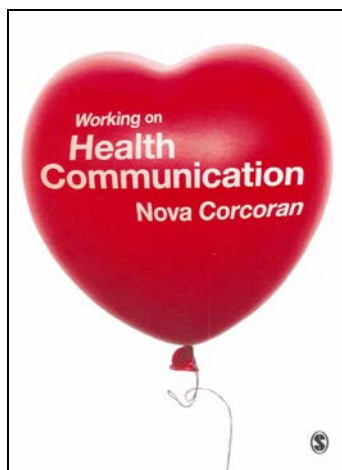
The efforts made by the editors and Cambridge University Press are commendable. This book will be certainly useful for botanists, university teachers and students of ecology and botany. It will open new horizons for fern researchers in India, where the area of research is in its infant stage. Some topics of the book should be included in the curricula of botany and ecology in universities and colleges to explain the importance of these neglected plants in the natural system.

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Working on Health Communication.
Nora Corcoran. Sage Publications Ltd, 1 Oliver's Yard, 55 City Road, London EC1Y1SP. 2011. xiii + 186 pp. Price not mentioned.

Health communication has developed over the past 25 years as an art and technique of disseminating information about important health issues. With the rising number of lifestyle-related diseases and other endemic problems, health campaigns have become inevitable in a medically advanced era. Today, the health communication process is multi-directional as the general public actively seeks information from immediate accessible sources. Therefore, the design of an effective health campaign plays a vital role.

Moreover, health communication has diversified into two interdependent branches – health promotion and health-care delivery campaigns. This book is a practical guide explaining effective ways of penetrating the clutter, using the right mix of designing elements.

Starting with a brief introduction on how campaigns are central to the development of public health interventions, Nora Corcoran elaborates on various stages of a campaign design. The book, within its 186 pages divided into 8 chapters, is laced with numerous theoretical models and examples, along with case studies or activities at the end of each chapter.

Identification of a suitable model to formulate aims and objectives, stakeholders and establishing the role of theoretical models in planning campaigns comprises the content of the first two chapters. Chapter 2 also highlights the role of public-private partnerships, especially in the developing countries where

shortage of resources, health personnel and funding is a concern. Discussion on such aspects in the book helps in understanding the limitations of implementing a health campaign on a limited budget.

Keeping in mind that health professionals are not communicators, chapter 3 on data collection methods is useful. Prior to initiating any campaign, it is essential to prioritize the health issue providing a rationale for the programme. Evidence collected through a variety of means – of why a campaign has a high chance of success – is presented. The chapter also discusses the primary and secondary methods of data collection. Basic primary data-collection methods such as field observations, focus groups, rapid appraisal or community participation through interviews, surveys and questionnaires or other visual and oral methods have been discussed in this chapter. Similarly, sources of secondary data include databases, electronic or paper journals, documentation by governments or other organizations, and grey literature. Also, the validity and reliability of the collected data have been explained using 'triangulation of methods', a process by which data from one source are validated when compared with data from at least two other sources or data-collection methods.

Chapter 4 primarily discusses the social and psychological factors that characterize target groups. Understanding the target audience helps in understanding the psyche based on age, sex, ethnicity, religion and spiritual beliefs, which interlink with structural factors such as location, occupation, housing and environment. It has been explained using sufficient examples. This step enables in deciding which communication channel would be best in the facilitation of health messages.

With changing notions of communication, it has become important for campaign designers to propagate messages using the right channel and learn to use the new media with maximum effect. An entire chapter has been dedicated explaining different methods of communication like interpersonal, organizational and community channels. Also, mass media – television, magazine or newspapers, radio and others, referred to as community channels helps reach a large number of people. Chapter 5 addresses 'new media' – use of information technology in the process of communication

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such as internet, short messaging service through mobile phones, etc. and 'experimental marketing', a mix of different types of marketing.

The design and delivery of message in a range of formats is considered in chapter 6. Use of common words, writing in active voice and writing in the way one talks are some useful tips given by the author for prospective practitioners. Sufficient details are made available in this chapter, which explains the importance of typography. For example, the most preferred font size, font type, style and colour have been explained in detail. The recommendations for print-based resources are summarized nicely.

The importance of evaluation at different stages, viz. formative, process, impact, outcome and feedback are explained with the aid of sample questions to be asked at each stage of the evaluation process.

The last section discusses all 10 campaigns mentioned earlier which utilized different methods and means of disseminating their message. Links to each campaign are given for reference. A concluding section discusses all the activities found in each chapter of this book. Suggestive solutions have been listed under each activity from all the chapters. Terms typical to marketing and communication-related theories are briefly

described in the glossary. Adequate references are provided for further reading.

Overall, this well-structured book is suitable for health professionals willing to take tips in designing a campaign or to hone their communication skills to deliver effective health messages. Thus, this book is a comprehensive guide to health communicators.

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