

Talia M. Wilson  
Media Rhetoric  
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Preliminary Bibliography

#### San Francisco Clinical Research Center

This center conducts research in medical and neurological disciplines and seeks patients for investigational medication studies for Parkinson's Disease, Alzheimer's, Depression, Diabetes/Pain Study, Stroke/Heart Attack Study, and Migraine Headaches.

<http://www.sfrc.com/HTML/sfrcnews.htm>

#### Maryland Psychiatric Research Center

This center conducts both inpatient and outpatient research studies, mostly schizophrenia and schizoaffective disorders – including reactions to anti-psychotic medications – and Alzheimer's.

<http://www.mprc.umaryland.edu/webads.shtml>

#### Shepherd Express Metro: Calendar: Events

This is basically a list of community events in Wisconsin that lists ads for clinical medication studies, seeking patients for acid reflux, female arousal disorder, mood disorders (including PTSD, depression, panic, and bipolar), prostate cancer prevention, and others. This is an example of research centers' use of the media.

<http://www.shepherd-express.com/shepherd/calendar/events.html>

#### CRnet: Clinical Research Network

This network, an association of several Massachusetts medical institutions, provides links to an abundance of clinical trials – sorted by medical condition – educational material, and health news.

<http://crnet.mgh.harvard.edu/home/home.asp>

#### Paul Watzlawick – The Language of Change (rhetoric)

While most research centers use TV and the Web to recruit patients, which are primarily right-brained media, these outlets require the information's recipient to use the left brain, as much of the information is in fine print and involves carefully deciphering by the viewer. Auditory outlets, such as radio ads, might trigger prospective patients to log onto a research center's Web page for more information.