

Generic creativity in interactive case reports from professional medical journals

Magdalena Zabielska

Adam Mickiewicz University, Poznań

mzabielska@wa.amu.edu.pl

Magda Żelazowska

University of Warsaw

madziazelazowska@o2.pl

This presentation discusses how changes in medical practice, i.e. the paradigm of *patient advocacy* (e.g. Gilkey et al. 2008) and other concepts, are reflected on the textual level, on the basis of a corpus of 33 interactive case reports from the electronic open access publication outlet entitled *Cases Journal*. Interactive case reports are a relatively new development of the genre and their novelty consists in, on the one hand, the possibility for readers to comment on cases discussed, and, on the other, the presence of the *Patient's perspective* section, in which patients are invited to share their experience of illness in the form of 1st person narratives. What is particularly of interest is that these reports present other perspectives, which contributes to the overall multi-voiced character of the texts, far from them being impersonal and detached examples of specialist medical communication. The reflections of the changes in medical practice are investigated in the reports by means of a qualitative “wide-angle” (Berkenkotter 2009) genre analysis (Bazerman 1988; Swales 1990; Bhatia 1993), which examines the texts both from micro- and macro-perspectives. The former considers structure, i.e. non-standard case reports and their related versions (i.e. *storied* or *integrated*, Nissen and Wynn 2014) that were found in the corpus. The macro-approach, on the other hand, demonstrates the new publication-type as a useful tool in a variety of medical contexts (Morgan 1985). The elements discussed allow one to conclude that this particular variety translates the patient's perspective on the level of the text, pointing to specific professional expertise – the creative potential of medical professionals to modify specialist medical discourse to be more holistic and humane.

References:

Bazerman, Charles. 1988. *Shaping written knowledge. The genre and activity of the experimental article in science*. Madison: The University of Wisconsin Press.

Berkenkotter, Carol. 2009. “A case for historical “wide-angle” genre analysis: A personal retrospective”, *Ibérica* 18: 9-22.

Bhatia, Vijay K. 1993. *Analysing genre: Language use in professional settings*. London: Longman.

Gilkey, Melissa B., Jo-Anne L. Earp and Elizabeth A. French. 2008. "What is patient advocacy?", in: Jo-Anne L. Earp, Elizabeth A. French and Melissa B. Gilkey (eds.), *Patient advocacy for health care quality: Strategies for achieving patient-centred care*. Boston: Jones and Bartlett Publishers, 3-28.

Morgan, Peter P. 1985. "Why case reports?", *Canadian Medical Association Journal* 133: 353.

Nissen, Trygve and Rolf Wynn. 2014. "The clinical case report: A review of its merits and limitations", *BMC Research Notes* 7: 264.

Swales, John. 1990. *Genre analysis. English in academic and research settings*. Cambridge: Cambridge University Press.