

## PUBLIC POSTER\_Abstract

Topics: Labels of Paternalism and Depersonalization.

The poster is designed to enhance public's awareness of two main challenges in medical communication: paternalism and depersonalization, and motivate the willingness to change through the severe exaggeration.

Paternalism and depersonalization has long existed. Despite feeling uncomfortable and neglected, many people choose to compromise, which results in endless misunderstandings, deteriorating health condition, or even unauthorized experiments. That's why a tiger, the most vicious-looking carnivore, is chosen as the cannibal's face. In this way we try to reinforce public's antipathy toward corresponding lack of communication.

According to *On Being Sane in Insane Places*, patients hospitalized are in an environment of powerlessness, mortification and self-labeling. Here we take advantage of stigmas in a different way. Once doctors are spontaneously associated with a cannibal, patients may boycott them by finding other doctors. Then the severe metaphor could force doctors to revise their interaction with patients.

Certainly, doctors are simply performing their professional duty, and the result of physical examination does explain the situation in many cases. However, lots of pains can't be notified solely by these figures, and stigmatized patients may not receive appropriate treatments.

Frankly speaking, instead of providing a method, the poster itself is a method. Patients deserve dignity as living persons.