

14418 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

connatative -- and even non-verbal -- communications for the most part; and these, of course, are subject to a nearly infinite range of local and regional expressions and interpretations;

- c) Whereas the motives of the scientist to heed new knowledge are relatively clear-cut and positive, and those of the practitioner also strong if somewhat conflicting, the motives of the individuals in the public are thoroughly contaminated with inhibiting forces, ranging from fear of discovering disease or risk, to unconscious perpetuation of self-defeating behaviors, to life-style habits; and the example of their peers tends, by and large, to support a willful resistance;
- d) The channels of communication used by the public are legion, including every imaginable medium of mass communication, local health professionals, family and friends;
- e) The context into which health communications come, is cluttered with stimuli to an unimaginable extent; it is estimated that in a given day, the average person is subject to more than 5,000 separate communications seeking to promote some response; no small number of these seek to reinforce the behaviors which may be inimical to health, and others reinforce misinformation and confusion.