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### Lost in Translation: The Urgent Need for Accessible Healthcare Communication

Blindness is the inability to see or the lack of vision. According to the International Agency for the Prevention of Blindness (IAPB), around 1.1 billion people globally suffer from vision loss, with the majority of these cases being preventable or treatable through access to basic eye care services (Orbis).

This could affect everyday tasks because of the loss of vision. This could also affect getting or receiving effective information. One major issue is how blind and partially blind individuals can't get access to important and accessible healthcare information and communication. Without this information, this could affect their understanding of medical instructions, prescriptions, appointment details, and other things. This could put their health at risk.

The "Blind People 'failed' on Healthcare Communication" highlights and explains the issue about real experiences and sharing the compilation and frustrations of blind individuals. These individuals and others worldwide have faced difficulties in receiving healthcare information and treatments. The article discusses the miscommunication and the communication gap between the individuals and healthcare. This article emphasizes and tries to get more attention and information for the reader for better accessibility and other technologies in healthcare. This article uses credibility, hits emotional points, logic, and timely relevance, and it raises awareness about the

struggles and to look at coming from their perspective and they all are calling for improvements in healthcare communication.

This article gives examples and shows that blind and partially sighted people face real struggles when they can't access important health information. It explains that when medical instructions aren't accessible, it can lead to dangerous consequences and effects. Let's break down the different reasonings.

### **Ethos**

The article is BBC (British Broadcasting Corporation) news, which is the world's largest news organization and is one of the most trusted news sources in the UK and globally. BBC news covers news, articles, politics, etc (BBC news). It is also a popular news website. BBC is international and has a weekly audience of 318 million people. BBC is committed to be independent and truthful. They also deliver the highest quality of work and make sure to show respect and kindness. They also include inclusive information.

In the article, it includes real-life experiences. This makes it more believable. Ken Reid, 63, had to encounter this first hand. His testimony is that when he was 26, he had lost his eyesight, due to [retinitis-pigmentosa](#). He had then caught an infection because he wasn't able to take his aftercare treatment because he was unable to read. They gave him the information in a format that he was unable to read. There are other patients with similar stories and experiences about healthcare giving information that is unable for them is blind and partially blind individuals to read.

The article includes different healthcare professionals and organizations. They included organizations like The Royal National Institute for the Blind (RNIB) and The

National Health Service (NHS). By including these big organizations, it validates claims because it's coming from these specific organizations and adds trust to argue. This reinforced that the problem is recognized by experts.

### **Pathos**

Ken Reid tells his story about how he had caught an infection and he wants us to feel sympathy because of the aftercare information and he was unable to gain the information and it was poor communication. There was a lack of accessible healthcare information which led to infection.

In the article, the use of powerful words and would that add weight like "failed" and "struggle", to show and create an urge of urgency and importance. This shows and explains the injustice faced by blind and partially blind individuals. It also created attention to society, organizations, and healthcare. This makes society and the audience emotionally and mentally invested.

This article uses imagery, and information on how difficult and frustrating it is to not be able to understand important medical instructions, appointments, and other things. This increased empathy for blind individuals. This article shows and explains how scary it would be to not understand medical instructions because it could possibly turn fatal. This ability of a patient to not be able to read critical health documents evokes and increases frustration and concern.

### **Logos**

This article presents real world consequences, struggles, and incidents of inaccessible healthcare communication. This shows and gives evidence of the risks of what blind and partially blind individuals face. This gives facts and real examples to

prove the point of these experiences. The article also adds factual evidence from Ken and other patients, stats, and healthcare policies.

It explains how poor communication leads to and causes preventable health issues. This shows and supports a clear prime example of a cause and effect. This article explains how healthcare communication needs to be better, to prevent miscommunication to patients. It also prevents serious problems. Arguments were made about the necessity to have better accessible healthcare information for all. It shows the risks of inaccessibility. For example, Ken missed information, which led him to get an infection.

By discussing and explaining the concern and the need for better accessibility, the article uses logical reasoning to show that and why it is important and necessary. It also connects the lack of accessibility to real-life health risks and what people with blindness and other conditions and disabilities go through when trying to get medical instructions and treatment. This article does indeed follow a cause and effect approach, which explains the lack of communication that could lead to consequences.

### **Kairos**

The article was published in 2020, recently in the last five years, which is when the covid pandemic happened. This was a crystal and critical time. This is when healthcare accessibility was little to none and was a major concern. Healthcare is a big topic because of people already in hospitals, viruses going around, vaccines, etc.

It connects with ongoing discussions between the controversy of people with disability rights. It makes the issue more known, modern, global, and relatable. It's getting to all audiences and around the world. It makes it more relevant and makes the

argument more pressing on the topic of both disability and healthcare, two big sensitive topics. It makes it more relevant for society.

This a call of urgency and for the problem to me emphasized, and engage organizations and healthcare settings to improve their information and communication. This is an act of urge because of serious and dangerous outcomes for blind and partially blind individuals.

When you put these ideas together, the article creates a strong and relatable argument. The trusted voice (ethos) explains and adds real life stories that the problem is real, while the personal stories (pathos) gain our attention of how urgent and make us feel for these individuals. The logical facts (logos) help us understand how and why these issues occurred, and the timely focus (kairos) makes it clear that action is urgent. Together, these strategies show that the healthcare system is failing blind people, and that change is needed and urgent.

The article's different appeals work together in a simple way to make the problem clear and urgent. They use a clear and easy choice of words. First, the trustworthiness of the BBC and real-life stories (ethos) helps us believe that this issue is real. When we hear Ken's story, we feel his pain and frustration (pathos), which makes the problem personal and relatable. The clear facts and logical explanations (logos) show us exactly how these communication failures can lead to serious harm. Finally, the sense of urgency (kairos) tells us that this is a problem that needs immediate attention. Together, these appeals build on each other—credibility makes the emotional stories believable, the emotion makes the facts more compelling, and the urgency pushes us to care and act right now.

In conclusion, the article makes it clear that when blind individuals can't access healthcare information. It is a serious problem that affects lives. It reminds us that everyone deserves clear, accessible information about their health. The combination of trustworthy sources, stories, facts, and the urgency of the issue that demands us and healthcare to make a change and how the healthcare system should work for everyone.

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