

Sommersemester 2010

WP Introduction to Health Communication: Theory, Research & Practice

Semester	SS
Semesterwochenstunden	2
Kontaktzeit	32
Selbststudium	28

Lehrsprache	Englisch
Vorgesehene Gruppengröße	
Leistungspunkte (ECTS)	2

Dozentin: Bridgette M. Collado, MA, RD

Kurzbeschreibung der Veranstaltung

Health Communication is an emerging discipline; it is an important aspect of healthcare logistics. Students will gain an understanding of the theory, research and application of health communication, as well as how to work with communication professionals in such settings.

The course will be taught in English. Therefore, students should have a comprehensive knowledge of English in order to participate in in-class discussions, read English articles, and complete assignments. During this course students will gain exposure to the following topics in health communication.

Lernziel:

- History of health communication
- Health communication theories
- Cultural viewpoints
- Health literacy
- Technology and health communication
- Crisis communication
- Ethics in health communication

Inhalte: Non-profit and for-profit communications in the healthcare context. Analysis of health communication campaigns and strategic communication planning.

Methode: The course will be structured around relevant readings and course discussions. Students will be expected to read the assigned articles prior to each scheduled session, and will write a reaction to the day's topic to prepare for the class discussion. The reactions will be written in English and turned in by the end of each course. Furthermore, each course section will include an in-class group participatory assignment, which each group will present before the conclusion of the course period.

Vermittelte des Schlüsselqualifikationen Reading, speaking, and presentation skills.

Bewertung: Performance evaluation will be conducted based-on participation, and framing of the topic in reaction.

Literatur: To be determined.

Erstellungsdatum: Nov. 2009