

LaGuardia Community College
HUC192 Health Communication
Spring I 2021
Dr. Andy Kai-chun Chuang

COURSE DESCRIPTION AND GOAL

This course provides an overview of the study and practice of communication as it relates to health professionals and patient outcomes. Topics include provider-patient interaction, team communication, and the diffusion of health information through public health campaigns. Students will gain an understanding on the impact of communication on outcomes in health care contexts and literacy among diverse and global populations.

COURSE REQUIRE TEXT

du Pré, A., & Overton, B. C. (2020). *Communicating about health: Current issues and perspectives*. Oxford University Press

<https://pubmed.ncbi.nlm.nih.gov/>

Pubmed is a database of medical articles available to the public

COURSE OBJECTIVES

At the conclusion of this course, students will be able to:

- Identify how health is socially constructed across multiple communication modalities.
- Describe structural factors that foster and inhibit communication in health care contexts.
- Explain the concept of health literacy and its relations to health care access and public health systems.
- Analyze how culture, technology, and body politics affect issues of doctor-patient relationships, health information seeking, social support, and health promotion.
- Utilize participation-observation and media analysis to become keen observers and listeners in health care contexts.
- Employ narrative and writing in the first person to bring personal experiences into health care contexts and health literacy.
- Identify communication competency interventions for patients and health providers to promote collaborative care from varying levels of ability and literacy.
- Prepare effective health promotion materials in terms of health campaigns and worksite health promotion.
- Explain the role of health communication that addressing a global and national healthcare crisis.

COURSE ASSIGNMENTS

Blackboard Discussion Board: 100 points

Each week a prompt question will be posted that you respond to by creating your own “thread.” At the end of your thread, pose a question to readers to spark discussion. In addition, you will read threads posted by others and respond to at least three. Users can post links to news stories, videos and other websites. The Discussion Board is “asynchronous,” meaning, you can log in, post and reply at any time of the day or night.

This syllabus uses some frameworks, readings, and assignments designed by Dr. David Lee from New York City College of Technology.

Health News Analysis Report: 100 points

Find recent news articles related to a health issue that interests you, relevant to the subject matter of Health Communication. Conduct research on the topic and prepare a short written report that clearly summarizes the issue and presents your critical assessment. The report should include a summary of issue, reference to the news stories and course material, and a critique or evaluative response. This written report should be no more than 3-page.

Group Health Campaign Project and Presentation: 200 points

This assignment gives you the chance to design a strategic intervention for health issue. This is an opportunity to use your design and writing skills to make a print ad, fact sheet, press release, audio or video spot, or social media campaign. Your media work (PowerPoint, audio-visual recording, poster, etc.) must be accompanied by a rationale where you explain your methodology and how the evidence base (i.e., what we know about what works) supports your approach.

Final Take-Home Exam: 100 points

At the conclusion of the semester, you will complete a take-home exam. The format of this take-home exam is essay questions.

TENTATIVE COURSE SCHEDULE

DATE	TOPIC	ASSIGNMENTS DUE
Week 1	Course Overview <i>What is Health Communication?</i> Chapter 1	Blackboard Discussion 1
Week 2	Structure & Agency in the Health Communication Chapter 2	Blackboard Discussion 2
Week 3	Narrative Medicine Chapter 3	Blackboard Discussion 3
Week 4	Health Encounter & Clinical Simulation Chapter 4 & 5	Blackboard Discussion 4
Week 5	Health Technologies as Communication Chapter 9	Blackboard Discussion 5
Week 6	Health Communication & Media Representation Chapter 11	Blackboard Discussion 6
Week 7	Health Marketing & Promotion Chapter 13 & 14	Health News Analysis Report
Week 8	Health Marketing & Promotion (cont) Chapter 13 & 14	Blackboard Discussion 7

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Week 9	<i>Inclusive, Diversity, Equity, & Access</i> Chapter 6 & 7	Blackboard Discussion 8
Week 10	<i>Inclusive, Diversity, Equity, & Access (cont)</i> Chapter 6 & 7	Blackboard Discussion 9
Week 11	<i>Risk & Emergency Communication</i> Chapter 12	Blackboard Discussion 10
Week 12	<i>Group Health Campaign Presentation</i>	Group Health Campaign Project
Final Week	<i>Final Take-Home Exam</i>	

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