

**CJ815**

**Health Communication**

**4 0 0 4**

Year of Introduction: 2022

**Course Description:**

Health communication gives a clear outline on health journalism and reporting, laws to abide for effective health communication, the data handling in terms of both physical and mental health.

**Learning Objectives:**

To develop an in-depth knowledge in the area of Health Communication

- Describe health communication as used by several local, governmental, and international organizations.
- Understand the role and component of health psychology as it relates to health communication and our personal lives and health outcomes.
- Understand the role of communication and its affecting promoting and maintaining health and wellness for all individuals
- Understand the correlation of theory and practice in health communication settings and campaigns.
- Understand the challenges in communicating and assessing the social determinants of health within various populations
- Describe and assess the many factors that affect health literacy.
- Identify the strategies to target various audiences and health communities for health communication campaigns

**Pedagogy:**

Social and Critical Teaching

## Syllabus:

### Unit 1

Introduction to Health Journalism and health law- Health law is a field of law that encompasses federal, state, and local law, rules, regulations and other jurisprudence among providers, payers and vendors to the health care industry and its patients, and delivery of health care services, with an emphasis on operations, regulatory and transactional issues-role of WHO

### Unit 2

Introduction to Human Health physical, social, psychological and spiritual well-being of individuals. Overall health of the population is determined by people's income, education, employment and housing, as well as a combination of preventive and rehabilitative approaches and services.

### Unit 3

Public health reporting- Through the dissemination of health news, medical research, and health policies, mass media play a leading role in disseminating health news, affecting the knowledge and health ...

### Unit 4

health, news reporting and writing, role and duties of public health reporter, how a health journalist can help common people through health reporting.

### Unit 5

Case studies- Different types of news that appeared in newspaper, television and radio related to health

## References:

- Health Communication in the 21st Century (2nd ed.), by Wright, Sparks & O'Hair.
- Mass Communication and Public Health: Complexities and Conflicts, Charles Atkin & Larry Wallack (Eds.)
- Communicating about health: Current issues and perspectives, 4th ed. New York: Oxford University Press. du Pré, A. (2014).
- Mass Media and Health Communication in India Paperback – 1 January 2017 by [Mekam Maheshwar](#)
- The Power of the Media in Health Communication By [Valentina Marinescu](#) 2016
- Encyclopedia of Health Communication Three Volume Set Edited by: [Teresa L. Thompson](#) - University of Dayton, USA
- Communicating Health Strategies for Health Promotion Edited by: [Nova Corcoran](#) - University of South Wales, UK
- Media and Health [Clive Seale](#) - University of London, UK, Brunel University, UK
- Working on Health Communication [Nova Corcoran](#) - University of South Wales, UK
- Health Communication Edited by: [Gary L Kreps](#) - George Mason University, USA
- Health Communication Message Design Theory and Practice Edited by: [Hyunyi Cho](#) - The Ohio State University, USA, Purdue University, USA

## Course Outcome:

C01:

To equip students with written, oral, and graphical communication skills necessary in medical and public health contexts.

CO2: To equip students with how the media, literacy and policy affect the perceptions of health

CO3: Identify key tools for patients and providers to communicate and listen effectively by recognizing the barriers and modes of communication between patients and providers.

**Evaluation Pattern:**

Theoretical Examination and presentation for Internals  
Theoretical Examination for End Semester.

**Employability:**

- Health Communication is an upcoming subject of curiosity thus the coursework may help opportunities in health communication teaching.
- Employability as a Technical Medical Writer, which tends to be underexplored area.
- Employability as a Public Health Journalist which is now an upcoming niche.