

West Virginia University at Parkersburg Uniform Course Syllabus

COMM 309: Introduction to Health Communication

Credit Hours: 3

Scheduled hours per week

Lecture: 3

Lab: 0

Other: 0

Catalog Course Description: This course will provide an introduction to communication within the healthcare context using an interpersonal and organizational approach. It will examine how individuals construct, exchange, and evaluate health care messages.

Pre-requisites: ENG. 101, ENG 102; COMM 111 or COMM 112

Co-requisites: None

Course Learning Outcomes:

At the conclusion of Communication Studies 397: Introduction to Health Communication, students will be able to:

- Define health communication and recognize issues relevant to its study
- Identify the history and current issues of health communication
- Identify factors that influence patient-provider communication
- Discuss the way others provide (friends, family members, etc.) provide social support
- Summarize cultural issues in health communication
- Identify and evaluate representations of health communication in various media
- Analyze the way health care providers are socialized
- Apply the concepts as a consumer of healthcare, a provider of healthcare, or as a health care professional

Topics to be studied:

- Healthcare literacy
- Models of health and illness
- Health campaigns
- Health communication technology
- Sociological influences on health communication

| Relationship of Course to Discipline Learning Outcomes | |
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| Explain how ethics play a role in the communication process. | X |
| Recall the communication process. | X |
| Demonstrate an ability to select appropriate topics and language for public presentations. | |
| Demonstrate an ability to conduct research. | |

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| Create complex messages in a variety of communication settings. | X |
| Evaluate and critique one's own and other's communication in a variety of settings. | X |
| Apply effective delivery skills in a variety of communication settings. | X |
| Recall the historic background of mass media and contemporary media issues. | X |
| Summarize the theoretical underpinnings of mass communication. | |

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| Relationship of Course to General Education Learning Outcomes: | |
| Composition and Rhetoric Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements. | X |
| Science & Technology Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions. | |
| Mathematics & Quantitative Skills Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts. | |
| Society, Diversity, & Connections Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication. | |
| Human Inquiry & the Past Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills. | X |
| The Arts & Creativity Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art. | |

Special projects or requirements of the course: N/A

Additional information: N/A

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Date: 10/11/2017