

## 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	
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.	

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.	

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> 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
<b>Science &amp; Technology</b> 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.	
<b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.	
<b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.	
<b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.	X
<b>The Arts &amp; Creativity</b> 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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