

School of Communication / Public Relations and Advertising

2023 - 2024 Academic Year

HEALTH COMMUNICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
HEALTH COMMUNICATION	HR3173750	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses	Communication in Health Services				
Language of Instruction	Turkish				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assist.Prof. Olga UNTİLA KAPLAN				
Name of Lecturer(s)	Assist.Prof. Olga UNTİLA KAPLAN				
Assistant(s)	Assit. Prof. Dr. Saadet Uğurlu				
Aim	The aim of the course is to teach effective communication methods necessary to prevent possible conflicts in health services.				
Course Content	This course contains; Introduction to Communication,Communication Items,Communication Conditions,Communication Obstacles,Body Language,Target Audience in Health Communication,Communication Levels in Health Services,Health Behavior Theories-I,Health Behavior Theories-II,Active Communication Process between Healthcare Personel and Patient,Decision Making Models,Patient Types and Interview Techniques,Digital transformation and communication tools,Health Tourism.				
Course Learning Outcomes		Teaching Methods		Assessment Methods	
Student will able to					
1. Will be able to interpret the effective communication process.		10, 16, 9		A, D, E	
1.1. Explains the items in the communication process.		10, 16			
1.2. Discusses the qualities and functions of the items in the communication process.		13, 15, 19			
1.3. Compares communication approaches.		11, 13, 19, 5		A, D	
1.4. Examples communication barriers.		15, 16, 21, 6			
2. Classifies the level of communication in health services.		13, 19, 4, 5			
2.1. Interprets communication methods.		15, 19, 6		A	
2.2. Explains the elements of chatting in personal communication.		18, 19, 20, 21			
2.3. Compares verbal and non-verbal communication methods.		10, 16, 9			
3. Changes behavior through communication.		11, 6, 8, 9			
3.1. Discusses the effects of communication on human behavior.		15, 19, 21, 5			
3.2. Compares the stages of the behavior change process.		13, 15, 5, 9			
3.3. Explains the mechanisms of resistance to communication		19, 9		A	
Teaching Methods	10: Discussion Method, 11: Demonstration Method, 13: Case Study Method, 15: Role Play and Drama Technique, 16: Question - Answer Technique, 18: Micro Teaching Technique, 19: Brainstorming Technique, 20: Reverse Brainstorming Technique, 21: Simulation Technique, 4: Inquiry-Based Learning, 5: Cooperative Learning, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, D: Oral Exam, E: Homework				
Lecture Schedule					
Sequenc e	Topics	Preliminary Preparation			
1	Introduction to Communication	Book: Nazife Güngör, Introduction to Communication. Pages 19-27.			
2	Communication Items	Book: Nazife Güngör, Introduction to Communication. Pages 28-40.			
3	Communication Conditions	Book: Demet Gürüz, Interpersonal Communication, Page: 209-219			
4	Communication Obstacles	Book: Demet Gürüz, Interpersonal Communication, Page: 283-315.			
5	Body Language	Recommended Book: Joe Navarro, Body Language.			
6	Target Audience in Health Communication	Book: Ayla Okay, Health Communication, pp. 25-71.			
7	Communication Levels in Health Services	Book: Ayla Okay, Health Communication, pp. 47-66; Book: Ruhi Selçuk Tabak, Health Communication, pp. 30-65. PowerPoint Presentation, pp. 1-30.			
8	Health Behavior Theories-I	Book: Ayla Okay, Health Communication, pp. 73-96.			
9	Health Behavior Theories-II	Book: Ruhi Selçuk Tabak, Health Communication, pp. 66-88			
10	Active Communication Process between Healthcare Personel and Patient	Book: Ruhi Selçuk Tabak, Health Communication, pp. 97-210			
11	Decision Making Models	Book: Ayla Okay, Health Communication, pp. 106-108.			
12	Patient Types and Interview Techniques	PowerPoint Presentation, pp. 1-30.			
13	Digital transformation and communication tools	PowerPoint Presentation, pp. 1-30; Articles and Theses: Şenol Demirci, Digitalization of Health (2018); Pınar Özdemir, Digital Transformation in Health Services and the Example of Turkey (Thesis, 2022); Tuba Işık, Digital Perception and Its Importance in Terms of Usage in the Context of Health Communication (2019).			
14	Health Tourism	PowerPoint Presentation, pp. 1-30. Recommended Articles and Theses: Oğuz Aydın, An Alternative Tourism in Turkey: Health Tourism (2012); Diden Kostak, Tourism Movements, Master's Thesis (2007).			
Evaluation Methods		Weight(%)			
(Midterm Exam) Presentation		10			
(Midterm Exam) Midterm Exam		40			
Midterm Exam		40			
(General Exam) General Exam		50			
General Exam		60			

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Resources

1. Ayla Okay, Saęlık İletişimi, Derin Yayınları, İstanbul, 2014.
2. Ruhi Selçuk Tabak, Saęlık İletişimi, Literatür Yayıncılık, İstanbul, 1999.
3. Demet Gürüz, Ayşen temel Eęinli, Kişilerarası İletişim, Nobel, İstanbul, 6.bs., 2017.
4. Nazife Güngör, İletişime Giriş, Siyasal Kitabevi, Ankara, 2015.Lecturer notes.
5. Tuba Işık, Saęlık İletişimi Bağlamında Kullanım Şekilleri Açısından Dijital Algı ve Önemi, 2019.
6. Pınar Özdemir, Saęlık Hizmetlerinde Dijital Dönüşüm ve Türkiye Örneęi, 2022.
7. Şenol Demirci, Saęlığın Dijitalleşmesi, 2018.
8. Oęuz Aydın, Türkiye'de Alternatif bir Turizm; Saęlık Turizmi, 2012.