

School of Communication / Public Relations and Advertising (English)

2023 - 2024 Academic Year

HEALTH COMMUNICATION

Syllabus

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
HEALTH COMMUNICATION	PR3110514	Fall Semester	3+0	3	5
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Elective				
Course Coordinator	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Name of Lecturer(s)	Assoc.Prof. Bilge KARAMEHMET ALTUNTAŞ				
Assistant(s)	Assoc. Prof. Dr. Bilge KARAMEHMET ALTUNTAŞ				
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,Health communication concepts and terms,Health Communication in the TwentyFirst Century,Key Characteristics of Health Communication,Health Communication Environment I,Health Communication Environment II,Theoretical Influences in Health Communication,Theoretical Influences in Health Communication II,Convergence Theory- issues in health communication- student presentations,Communication for Persuasion Theory- student presentations,Health Communication Campaigns- Student Project Presentations I,Health Communication Campaigns- Student Project Presentations II,Health Communication Campaigns- Student Project Presentations III,General evaluation- Solutions to problems in health communication.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. Will be able to interpret the effective communication process.			10, 16, 9	A	
2. Classifies the level of communication in health services.			10, 16, 9	E	
3. Changes behavior through communication.			16, 6, 9	A, E	
4. Define the term of health communication			8	C	
5. List the models of health communication			8	A, C	
Teaching Methods	10: Discussion Method, 16: Question - Answer Technique, 6: Experiential Learning, 8: Flipped Classroom Learning, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, C: Multiple-Choice Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introduction to Communication	Related reading			
2	Health communication concepts and terms	Related reading			
3	Health Communication in the TwentyFirst Century	Related reading			
4	Key Characteristics of Health Communication	Related reading			
5	Health Communication Environment I	Related reading			
6	Health Communication Environment II	Related reading			
7	Theoretical Influences in Health Communication	Related reading			
8	Theoretical Influences in Health Communication II	Related reading			
9	Convergence Theory- issues in health communication- student presentations	Related reading			
10	Communication for Persuasion Theory- student presentations	Related reading			
11	Health Communication Campaigns- Student Project Presentations I	Related reading			
12	Health Communication Campaigns- Student Project Presentations II	Related reading			
13	Health Communication Campaigns- Student Project Presentations III	Related reading			
14	General evaluation- Solutions to problems in health communication	Related reading			
Evaluation Methods		Weight(%)			
Midterm Exam		40			
General Exam		60			

Resources
Lecture notes Nancy Grant Harrington, Health Communication: Theory, Method, and Application, ROUTLEDGE, 2015 Teresa L. Thompson, Peter J. Schulz, Health Communication Theory (Foundations of Communication Theory Series) 1st Edition