# Health Communication

COMM 3012

Instructor:

Contact Information:

Email:

Please email me at any time with questions and comments. I will respond to you within 24 hours, or sooner. I welcome hearing from each one of you.

**Americans with Disabilities Statement**

*Any student who anticipates physical or academic barriers based on the impact of a disability is encouraged to speak with me or email me privately. Students with disabilities should also contact Disability Resources for Students (DRS) at*

*110 Wilder Tower,*[*901-678-2880*](tel:901-678-2880)*.*

*DRS coordinates access and accommodations for students with disabilities.*

# Course Description

In this course, we will study the theory and practice of health communication within the context of personal, organizational and cultural factors. Designed to give you an overview of Health Communication, which is a sub-discipline of Communication, this course is applicable not only to communication students but also to those in health-related fields of study, such as Healthcare Leadership, Health Administration, and other areas. In each unit, we will explore health communication theory, practice and research. The assignments and readings throughout the course will help you academically and professionally, as well as help you to better understand your own healthcare story.

# Course Objectives

This course explores the complex interactions inherent in healthcare communication, the various formats for disseminating medical information, and the specific audience needs that healthcare communication must address. The objectives of the course are as follows:

1. To understand the role of communication in promoting and maintaining health and wellness
2. To develop an awareness of the complex issues of health communication
3. To appreciate the interplay of theory and practice in health communication settings and campaigns
4. To begin to recognize the multicultural audiences in health communication
5. To develop communication skills that are necessary in the health professions

# Required Materials

Textbook and Readings

du Pré, Athena (2016). [*Communicating about Health: Current Issues and Perspectives,* 5th ed.](https://www.amazon.com/Communicating-About-Health-Current-Perspectives/dp/0190275685) New York: Oxford University Press.

Additional short readings in eCourseware. See details in the schedule below.

Movies. Click on the name of the movie or on the hyperlink.

[*The Doctor*,](http://www.amazon.com/The-Doctor-William-Hurt/dp/B004UPALVE) 1991, starring William Hurt. Available through Amazon and other outlets

<http://www.amazon.com/The-Doctor-William-Hurt/dp/B004UPALVE>

[*A Beautiful Mind*](https://www.amazon.com/Beautiful-Mind-Russell-Crowe/dp/B00ENYKBD0/ref=sr_1_1?keywords=a+beautiful+mind&qid=1559091277&s=movies-tv&sprefix=a+beautiful+mind%2Caps%2C171&sr=1-1)*,* 2001, starring Russell Crow. Available through Amazon and other outlets.

<https://www.amazon.com/Beautiful-Mind-Russell-Crowe/dp/B00ENYKBD0/ref=sr_1_1?keywords=a+beautiful+mind&qid=1559091277&s=movies-tv&sprefix=a+beautiful+mind%2Caps%2C171&sr=1-1>

Strongly recommended, especially for anyone going into a healthcare profession:

Smith, David Barton (2016). *The power to heal: Civil rights, Medicare, and the struggle to transform America’s healthcare system*. Each chapter is provided in our eCourseware in the folder “The Power to Heal.” It is also available from the University of Memphis in the form of an eBook, which you can download.

Recommended Websites

KevinMD

<http://kevinmd.com>

World Health Organization

<http://www.who.int/en/>

[NPR: Shots](http://www.npr.org/blogs/health/)

[*The New York Times*](http://www.nytimes.com/pages/health/index.html?action=click&pgtype=Homepage&region=TopBar&module=HPMiniNav&contentCollection=Health&WT.nav=page) Health Section

Other websites will be added as we progress through the course, depending on your interests or what arises in health news during these weeks.

**Email etiquette**

Please write your emails professionally and respectfully. Use a proper salutation. Sign the email with your full name. Write in complete sentences. Ask politely for what you need. It’s unfortunate that I have to point these things out, but you’d be saddened at some of the emails I get.

# Assignments

When you submit your files to the dropbox, the file must be labeled like this:

Last name.COMM 3012. Name of assignment.docx

The reason I insist on this is because I download all of your files from the dropbox and then read and grade them. Then I send them back to you via the dropbox. If all the files are labeled Assignment 1, or whatever, it makes my life very difficult. So please help me out with this.

***Weekly Discussion Questions***

You have already been assigned to a group. Look at the Group Members document to find your group. Each group has its own discussion board. You will post your answer to the discussion question each week by **Thursday evening at 11:55 pm.** A response to someone in your group must be posted by Sunday at 11:55 pm. Referring to outside sources, personal experiences, recent events, *The Power to Heal*, articles from the links provided in the syllabus (or other articles), and concepts in the textbook will increase the quality of your post. A post consists of your response to the question AND a substantial reply to someone else in your group. Your answer to the question should be about 300 words, and your reply to a classmate should be about 150 words. Both parts must be thoughtful and detailed. 20 points for each post: 15 for your answer to the question and 5 for your reply to a classmate. The responses to your group mate must be substantial and thoughtful, offering a new perspective or building on the original post. Just saying, “nice post, I agree” will not get you any points.

See the document entitled “Discussion Questions” in the Introductory section of our eCourseware.

Schedule of Discussion Questions. Remember that the main part of your discussion is due on Thursday and the response is due on Sunday. Late posts will not be accepted.

Week 1: DQ 1,

Week 2: DQ 2

Week 3: No discussion question

Week 4: DQ 3

Week 5: DQ 4, Due (insert date). No response to group mate required.

Total for semester: 80 points.

Hint: If you are keeping up with the reading, this assignment will not be difficult.

***Quizzes***

There will be a quiz each week for the first four weeks. They will be due by Saturday of each week at 11:55 pm.

Each quiz is worth 30 points. Total for semester: 120 points.

***Final Exam*:** The final exam will be available June 28 and will be due (insert date) by 11:55 pm.

Points for final exam: 50

There is a link in the content section of eCourseware to the quizzes and final exam.

**Assignment 1**

Three-page paper on one particular issue in communication about COVID-19.

**Due: (Insert date), 11:55** pm. See the guidelines for Assignment 1 on eCourseware.

50 points

**Assignment 2**

Four-page paper on a health communication issue of your choice.

**Due: (Insert date), 11:55** pm

75 points

# Class Policies

Assignments 1 and 2 must be submitted to the drop box, **not through email**. If you have a problem with the drop box, let me know ASAP. Problems with the dropbox do not constitute a reason for turning in an assignment late. So don’t wait until the last minute. The dropbox closes at 11:55 on the day the assignment is due.

No late assignments will be accepted.

I will not accept any late discussion posts or quizzes.

So plan ahead and work ahead.

# Academic Honesty

Plagiarism is a serious offense. Unfortunately, many students do not seem to understand what plagiarism is or how serious it is. The use of electronic sources makes plagiarism easy to commit. But it also makes it easy to detect.

I expect that all work turned in under your name is yours and yours alone. In accordance with University of Memphis policy, plagiarism and cheating (which includes submitting the same paper for more than one class) are serious offenses that may result in a failing grade for the course and will be reported to the Office of Student Conduct. For additional information, please see:

[**https://www.memphis.edu/osa/students/academic-misconduct.php**](https://www.memphis.edu/osa/students/academic-misconduct.php)

**(Note: The section on academic integrity begins on page 18, not 19)**

The bottom line is that you cannot use any information, no matter where you find it, without attributing it to the source. This includes information that you have learned in other classes or on the job. In those cases, you need to find an academic source that provides this information. If in doubt, cite! Keep in mind that you cite information for two reasons:

* To credit the original authors
* To guide your reader to further information

NOTE:

“Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

Penalty for plagiarism, whether is intentional or not:

* First time: Discussion with student
* Second time: 0 for assignment
* Third time: Failing course and initiation of report to Office of Student Conduct

Resources to learn how to avoid plagiarism and properly cite your sources:

**Purdue University Online Writing Lab (The OWL)**

[**https://owl.english.purdue.edu/owl/resource/560/01/**](https://owl.english.purdue.edu/owl/resource/560/01/)

We will use APA style for this class. For information on APA style, see link above for the OWL. You are **entirely and solely responsible** for the information on this website. It gives you clear instructions on how to format your paper according to APA, how to cite your sources within the text, and how to list them in your “References” page. In other words, “I didn’t know” is NOT a reason or an excuse for committing plagiarism. I will be grading your papers accordingly. **Failing to cite your sources within your text and listing them on your “References” page, as well as not citing them properly, constitutes plagiarism, whether it is intentional or not**. If you are uncertain on whether or not you’ve cited and listed your sources properly, ask me before your turn your paper in.

**Grading**

Discussion Questions 80

Assignment 1 50

Assignment 2 75

Quizzes 120

Final Exam 50

**Total 375**

A+ 98 – 100%

A 94 – 97%

A- 92 – 93%

B+ 89 – 91%

B 85 – 88%

B- 82 – 84%

C+ 79 – 81%

C 75 – 78%

C- 73 – 74%

D+ 71 – 72%

D 69 – 70%

D- 68%

F Below 68%

**Weekly Schedule**

**Week 1,** Topic

Introduction

Landscape for Health Communication

Healthcare Administration

Readings

Chapters 1, 2, 10

Discussion Question 1

Quiz 1: Due by Saturday, June 6, 11:55 pm.

**Week 2,**

Topic

Public Health and Crisis Communication

Planning Health Promotion Campaigns

Exploring the Communication around COVID 19

Readings

Chapters 12, 13

Additional readings on COVID 19

Discussion Question 2

Quiz 2: Due by Saturday, June 13, 11:55 pm

**Week 3,**

Topic

Patient/Caregiver/Provider communication

Readings

Ch. 3, 4, 5

Additional readings

Movie

*The Doctor* See link in syllabus

Quiz 3: Due by Saturday, June 20, 11:55 pm

\*No discussion question this week.

**\*\*Assignment 1, Due (Insert Date), 11:55 pm**

**Week 4,**

Topic

Diversity in Healthcare

Cultural Conceptions of Health and Illness

Communication in Mental Health

Readings

Ch. 6,7

Additional readings on mental health

Movie: *A Beautiful Life* (see link in syllabus)

Discussion Question 3

Quiz 4: Due by Saturday, (Insert date), 11:55 pm

**Week 5,**

Topic

Social support

eHealth and telehealth

Readings

Ch. 8, 9

Discussion Question 4. **Due Wednesday, (Insert date), 11:55 PM**. No response to groupmate required.

\*No quiz

**\*\*Assignment 2 due Friday, (Insert date), 11: 55 pm**

I realize that this is a holiday weekend, and that the last day of class is July 1. You can turn this assignment in early. I’m only making the due date July 3 to give you more time. I suggest that you set your own due date and aim for that. It will not be accepted after July 3, 11:55 pm.

**Final Exam: Due by (Insert date), 11:55 pm**