

HEALTH COMMUNICATION

COMM 7012/8012 M50

FALL 2024
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COURSE DESCRIPTION:

- EXPLORES THE COMMUNICATION PROCESSES AND PRACTICES THAT EMPOWER INDIVIDUALS AND COMMUNITIES IN MAKING HEALTH-RELATED DECISIONS
- EXPLORES THE RESEARCH MODELS, THEORIES AND METHODOLOGIES USED TO CREATE AND DISSEMINATE HEALTH INFORMATION
- EXAMINES ISSUES OF HEALTH LITERACY
- INCLUDES FORMATS FOR DISSEMINATING MEDICAL, HEALTH, AND WELLNESS INFORMATION FOR COMPLEX, SPECIFIC AUDIENCES

HEALTH COMMUNICATION COMPETENCIES:

- SELECTING COMMUNICATION STRATEGIES FOR DIFFERENT AUDIENCES AND SECTORS
- COMMUNICATING AUDIENCE-APPROPRIATE HEALTH CONTENT, BOTH IN WRITING AND THROUGH ORAL PRESENTATION
- DESCRIBING THE IMPORTANCE OF CULTURAL COMPETENCE IN COMMUNICATING PUBLIC HEALTH CONTENT



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