Bemidji State University

COMM 3170: Health Communication

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: *.*
Lab Hours/Week: *.*
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None

MnTC Goals: Goal 07 - Human Diversity, Goal 09 - Ethical/Civic Resp

The course examines health communication through theory, research, and experiential application of concepts in interpersonal, public, mediated, and organizational health care contexts. The course emphasizes issues of ethics and communication variables such as verbal, nonverbal, conflict, listening, and self-disclosure between individuals, health care providers, patients, and families. Overall, this course will help students understand how personal, societal, political, and culture factors impact health communication and healthcare. Liberal Education Goal Areas 7 & 9.

B. COURSE EFFECTIVE DATES: 08/27/2018 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Active Listening and Mindful Responding
2. Communicating Social Support
3. Communicating in Health Care Teams
4. Communication from the Caregiver Perspective
5. Communication from the Patient Perspective
6. Cultural Conceptions of Health and Illness
7. Diversity in Healthcare
8. Family Caregiving
9. Health Care Administration, Human Resources
10. Health Care Reform
11. Health Communication Theories
12. Health Images in Media
13. History and Current Issues in Health Communication
15. Managed Care
16. Patient-Caregiver Communication
17. Planning and Designing Health Promotion Campaigns
18. Public Health Crises
D. LEARNING OUTCOMES (General)

1. identify and explain concepts and theories of health communication.
2. examine personal ethics, beliefs, and values and articulate how they affect our communication messages and perceptions about health.
3. apply ethical communication principles to healthcare situations involving individuals, families, and healthcare teams.
4. articulate how personal and societal health issues affect our lives and the lives of others, in particular those groups seen as marginalized or disempowered.
5. apply theory and research to communication practices and challenges that impact individuals, healthcare teams and organizations.
6. use theory and research to critically evaluate health-related communication issues in various contexts (e.g., media, politics, wellness, culture, environmental, legal rights, religion, technology).
7. use active listening and mindful responding when engaged in communication about healthcare issues.
8. analyze health issues that perpetuate and challenge stereotypes, cultural issues, policy implications, and social injustices in our communities.
9. create and present verbal, nonverbal, and written messages that inform and provide recommendations for improving interpersonal health communication and health care messages in our society.

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

Goal 07 - Human Diversity

1. Demonstrate an awareness of the individual and institutional dynamics of unequal power relations between groups in contemporary society.
2. Analyze their own attitudes, behaviors, concepts and beliefs regarding diversity, racism, and bigotry.
3. Describe and discuss the experience and contributions (political, social, economic, etc.) of the many groups that shape American society and culture, in particular those groups that have suffered discrimination and exclusion.
4. Demonstrate communication skills necessary for living and working effectively in a society with great population diversity.

Goal 09 - Ethical/Civic Resp

1. Examine, articulate, and apply their own ethical views.
2. Understand and apply core concepts (e.g. politics, rights and obligations, justice, liberty) to specific issues.
3. Analyze and reflect on the ethical dimensions of legal, social, and scientific issues.
4. Recognize the diversity of political motivations and interests of others.
5. Identify ways to exercise the rights and responsibilities of citizenship.

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted