



Health Communication

Spring 2019

Prof. Timothy Halkowski
Comm. 382/582, s.1
Class: M & W, 2 - 3:15pm
Classroom: CAC 236

Office Hours: Tues 2-3pm; Thurs 11-noon, & by appt.
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Course Description, Overview And Objectives

This course is an overview of central topics and analytic domains in health communication. Therefore we will read and discuss research covering the interpersonal, organizational, and mass communication levels of analysis.

Within the *interpersonal* realm of health communication, we will give special attention to the 'experiential' aspects of illness and disease, and the ways in which these are affected (as well as constituted) by features of communication.

Within the *organizational* realm we will focus on several areas, including the communicative and interactional work of medical interpreters.

Within the *mass communication* domain, we will consider the theoretical underpinnings and methods of several examples of health campaigns. We will also look at ways that Web 2.0 is changing health campaigns & health care interventions.

At the conclusion of the course you will be able to:

- Enumerate and describe some of the central research topics and methods at each of the three aforementioned levels of analysis;
- Analyze some basic features of health communication at the interpersonal, organizational & institutional levels.

Program Competencies for the Division of Communication

By the time they graduate, students should be able to:

1. communicate effectively using appropriate technologies for diverse audiences;
2. plan, evaluate and conduct basic (quantitative and qualitative) communication research;
3. use communication theories to understand and solve communication problems;
4. apply historical communication perspectives to contemporary issues and practices; and
5. apply principles of ethical decision making in communication contexts.

In this course we will address *aspects of* all of the above competencies.

COURSE REQUIREMENTS

You will demonstrate your understanding of the core topics of the course via:

- discussion of assigned readings, as well as occasional news articles;
- short in-class & take home assignments;
- a midterm exam; and,
- a final exam.

Undergraduates:

In class & take home assignments:	40%
Midterm exam:	30%
Final exam:	30%
Course grade:	100%

Graduate Students:

In Class & take home assignments	25%
Course paper	75%
	100%

A standard grading scale will be used to assign final course letter grades.

94 - 100 = A	74 - 76 = C
90 - 93 = A-	70 - 73 = C-
87 - 89 = B+	67 - 69 = D+
84 - 86 = B	60 - 66 = D
80 - 83 = B-	< 60 = F
77 - 79 = C+	

REQUIRED TEXTS:

1. *A Leg To Stand On.* Oliver Sacks.
2. The remainder of the **REQUIRED READINGS** will be available on **D2L**.

HIGHLY RECOMMENDED RESOURCE:

New York Times – Health Section – <http://www.nytimes.com/pages/health/index.html>

COURSE POLICIES

Because they may interfere with the navigational systems of your professor, all cell phones need to be turned off & securely stowed.

Late assignments will generally not be accepted, unless you can document the reason in an acceptable manner.

The University has strict policies regarding **Academic Integrity**. It is your responsibility to read, understand, and abide by those policies (on the University web site).

Those who attend class tend to do better on assignments, exams, & course papers. Borderline grades at the end of the semester will be affected by your participation in the class discussions.

Office Hours: Please make use of office hours. Students who use office hours to discuss difficult aspects of classes tend to manage those problems and succeed. Students who wait until a problem has snowballed usually have too big a mountain to climb at the end of the semester, and sometimes end up having to dropping a class.

Disability services:

If you have a documented disability and verification from the **Disability and Assistive Technology Center** and wish to discuss academic accommodations, please contact your instructor as soon as possible. It is the student's responsibility to provide documentation of disability to Disability Services and meet with a Disability Services counselor to request special accommodation *before* classes start.

The Disability and Assistive Technology Center is located in 609 Learning Resource Center and can be contacted by phone: (715) 346-3365 (Voice), (715) 346-3362 (TDD only), or email: datctr@uwsp.edu

<u>Date</u>	<u>Topic</u>	<u>Readings</u>
Jan 23, 28, 30	Intro to the course Analyzing health care communication	Maynard & Heritage - CA, Dr-Pt interaction & medical communication
Feb 4, 6	Becoming a patient	Sacks, Chapt. 1-2
Feb 11, 13	Making sense of pain	Sacks, Chapt. 3 & Hilbert, 'Acultural dimensions of chronic pain'
Feb 18, 20	Accomplishing a request	Gill <i>et al.</i> , 'Accomplishing a request' Sacks, Chapt. 4-5
Feb 25, 27	Patients' epistemics	Sacks, Chapt. 6 Pillet-Shore - 'Weighing patients'
Mar 4	No class - take home assignment	
Mar 6	Patients & power	Stivers - 'Patient pressure for antibiotics'
Mar 11, 13	Midterm Exam Review Midterm Exam	
Mar 18, 20	SPRING BREAK	
Mar 25, 27	Medical Interpreters	Dysert-Gale 'Comm models & medical interpreters'; Bolden 'Interpreters & Hx taking'
Apr 1, 3	Institutions & Bad News	Maynard - Socio-political implications of bad news.
Apr 8, 10	Public Health campaigns	Speaking of Health, Chapt. 3
Apr 15, 17	Web 2.0 & Health	Thackeray on Social media, web 2.0, and health. Bender - Supporting Cancer pts with social networks.
Apr 22, 24	Web 2.0 & Health	Hardey - Public health & web 2.0 Lefer, T, <i>et al.</i> , Using Google Earth as an innovative tool for community mapping. Barsky - health & social bookmarking
Apr 29, May 1	t.b.a.	t.b.a.
May 6, 8	Course wrap-up & Final Exam Review	
May 14, 8—10am	FINAL EXAM	

Bibliography

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- Bender, J.L., et al., 2008. Supporting cancer patients through the continuum of care: a view from the age of social networks and computer-mediated communication. *Current Oncology*, vol. 15, supplement 2, pp. s42-s47.
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- Pillet-Shore, D. 2006. Weighing in primary-care nurse-patient interactions. *Social Science & Medicine* 62 (2006) 407-421.
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- Stivers, T. 2002. Participating in decisions about treatment: overt parent pressure for antibiotic medication in pediatric encounters. *Social Science & Medicine* 54 (2002) 1111-1130.
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