Health Communication   Autumn 2018

Prof. Timothy Halkowski   Office Hours: T & F, 2-3pm, & by appt.
Comm. 382/582, s.1   Office: CAC 225
Class: M & W, 2 - 3:15pm   ✆ 715.346.3409
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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

Date	Topic	Readings
Sept 5	Intro to the course Analyzing health care communication	Maynard & Heritage - CA, Dr-Pt interaction & medical communication
Sept 10 - 12	Becoming a patient	Sacks, Chapts. 1-2
Sept 17 - 19	Making sense of pain	Sacks, Chapt. 3 & Hilbert, 'Acultural dimensions of chronic pain
Sept 24 - 26	Accomplishing a request	Gill *et al.*, 'Accomplishing a request' Sacks, Chapts. 4-5
Oct 1 - 3	Patients' epistemics	Sacks, Chapt. 6 Pillet-Shore - 'Weighing patients'
Oct 8 - 10	Patients & power	Stivers - 'Patient pressure for antibiotics'
Oct 15 - 17	Medical Interpreters	Dysert-Gale 'Comm models & medical interpreters'; Bolden 'Interpreters & Hx taking'
Oct 22 - 24	Midterm Exam Review **Midterm Exam**	
Oct 29 - 31	TBA	TBA
Nov 5 - 7	Institutions & Bad News	Maynard - Socio-political implications of bad news.
Nov 12 - 14	Public Health campaigns	Speaking of Health, Chapt. 3
Nov 19 - 21	Web 2.0 & Health	Thackeray on Social media, web 2.0, and health. Bender - Supporting Cancer pts with social networks.
Nov 26 - 28	Web 2.0 & Health	Hardey - Public health & web 2.0 Lefer, T, *et al.*, Using Google Earth as an innovative tool for community mapping. Barsky - health & social bookmarking
Dec 3 - 5	TBA	TBA
Dec 10 - 12	**Course wrap-up & Final Exam Review**	
Dec 17	**FINAL EXAM**	

Bibliography

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Pomerantz, A., *et al.* 1995. Precepting in a general medicine clinic: How preceptors correct. In *The Talk of the Clinic: Explorations in the analysis of medical and therapeutic discourse*. (Eds. R. Chenail & G. Morris), Lawrence Erlbaum Associates: Hillsdale, NJ.

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