

A. Heading

University of Puerto Rico
Río Piedras Campus
College of Humanities
Department of English
Undergraduate Program

B. Course Title Health Communication

Janet MacLennan, Ph.D.

C. Code English 3016

D. Credit Hours 3

E. Prerequisites One of the following: Level 4 or 5 on the English Placement Test OR Advanced Placement in English.

F. Course Description Survey of theory and research in human communication in a healthcare context including interaction between parties and providers; communication in health care organizations; healthcare campaigns; information technologies in health communication; communication in support systems for the elderly, disabled, sick, and terminally ill; communication training for health care professionals; health ethics; mass media health images; how gender, race, age, ethnicity and language influence health communication; and cultural meanings of health and illness. Emphasis is on the nature of the communication processes that influence and/or are influenced by health and healthcare contexts.

G. Course Objectives By the end of the course, students will:

1. develop knowledge and understanding of theories and research comprising contemporary academic literature in health communication.
2. apply communication principles to improving communication relationships and behaviors in healthcare contexts.
3. write and speak clearly and effectively about health communication concepts and theories through reflection, research, analysis, and application.
4. conduct independent reading/research on a topic of interest.
5. understand the role of communication in the effective functioning of the health care system in a variety of contexts.
6. analyze health care situations to detect communication problems and propose sound solutions.
7. become a more informed and demanding consumer of health care messages.

H. Course Outline

<u>Topic</u>	<u>Time</u>
I. Course introduction and overview The field of health communication: History, contexts, theories, research	6 hours

II.	Class discussion/lecture of issues in health communication Issues in provider-recipient communication Issues in decision making Issues in social identity and culture Issues in family dynamics Issues in health care delivery Issues in information dissemination	21 hours
III.	Applications in health communication Discussion of book <i>When the spirit catches you and you fall down</i> Case study creation and presentation	12 hours
	Concluding ideas about health communication	6 hours
	Total	45 hours/3 credits

I. Teaching Strategies This course will include skill development and knowledge-building through lectures and class and group discussion, as well as activities of analysis, research, critical thinking, creativity, and application. Los estudiantes que reciban servicios de **Rehabilitación Vocacional** deben comunicarse con la profesora al inicio del semestre para planificar el acomodo razonable y equipo asistivo necesario conforme a las recomendaciones de la Oficina de Asuntos para las Personas con Impedimento (OAPI) del Decanato de Estudiantes. También aquellos estudiantes con necesidades especiales que requieren de algún tipo de asistencia o acomodo deben comunicarse con la profesora.

J. Required Resources Access to Internet and all UPR library facilities.

K. Methods of Evaluation

Analysis of <i>When the spirit catches you</i>	30%
Health Communication Case Study Creation & Presentation	60%

Evaluación diferenciada a estudiantes con necesidades especiales.

L. Grading System The following grades will be used for this course: A, B, C, D, F.

M. Selected Bibliography

Beck, C. (2001). *Communicating for better health: A guide through the medical mazes*. Boston: Allyn & Bacon.

Berry, D. (2007). *Health communication: Theory and practice*. New York: Open University Press.

Cooper, P. J., Calloway-Thomas, C., & Simonds, C. J. (2007). Health. In P. J. Cooper, C. Calloway-Thomas, & C. J. Simonds (Eds.), *Intercultural communication: A text with readings* (pp. 238-267). Boston: Pearson.

Du Pre, A. (2000). *Communicating about health: Current issues and perspectives*. Mountain View, CA: Mayfield.

Glanz, K., Rimer, B. K., & Lewis, F. M. (Eds.). (2002). *Health behavior and health education: Theory, research, and practice*. San Francisco: Jossey-Bass.

Gordon, T. S., & Edwards, W. (1997). *Making the patient your partner: Communication skills for doctors and other caregivers*. Westport, CT: Greenwood.

Harter, L. M., Japp, P. M., & Beck, C. S. (Eds.). (2005). *Narratives, health, and healing: Communication theory, research, and practice*. Mahwah, NJ: Lawrence Erlbaum.

Knights Rundle, A. K., Robinson, M. R., & Carvalho, M. L. (Eds.) (2002). *Cultural competence in health care: A practical guide*.

Lederman, L. C. (Ed.). (2008). *Beyond these walls: Readings in health communication*. New York: Oxford University Press.

Osborne, H. (2005). *Health literacy from A to Z: Practical ways to communicate your health message*. Sudbury, MA: Jones and Bartlett.

Payer, L. (1996). *Medicine & culture*. New York: Henry Holt.

Purnell, L. D., & Paulanka, B. J. (2005). *Guide to culturally competent health care*. Philadelphia: F. A. Davis.

Rice, R. E., & Katz, J. E. (Eds.). (2001). *The Internet and health communication: Experiences and expectations*. Thousand Oaks, CA: Sage.

Schiavo, R. (2007). *Health communication: From theory to practice*. San Francisco: Jossey-Bass.

Schwartzberg, J., VanGeest, J. B., & Wang, C. C., (Eds.). (2005). *Understanding health literacy: Implications for medicine and public health*. Chicago, IL: American Medical Association.

Snehendu, B. K., & Alcalay, R. (Eds.). (2001). *Health communication: A multicultural perspective*. Thousand Oaks, CA: Sage.

Spector, R. E. (2004). *Cultural diversity in health and illness*. Upper Saddle River, NJ: Prentice-Hall.

Thomas, R. K. (2006). *Health communication*. New York: Springer.

Thompson, T. L. et al. (Eds.). (2003). *Handbook of health communication*. Mahwah, NJ: Lawrence Erlbaum.

Thornton, B.C., & Kreps, G.L. (Eds.). (1993). *Perspectives on health communication*. Mt. Prospect, IL: Waveland.

Tilson Piotrow, P. et al. (Eds.). (1997). *Health communication: Lessons from family planning and reproductive health*. Westport, CT: Praeger.

Electronic sources Use of UPR library databases such as EBSCO HOST, ProQuest (includes access to academic journal *Health Communication*), PsychINFO, and Social Sciences Full Text to search for articles from academic journals for health communication, as well as use of UPR library book databases and interlibrary loan to search for books related to health communication.

Required Texts

Berlin Rey, B. (Ed.). (2005). *Health communication in practice: A case study approach*. Mahwah, NJ: Lawrence Erlbaum.

Fadiman, A. (1998). *The spirit catches you and you fall down: A Hmong child, her American doctors, and the collision of two cultures*. New York: Farrar, Straus & Giroux.