GROSSMONT COLLEGE

Official Course Outline

COMMUNICATION 126 – COMMUNICATION STUDIES: HEALTH AND WELLNESS

1. Course Number Course Title Semester Units Semester Hours

COMM 126 Communication 3.0 3 hours lecture: 48-54 hours

Studies: Health 96-108 outside of class hours

and Wellness 144-162 total hours

1. Course Prerequisites

None

Corequisite

None

Recommended Preparation

None

3. Catalog Description

This introductory course provides students the opportunity to study and to apply principles and practices of health communication in a variety of contexts. Students will explore ways in which we communicate about health, cope with health-related problems, and influence one another's health-related behaviors. Specifically, topics cover provider-patient interaction, health and identity, the role of culture in health, health literacy, health in the work place, support networks, empathy, listening, and health campaigns. This course benefits all students interested in communication studies. The overall goal for this course is to prepare students to communicate effectively in their roles as a health citizens, patients, personal and professional caregivers or healthcare providers.

4. Course Objectives

The student will:

1. Comprehend the principles of the communication process (competence, critical thinking and listening).
2. Examine principles of health communication as they relate to individual, interpersonal, community, organizational and public contexts.
3. Analyze differences in the ways individuals may communicate about health in various contexts (providers, office/hospital, work, family, relationships, etc.).
4. Constructand practice strategies that can promote successful health communication among peers, co-workers, patients, providers, family members and caregivers.
5. Exhibit familiarity with health literacy messages and strategies.

5. Instructional Facilities

1. Classroom with movable seating, dry erase board, rostrum, and display easel.
2. Video recording and playback equipment.
3. Instructional computer with updated software, document imager, and data projector.

6. Special Materials Required of Student

None

COMMUNICATION 126 – COMMUNICATION STUDIES: HEALTH AND WELLNESS Page 2

7. Course Content

1. Principles of communication

1) Process

2) Competence

3) Critical thinking

4) Listening

1. Principles of health communication.

1) Health identity

2) Health citizenry

1. Patient-provider interaction

1) Narrative competence

2) Empathy

3) Health challenges

1. Health in the work place

1) Quality of work life

2) Wellness at work

1. Culture and health
2. Health Literacy
3. Support communities

Caretaking

1. Health campaigns

8. Method of Instruction

1. Lecture and discussion.
2. Multimedia instruction.
3. Collaborative learning.

9. Methods of Evaluating Student Performance

1. Specific-topic papers, research papers, journals and/or textbook outlines.

Example 1: Specific topic paper that investigates and evaluates a health communication topic.

Example 2: Specific topic paper that analyzes individual’s communication behavior in a health context.

1. Instructor assessment of participation in class including interaction in pairs, small groups and class activities. Example 1: In-class written responses to course topics/lecture materials

Example 2: In-class group activities addressing a specific health topic.

1. Written quizzes and exams (essay and/or objective) including a final exam.

Example 1: Multiple choice question/essay mid-term and final exams based on readings and lecture content.

Example 2: Unannounced quizzes based on assigned reading.

1. Student presentations.

Example 1: Individual presentation on one health communication topic.

Example 2: Group presentation on one health communication topic

10. Outside Class Assignments

1. Required reading.

Example 1: Scholarly articles as assigned by the instructor

Example 2: Scholarly reports as assigned by the instructor

1. Written exercises.

Example 1: Written critique of outside article readings as assigned by the instructor.

Example 2: Written reflection responses as related to patient or provider roles.

1. Video/film viewing and analysis.

Example 1: Written analysis of video content as related to course topics

Example 2: Written analysis of film content as related to course topics

1. Web-based research is required for specific-topic papers, research papers, and presentations.

Example 1: Analyze the public health implications of messages conveyed by mass and social media (TV,

radio, movies, Facebook, YouTube, etc.)

Example 2: Analyze health websites to determine credibility of messages and recommendations for care.

COMMUNICATION 126 – COMMUNICATION STUDIES: HEALTH AND WELLNESS Page 3

11. Texts

1. Required Text(s):

Yamaskai, J.,P. Geist-Martin, B.F. Sharf, (Eds.). *Storied Health and Illness: Communicating Personal, Cultural, and Political Complexities.* Long Grove, IL: Waveland. 2016.

1. Supplementary texts and workbooks: As assigned by the instructor

Addendum: Student Learning Outcomes

Upon completion of this course, our students will be able to do the following:

1. Recognize messages that demonstrate effective application of communication principles in the health care context.
2. Analyze an interaction between patient and provider applying concepts of health communication.
3. Compare and contrast content of health campaigns

Date approved by the Governing Board: May 15, 2018