

Program	BS Media & Development Communication	Course Code	MDC 472	Credit Hours	3
Course Title	HEALTH COMMUNICATION (Major)				
Course Introduction					
This course focuses on the role of communication in promoting public health. Students will explore health communication theories, strategies for health promotion, and the impact of media on public health behaviors and outcomes.					
Learning Outcomes					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Understand the theories and principles of health communication. 2. Develop strategies for effective health communication and promotion. 3. Analyze the impact of media on public health behaviors and outcomes. 					
Course Content				Assignments/Readings	
Week 1	1	Introduction to Health Communication			
Week 2	2	Health Literacy			
Week 3	3	Public Health Planning			
Week 4	4	Biomedical and Biopsychosocial Model; Social Determinants of Health			
Week 5	5	Cultural Diversity and Sensitivity of Issues Related to Health and Illness			
Week 6	6	Contemporary Public Health Issues at National Level			
Week 7	7	International Health Sector Based Developmental Projects			
Week 8	8	Comparative Analysis of Health Communication at National and International Level			
Week 9	9	Health Issues in Local Media			
Week 10	10	Health Issues in Global Media			
Week 11	11	Case Study of Media Portrayal for Different Health Issues (e.g., COVID-19, Ebola Virus, Polio)			
Week 12	12	Digital Media & Health Campaigns			
Week 13-15	13	Field Work 13.1 Preparation and Planning 13.2 Data Collection and Observation 13.3 Analysis and Reporting			
Week 16	14	Course Review and Final Presentations			
Textbooks and Reading Material					
<ol style="list-style-type: none"> 1 O’Hair, H. D. (Ed). (2018). Risk and health communication in an evolving media environment. Taylor & Francis. 2 Tettegah, S. Y., Garcia, Y. E. (Eds.). (2016). Emotions, Technology, and health. Elsevier Inc. 3 Vemula, R. K., Gavaravarapu, S, M. (Eds.). (2016). Health Communication in the 					

Changing Media Landscape: Perspectives from Developing Countries. Palgarave.

- 4 Jordan, A. B. et al. (Eds.). (2009). Media messages and public health: A decisions approach to content analysis. Taylor & Francis.
- 5 McMillan. Finn, N. B., Bria, W. F. (2009). Digital Communication in Medical Practice. Springer.
- 6 Berry, D. (2007). Health communication Theory and practice. Open University Press.
- Thompson, T. L., et al. (Eds.). (2003). Handbook of health communication. Lawrence Erlbaum Associates, Inc.
- 7 Reagan, P. A. & Brookins-Fisher, J. (2002) *Community Health in the 21st Century* (2nd ed.). San Francisco: Benjamin Cummings.

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.