

<b>Course Title/Code:</b>	<b>Health Communication (MMPH6182)</b>
<b>Department:</b>	School of Public Health
<b>Objectives:</b>	Covers the development of public communication campaigns in the field of health promotion: assessing what the mass media can accomplish to promote health; designing mass media messages that are consonant with principles of behavioural science and the public health model; and strategic planning for integrated mass media campaigns.
<b>Content:</b>	<p>Topics include:</p> <ul style="list-style-type: none"> <li>• Public Health and Mass Communication; Media Studies Framework; Public Health Framework; Social Change and Health Promotion</li> <li>• Media Effects: Major Theories and Hypotheses; Dissemination and Social Networks</li> <li>• Communication Inequality and Health Disparities; Public Health and the News Media</li> <li>• Public Health and the Entertainment Media; Media Violence; Television and Obesity; Entertainment Media and Tobacco Use</li> <li>• Message Effects and Framing</li> <li>• Health Campaigns: Issues &amp; Exemplars</li> </ul>
<b>Learning Outcomes:</b>	<p>On completion of the module, the students are expected to:</p> <ul style="list-style-type: none"> <li>• Identify the factors that contribute to effective health communication;</li> <li>• Compare and contrast different theoretical/conceptual models in health communication;</li> <li>• Discuss the role the mass media play in the portrayal of health messages and campaigns;</li> <li>• Identify the potentials and limitations of using mass media proactively to help accomplish health education and promotion goals;</li> <li>• Examine the implications of advanced communication technologies (new media) on health communication.</li> </ul>
<b>Prerequisite:</b>	None
<b>Duration:</b>	Summer Programme (1 week in August) 24 contact hours
<b>Coursework / Examination ratio:</b>	<p>Class participation: 10%</p> <p>Applied essay: 30%</p> <p>Final paper: 60%</p>