

## Health Communication

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### Course Description:

The purpose of this course is to focus on the use of communication strategies to inform and influence individual and community decisions regarding health. The course will focus on the following contexts of health: the multidimensional nature of health communication; understanding empirical research in health communication; behavioral theories in health communication; rhetorical theories in health communication; legal and ethical concerns in health communication; the communication of risk and uncertainty; and the design of health campaigns.

### Materials/Text:

Parvanta, C., Nelson, D. E., Parvanta, S. A. & Harner, R. N. (2011). Essential of Public Health Communication. Jones and Bartlett Learning: Sudbury, MA. ISBN: 978-0-7637-7115-7

### Requirements: No prerequisite

### Assignments and Evaluation:

Exams (3 @ 100 Points Each)	300 points
Written Health Communication Project (50 Points)	50 points
Literacy Assignment (50 Points)	50 points
Public Service Announcement/Presentation (100 Points)	100 points
Quiz (14 @ 10 points each)	140 points
Public Health Report/Presentation (200 Points)	200 points
<u>Attendance/ Class Participation (100 Points)</u>	<u>100 points</u>
Total Points	940 points