

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
RPP404	Health Communication	8	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	
Course Level	Bachelor Degree
Objective	The objective of this course is to teach how to use communication strategies to guide individuals toward positive health behaviour.
Content	Medical and Social Models of Health Medicalisation of Health Interpersonal and mass communication dimensions of the health communication Methods of health communication Health communication theories and models Health literacy Science and health journalism Health communication campaign design
References	Lecture notes. ATKIN Charles and WALLACK Lawrence (eds.). Mass Communication and Public Health: Complexities and Conflicts. Newbury Park: Sage Publications, 1990. CİRHİNLİÖĞLU Zafer. Sağlık Sosyolojisi. Ankara: Nobel Yayın Dağıtım, 2001. ÇINARLI İnci. Sağlık İletişimi ve Medya, İstanbul: Nobel Yayınları, 2008. ÇINARLI İnci and YILMAZ Elgiz. "The Media Manufacturing the Sense of Health, Illness and Disease: Health Coverage in Turkish Newspapers", 4th. Global Conference on Making Sense of Health, Illness and Disease, Mansfield College, Oxford, http://www.inter-disciplinary.net/mso/hid/hid4/cinarli%20paper.pdf , 2005. ÇINARLI İnci. "Risk İletişimi Açısından SARS (Şiddetli Akut Solunum Sendromu) Salgını", İleti-ş-im Dergisi, Sayı:2, Haziran 2005, pp.55-67. ERDOĞAN İrfan. "Tekelleşme, Medya ve Medya Pratikleri", Toplum ve Hekim. Cilt.17, Sayı. 6, Kasım-Aralık 2002, p.243. GEIST-MARTIN Patricia, BERLIN RAY Eileen and SHARF Barbara F.. Communicating Health: Personal, Cultural and Political Complexities. California: Wadsworth Publishing, 2002. GLANZ Karen, RIMER Barbara K. and VISWANATH K., Health Behaviour and Health Education, 4th. ed., San Fransisco: Josey-Bass, 2008. ILLICH Ivan. Sağlığın Gaspı. Çev: Süha Sertabipoğlu, İstanbul: Ayrıntı Yayınları, 1995. İNCEOĞLU Yasemin and KAR Altan, Kadın ve Bedeni, İstanbul: Ayrıntı Yayınları, 2010. SIGNORIELLI Nancy. Mass Media Images and Impact on Health: A Sourcebook. CT: Greenwood Press, 1993.

	<p>SÜTLAŞ Mustafa. Medya İçin Sağlık, Sağlık İçin Medya, İstanbul: Bas-Haş Yayınları, 2007.</p> <p>TABAK Ruhi Selçuk. Sağlık İletişimi, İstanbul: Literatür Yayınları, 1999.</p> <p>T.C. Sağlık Mevzuatı, http://www.istabip.org.tr http://www.sanayi.gov.tr (Reklam Kurulu kararları)</p> <p>VAN SERVELLEN Gwen Marram, Communicating Skills for Health Professional: Concepts, Practice and Evidence, 2nd. ed., USA: Jones and Bartlett Publishers, 2008.</p> <p>WALLACK Lawrence vd. Media Advocacy and Public Health: Power for Prevention. California: Sage Publications, 1993.</p> <p>WRIGHT Kevin B., SPARKS Lisa and O'HAIR Dan, Health Communication in the 21st Century, Blackwell Publishing, 2008.</p>
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Theory Topics

Week	Weekly Contents
1	Definition of health communication concept, dimensions of health, sociology of illness and disease
2	Definitions negative and positive of health/ medical and social models
3	The medicalisation and commercialisation of health / 'iatrogenesis'
4	Health communication as a inter and multidisciplinary field. Mass communication dimension of health communication
5	Theories of health communication / Communication between health personnel and patients (interpersonal dimension of health communication)
6	Methods of health communication: Social marketing, media advocacy and public relations
7	Public health informations and the media ("Imperatives and impediments")
8	Mid-term exam
9	Health regulations and breaches in health sector
10	Science and health journalism
11	Design process of health communication campaign
12	Health literacy and media literacy
13	Perception of health risks and communication
14	New media and health communication (trends and orientations)

