

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
SİY 632	Health Communication	2	2	0	0	2	4

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Masters Degree
Objective	This course aims to study communication strategies in order to promote health on public interest basis and to provide knowledge and skills related to the field.
Content	Medical and social model of health The medicalisation of health Interpersonal and mass communication dimensions of health communication Health communication methods Health communication theories and methods Health literacy Science and health journalism
References	Lecture notes. Ivan ILLICH. Sağlığın Gasplı. Çev: Süha Sertabipoğlu, İstanbul: Ayrıntı Yayınları, 1995. İnci ÇINARLI. Sağlık İletişimi ve Medya, İstanbul: Nobel Yayınları, 2008. Hyunyi Cho (ed), Health Communication Message Design: Theory and Practice, CA: Thousands Oaks, 2012. İnci ÇINARLI ve Halime YÜCEL BOURSE, “Sağlık İletişiminin Bakış Açısı ile Türkiye’de Sağlık İşyeri Ortamında Sağlık Çalışanlarına Yönelik Şiddet”, İnci Çınarlı ve Halime Yücel Bourse (ed.), Galatasaray Üniversitesi İletişim Fakültesi Dergisi İletiş(im) Sağlık İletişimi Özel Sayısı, Nisan 2013, ss.31-51. Charles ATKIN ve Lawrence WALLACK (ed.). Mass Communication and Public Health: Complexities and Conflicts. Newbury Park: Sage Publications, 1990. Ruhi Selçuk TABAK. Sağlık İletişimi, İstanbul: Literatür Yayınları, 1999. İnci Çınarlı, “Stratejik Sağlık İletişiminin Sağlığın Tıbbileştirilmesindeki Rolü”, Gazi Üniversitesi İletişim Fakültesi, İletişim Kuram ve Araştırma Dergisi, 43, Güz, 2016, ss. 204-216. Michel FOUCAULT, Naissance de la Clinique, 3eme ed., Paris: Presse Universitaire de France, 1993. İnci ÇINARLI, “Bilim ve Sağlık Haberciliği: Kamu Yararına Doğru, Ulaşılabilir ve Kullanılabilir Enformasyon İletimi ve Sorumluluklar”, Tüm Yönleriyle Medya ve İletişim, Metin Işık ve Ayhan Erdem (ed.), Konya: Eğitim Kitabevi Yayınları, 2008. İnci ÇINARLI ve Elgiz YILMAZ, “Sağlık Bilincinin Oluşturulmasında ‘Medya Okuryazarlığı’nın Önemi”, Medya Okuryazarlığı, İstanbul: Kalemus Yayınları, 2007. Kevin B.Wright, Lisa Sparks and Dan O’Hair, Health Communication in the 21st Century, Blackwell Publishing, 2008. İnci ÇINARLI ve Elgiz YILMAZ, “The Media Manufacturing the Sense of Health, Illness and Disease: Health

	Coverage in Turkish Newspapers", <i>Illness, Bodies and Contexts</i>. Isabelle Lange, Zoe Norridge (eds.), Oxford: Interdisciplinary Press, 2010. Mustafa SÜTLAŞ, <i>Medya için Sağlık, Sağlık için Medya</i>, Bas-Haş: İstanbul, 2007. Daniele CARICABURU ve Marie MENORET, <i>Sociologie de la Santé</i>, Paris: Colin, 2004. Keith J. Petrie ve John A.Weinman, <i>Perceptions of Health and Illness</i>, Amsterdam: Harwood Academic Publishers, 1997. Peter Conrad, <i>The Sociology of Health& Illness</i>, 7th ed., New York: Worth Publishers, 2005. Turkish health legislation.
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Theory Topics

Week	Weekly Contents
1	Definition of health concept / Dimensions of health / Sociological approach the concepts of ‘illness’ and ‘disease’
2	Negative and positive definitions of health / Medical and social models of health / Medicalization and commercialization of health
3	Health promotion / Medical and social models of health / Medicalization of health and 'iatrogenesis'
4	Social marketing / Media advocacy / Public relations
5	Global health communication / Public health information and the media
6	Social representations of health in the media / Ethical issues in science and health journalism
7	Mid-term exam
8	Behavioural theories / Health communication theories
9	Interpersonal health communication
10	Health literacy / Health communication strategies and tactics for social media
11	Health legislation, breaches on health publicity, ethical issues
12	Health communication campaign analyses
13	Health communication campaign design
14	Health communication campaign design

