

Content

Course Code	Course Name	Semester	Theory	Practice	Lab	Credit	ECTS
COM426	Health Communication	8	2	0	0	2	3

Prerequisites	
Admission Requirements	

Language of Instruction	Turkish
Course Type	Elective
Course Level	Bachelor Degree
Objective	The aim of this course is to convey how communication strategies can be used to direct individuals to the right health behavior, taking into account the public interest, and to gain knowledge and skills related to this field.
Content	Health concept. Health communication theories. Medical and social model of health. Medicalisation of health. Health communication strategies. Globalisation and health information. Science journalism/health journalism. Health communication campaigns. Health literacy.
References	ILLICH, Ivan. Sağlığın Gaspsı. Çev: Süha Sertabipoğlu, İstanbul: Ayrıntı Yayınları, 1995. ERGUR, Ali (ed.). Ateş ve İhanet: COVID Kliniğinde Sağlık Çalışanlarının Deneyimi, İstanbul: Raskolnikov Yayınevi, Kasım 2020. AKALIN, Akif. Sağlığa ve Hastalığa Toplumcu Yaklaşım, İstanbul: Yazılama Yayınevi, 2015. PANITCH, Leo ve LEYS, Colin. Kapitalizmde Sağlık: Sağlıksızlık Semptomları, Socialist Register 2010, Çev. Umut Haskan, İstanbul: Yordam Kitap, 2011. ÇINARLI, İnci. 21.yy için Sağlık İletişimi ve Medya, 2. Baskı, Ankara: Nobel Yayınları, 2020. ÇINARLI, İnci. "Risk İletişimi Açısından SARS (Şiddetli Akut Solunum Sendromu) Salgını", İleti-ş-im Dergisi, Sayı:2, Haziran 2005, ss.55-67. ÇINARLI, İnci. "Kitle İletişimi ve Eleştirel Sağlık Okuryazarlığı", Sağlık Okuryazarlığı, Filiz Yıldırım and Alev Keser (eds.), Ankara: Ankara Üniversitesi Sağlık Bilimleri Yayınları, 2015, ss. 15-28. GEIST-MARTIN, Patricia, BERLIN RAY, Eileen ve SHARF, Barbara F. Communicating Health: Personal, Cultural and Political Complexities. California: Wadsworth Publishing, 2002. METZL, Jonathan M. Ve KIRKLAND, Anna. Sağlığa Karşı, İstanbul: Yapı Kredi Yayınları, 2010. GLANZ, Karen, RIMER, Barbara K. and VISWANATH, K., Health Behaviour and Health Education, 4th ed., San Fransisco: Josey-Bass, 2008. VAN SERVELLEN, Gwen Marram, Communicating Skills for Health Professional: Concepts, Practice and Evidence, 2nd ed., USA: Jones and Bartlett Publishers, 2008. T.C. Sağlık Mevzuatı, http://www.saglik.gov.tr

Theory Topics

Week	Weekly Contents
1	The right to health. Defining health concept, dimensions of health, sociology of health and disease. Social determinants of health.
2	Positive and negative definitions of health. Medical and social model of health.
3	Commercialisation of health and 'iatrogenesis'
4	Health communication as a multi and interdisciplinary field. Mass communication dimension in health communication.
5	Health communication theories I. Interpersonal dimension in health communication.
6	Health communication theories II.
7	Health communication strategies: social marketing, media advocacy, public relations.
8	Health information and media. Globalisation and 'Knowledge Gap Hypothesis': information rich and poors
9	Health legislation and breach/case studies.
10	Digital strategies for health communication. Health care, corporate communication and health communication.
11	Science journalism/health journalism.
12	Health communication campaign process.
13	Health risk perception and risk communication