

Department of Health Promotion and Community Health  
Faculty of Health Sciences  
American University of Beirut

## **HPCH 210** **Health Communication Theory**

Fall semester AY 2019-20

[3 credits]

### **Course Instructor**

Dr. Marco Bardus

Office: room 302

Email: [mb141@aub.edu.lb](mailto:mb141@aub.edu.lb)

Office hours: **exclusively by appointment** (book an appointment via email)

### **Class time and location**

Dates, times: **Thursdays and Tuesdays at 1:00-2:15 pm**

Classroom: **Room 201** (Van Dyck)

### **Course description**

This course investigates the nature of health communication theories and provides an overview of the main theoretical frameworks applied in health promotion and health communication in particular. This class will explore the theory, research, and skills needed to communicate to and with various stakeholders in various contexts and settings. These include communication among health care providers and patients, family caregivers, patients, and, more in general with healthcare organizations. A relevant part of the course will also discuss the use of communication for health information dissemination and health promotion, and the politics of health care.

### **Course learning objectives**

By the end of the course, students will be able to:

1. Analyze and describe how social, political, and cultural factors affect health communication and healthcare.
2. Articulate the ways in which different models of healthcare affect and reflect health communication.
3. Describe the communication of patients, caregivers, and family caregivers and how the perspectives inform, differ from, and intersect with one another.
4. Define the role of communication in maintaining health and coping with illness and death.
5. Apply communication and behavioral theories to help explain the delivery of health care.
6. Research, analyze, and write about health communication issues.
7. Identify variables (i.e., culture, technology) that affect communicating in health care contexts.

## HPCH 210-Health Communication Theory

### Required readings

Textbooks: Wright, K.B., Sparks, L., & O'Hair H.D. (2012). *Health Communication in the 21st Century* (2nd edition). Chichester, West Sussex England; Malden, MA: Wiley-Blackwell.

The book can be purchased online on [Amazon](#), or [Wiley.com](#).

Some parts of this course are based on selected chapters of the book "*Health communication: From theory to practice*," edited by Roberta Schiavo (2013), published by John Wiley & Sons. A digital version of the book is available from ProQuest Ebook Central, accessible from AUB libraries ([e-book](#)).

### Course requirements and student evaluations

Students will be evaluated on the criteria:

	Criteria	Percent	Learning objectives
A.	Attendance and class participation*	10%	1-7
B.	Assignment 1 (observation)	10%	3
C.	Midterm essay	30%	1, 2, 4
D.	Assignment 2 (content analysis)	15%	6
E.	Final essay	35%	5, 7
	<b>Total</b>	<b>100%</b>	

\***Class participation means engaging in class discussions and activities** (role plays, games, exercises...) and not just being physically present in class.

*Detailed information on each assignment will be provided at least 2 weeks before the due date. All assignments will be uploaded on Moodle.*

### AUB/FHS policies

#### ✓ Attendance

Attendance will be taken regularly, at each session. Late arrivals are also documented and impact on the students' attendance evaluation. Students should come to class **on time**; if they cannot attend a class, they should notify the instructor beforehand. Students who miss more than one-fifth of the sessions of any course in the first ten weeks of the semester are dropped from the course.

#### ✓ Academic Integrity

Cheating and plagiarism will not be tolerated. Review [the Student Code of Conduct](#) in your handbook and familiarize yourself with definitions and penalties. If you're in doubt about what constitutes plagiarism, ask your instructor because it is **your** responsibility to know. The American University of Beirut has a strict anti-cheating policy. Penalties include failing marks on the assignment in question, suspension or expulsion from University and a permanent mention of the disciplinary action in the student's records."

#### ✓ Students with Disabilities:

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AUB strives to make learning experiences accessible for all. If you anticipate or experience academic barriers due to a disability (such as ADHD, learning difficulties, mental health conditions, chronic or temporary medical conditions), please do not hesitate to inform the Accessible Education Office. In order to ensure that you receive the support you need and to facilitate a smooth accommodations process, you must register with the Accessible Education Office (AEO) as soon as possible: [accessibility@aub.edu.lb](mailto:accessibility@aub.edu.lb); [+961-1-350000, x3246](tel:+961-1-350000); West Hall, 314..

### ✓ *Non-Discrimination – Title IX – AUB*

AUB is committed to facilitating a campus free of all forms of discrimination including sex/gender-based harassment prohibited by Title IX. The University's non-discrimination policy applies to, and protects, all students, faculty, and staff. If you think you have experienced discrimination or harassment, including sexual misconduct, we encourage you to tell someone promptly. If you speak to a faculty or staff member about an issue such as harassment, sexual violence, or discrimination, the information will be kept as private as possible, however, faculty and designated staff are required to bring it to the attention of the University's Title IX Coordinator. Faculty can refer you to fully confidential resources, and you can find information and contacts at [www.aub.edu.lb/titleix](http://www.aub.edu.lb/titleix). **To report an incident**, contact the University's Title IX Coordinator Ms. Mitra Tauk at 01-350000 ext. 2514, or [titleix@aub.edu.lb](mailto:titleix@aub.edu.lb). An anonymous report may be submitted online via EthicsPoint at [www.aub.ethicspoint.com](http://www.aub.ethicspoint.com).

### Detailed course outline

Session Week/Date	Topic and activity	Reading	Course Objectives
Week 1 Th, Aug 29	Introductory Session: Defining health communication -Lecture + discussion		
Week 2 T, Sep 3	<i>No class</i>		
Week 2 Th, Sep 5	<i>No class</i>		
Week 3 T, Sep 10	<i>Ashoura holiday-No class</i>		
Week 3 Th, Sep 12	Reprise: Defining health communication -Lecture + discussion -Hand in Assignment 1 instructions	Wright et al. (2012) Chapter 1	1-3
Week 4 T, Sep 17	Provider-patient communication -Lecture	Wright et al. (2012) Chapter 2  Schiavo (2014), Chapter 4	1-3
Week 4 Th, Sep 19	Provider-patient communication (continued) -Discussion		1-3
Week 5 T, Sep 24	Caregiving & communication -Lecture -Hand in Midterm essay instructions	Wright et al. (2012) Chapter 3	3-4

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<b>Session Week/Date</b>	<b>Topic and activity</b>	<b>Reading</b>	<b>Course Objectives</b>
Week 5 Th, Sep 26	Caregiving & communication (continued) -Discussion		3-4
	<i>Assignment 1 due</i>		
Week 6 T, Oct 1	Social support & health -Lecture	Wright et al. (2012) Chapter 4	5
Week 6 Th, Oct 3	Social support & health (continued) -Discussion		5
Week 7 T, Oct 8	Culture & Diversity Issues in Health Care -Lecture	Wright et al. (2012) Chapter 5  Schiavo (2014), Chapter 3	1,7
Week 7 Th, Oct 10	Culture & Diversity Issues in Health Care (continued) -Discussion		1,7
	<i>Midterm essay due</i>		
Week 8, T, Oct 15	Communication and Healthcare organizations -Lecture	Wright et al. (2012) Chapter 6	1,5,7
Week 8 Th, Oct 17	Communication and Healthcare organizations (continued) -Discussion		1,5,7
Week 9 T, Oct 22	New technologies & Health communication -Lecture	Wright et al. (2012) Chapter 7	1,7
Week 9 Th, Oct 24	New technologies & Health communication -Discussion -Hand in Assignment 2 instructions		1,7
Week 10 T, Oct 29	Mass Communication & health -Lecture + discussion	Wright et al. (2012) Chapter 8	1,7
Week 10 Th, Oct 31	Mass Communication & health -Lecture + discussion		1,7
Week 11 T, Nov 5	Risk & Crises Communication -Lecture	Wright et al. (2012) Chapter 9	1,5
Week 11 Th, Nov 7	Risk & Crises Communication (continued) -Discussion		1,5
Week 12 T, Nov 12	Health campaigns & community Health Initiatives -Guest lecture/discussion	Wright et al. (2012) Chapter 10  Schiavo (2014), Chapters 5 and 9	6
Week 12 Th, Nov 14	Health campaigns & community Health Initiatives (continued) -Guest lecture/discussion		6
Week 13 T, Nov 19	Health campaigns & community Health Initiatives (continued) -Guest lecture/discussion		6
	<i>Assignment 2 due</i>		
Week 13	Interdisciplinary health care	Wright et al. (2012)	5

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<b>Session Week/Date</b>	<b>Topic and activity</b>	<b>Reading</b>	<b>Course Objectives</b>
Th, Nov 21	teams -Lecture + Discussion -Hand in Final essay instructions	Chapter 11	
Week 14, T, Nov 26	Political issues and health communication -Lecture + discussion	Wright et al. (2012) Chapter 12	1
Week 14, Th, Nov 28	Political issues and health communication -Discussion		1
Week 15 T, Dec 3	The future of Health communication research -Lecture + discussion	Wright et al. (2012) Chapter 11	1-6
	<i>Final essay due</i>		