



DCE Paper
MCJ21309DCE

Semester-3rd
HEALTH COMMUNICATION

Course objectives

- To explore the role of communication in health care delivery, health promotion, and disease prevention.
- To understand different theories and models that are relevant to health communication

Learning outcomes

- To identify major health problems confronted by India and their implications on society, culture and economy.
- Students will develop necessary skills for designing messages for healthcare delivery in an efficacious manner.

Unit I

Health Communication- Introduction & Importance
Characteristics of Effective Health Communication
Role of Media in Health Communication
Opinion Leaders & Change Agents

Unit II

Theories of Health Communication
Role of Media in expanding Reach & Health Promotion
Health communication & Media sources: credibility factors-opinion leaders and change agents
Reaching Out to Rural Communities: Radio Spots
The Internet Revolution & Health Communication

Unit III

Health Communication as Social & Behavioral change agent
Hurdles in health communication campaign
Message Structuring for Health campaign
Channel for health campaign- preparation of stickers, posters, billboards - media selection.

Unit IV

National Rural Health Mission (NRHM) - a critical assessment
Health as communication discourse- health magazines- health columns in newspapers
Ethical and legal aspects of health communication
Health as an index of development



Suggested Readings

- Allen, J., & Brock, S. A. (2013). *Health Care Communication Using Personality Type: Patients are Different!*. Hoboken: Taylor and Francis.
- Berry, D. (2004). *Risk, communication and health psychology*. Maidenhead: Open University Press.
- Berry, D., & ProQuest (Firm). (2007). *Health communication: Theory and practice*. Maidenhead: Open University Press.
- Brown, B., Carter, R., & Crawford, P. (2007). *Evidence-Based Health Communication*. Maidenhead: Open University Press Imprint.
- Hertzberg, M. A., & Bedney, S. (2003). *The most unhealthy relationship of all: A guide to better doctor-patient communication*. New York: iUniverse.
- Hornik, R. C. (2002). *Public health communication: Evidence for behavior change*. Mahwah, N.J: L. Erlbaum Associates.

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Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)