

CMN 260: Introduction to Health Communication

Instructor's Name: Marisa A. Smith
Course: 9:00 AM – 9:50 AM MWF
Course Classroom: Lincoln Hall 1024
Office: 4070 Lincoln Hall
Office Hours: 10:00 AM – 1:00 PM on Monday or by appointment
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Course Director: Lisa Guntzviller

Course Overview

Health communication affects all of us in our daily lives, whether it is through interpersonal conversations about health issues, exposure to health information in the media, or through our personal involvement in the healthcare system. The purpose of this course is to (a) provide students with a basic understanding of the U.S. healthcare system, (b) introduce students to contemporary theories of health communication, and (c) review research pertaining to health communication.

This course is organized into three units, each followed by an exam:

- Unit 1: Health Communication History, Healthcare Structure and Policy
- Unit 2: Interpersonal Health Communication Topics
- Unit 3: Health in the Media & Health Campaigns

Required Text

du Pré, A. (2013). *Communicating about health: Current issues and perspectives* (4th edition). Oxford University Press. ISBN: 9780199990276

Additional readings will be available on Moodle (<https://learn.illinois.edu>)

Assignments & Grading

Exams (100 points each): You will have three exams in this course. Exams will be a combination of multiple-choice, true/false, matching, and short answer questions. Exam questions will come from the readings, lecture, and class activities.

Final Group Project (125 points): You will be responsible for working in a small group (3-4 students) to research a health communication topic of your choosing. There will be several written components to this project and a final oral presentation. See the group project overview document on Moodle for more details.

Course Policies

Attendance: I will not formally take attendance, but you will still be expected to be present in class. In order to create a productive and informative class discussion, you must be present both physically and mentally. Furthermore, being absent prevents you from earning participation points. If you miss class, you will be responsible for receiving any missed information from your classmates and Moodle. I will be available during my office hours and by appointment for questions.

Grading: Grades will be posted to Moodle. You are welcome to discuss any questions you may have regarding grades during my office hours or by appointment. I will not discuss grades via email. Also, remember that points are not “given”, they are earned.

Tardiness: Every class period will begin with a discussion. If you are late, you will interrupt your classmates’ discussion and learning opportunity. I expect you to arrive to class on time to prevent classroom disruptions.

Late work: All assignments are due ONLINE **before class starts** on the assigned date. All assignments will be turned in through Moodle (<https://learn.illinois.edu>). Emailed or paper copies will not be accepted. Late assignments will receive a 10-point deduction if submitted after the start of class, and an additional 15-point deduction for each 24-hour period it is late.

Make-Up Exams: Exams must be taken on the scheduled day. No make-up exams will be administered, except in cases of a documented medical or family emergency or for a university excused absence.

Readings: In order to actively participate in class, you need to complete the assigned readings prior to class. Lectures supplement but do not duplicate the readings.

Technology: Cellular phones must be turned off or silenced before class starts. Laptops are not allowed in the classroom. An exception will be made for group workshop days and days where there are outside readings. You will be notified prior to group workshop days. Laptops will **not** be allowed in class to encourage you to take notes by hand. Studies have shown that hand written notes are associated with greater comprehension and recall of the information. Lecture slides will be available on Moodle to supplement your notes.

Email and Office Hours: I want everyone to succeed in this course. Please utilize my office hours if you have any questions or if you simply want to review the course material. If you are not available during my office hours, I am available by appointment. I am also available via email. I aim to respond to your email messages within 24 hours. If you do not receive a reply within 24 hours, please send a follow-up email.

Accommodation Policy: If you feel that you may need an accommodation based on the impact of a disability, please contact me privately to discuss your specific needs. You are all guaranteed an equal opportunity in this class and no student is denied educational access, regardless of disability. If you need assistance or ever feel uncomfortable please contact me immediately. In order to survey the resources available, please see: <http://www.disability.uiuc.edu/>

Academic Integrity: Plagiarism (passing off someone else's idea as your own) is subject to university procedures and carries serious penalties, ranging from a grade of zero on the assignment to failure for the course. In all cases of plagiarism, a letter will be filed with the dean of the student's college. If you are worried about whether you're attributing information to your sources correctly, ask! Ignorance of these policies is not an excuse for committing an act of academic dishonesty. Please review the University of Illinois plagiarism policy at <http://www.library.illinois.edu/learn/research/academicintegrity.html>

Course Schedule		
Day	Topic(s)	Reading(s)
Week 1		
W: 1/18	Syllabus Day Upload photo to Moodle	Syllabus
F: 1/20	Introduction to Health Communication	Ch. 1; Robert & Booske (2011)
Week 2		
M: 1/23	History of Health Communication and Healthcare Policy	Ch. 2 (p. 25-35); Emanuel Ch. 1
W: 1/25	History of Health Communication and Healthcare Policy (contd.)	-----
F: 1/27	Health Insurance	Ch. 2 (p. 35-47);
Week 3		
M: 1/30	Health Insurance (contd.)	-----
W: 2/1	Medicare & Medicaid	Emanuel Ch. 2
F: 2/3	Healthcare Policy	Reid Ch. 1 - 3
Week 4		
M: 2/6	Healthcare Policy (contd.)	-----
W: 2/8	Healthcare Reform	Ch. 12 (p. 327-340); Blumenthal, Abrams, & Nuzum (2015)
F: 2/10	Discussion: Current Battles in Healthcare Policy; Healthcare Reform	TBD
Week 5		
M: 2/13	Exam I Review Unit I Individual Assignment Due	-----
W: 2/15	Exam I	-----
F: 2/17	Introduction to Health Communication Research	Research Design
Week 6		
M: 2/20	Patient-Provider Communication	Ch. 3
W: 2/22	Patient Perspective	Ch. 4

F: 2/24	Provider Perspective	Ch. 5
Week 7		
M: 2/27	Implicit Biases Take Implicit Bias Test: https://implicit.harvard.edu/implicit/takeatest.html Group Selection & Research Question Due	Penner et al. (2014); Phelan et al. (2015)
W: 3/1	Implicit Biases (contd.); Health Disparities	Alder & Rehkopf (2008) – see Moodle
F: 3/3	Health Literacy Discussion: Implicit Biases, Health Disparities, and Health Literacy	Aboumatar et al. (2013)
Week 8		
M: 3/6	Uncertainty in Illness	Miller (2012)
W: 3/8	Social Support	Ch. 8; Nabi, Prestin, & So (2013)
F: 3/10	Social Support (contd.) Group Workshop Day	-----
Week 9		
M: 3/13	Stigma	Rintamaki (2010); Hunger & Major (2015)
W: 3/15	Stigma (contd.)	-----
F: 3/17	Discussion: Uncertainty in Illness, Social Support, and Stigma Topic Proposal & Research Plan Due	Earnshaw et al. (2015)
Week 10		
No class	Spring Break	-----
Week 11		
M: 3/27	Exam II Review Unit II Individual Assignment Due	-----
W: 3/29	Exam II	-----
F: 3/31	Health in the Media	Ch. 11
Week 12		
M: 4/3	Health in the Media (contd.)	-----
W: 4/5	Discussion: Health in the Media	Pariera et al. (2014)
F: 4/7	Group Workshop Day Article Summaries Due	-----

Week 13		
M: 4/10	Health Campaigns	Ch. 13-14
W: 4/12	Health Campaigns (contd.)	-----
F: 4/14	Group Workshop Day	-----
Week 14		
M: 4/17	Health Campaigns (contd.)	-----
W: 4/19	Health Campaigns (contd.)	-----
F: 4/21	Discussion: Health Campaigns	-----
Week 15		
M: 4/24	Exam III Review Unit III Individual Assignment Due	-----
W: 4/26	Exam III	-----
F: 4/28	Final Presentations	-----
Week 16		
M: 5/1	Final Presentations	-----
W: 5/3	Final Presentations	-----

**Please note that the course schedule is subject to change. Students will be notified when changes are made to the course schedule.*