

Laboratory Manual

(Version 2.0)

for

Health Communication Lab

[BA(JMC)] 158

BA(JMC) - II Semester

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List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PMF	Project Management and Finance
PO	Programme Outcome
SEC	Societal and Environmental Concern

Declaration

Department : Department of Journalism and Mass
Communication

Course, Year and the Semester to which Lab is offered : BA(JMC) - I Year, II Semester

Name of the Lab Course : Health Communication Lab

Course Code : BA(JMC) 158

Version No. : 2.0

Name of Course/Lab Teacher(s) : Mr. Rajender Singh Thakur

Laboratory Manual Committee :

Approved by : DAC Date: ??/??/2019

Approved by : IQAC Date: ??/??/2019

Signature
(Course Teacher)

Signature
(Head of Department)

Signature
(IQAC Coordinator)

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

2. Mission of the Department

- M₁** To produce quality professionals as per global industry standards in the field of journalism & mass communication.
- M₂** To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.
- M₃** To promote analytical and collaborative life-long learning skills amongst students and faculty members.
- M₄** To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

3. Programme Educational Objectives (PEOs)

The PEOs for the BA(JMC) programme are as follows:

- PEO₁** Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
- PEO₂** Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.
- PEO₃** Act as a catalyst and inspire (change agent) for people-centric societal empowerment.
- PEO₄** Facilitate transparency and strengthen democracy as its fourth pillar.

4. Programme Outcomes (POs)

PO₁ Critical Thinking (CT)

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO₂ Effective Communication (EC)

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of world by connecting people, ideas, books, media and technology.

PO₃ Social Interaction (SI)

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO₄ Effective Citizenship (ECZ)

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO₅ Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions and accept responsibility for them.

PO₆ Environment and Sustainability (ES)

Understand the issues of environmental contexts and sustainable development.

PO₇ Self-Directed and Life-Long Learning (SDLLL)

Acquire the ability to engage in independent and life-long learning in the

PO₈ Modern Tools Usage (MTU)

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member

and leader in a team, to manage projects in multidisciplinary environments.

PO₉ Project Management and Finance (PMF)

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed: -

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C,). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.
- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories, and examination halls.
- 5.5 Laptop-size computers/Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis

through overall performances in regular lab. tests, both announced and surprise and viva-voce.

- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- ☑ **Strong Communication Skills:** Effective health communication requires excellent verbal and written communication skills. Clear and concise messaging is crucial when conveying complex health information to diverse audiences.
- ☑ **Health Knowledge:** A solid understanding of health-related topics, medical terminology, and healthcare systems is essential to communicate accurately and effectively in the field of health communication.

- ☑ **Empathy and Cultural Sensitivity:** Health communication often involves dealing with people who are experiencing health challenges or are in vulnerable situations. Being empathetic and culturally sensitive is crucial for understanding the needs and perspectives of diverse audiences.
- ☑ **Public Speaking and Presentation Skills:** Health communicators may need to present information in public settings, such as conferences or community events. Strong public speaking and presentation skills are valuable in these situations.
- ☑ **Writing and Media Skills:** Health communicators often create written materials, such as brochures, articles, press releases, and online content. Familiarity with different media formats and the ability to adapt communication for various platforms is essential.
- ☑ **Health Behavior and Social Sciences:** Knowledge of health behavior theories and social sciences can help health communicators understand how to motivate behavior change and promote health-related messages effectively.
- ☑ **Digital and Social Media Literacy:** In the modern world, health communication often occurs through digital and social media channels. Being proficient in using these platforms and understanding their nuances is crucial.
- ☑ **Research and Evaluation Skills:** Health communicators may be involved in conducting research to assess the effectiveness of their communication efforts. Knowledge of research methods and evaluation techniques is beneficial.
- ☑ **Teamwork and Collaboration:** Health communication often involves working with interdisciplinary teams, including healthcare professionals, marketers, and public relations experts. Strong teamwork and collaboration skills are valuable in this context.

- ☑ **Ethics and Privacy Awareness:** Health communication deals with sensitive and private health information. Understanding ethical guidelines and privacy regulations is vital for maintaining trust with the audience.

7. Course/Lab Outcomes (COs)

- CO₁ Create blogs for health awareness. (BTL6)
- CO₂ Prepare features for health and lifestyle issues. (BTL6)
- CO₃ Collaborate in teams to design multimedia messages for behavioural communication. (BTL6)
- CO₄ Enhance reporting skills in health communication. (BTL3)

8. Mapping of CO's with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇	PO ₈	PO ₉
CO ₁	3	2	2	3	3		3	2	
CO ₂	3	2		2	2	1	3	2	
CO ₃	3	3	2	2	2		2	2	2
CO ₄	3	2	1	2	1		2	3	3

9. Course/Lab Description

- Course (Lab) Title : Health Communication Lab
- Course (Lab) Code : BA(JMC) 158
- Credits : 02
- Pre-requisites : Basics of writing and reporting news
- Academic Session : January to July

Contact Hours/Week : 02

Internal Assessment : 40 Marks

External Assessment : 60 Marks

10. Grading Policy

Item	Points	Marks	Remarks
Weekly Lab Assignments including Practical Files	10	10	Closed Book/Open Book
Internal End-Term Practical Examination	20	10	Closed Book
Viva-Voce	10	10	Closed Book
Project	10	10	Innovative Applications of Programming
External End-Term Examinations	60	60	Closed Book (conducted and evaluated by the University)
Total		100	

11. Lesson Plan

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.	Blog Writing		Assignment 1
	1.	Create a blog post highlighting the ill effects of smoking and drug addiction. Based on an actual case study. (CO3, BTL6)	Q1
	2.	Develop a blog series focusing on various health issues prevalent in society. Choose one health issue, such as malnutrition, and write a blog post that addresses its causes, consequences, and potential solutions. (CO3, BTL6)	AQ1
2.	Feature writing		Assignment 2

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
	3.	Prepare a feature article for a health magazine titled "Living a Healthy Lifestyle: Practical Tips for Wellness." (CO3, BTL6)	Q2
	4.	Examine the challenges and innovative solutions for promoting sustainable practices in urban communities. Discuss the role of media, education, and community initiatives in fostering eco-friendly lifestyles for a greener future. (CO3, BTL6)	AQ2
3.	Multimedia Presentation		Assignment 3
	5.	Collaborate in teams to design multimedia messages (Audio/ Video) for behavioral communication. (CO2, BTL6)	Q3
	6.	Work in a team to create a multimedia presentation on lifestyle health issues. Incorporate images, videos, and relevant statistics to highlight the impact of sedentary lifestyles, unhealthy eating habits, or stress on overall health and well-being. (CO2, BTL6)	AQ3
4.	7.	Reporting	Assignment 4
5.	8.	Plan and design an Information, Education, and Communication (IEC) message and media materials for behavior change communication. Choose a specific health issue, such as tobacco use or safe driving practices, and create a comprehensive campaign that includes posters, brochures, and audio-visual materials. (CO4, BTL6)	Q4
6.	9.	Design a comprehensive BCC campaign plan that incorporates both traditional media and emerging digital platforms to effectively engage the target audience. (CO4, BTL6)	AQ4
