



Health Communication
BA (JMC) 108
Pre-requisite based Study Material

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Introduction

- Recommended for students pursuing a Bachelor of Arts in Journalism & Mass Communication.
- Prior completion of foundational journalism courses is advised.
- Basic understanding of public health concepts and media communication is beneficial.

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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.

Public Health Awareness

- Concepts and significance of public health.
- Major health issues in India and globally.
- Health promotion and disease prevention.

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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.

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.

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Media Literacy

- Proficiency in using media tools and platforms.
- How media shapes public perception of health.
- Role of media in health-related discussions.

Communication Fundamentals

- Effective communication principles.
- Message crafting and delivery.
- Audience analysis and tailored content.

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Media Literacy

Public Health Awareness:

- Fundamentals of public health concepts.
- Understanding of health issues in society.
- Importance of promoting health and well-being.

Journalism Basics:

- Journalism ethics and principles.
- News reporting and writing techniques.
- Various media platforms and audiences.

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Ethics and Responsibilities

Ethical considerations in health reporting.

- Responsible reporting on health topics.
- Media's role in disseminating accurate health information.

Basics of Health Reporting

- Fundamentals of health journalism.
- Sources of health-related data and information.
- Importance of accurate and unbiased reporting

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Writing Skills

Writing for different media platforms.

- Translating complex health information into accessible content.
- Writing styles suitable for health communication.
- Media's Role in Public Health Campaigns

Media's impact on public health awareness.

- Successful public health campaigns and outcomes.
- Media strategies in health advocacy.

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Communication Strategies

- Information Education Communication (IEC) concepts.
- Behavior Change Communication (BCC) principles.
- Design and evaluation of communication campaigns.

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Career Prospects

- Potential careers in health communication.
- Alignment of acquired skills with industry demands.
- Opportunities in public health organizations, media outlets, and more.

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