

Health Communication

Course Code: BAJMC-108

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Course Name: Health Communication

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INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 1.5 marks each, having at least 2 questions from each unit.
2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 15 marks, including its subparts, if any.
3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

1. Define Public Health.
2. Describe need and importance of Health Communication.
3. Utilize knowledge gained in reporting and writing on health & lifestyle issues.

PRE-REQUISITES:

1. Recommended for students pursuing a BAJMC
2. Prior completion of foundational journalism courses is advised.
3. Basic understanding of public health concepts and media communication is beneficial.

For basic understanding of programming concepts, the students are advised to study the courses/material available on following websites:

- Pre-requisite based Study Material available on Course Website (www.bvicam.in)

COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Explain the concepts of public health in India	BTL2	PO1
CO2	Specify the role of media in health communication	BTL6	PO1, PO2
CO3	Elaborate health reporting and writing for various media platforms	BTL6	PO1, PO2, PO3, PO4, PO6, PO10
CO4	Appraise emerging trends in health communication	BTL5	PO1, PO2, PO3, PO4, PO6, PO10, PO11

SYLLABUS:

UNIT - I

No. of Hours:

12

Chapter/Book Reference:

Introduction to Public Health. Public Health: Definition & Concept, Health Awareness and Role and Importance of Yoga, Major Public Health and Lifestyle Issues in India, Public Health Care System in India: Issues & Problems in Rural and Urban India, India as a Medical Tourism Destination

UNIT - II

No. of Hours:

12

Chapter/Book Reference:

Introduction to Health Journalism. Health Journalism: Concept, Need and Importance , Roles & Responsibilities of a Health Journalist , Sources of Health Reporting: NFHS reports, UNICEF reports, WHO, Census , Role of Media in Public Health Care Campaigns: Polio, HIV/AIDS, Reproductive Child Health

UNIT - III

No. of Hours:

12

Chapter/Book Reference:

Health Reporting and Writing. Ethics in Health Reporting, Structure and Guidelines for Health Reporting, Health Reporting for Various Media: Traditional and Digital Media, Writing for Public Health Care: Think Globally and Write Locally

UNIT - IV

No. of Hours:

12

Chapter/Book Reference:

Health Communication. Define Information Education Communication (IEC): Concept and Functions, Define Behaviour Change Communication (BCC): Concept and Functions, Design Communication Campaign: Pre-test and Evaluation, Future of Health Communication and Career Prospects

TEXT BOOKS:

TB1. John F. McCall (2005). Health and Medical Journalism.

TB2. Christina Brown (2003). The Yoga Bible.

TB3. Mary-Jane Schneider (2019). Introduction to Public Health.

TB4. Bernard J. Turnock (2016). Public Health: What It Is and How It Works.

REFERENCE BOOKS:

RB1. Francis Flaherty (2019). The Elements of Story: Field Notes on Nonfiction Writing

RB2. Everett M. Rogers (1999). Communication for Behavior Change: Writing and Producing Radio Dramas

RB3. Neville W. Goodman and Martin B. Edwards (2006). Medical Writing: A Prescription for Clarity.

RB4. Maria Brann (2016). Health Communication: A Multicultural Perspective.

RB5. John Schieszer (2016). Covering Global Health: A Guide to Reporting on Emerging Diseases and Other Public Health Threats.

Health Communication Lab.

Course Code: **BAJMC-158**

L T/P C

Course Name: **Health Communication Lab.**

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LEARNING OBJECTIVES:

In this course, the learners will be able to develop the working expertise related to the following:-

1. Apply knowledge gained in spreading awareness on public health & lifestyle issues.
2. Demonstrate proficiency of skills in health journalism.

COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Create blogs for health awareness.	BTL6	PO1, PO2
CO2	Prepare features for health and lifestyle issues.	BTL6	PO1, PO2, PO3
CO3	Collaborate in teams to design multimedia messages for behavioural communication.	BTL6	PO1, PO2, PO3, PO4
CO4	Enhance reporting skills in health communication.	BTL3	PO1, PO2, PO3, PO4