Communication 381 – Introduction to Health Communication

Section 003: 3:30-6:10pm (Tuesday)
Room: NWQ G571

Section 004: 6:30-9:10pm (Tuesday)
Room: NWQ G566

Instructor: Katherine Becker
Email: becker62@uwm.edu
Office: B55 Pearse
Office Hours: 12:00-3:00 Tuesdays (or by appointment)

Course Description:
This course explores health communication research and practice, including examination of the role of communication in health care delivery, health promotion and disease prevention, risk communication, as well as in promoting personal and psychosocial well being. The course cuts across multiple levels of communication, different communication channels, and the use of diverse communication media and technologies.

Course Format:
Course concepts will be explored through lectures, readings, discussions, videos, and student presentations. Some lectures will be based on material from the text; however, in order to provide you with a broader base of knowledge, most lectures will not be redundant of text content. Given that most lectures will be based upon information from other sources, attendance and participation is vital.

Required Textbook:

Prerequisites:
Junior standing & Satisfaction of GER English Competency Requirement, or consent of instructor

Basic Course Organization:
 Module One
 Context & History of Health Communication
 Risk, Campaigns, & Communities

 Module Two
 Media, Technology, & Organization Issues in Health

 Module Three
 Interpersonal Issues in Health
 Politics & The Future of Health Communication
Assignments and Points (total = 1,000 points)
- Attendance & Participation 100
- Research Tasks (4 tasks at 5 points/task) 20
- Health Journal (10 entries at 20 points/entry) 200
- Interview Transcription 30
- Exams (3 exams at 100 points/exam) 300
- Midterm Progress Check 100
- Final Paper 200
- Final Presentation 50

Policies

Attendance:
It is expected that you will attend class and be on time. If you need to miss class, you must talk to the instructor before the start of the class that you plan to miss and provide proper documentation (within one week of your absence) in order for the absence to be excused. I will not excuse absences where documentation is not present one week post-absence. You will receive 1 “free” absence. After 1 class absence you will be deducted 10 points off per unexcused absence. If you start to continually show up tardy to class, then each tardy will result in an unexcused absence. Please come to class on time and we will have no issues.

Participation:
It is expected that you participate and actively engage in the class material throughout the semester. You will be assess and grade your own participation at the end of the semester; however, a final grade will be given by me based on your active participation in class. Spending time doing other things on the computer, falling asleep, texting, talking to other students about non-course related material will result in significant point deductions for participation.

Deadlines:
No late assignments will be graded; they will receive a score of zero. NO EXCEPTIONS!
In other words, please do not wait until the last minute.

Class Behavior:
We have a strong commitment to the development and maintenance of an instructional climate that supports equality of opportunity and respect for differences based on sex, gender, culture, race, ethnicity, disability, and sexual orientation. Your enrollment in this class assumes that you will treat your fellow students and me with respect. I expect that cell phones and iPods will be turned off, laptops will only be used for note-taking purposes, and there will be no texting or side conversations during class. Please be sure to read the department policies for use of technology in the classroom, posted on D2L.

Written Work:
Any assignment completed to meet the requirements of this course must be typed. Assignments should be in 12 point Times New Roman font and double-spaced. All citations
and reference lists should follow APA (6th Edition). This website is very helpful for APA: [http://owl.english.purdue.edu/owl/resource/560/01/](http://owl.english.purdue.edu/owl/resource/560/01/). Be aware that all written work will be evaluated for clarity and grammatical correctness. If you need any additional assistance with writing skills, please see me and/or the writing center: [http://www4.uwm.edu/writingcenter/](http://www4.uwm.edu/writingcenter/).

**Academic Honesty:**
Students are expected to comply with university policies dealing with student misconduct. **Any evidence of cheating, plagiarism, or misrepresentation of work will result in a failing grade on the assignment.** Additionally, any evidence of academic misconduct will be immediately reported to the course director and College of Letters and Science for disciplinary action. Please see university guidelines for further explanation of academic misconduct and disciplinary procedures.

**Participation by Students with Disabilities:**
If you need special accommodations in order to meet any of the requirements of this course, please contact me as soon as possible, preferable at the beginning of the semester. Do not wait until the day the assignment is due or the day of an exam to turn in your VISA.

**Extra Credit:**
It is possible (but not guaranteed) that extra credit will be made available on exams. Specific point values will be determined on a case-by-case basis.

**Incomplete Policy:**
An incomplete is seldom given in this course. Near the end of the course if a problem arises that will prevent you from completing class requirements you must contact me immediately. To be considered eligible for an incomplete, you must provide written, verifiable, and acceptable proof that an incomplete is justified.

**Grade Appeal Procedures:**
If you wish to discuss or appeal a grade, please contact the instructor. In the event that you are unable to resolve your appeal at that level, you may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the Department of Communication, College of Letters and Science, and UWM. These procedures are available at the following website: [http://www4.uwm.edu/letsci/upload/grievance_procedure.pdf](http://www4.uwm.edu/letsci/upload/grievance_procedure.pdf)

**Sexual Harassment:**
Sexual harassment is reprehensible and will not be tolerated by the University. It subverts the mission of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff. The University will not tolerate behavior between or among members of the University community that creates an unacceptable working environment.
**Syllabus Changes:**
In the event of changes to this syllabus, you will be informed in advance. Please regularly check the D2L Newsfeed and come to class to be aware of any modifications that are made.

**Other Policies:**
This course will comply with policies and procedures designated by the Department of Communication, the College of Letters and Science, and the University of Wisconsin-Milwaukee. Additional policies are available in the administrative offices of the Department of Communication.