

COURSE DETAIL

INTRODUCTION TO HEALTH COMMUNICATION

Country

Korea, South

Host Institution

Yonsei University

Program(s)

Yonsei University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

104

UCEAP Course Suffix**UCEAP Official Title**

INTRODUCTION TO HEALTH COMMUNICATION

UCEAP Transcript Title

HEALTH COMMUNICATN

UCEAP Quarter Units

4.50

UCEAP Semester Units

3.00

Course Description

This course enhances students' understanding of processes and issues related to health communication, broadly defined. We address important theoretical and applied perspectives related to interpersonal, mass mediated, and societal influences on health-related perceptions and health behaviors. Students should complete the course with a mastery of the theoretical perspectives and an ability to recognize a variety of ways in which the messages we send, receive, and seek out influence how we think, feel, and act in regards to health issues and concerns. This course is particularly relevant to students interested in topics including health promotion message design, risk communication, media effects on health-related perceptions, and doctor-patient communication.

Language(s) of Instruction

English

Host Institution Course Number

COM3154

Host Institution Course Title

INTRODUCTION TO HEALTH COMMUNICATION

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Mass Communication

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