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 Course Details

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Mass Communication

Course Last Reviewed
2024-2025

Print