UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Health and Communication

2021-2-E2004P042

Learning area

STUDY OF SOCIO-ECONOMIC AND CULTURAL ASPECTS RELATED TO COMMUNICATION PROCESSES

Learning objectives

Knowledge and understanding

· Models of behaviour change and psychological variables that are crucial for behaviour change

· Psychological theories on communication

· Health communication and its multiple channels

Applying knowledge and understanding

. Critical analysis and planning of research on health communication

· Capability of implementing models of behaviour change into health messages

Contents

Different health communication examples (preventive or not) will be shown.

Starting from the discussion of different thoretical models and strategies that can be used, students will be invited to design a project of tailored communication as requested by the chosen target.

Detailed program

• Models of behaviour change

• Health communication

• Tailored communication

• E-health and the new frontiers of health communication

Prerequisites

Nothing specific. A good knowledge of the basis of General Psychology enables a more aware use of the lab contents.

Teaching methods

Classroom lectures, introduction, analysis and discussion of health communication examples (video, brochure, etc).

The material (slides and, when possible, scientific articles and videos) is made available on the e-learning site of the course.

Ad hoc materials will be identified and used for the projects realized by the students.

Assessment methods

Students are required to design a project of tailored health communication, through the use of two instruments, a more traditional one (e.g. brochure) and a more innovative one (e.g. app). Projects will be personally discussed in a final conversation with the teacher.

In this way it will be possible to ascertain the effective acquisition of:

- theoretical knowledge

- ability to analize and design communication examples.

Textbooks and Reading Materials

Didactic materials will be available on the course webpage (e-learning website).