UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Health and Communication

2324-2-E2004P042

Learning area

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

Learning objectives

Knowledge and understanding

The general objective of the laboratory is to provide some basic theoretical and practical elements in the field of health communication. More specifically, the laboratory aims to:

- Provide a theoretical framework within which to conceptualize health communication, with particular attention to major psychological models of behavioral change and their application in the field of health.
- Provide the basic categories for analyzing and producing personalized communication projects for health.

Applying knowledge and understanding

- Knowledge of major psychological models for promoting behavioral change for health.
- Critical analysis and ability to design communication products for health.

Contents

The first unit of the laboratory provides a theoretical overview of the scientific domain of health psychology, presenting the main psychological models of behavioral change.

Subsequently, different examples of health communication will be presented and critically analyzed.

Along this path, the differences between traditional communication and digital communication will be explored. Starting from classroom discussions of theoretical models and possible strategies to adopt, students will be invited to create a personalized communication project targeting a specific audience.

Detailed program

• Elements of Health Psychology and models of behavioral change.
• Health communication.
• Personalized communication.
• New communication technologies in the field of health.
• Design elements in health communication.

Prerequisites

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

Teaching methods

Classroom lectures and health communication examples (video, brochure, etc).
The material (slides and, when possible, scientific articles and videos) will be 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.

For Erasmus students, course material can also be available in English.

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 presented during the final lesson.

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

- theoretical knowledge
- ability to analyze and design communication examples.

Textbooks and Reading Materials

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

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING