



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Comunicazione e Salute

2425-2-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 the 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 understanding of the lab contents.

Teaching methods

6 in-person interactive-classes.

More specifically, the teaching methods will include direct explanation of theoretical concepts, involving students to stimulate active participation in the laboratory. Group discussions will also be organized to encourage debate and critical examination of the topics covered. There will be critical analyses of health communication products, and each student will work on a health communication project under the teacher's supervision, with continuous review sessions and feedback.

Although this course is held in Italian, for Erasmus students, course material can also be available in English, and students can take the exam in English if they wish to do so.

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.

No midterm exams.

Textbooks and Reading Materials

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

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING
