UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Health and Communication

2526-2-E2004P042

Learning area

2: Psychosocial aspects underlying communication.

Learning objectives

Knowledge and understanding

The general aim of the laboratory is to provide foundational theoretical and practical elements in health communication. More specifically, the laboratory aims to:

- Provide a theoretical framework of health psychology and key psychological models of behaviour change.
- Provide students with fundamental categories for analysing and developing personalised health communication projects.

Applying knowledge and understanding

- Develop skills in designing evidence-based health communication projects.

Making judgements

- Develop critical analytical skills to evaluate the appropriateness and effectiveness of health messages and communication channels for specific target audiences and health objectives, using established theoretical frameworks.

Communication skills

- Develop proficiency in designing and delivering clear, accessible health messages tailored to diverse target populations through appropriate communication channels.
- Develop skills in presenting and critically evaluating health communication projects.

Learning skills

- Develop the ability to autonomously apply theoretical behaviour change models to novel practical communication contexts.
- Develop capacity to integrate theoretical knowledge with practical skills to address emerging challenges in health communication.

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 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

- Foundations of Health Psychology.
- Health communication: approaches and strategies.
- Personalized communication and specific targets.
- Digital technologies for health communication.
- Design elements in the field of 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