

CMST 4700: Health Communication
MWF: 1:30-2:20pm; Bldg.: Family Life, Rm. 109

Instructor: Kristin K. Andersen

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Office: Eccles Conference Center (ECC) 108H

Office Hours: MW 9:30-11am; MW 2:30-4:30 by appointment

****Allow at least a 24-hour window for a response to your email (not including weekends).***

A. Course Title

CMST 4700: Health Communication

B. Course Description

This course introduces many ways that communication shapes our perceptions on health and health practices. A variety of communication contexts and channels will be explored, with particular emphasis on interpersonal communication of health topics.

C. Course Objectives

This course provides a broad overview of interpersonal communication, incorporating academic and theoretical perspectives and practical application. Objectives include:

1. Learning fundamental principles, generalizations, or theories of health/health and interpersonal communication (particularly in class activities, written work, and exams).
2. Learning to apply course material (to improve thinking, problem solving, and decisions).
3. Learning to analyze and critically evaluate ideas, arguments, and points of view (e.g., learning about the role of identity, perception, emotion, and culture in communication).
4. Examining the moral and ethical implications of a variety of communication situations.
5. Completing research assignments (i.e., paper, group project), which will involve computer-based research and paper preparation.

C. Required Textbook and Instructional Materials

- **There is no required textbook for this course. Assigned readings will be posted online.**

D. University Honor Code and Academic Honesty Policy.

As stated by Utah State University:

“When you accepted admission to Utah State University, you agreed to the following honor pledge: ‘I pledge, on my honor, to conduct myself with the foremost level of academic integrity.’ This pledge means that a commitment to honesty will be fundamental to the decisions you make...” (Utah State University, 2018).

You can go to the following site for more information on what constitutes academic dishonesty: <http://catalog.usu.edu/content.php?catoid=12&navoid=3140>. “Not knowing” is not an excuse.

E. Email Etiquette

Treat emails as professional communication. Begin emails with “Dear Ms. A, ...” or “Ms. Andersen”, have a dedicated body, and end with your signature. Emails will only be answered if they follow professional standards.

F. Technology Policy & Distractions

The use of technology is disruptive to class, so please do not use technology during class time. If you are being disruptive (in any form, e.g., talking), expect any or all of the following:

- To be “called out” in class.
- Asked to leave class and be marked absent for the day.
- Forfeit all points for that class (i.e. attendance, participation).
- **If you are being disruptive during a presentation**, all of the above applies AND the student’s presentation grade will be negatively affected at the instructor’s discretion.

G. Syllabus Statement

The syllabus is a general plan for the course, but deviations may be necessary. Any changes are at the instructor’s discretion and will be announced by email or during lecture. Thus, I strongly advise regular class attendance and email check-ins to ensure you don’t miss announcements.

H. Topical Outline

The following outline gives you a general sense of what topics are covered in this class:

1. Overview of Health Comm. (& IP)
2. Health Behavior Theories
3. Entertainment Education
4. Culture & Health
5. Stigma & Identity
6. Patient-Provider Communication
7. Family Communication & Health
8. Aging & End-of-Life Communication
9. Uncertainty & Social Support
10. Disclosure
11. Physical & Mental Health

I. Attendance Policy

You are allowed **three (3) absences** in this class without penalty and where no excuse is required. **There will be an 8-point reduction in your final grade for every absence after three (3).** Also, if you are more than 10 minutes late for class, you will be counted absent and it will count as one of your allotted absences. **You should use your absences wisely.**

***Exceptions made only for University-sanctioned absences or absences due to observance of a religious holiday (see make-up policy). If you will miss class for these reasons, you should notify me within the first two weeks of the semester.*

J. Schedule of Principal Course Assignments (approximate and may change when necessary)

Spring 2019 Calendar			
Week/Day/Date		Topics	Readings
Week 1, Mon.	1/7	Course Introduction & Intro to Health Comm.	Health Messages & Messages Affecting Health
	1/9	Intro to Health Comm.	Predicting Behavior: Health Belief Model & TPB
	1/11	Intro to Health Comm.	Audience & Health Literacy*
Week 2, Mon.	1/14	Health & Narrative Persuasion	Health Narratives
	1/16	Health & Narrative Persuasion	Entertainment Education
	1/18	Health & Narrative Persuasion	Entertainment Education
Week 3, Mon.	1/21	REV. DR. MLK JR. DAY	NO CLASS
	1/23	Emotional Appeals	Fear & Threat, EPPM
	1/25	Emotional Appeals	Disgust, Humor, Empathy, JE #1 Due
Week 4, Mon.	1/28	Culture & Health	Understanding the Issue
	1/30	Culture & Health	Issues of Message Tailoring
	2/1	Culture & Health	Activity: Health Message Creation JE #2 Due
Week 5, Mon.	2/4	Stigma & Stigma Comm.	Basics of Stigma & Identity
	2/6	Stigma & Stigma Comm.	Stigma Communication
	2/8	Stigma & Stigma Comm.	Stigmatizing Messages: Sexual Health
Week 6, Mon.	2/11	Stigma & Stigma Comm.	Stigmatizing Messages: Weight JE #3 Due
	2/13	Patient-Provider Comm.	Physician-Patient Interactions
	2/15	Patient-Provider Comm.	Issues with Medical Professionals
Week 7, Mon.	2/18	PRESIDENT'S DAY	NO CLASS
	2/20	Patient-Provider Comm.	Issues with Patients: Stigma, Health Literacy, Medical Adherence
	2/22	Patient-Provider Comm.	Responsibility & Effective Comm. JE #4 Dues
Week 8, Mon.	2/25	Midterm Exam	
	2/27	Family Comm. & Health	Social Cognitive Theory
	3/1	Family Comm. & Health	Attachment & Openness
Week 9, Mon.	3/4	Family Comm. & Health	INC, JE #5 Due
	3/6	Caregiving & End-of-Life	Caregiving, Group Project Assigned

	3/8	Caregiving & End-of-Life	End-of-Life Discussions
Week 10	SPRING BREAK: March 11-15		
Week 11, Mon.	3/18	Group Work Day	JE #6/7 Due
	3/20	Uncertainty & Social Support	URT & UMT
	3/22	Uncertainty & Social Support	UMT & Chronic/Terminal Illness
Week 12, Mon.	3/25	Uncertainty & Social Support	Role of Support
	3/27	Uncertainty & Social Support	Barriers in Families & P-P, JE #8
	3/29	Group Work Day	Group Work Day
Week 13, Mon.	4/1	Disclosure & Privacy	CPM Theory
	4/3	Disclosure & Privacy	Disclosing Diagnoses
	4/5	Disclosure & Privacy	Difficult Discussions, JE #9
Week 14, Mon.	4/8	Physical & Mental Health	Guest Lecture**
	4/10	Physical & Mental Health	Chronic Illness
	4/12	Physical & Mental Health	Weight & Appearance, JE #10 Due
4/17-4/23: NO TEST WEEK			
Week 15, Mon.	4/15	Group Work Day	Group Work Day
	4/17	Group Presentations	Group Project Due
	4/19	Group Presentations	
Week 16, Mon.	4/22	Course Wrap-Up/Review	
	4/24	Interim Day	
FINALS WEEK: 4/25-5/1			
Week 16	MWF 1:30pm Final Exam Time: Friday, April 26th from 1:30-3:20pm		

**Final Grades entered by May 7th at 5pm.

K. Grading Policy

There are a total of 800 points in this class. I will do my best to keep grades up to date. Please keep a record of your grades (e.g., tests, papers, attendance) until you have received your final grade for the semester. Use the formula below to assess your work and grade.

Formula: Your grade % = (all the points you have earned) / (maximum points possible)

	B+ = 87-89%	C+ = 77-79%	D+ = 67-69%
A = 93-100%	B = 83-86%	C = 73-76%	D = 60-66%
A- = 90-92%	B- = 80-82%	C- = 70-72%	F = 0-59%

L. Specific Course Requirements for Grading Purposes

Your course will be **based on an 800-point scale** and will be determined by the following:

1. **Participation (100 points)**
 - a. **Students are expected to actively participate in class.** Participation will be assessed every class period and will count toward the final grade.
 - b. *Note: CLASS ATTENDANCE is not the same as PARTICIPATION.*
2. **Exams (300 points)**
 - a. This course has two exams. Each exam is worth 150 points and may contain multiple-choice, true/false, matching, and/or short answer questions. **NOTE:** *Make-up exams are rarely given and offered usually in cases of unavoidable conflicts or extreme emergencies – see policy below.*
3. **Journal Entries (200 points)**
 - a. There will be a series of short activities or assignments that will be completed throughout the semester. The following is a list of DQ topics:
 - i. *JE 1: Entertainment Education & Emotion*
 - ii. *JE 2: Culture & Health*
 - iii. *JE 3: Stigma & Identity*
 - iv. *JE 4: Patient-Provider*
 - v. *JE 5: Family Comm. & Health*
 - vi. *JE 6&7: Perceptions of Death/EOL*
 - vii. *JE 8: Uncertainty*
 - viii. *JE 9: Difficult Discussions & Disclosure*
 - ix. *JE 10: Talking about Weight, Exercise, and Eating*
 - b. All of these will be submitted online via Canvas. I will not accept late work.
4. **Group Project (200 points)**
 - a. In small groups (approx. 4-5), students will choose a health topic and create a guidebook (paper portion) on how to prevent/manage these types of obstacles. Portions of the final paper/guidebook will be presented to the class. Further details about this project will be posted on Canvas.
 - i. Note: The paper is due at the beginning of the class period, and will result in 10% deduction per day if late. Grades are awarded as a group.

M. 24-Hour/2-Week Rule for Grade-related Discussions & Appeals

- a. **24-Hour Rule (Voicing Concerns/Appealing the Grade):** I require that you wait at minimum 24 hours after receiving your assignment grade before addressing your concerns. I will not respond to any inquiries submitted before that time. *Please be thoughtful of any grade, instructor feedback, and how you voice your concerns.*
- b. **2-Week Rule (Taking Action):** You are encouraged to take action if you believe an assignment was graded inaccurately. Students should inquiries *within two weeks* after the assignment is returned in to the student and should cite class material to argue their case. Grade appeals will NOT be considered after the two (2) week mark.
- c. **Grade Re-evaluation:** Be advised that a grade appeal could result in one of three outcomes: (1) grade is upheld; (2) grade is lowered; or (3) grade is raised.

N. Late & Make-Up Policy**1. Late Policy**

- a. If you are late to an exam/quiz, you will not have extra time to finish.
- b. After the first person to finish the exam has left, I will not accept any latecomers.
- c. Being over 10 minutes late to a class or leaving 10 minutes early constitutes an absence for that class period.

2. Make-Up Policy

- a. Make-ups (e.g., exams, quizzes) are rarely given and never for personal reasons (e.g., work, family events, airline ticket reservations, vacation plans, etc.).
- b. Make-ups are allowed for the following reasons with proper documentation:
 - a. Absence due to a University-sanctioned activity as an official representative of Utah State University where prior notice has been provided to the instructor.
 - b. Absence due to observance of a religious holiday. *NOTE: Documentation needs to be submitted within the first two weeks of the semester to be valid.*
 - c. Absence due to an emergency that has been documented by a University official (e.g., advisor, Student Affairs) or serious illness verified by your physician. *NOTE: Physician documentation needs to explicitly state that you cannot attend class.*

O. Reasonable Accommodation Policy

Students with learning disabilities who may require accommodations should contact The Disability Resource Center (<https://www.usu.edu/drc/>). Accommodations will be determined on a case-by-case basis according to each student's individual needs and documentation. Please come speak with me if you have any accommodations that you require so we can work out a plan for the semester. If needs change throughout the semester, please bring documentation (for verification of DRC knowledge) and we will create or alter plans accordingly.

P. Emergency Preparedness

In case of emergency, call 911 immediately. If the fire alarm sounds, we will exit the building and reassemble at an instructor-designated location so I can make sure everyone has exited the building safely. Do not use the elevators and notify others as you leave. If you have special circumstances that I need to know about in case of an emergency, please speak to me during the first week of class. If you have concerns about other emergencies (e.g., earthquake, tornado, Godzilla walking through downtown Logan), speak to me and also check the Department of Public Safety website at: <https://dps.usu.edu/emergency/>. Additionally, you may check here for Public Safety: <https://dps.usu.edu/emergency/preparedness-tips>.