

Global and Cultural Issues in Health Communication

COM4930 | 3 credits

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Semester Schedule: The weekly schedule can be found by checking the calendar on the class website. A schedule listing university holidays, drop deadline and other important dates is found online at: <https://catalog.ufl.edu/ugrad/current/Pages/adspring1718.aspx>

Course description

COM4930 — Global and Cultural Issues in Health Communication is a three-credit course. COM4930 will be structured so that students do passive learning at home, including taking quizzes and doing assignments. Students do active learning in the classroom, which includes more teacher-student interaction and more student-student interaction. As such, this course includes several "Outside Work Days" designed to allow time for the passive learning component of the course. These are not free days. There are specific assignments to complete during these outside work days. The only difference is that we will not meet in the classroom on those days. Details will be included in the course modules here in eLearning.

This course explores the complex relationships among communication and the many contexts, issues, and relationships surrounding health and well-being in the world today. This course investigates cultural, historical, social, and ethical meanings of health and illness as communicated in the doctor's office, the counselor's couch, patient narratives and stories, in family relationships, in the media and much more. It also explores issues in global health, culture, and communication in health care initiatives.

This communication course provides students with an understanding of how communication functions to develop, maintain, enrich, or limit global and cultural issues as they relate to health communication. It is based on the following assumptions.

1. Communication serves to constitute as well as reflect health outcomes.
2. Communication is the process by which humans create and share their meanings with each other.
3. Health Communication can be a part of multigenerational communication patterns.
4. Health Communication can be a part of global communication patterns.
5. Health Communication can be a part of cultural communication patterns.
6. Well-functioning health communicators work at managing their communication patterns because developing and maintaining excellent health care takes effort.

This course may be different from many you have taken in college. This is primarily because you are actively and daily engaged in the subject matter of any communication course. You have already had much experience, and you will likely want to share those experiences with the rest of the class. In

addition, you may also bring to this class some preconceived expectations of this class and topics. Discussion will be encouraged so all facets of an issue can be discovered.

Course Texts

1. The Handbook of Global Health Communication Edited by Obregon and Waisbord. Required.
2. Mountains Beyond Mountains by Tracy Kidder. Required.
3. Concise Rules of APA Style, (Most current edition) Washington, D.C., American Psychological Association. Highly Recommended.

Course requirements

Internet Access and your Gatorlink Email Address that you should check on a regular basis. (For any questions on this policy, please see the Computer Requirements as discussed under the General Requirements in the University catalog or UF Computer and Software Requirements on the web.), access to the Internet, and MS Word (You may obtain this software free of charge at: <http://www.it.ufl.edu/gatorcloud/free-office-365-downloads/>).

Course Objectives

- As a student, you can expect to increase the range of options available to you in health communication. In the personal effectiveness approach, this is referred to as the development of the communication repertoire. The more options you have, the more likely you are to make effective choices.
- You can also expect to increase your ability to analyze communication situations. Enhanced personal effectiveness is dependent upon understanding situations and what is needed for successful interaction in those situations.
- As odd as it may sound, you can also expect to be able to make more reasoned and reasonable choices regarding family communication.
- Last, in addition to learning new information, you can expect to acquire new and/or improved communication skills

COURSE POLICIES

ATTENDANCE: Roll will be called at the beginning of each class period. If you are tardy, you must come see me before leaving class so I can mark you as present. You can check your attendance record through the Roll Call function in eLearning. A student learns from listening, participating, discussing and observing. Therefore attendance is expected for all class meeting days. **To encourage uninterrupted participation in class, it is expected that cell phones will be turned off or placed on vibrate, and that computers and audio devices be turned off prior to entering the classroom, unless it is required for class work that day. If you are surfing or texting, your phone or computer may be taken away for the remainder of the class period. Please eat your lunch and make your bathroom stops prior to arriving in class.**

More than three hours of unexcused absences of any kind will result in a grade penalty of 20 points off your final grade for each absence. Two tardies equal one unexcused absence. Leaving class early is the equivalent of a tardy.

LATE ASSIGNMENTS: Late assignments or make-ups will not be permitted without a University-approved absence.

LATE POLICY: Assignments not turned in on the due date are considered late. There is a one week (7 calendar days) grace period to turn in late assignments for partial credit, after which, your work will not be accepted and you will receive a zero for that assignment. The penalty for late assignments turned in during the grace period is as follows:

- Minus 1 point per day for assignments up to 30 points.
- Minus 2 points per day for assignments from 31-100 points.
- Minus 3 points per day for assignments from 101 – 200 points.

This late policy does not apply to Chapter Quizzes. **There is no grace period nor is there any make-up policy for Chapter Quizzes.** If you miss a Chapter Quiz, you will receive a zero for that assignment.

Requirements for class attendance and make-up assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

ASSIGNMENT SUBMISSION: Unless otherwise indicated, assignments should be submitted through the course website by 11:55 PM on the due date. Do not wait until the last minute to turn in an assignment because of the possibility of technical difficulties.

COURSE ASSIGNMENTS

Students will complete readings, article readings, quizzes and journal assignments at home, and will be prepared for in-class discussion and activities. There are article presentations and activities that will require everyone's participation. There will be several outside work days, with specific assignments to be completed. These are not class cancellations, but instead, are days to complete additional assignments at home. See the course calendar for those dates.

FINAL PAPER: There will be a Health Communication Analysis Paper of a current global health concern, which will be broken down into various components, each with separate due dates. The components consist of a proposal, a first draft (with peer evaluation), and the final paper. You will also do a poster presentation of your research. Details of each assignment will be discussed in class and are posted on the e-Learning site.

READINGS: Students are responsible for all the assigned readings. See the course calendar for reading due dates.

STUDENT LEARNING OBJECTIVES

From the UF Quality Enhancement Plan (QEP): (See Final Project Rubric for details.)

SLO 1: Content: Identify, describe, & explain global and intercultural conditions and interdependencies.

SLO 2: Critical Thinking: Think critically to interpret global and intercultural issues.

SLO 3: Communication: Communicate effectively with members of other cultures.

COURSE GRADING

Chapter Quizzes	10 percent
Journaling Assignments	10 percent
In-class Activities and Discussions	10 percent
Online Discussions/Assignments	10 percent
Paper Proposal	10 percent
Paper First Draft and Peer Evaluation	10 percent
Poster Presentation	10 percent
Paper Final Copy	20 percent
Attendance	10 percent

Final Grades

Grading Scale (for letter grades)

93-100 %	A
90-92 %	A-
87-89 %	B+
83-86 %	B
80-82 %	B-
77-79 %	C+
73-76 %	C
70-72 %	C-
67-69 %	D+
63-66 %	D
60-62 %	D-
> 60 %	E
E1*	

There will be no curving of final grades.

* Stopped attending or participating prior to end of class

Grade expectations:

Assigned grades	Quality of work
A +/-	In addition to excellent quality and performance, work that earns an “A” exceeds minimum requirements and expectations.
B +/-	A grade of “B” indicates successful completion of all assignment requirements with little room for improvement. Please note that all minimum requirements must be satisfactorily completed to earn a grade of “B” or better. Writing skills and overall performance are above average.
C +/-	A grade of “C” is the most commonly earned grade on course assignments. It indicates work in good standing. All minimum requirements are met, although some might need improvement. Writing skills are average to excellent.
D +/-	Passing...but below average. The assignment’s minimum requirements are not met and/or quality of work is less than average.
E	Not passing. Minimum requirements are not met and quality of work is poor, or work displays plagiarism.

Note: A grade of C- is not a qualifying grade for major, minor, Gen Ed, or College Basic distribution credit. For more information on UF's Grading Policy, please visit:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx#hgrades>

<http://www.isis.ufl.edu/minusgrades.html>

UF POLICIES

ACCOMMODATIONS: University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Disability Resource Center (<http://www.dso.ufl.edu/drc/>). The DRC will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive; therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

ACADEMIC HONOR CODE: Students are expected to uphold the Academic Honor Code published in the Undergraduate Catalog (<http://www.registrar.ufl.edu/catalog/policies/students.html>). Please become familiar with the policies of the Honor Code (<http://www.dso.ufl.edu/sccr/honorcodes/honorcode.php>) as all violations will be reported to the Dean of Students Office. Research misconduct, such as plagiarism or cheating, will result in an automatic failing grade for the assignment.

NETIQUETTE: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. All members are expected to follow these guidelines: <http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

Getting Help

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- <https://lss.at.ufl.edu/help.shtml>

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available at <http://www.distance.ufl.edu/getting-help> such as:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Course Evaluations

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open.

Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

Any questions regarding the planning, administering and teaching of COM 4930 should be discussed with me individually. As needed, questions can be discussed further with Dr. Kellie W. Roberts, Director, Dial Center for Written & Oral Communication.

The current syllabus and weekly schedule can be found on e-Learning (Canvas).

A **tentative** schedule is below:

Week	Topics	Due
1	M1-Health Communication: History and Contemporary Challenges	Module Reading
2		Module Quiz Journaling Online Discussion
3	M2-Social and Cultural Issues	Module Reading
4		Module Quiz Journaling TBA
5	M3-Health Literacy	Module Reading Module Quiz Journaling SMOG
6	M4-Clashing views in Health and Culture	Module Reading
7		Module Quiz Journaling Debates
8	M5-eHealth	Module Reading Module Quiz Journaling TBA
9	M6-Case Studies	Module Reading
10		Module Quiz Journaling Case Study Briefs
11	M7-Global Health Concerns	Module Reading Module Quiz Journaling TBA

Week	Topics	Due
12	M8-Emerging trends in global health communication	Module Reading Module Quiz Journaling TBA
13	M9-Framing the Future of Global Health Communication	Module Reading Module Quiz Journaling TBA
14	M10-Global and Cultural Issues in Health	Posters
15	Communication Project Presentations and Course Wrap-up (2 weeks)	Final Paper
Exam		No Final Exam

The weekly schedule and syllabus are subject to change.
Revised: 12/28/17