

Communication and Health

Code: 103123
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	4	0

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Other comments on languages

Practices will be done preferably in Catalan

Prerequisites

Knowledge of journalistic writing and production

Objectives and Contextualisation

Specialize in health journalism

Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate adequate knowledge of Catalonia's socio-communicative reality in the Spanish, European and global context.
- Design, plan and carry out journalistic projects on all kinds of formats.
- Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, its fields, conceptual developments, theoretical frameworks and approaches that underpin knowledge of the subject and its different areas and sub-areas, and acquire systematic knowledge of the media's structure.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Respect the diversity and plurality of ideas, people and situations.

- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Analyse information processes, as well as the trends and theories that formalise them in the planning process of press offices and institutional communication.
2. Analyse the theories on advertising, public relations and corporate and institutional communication.
3. Apply the professional ethics of journalism to strategic communication in the field of press offices and institutional communication.
4. Apply the technologies and systems used to process, produce and relay information in the field of strategic communication.
5. Appraise the impact of technological innovations in the running of the Catalan and Spanish communication system.
6. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
7. Demonstrate knowledge of how public figures communication strategies are conceived and disseminated on the basis of the main current debates.
8. Develop critical thinking and reasoning and be able to relay them effectively in Catalan, Spanish and a third language.
9. Disseminate the areas knowledge and innovations.
10. Generate innovative and competitive ideas in research and professional practice.
11. Plan and execute journalistic projects in the field of press offices and institutional communication.
12. Respect the diversity and plurality of ideas, people and situations.
13. Use one's imagination with flexibility, originality and ease.

Content

- The communication of science

- Scientific journalism
- What is health?
 - .Focus
 - .History
 - Social determinants
 - . Lifestyles. Autonomy of the patient. Patient associations.
- The epidemiology
- Scientific rhetoric and bullies
- Communication and health
- Health journalism
- History of the same in Spain
- How is health reported?
 - .the traditional media
 - .Internet
- As you write about health
 - .The techniques
 - .The science
 - .Ethics
 - . Conflicts of interests
- Health from a gender perspective
- Case studies: cancer; HIV / AIDS; eating disorders; diabetes Patient's a

Methodology

- Directed activities:

- a) Lectures: explanation of the theoretical and practical concepts.
- b) Seminars. Its objective is to deepen -with working groups and specific
- c) Practices in computer classrooms: the main objective is to make inform

- Supervised activities:

- a) Individual or group face-to-face tutorials. Its purpose is to solve learning
- Autonomous work.
- a) They must carry out the readings indicated as obligatory and all the ac

- Evaluation activities (a face-to-face session will be used to carry out a s

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	18	0.72	3, 13, 4, 6, 7, 8, 10, 11, 12
Exam	3	0.12	6
Master class	12	0.48	1, 9, 10, 5
Seminars	9	0.36	2, 8, 9, 10, 12
Type: Supervised			
Tutorials	6	0.24	8
Type: Autonomous			
Autonomous work.	65	2.6	13, 6

Assessment

Jobs. It will consist of creating a web and a communication plan (in a group) for a patient association. The final project
Each seminar will include an individual evaluation test (critical reading, self-

The self-assessment - at the end of the course - will mean 20% of the grade.
Re-evaluation may be presented to those who, having done all the evaluation

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Laboratory practices	50%	25	1	3, 13, 4, 6, 7, 8, 9, 10, 11, 12
Evaluation	20%	3	0.12	3, 13, 4, 6, 7, 8, 11, 12
Seminars	30%	9	0.36	1, 2, 13, 8, 9, 10, 5

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Boletín FECYT

Informes Quiral

Oleadas de la Percepción Social de la Ciencias y la Tecnología, del FECYT

Revista Comunicación y Salud

<http://www.revistadecomunicacionysalud.org/index.php/rcys>

Revista Española de Comunicación en Salud

http://www.aecs.es/revista_1_2.html

Software

No specific software is needed.