COMM 440-700
Health Communication
Online Course
Spring 2015

Ellen W. Bonaguro, Ph.D. (Dr. B)
Department of Communication
Western Kentucky University
Ellen.Bonaguro@wku.edu

COURSE DESCRIPTION: Understanding the delivery of health care has become increasingly complex. In the early seventies communication scholars recognized the need to teach students about the important role that communication plays in accessing and delivering health care. Health communication occurs in a variety of contexts (for example, school, home, and work); through a variety of channels (for example, interpersonal, small group, organizational, community, and mass media) with a variety of messages and for a variety of reasons. This course allows us to examine and research the need for more effective communication in the delivery of health care. This is an online semester course (3.0 hours) that relies on Blackboard (BB) for course delivery. COMM 440 is sponsored by the WKU Department of Communication and WKU Office of Distance Learning.

STUDENT LEARNING OUTCOMES:
Apply communication and health theories to help explain the delivery of health care.
Research, analyze, and write about health communication issues.
Identify variables (i.e., culture, technology) that affect communicating in health care contexts.
Evaluate communication behaviors in health care relationships, health care groups, and health care organization.
Analyze, interpret, and evaluate messages in health communication campaigns.
Demonstrate competent oral, written, and analytical communication skills necessary for effective performance in this course.
REQUIRED MATERIALS


An ideal combination of communication theory and practical advice. An indispensable resource for readers looking to improve their communication abilities in the health care field. The text offers an excellent balance of theory and practice; research and pedagogy; coverage of patient/caregiver issues; and material on the current, historical, and philosophical backgrounds of communication in health care. This edition includes a greater emphasis on theory, narrative, and technology in order to reflect changes in the health industry."

http://www.oup.com/

Other supplemental readings (articles and case studies) may be placed on BB.

REQUIRED BLACKBOARD SITE: Go to the WKU homepage and click on the Blackboard link. Log on using your WKU ID and password. Then click on COM 440. Course assignments, PowerPoint presentations, announcements, class discussion boards and grades will be available through this website.

REQUIRED SKILLS FOR ONLINE COURSE: In order to be successful in this class you need to be able to have regular access to a computer that can handle all the functions in Blackboard. You must be able to navigate all the features in Blackboard in order to access your work and complete your assignments. Know how to create, send, open, close, and save files and attachments with Microsoft applications. We will use all BB features in this course.

Learn about BB at http://www.wku.edu/Dept/Support/online/bbtutorial.html

TECHNICAL ASSISTANCE: If you are experiencing technical difficulties with Blackboard, immediately call the WKU IT Help Desk (270-745-7000). You can also visit http://www.wku.edu/helpdesk, for assistance. I am unable to solve Blackboard issues as the program is monitored by Information Technology and they are the best source of help regarding technical difficulties.

FORMAT: This course combines assigned readings, notes, class discussion boards, activities, exams, and papers to examine the important role communication plays in providing health care. It is necessary for you to complete all assignments. The readings and other material provided on BB are important as they serve as the foundation for your responses in creating postings for the discussion board, exams,
and other forms of assessment.

**COURSE REQUIREMENTS:**

**PARTICIPATION POLICY**-Successful online learning requires active participation and to “attend to” the course requirements in a timely manner. Participation is defined as signing in to the COMM 440 Blackboard site, completing readings and other assignments. Your participation is tracked on Blackboard. Expect substantive participation with a minimum of two days per week. Meet this minimum participation to stay active in the class. If this participation requirement is not met for two consecutive weeks then a final course grade of FN will be given.

**ONLINE CIVILITY**-Our online classroom climate must be comfortable and respectful for all of us. In this class it is especially important that we show respect to one another. Stories about experiences related to this topic may be personal in nature and we need to be sensitive and confidential with this information. Respond in a professional manner in all your online interactions. Please avoid racist, sexist, homophobic, or other negative language that may unnecessarily exclude members of our campus and classroom community.

**COMMUNICATION**-this is a very important part of our class. Not only are we studying about communication we are relying on it as a means for you to be successful in completing an online course. E-mail (sent only from your WKU E-Mail address) is the best way to contact me and it is important to put COMM 440 in the subject header, write your message using correct grammar and spelling, and sign the email with your name. Please don’t send me long e-mails. If you have a very long message then you should email me your name and phone number and I will call you. I will always try to get back to you as soon as possible, but no later than 24 hours during weekdays.

**ASSIGNMENTS**-all assignments are due on the date specified in the Tentative Course Schedule. There is no make-up work in this course. Please review the course outline and note when work is due so that you don’t miss assignments or exams. All assignments must be typewritten and submitted through Safe Assign in Blackboard. *Do not send your assignments to my email address.* For assistance with how to turn in an assignment in Blackboard, view the tutorial at [http://webapps.wku.edu/videotutorials/Bb9SubmittingaSafeAssignment.htm](http://webapps.wku.edu/videotutorials/Bb9SubmittingaSafeAssignment.htm) All written work must be in a standard Microsoft Word format including 12 point font, double spacing, and 1 inch margins at the top, bottom, right, and left sides. In the case of multiple pages, the paper must include a header located in the top right corner with a page number and your name on every page. We use the *Publication Manual of the American Psychological Association* (6th Ed.) for all our work.

**STUDENT ACADEMIC ASSISTANCE:** Please take advantage of all the additional
academic support available to you at WKU. Please use The Writing Center (Cherry Hall 123, 745-5719) [http://www.wku.edu/english/writingcenter/writingcenter.php](http://www.wku.edu/english/writingcenter/writingcenter.php) and have a tutor help you with your writing assignments. The work you turn in to me must use correct grammar, spelling, and APA Style. For help on APA Formatting visit: [http://owl.english.purdue.edu/owl/](http://owl.english.purdue.edu/owl/) Our text also uses APA style.

**ACCOMODATIONS**: Students with disabilities who require accommodations for this course must be registered with the WKU Office of Student Disability Services (745-5004). Please provide me with a letter from SDS outlining your accommodations for this course.

**ACADEMIC INTEGRITY**: Do your own work. In this course we will be using an electronic plagiarism detection tool (SafeAssign) available through Blackboard. Any student found guilty of plagiarism, fabrication, cheating, purchasing papers, or any other assignments will immediately receive a failing grade for the course (not a withdrawal), and will be reported for disciplinary action. Please read the WKU Student Handbook. ([http://www.wku.edu/handbook/](http://www.wku.edu/handbook/)). Make sure that all assignments and tests are your work and done independently from other students.

**DISCUSSION BOARDS (DB)**-We use the DB for class discussions about the topic being introduced. Be sure to read all available material necessary to respond to a particular discussion board. Get a cup of coffee or tea and carefully read over the DB Guidelines and Rubric (under the Information tab in Blackboard). DBs are very important to our course as they show the extent to which you read and process the material presented and that you have formed educated opinions which you can share about the content.

**ASSIGNMENT AND GRADING (points)**

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<tr>
<th>Assignment</th>
<th>Points</th>
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<tr>
<td>Four short papers (4 @25)</td>
<td>10</td>
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<tr>
<td>Exams (4 @ 50)</td>
<td>20</td>
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<tr>
<td>Minitests ((10 @ 10)</td>
<td>10</td>
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<td>Discussion Boards (5 @ 15)</td>
<td>75</td>
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<tr>
<td>Health Communication Paper</td>
<td>10</td>
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<td><strong>Total</strong></td>
<td><strong>58</strong></td>
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**GRADING SCALE**

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<td>B</td>
<td>464-521</td>
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<td>D</td>
<td>348-405</td>
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<td>F</td>
<td>347 and below</td>
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Detailed information on course outline and assignments are available in Blackboard. Please seek assistance for assignments well in advance of the due date. I am looking forward to working with you!