

Disciplinary Perspective

The study of health communication

Prof. Gary L. Kreps

Tutors:	Gary L. Kreps is a University Distinguished Professor of the Department of Communication at George Mason University, where he directs the Center for Health and Risk Communication. Professor Kreps is internationally recognized as the father of health communication. His published work includes more than 400 books, articles, and monographs concerning the applications of communication knowledge in society.
Dates/Rooms:	Tuesday, 13 October 2015, 10:00-17:00 room 3.B47 Wednesday, 14 October 2015, 10:00-17:00 room HS 4 / HS13 Tuesday, 16 June
Language	Course language is English.
Contact:	Prof. Gary L. Kreps: gkreps@gmu.edu
Registration:	Deadline for registration: October 6, 2015 Maximum number of participants: 20 Please register by email to colette.lenherr@unilu.ch
Contents:	<p>Health communication has developed as an exciting multifaceted applied field of study examining the applications of human and mediated communication on the delivery of health care and the promotion of health. This module will examine four major areas of health communication inquiry:</p> <ol style="list-style-type: none">1) health communication and the delivery of health care, including examination of research and applications related to consumer-provider communication, health decision-making, and the provision of social support.2) health communication and health promotion, including examination of research and applications related to strategic health communication campaigns, health behavior change strategies, and the dissemination of health information.3) health communication and health information technologies (e-health), including examination of research and applications related to the development and implementation of interactive health information systems, mobile health platforms, and social media programs.4) health and risk communication, including examination of research and applications related to identification of health risks, crisis communication responses, and health risk reduction strategies. <p>This module will examine relevant research and theory related to these areas of health communication inquiry, identify ways these four areas of health communication inquiry work together, and explore future directions for the study and application of health communication research, education, and policies.</p>
Prerequisites	A basic familiarity with the principles of social scientific research and its methods
Materials	
Credits	1 ECTS
Registration Fee & Notes:	For PhD students of the University of Lucerne and other PhD students (e.g. SSPH ⁺ program) no registration fee is charged.