

PhD Program in Health Sciences

Disciplinary Perspective

Communication and Health in the 21st Century

Prof. K. “Vish” Viswanath

Tutors:	K. “Vish” Viswanath is Lee Kum Kee Professor of Health Communication in the Department of Social and Behavioral Sciences at the Harvard T. H. Chan School of Public Health (HSPH) and in the McGraw-Patterson Center for Population Sciences at the Dana-Farber Cancer Institute (DFCI). He is also the Faculty Director of the Health Communication Core of the Dana-Farber/Harvard Cancer Center (DF/HCC) and the Co-Director of the Lee Kum Sheung Center for Health and Happiness, Harvard Chan. Dr. Viswanath’s work, drawing from literatures in communication science, social epidemiology, and social and health behavior sciences, focuses on translational communication science to influence public health policy and practice. His primary research is in documenting the relationship between communication inequalities, poverty and health disparities, and knowledge translation to address health disparities.
Dates	Thursday, 09 November 2017, 09:00-17:00 Friday, 10 November 2017, 09:00-17:00
Language	Course language is English.
Contact:	Vish_Viswanath@dfci.harvard.edu
Registration:	Deadline for registration: November 6, 2017 Maximum number of participants: 20 Please register by email to phd_healthsem@unilu.ch
Contents:	<p>This module is designed to provide students in public health and social sciences with an overview of health communication theory and research in the 21st century. The role of communication in public health will be examined both as a product of everyday interaction with communication platforms including mass media messages, and its planned use to accomplish particular public health goals. Research examined here looks both at planned and unplanned effects of communications in a variety of health situations representing a range of public health topical concerns.</p> <p>Course Objectives</p> <p>By end of this course, students are expected to:</p> <ul style="list-style-type: none"> • Define and characterize what we mean by the “communications revolution” and describe the implications for individual and population health • Discuss the relationship between communication inequalities and health disparities • Critically analyze the conceptual and theoretical foundations that inform the study and practice of health communication • Apply the scientific and empirical evidence base necessary to advance and understand health communication and public health • Apply communication theories and hypotheses to explain and/or resolve major public health problems • Describe how communications could be used collaboratively by public health specialists and media gatekeepers to address a major public health problem, drawing upon the concepts, hypotheses, and theories discussed in the class
Prerequisites	A basic familiarity with the principles of social scientific research and its methods
Materials	
Credits	1 ECTS
Registration	For PhD students of the University of Lucerne and other PhD students (e.g. SSPH+ program) no registration fee is charged.
Fee:	