

COURSE NAME; NUMBER; SEMESTER; MEETING DAYS, TIMES, AND PLACE.

Health in Society and Mass Media

11:374:226

Fall 2018

Wednesday, 9:15-12:15, Blake 131

CONTACT INFORMATION:

Instructor(s): Mary L. Nucci

Office Location: 214 Cook Office Building

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Office Hours: By arrangement

COURSE WEBSITE, RESOURCES AND MATERIALS:

Course materials will be made available on the Sakai course site or handed out in class.

COURSE DESCRIPTION:

This course will provide an introduction to media representations of health and health issues. Students will explore how cultural factors such as knowledge, attitude, behaviors, and social structure influence public perceptions and opinions of these topics. We will consider how depictions of health--what is healthy? What is not healthy?--affect the perceptions of those topics, the role of audience and source on communication, and the implications for those working to address health issues. Particular examples of social and media coverage will be used to provide an insight into the workings of the mass media and their effect on society, and demonstrate how the challenges of addressing health concerns are based on much more than just disseminating science information.

LEARNING GOALS:

1. Identify and discuss social components to health issues and barriers to creating social change.
2. Identify how society, mass media and individuals frame health.
3. Critically engage with mass media theories and depictions of health.
4. Use communication theories and methods to analyze media representations of health.

Core Curriculum Goals

Contemporary Challenges: Analyze the degree to which forms of human difference shape a person's experiences of and perspectives on contemporary issues.

Historical Analysis: Explain the development of some aspect of a society or culture over time.

Social Analysis: Understand different theories about human culture, social identity, economic entities, political systems, and other forms of social organization.

Social Analysis: Employ tools of social scientific reasoning to study particular questions or situations, using appropriate assumptions, methods, evidence, and arguments.

ASSIGNMENTS/RESPONSIBILITIES & ASSESSMENT:

Activity	Assessment
CITI certification	Passing grade on CITI Human Subject Protections Basic Course (Social / Behavioral / Epidemiologic Research Investigators, Study Staff, or Students)
Attendance at Rutgers symposium	Rubric for in class discussion and one page attendance response.
In class group activities	Rubric for guidelines for completion of in class activities
Media coverage of health	Rubric for guidelines for multi-week project and analysis of health coverage
Full semester research project on media usage and health perceptions	Rubric for guidelines for full semester group project which will use survey methodology and qualitative analysis. Final project presentation will have an associated rubric for assessment.

ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>
 Enter additional text here if you wish

ABSENCE POLICY

Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

Rutgers students are expected to attend all scheduled course meetings. University policy excuses absences due to religious observance or participation in Rutgers-approved activities, and permits students to make up work missed for these circumstances. If you will be absent from a class, lab, or exam for any reason, you need to report your absence through the Absence Reporting Website <https://sims.rutgers.edu/ssra/>. The system will generate an email to me about your absence but the University recommends that you also contact me directly to let me know of your absence. I will take attendance at every class. Key points to know:

- If you enter the class after I take attendance please make sure at the end of the class I mark you as present.
- Note that if you miss class, you will not receive the participation points for that class.
- More than 2 unexcused absences other than per Rutgers guidelines (an excused absence is illness with a doctor’s note, family emergency, religious observation or Rutgers-sanctioned event with note) WILL result in a letter grade drop for your final grade.

- Only students with excused absences will be offered the opportunity to meet with me to review the class content.

COURSE SCHEDULE:

Week	Learning Goals	Topic	Description
1	1,2	Introduction. Review of course outline and objectives. Understanding health communication.	Understand course objectives. Introduction to health communication.
2	1	History of US health communication.	Shifts in patterns of health communication.
3	3	Theories of health communication.	Introduction to major theories that underpin health communication.
4	1,2	Mass media, ideology and political economy.	Understand the role, influence and structure of US media systems.
5	1,2	Rhetoric, language and framing of health.	How language and rhetoric influences perceptions of health.
6	1,2	Boundaries in communication: Literacy, voice, and access.	Understand how issues in communication impact audience understanding
7	1,2	Risk, science and expertise	The influence of risk perceptions and expertise in communication.
8	1,2	Visualizing health communications.	Impact of visualization on perceptions and responses towards health issues.
9	1,2	New media in health communication.	Use and impacts of new media in health communication.
10		Spring break	
11	3, 4	Case study: Social media and health beliefs.	Analyze the role of social media in promotion of health information/misinformation.
12	3, 4	Case study: Sensationalism in the media.	Analysis of impact of sensationalist media communications.
13	3, 4	Case study: Expertise in policy making	Analyze Congressional debates on health issues.
14	3, 4	Case studies: If you sell it, they will come.	Analyze marketing of health consumables.
15		Final project presentations.	

FINAL EXAM/PAPER DATE AND TIME

The final project/paper will be due on the last day of class.

ACADEMIC INTEGRITY

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

STUDENT WELLNESS SERVICES

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901 / www.rhscaps.rutgers.edu/

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / www.vpva.rutgers.edu/

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

Scarlet Listeners

(732) 247-5555 / <http://www.scarletlisteners.com/>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.