HEALTH COMMUNICATION, MS

for the degree of Master of Science in Health Communication (on campus & online)

1. Understand the role of communication processes in the reception and delivery of health care services and information. They learn that communication is not only the transmission of messages but also the interaction between humans and non-human technologies in the creation of practical understandings of health processes.

2. Are able to read and digest qualitative and quantitative research concerning health care services in order to assist practitioners and patients in the most effective delivery of health care messages and information.

3. Are able to identify the effectiveness and limitations of persuasion strategies used to inform and influence audience's adoption of health care information and behaviors. This outcome includes dedicated health campaigns as well as the influence of media on health behaviors and beliefs.

4. Are familiar with interpersonal communication behaviors in health care settings as well as in private and public life that lead to or prevent the adoption of healthy behaviors. This outcome includes social support and health outcomes, patient-provider communication as well as family and support group communication related to health.

5. Are familiar with the organizational setting in which health communication takes place, particularly with reference to inter-professional communication, managerial communication, and the policies that guide health care services. Are able to recognize the role of theory in understanding health communication processes and successfully utilize theoretical frameworks to explain breakdowns in health communication and propose methods for repairing communication problems in interpersonal, organizational and social/mediated fields.