

NAME	MEDIA AND COMMUNICATION IN HEALTH PROMOTION
Course volume ECTS	5
Assessment form	Non-distinctive, pass/fail
Methods of learning	<ul style="list-style-type: none"> - Partly face to face theory and distance learning - Moodle virtual learning environment - Kick off seminar - Online lessons, assignments, presentations - Independent learning - Case studies and teamwork - Conclusion seminar
Approximate amount of contact lessons	<p>In Finland 135 h: 20 h contact lessons + 115 h independent and collaborative online learning</p> <p>In Estonia 130 h: 20 h contact lessons + 110 h independent and web-based work.</p>
Lecturer	-
Pre-requirements	Basics of Health Promotion
Course aims (Learning outcomes of the course)	<p>Students:</p> <ul style="list-style-type: none"> - get to know contemporary theories and methods of health communication and media and their application in health promotion; - develop a systematic, research-based foundation for the field of media and communication and ways of using media in health communication; - have skills to bring media and communication theories into health promotion practice.
Brief description of the course	<p>The course covers the following themes:</p> <ul style="list-style-type: none"> - The role of the media and communication in HP - Health communication theories and strategies - Media theories and strategies for health promotion - Social media and health - Media literacy skills for Health Promotion - Digital communication skills in health promotion practice - Media ethics
Learning outcomes	<p>Students:</p> <ul style="list-style-type: none"> - know the role of media and communication in Health Promotion; - are familiar with media and communication theories; - have provided information of new solutions and tools for health communication; - have increased media literacy skills; - know mass media and social media trends; - know how to bring theories into practice;
Evaluation scale	pass/fail
Assessment methods and criteria	Active attendance, teamwork assignments and presentation
Study literature and materials	<p>MUST: Current materials given by lecturer.</p> <p>OPTIONAL: Social Media and Health Care Professionals: Benefits, Risks, and Best Practices Wright, K. B., Sparks, L., & O'hair, H. D. (2012). Health communication in the 21st century. John Wiley & Sons. Griffin, Em (2011). A First Look at Communication Theory. Eight Edition. New York: McGraw Hill College Div., Chapt. 2, 5 & 6. Osborn H. (2013) Health Literacy A-Z: Practical Ways to Communicate your Health Message. Second Edition. Nutbeam & Harris. Theory in a Nutshell.</p>