**Health Communication: Fundamentals and the Future**

*Коммуникация в области здоровья и здравоохранения:*

*базовые концепции и будущее*

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*Продолжительность курса*: 24 часа

*Курс читается* ***на английском языке***

**COURSE OVERVIEW AND CONTENT**

This course is the second one involving health communication, exploring the situation with the Covid-19 pandemic. 2020 demonstrated that health communication turned out to be in deep crisis all over the world. Apart from the profound analysis of the current situation, we need to understand why all of us turned out to be here and where to go.The COVID-19 pandemic has already demonstrated that health communication has turned into a top priority of our modern society. It is a sure thing that being multidisciplinary in nature it turned into essential knowledge for everyone in their daily lives. It assists in understanding the decision taking and the nature of health advice and what is more important,it saves lives.

The course covers the basic concepts the health communication that shape our understanding of health and illness, the means and ways of socio-cultural construction of health concepts, provides a history of health-related social movements including the discussion of the life medicalization concept that has shaped modern society. The concept of consumer culture as well as the approaches to health routines are mentioned in respect to understand the norms and values of the society. The course suggest a novel approach of analyzing formal and informal interactions about health that turned out to be very influential.

It should be pointed out that the environment of uncertainty demonstrated the power of online information in decision taking. The course is focused not only on the essential issue of trust between doctors and patients in the XXI century, but also studies the blogging as a contemporary representation of health and illness. Consequently, we explore the roots of distrust in patient-doctor interactions, the role of both parties in the medical decision taking and analyzing the ways people cope with the stress of a long period of uncertainty.

*Данный курс – второй из серии курсов о коммуникации в области здоровья и здравоохранения, которая показала не только свою чрезвычайную важность за время ПандемииCOVID-19, но наглядно продемонстрировала свое кризисное состояние в большинстве стран. Важность коммуникаций в области здоровья и здравоохранения сложно переоценить: современный человек, должен в своей повседневной жизни принимать жизненно важные решения в отношениисебя и окружающих. Курс предлагает разобраться в причинах противоречий в области здоровья и здравоохранения, которые стали очевидными за время пандемии СOVID-19: через изучение становления подходов к идентичности в отношении здоровья и болезни, выявлении особенностей концепта медикализацииповседневностти и ее результатов, раскрытии основных характеристикобщества потребления через призму здоровья, а также пути выхода из кризиса и адаптации к повседневности.*

**Overview of Classes**

**Week 1. Introduction of the Course. Whystudy Health Communication in the XXI?**

* *Objectives and expectations of the course*
* *Health Communications:origins, approaches and key characteristics.*
* *New facets and new attitudes*

**Week 2. Health Identity: The Origins**

* *Health-related social movements*
* *Socio-cultural construction of health concepts*

**Week 3: Medicalization of Life**

* *Hospital Medicine and Surveillance Medicine: a significant transition*
* *‘Old’ and ‘New’ Public Health*

**Week 4. Health and Consumer Culture**

* *Audiences to target*
* *Health Lifestyles theory*

**Week 5. Routine Health?**

* *Fitness as health*
* *Healthy eating vs. dieting*
* *We consume to impress*

**Week 6. Formal and Informal interactions about Health**

* *Health interactions and what they can affect*
* *Self-care and individualized self-care*

**Week 7. Online Health**

* *Online health information seeking*
* *The issue of trust*

**Week 8. Health Communication and Patient Satisfaction**

* *Blogging health and blogging illness*
* *Constructing patient-hood*

**Week 9. Doctor-Patient Trust in the XXI century**

* *Questioning medical authority*
* *Roots of distrust*

**Week 10.Medical decision taking**

* *Approach in the XXI*
* *Medical non-adherence*

**Week 11. COVID-19 Pandemic and the Media Reflection**

* *The measures to cope with stress*

**Week 12. Final Colloquium**

**FINAL COLLOQUIUM**:

1. What is health communication? What are the major theoretical approaches to this type of communication?
2. What health communication can do and cannot do?
3. What is health identity?
4. Which health-related social movements do you know?
5. What is a self-rated health? Why is it important?
6. What are the factors to contribute to health and illness concepts?
7. What are the moral components of health?
8. What are the major communication models in a healthcare context?
9. What is the medicalization of life? What social phenomena does this concept relate to?
10. What are the stages of transition from hospital medicine model to the surveillance medicine model?
11. What are the major approaches to Public health?
12. What is Health Promotion and how have the approach changed?
13. What is the consumer culture in relation to health?
14. What are the stages of development of ‘fitness as health’ concept? What did it mean ‘to be healthy’ in the XX century? What does it mean in the XXI?
15. How are concepts of health and health behavior shaped?
16. What is a lay health knowledge and its place in life?
17. Is a health advice a help or a hindrance?
18. What is an individualized self-care? What is your attitude to the idea?
19. How would you characterize and evaluate online health-related activities?
20. What are the determinants of online health seeking?
21. What is a health status?
22. What and why do people search online in relation to health?
23. What are the similarities and differences between the issues of trust in health care vs. the issue of trust in media?
24. What are the goals of blogging health and blogging illness?
25. What are the means of constructing a patient-hood?
26. What are major approaches to understanding health behavior?
27. What are the approaches to analyze the trust of the Internet?
28. What are the traditional digital divide factors? Why are they included in the method?
29. Could you define the concepts of health and illness? How does a culture context influence the understanding of health and illness?
30. What is health literacy?
31. What IT innovations are used to address the emerging needs in health care?
32. What are the major characteristics and requirements of the doctor-patient communication in the XXI?
33. What are the ways of coping with stress that showed the pandemic of Covid-19?