

HSC 6665 SYLLABUS

COURSE INFORMATION

Credit Hours: 3

COURSE DESCRIPTION

Survey of theory and research relevant to the role of communication processes in health behavior, health care, and health promotion.

CONTACT INFORMATION

Instructor: Ashlee Ossiboff, M.A., M.S. Ph.D., MCHES

COURSE OBJECTIVES

By the end of this course, you will be able to:

- Knowledgeably discuss current issues in health care.
- Apply strategies to improve communication between patients and providers.
- Contrast cultural viewpoints about health.
- Define the role of social support in maintaining health and coping with illness.
- Explain advantages and challenges of communicating about health through various forms of media and media channels.
- Evaluate health images in the media and apply media literacy concepts to improving health messages.
- Identify appropriate theoretical frameworks to promote behavior change.
- Create effective message strategies to promote better health among populations.

COURSE REQUIREMENTS

Required Textbook

Parvanta, C. & Bass, S. (2020). *Health communication: Strategies and skills for a new era*. Jones and Bartlett Learning ISBN: 9781284065879

Text is available through UFallAccess. UF All Access is the University of Florida's digital course materials program. Selected courses are available through UF All Access to provide students with the lowest prices on their eBooks. Students can choose to opt into these materials and be provided instant access to their access codes for their homework systems and/or access to a digital version of their books. The charges will be billed to their student accounts automatically and if they have Financial Aid available, it will automatically pay for these charges.

Click here to access course codes: <https://www.bsd.ufl.edu/AllAccess/OptIn>

Click here for All Access support: <https://www.bsd.ufl.edu/AllAccess/Home/Support>

If you cannot find the answer at the link above, please email: allaccess@bsd.ufl.edu

Course Structure

- **Chapter and Supplemental Reading** - Students will first read associated textbook chapter(s) to establish a foundation of knowledge, strengthen comprehension and interaction of course information, and have a foundation of lecture information.
- **Lectures & Additional Engagement** - After reading, students will learn more about module topics by viewing module lectures, additional readings, and other activities associated with module.

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- **Quizzes** - After learning module information, students are tested on knowledge gained by taking a 10-item quiz, designed to assess reading and lecture comprehension. Due on Sunday prior to starting corresponding module.
- **Health Communication Tasks** - Designed to apply information learned in the module and refine skills as a health educator. Tasks will be submitted and reviewed by peers to an opportunity to learn through review. Initial submissions due on **Thursday** by 11:59pm and TWO peer reviews are due **Sunday** by 11:59pm. Peer reviews are intended to learn from your peers and work together to strengthen learning. Feedback must be thoughtful, articulate, and include question peers' post provoked. You will review through the rubric and offer constructive communication about submission.
- **Health Communication Dossier** - Students will create an online portfolio of the materials created throughout the semester.
- **Health Communication Presentation** - Students will present a health education campaign to their peers.

Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. Most computers are capable of meeting the following general requirements. A student's computer configuration should include:

- Webcam
- Microphone
- Broadband connection to the internet and related equipment (cable/DSL modem)
- Microsoft Office Suite installed (provided by the university)

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

Minimum Technical Skills

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

Materials/Supply Fees

There is no supply fee for this course.

Zoom

Zoom is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

You can find resources and help using Zoom at the [University of Florida's Zoom](#) website.

COURSE POLICIES

Communication

1. **CANVAS INBOX:** Communication associated with course must be through the Canvas inbox tool in the left panel []. This is to prioritize student needs and execute the question. Messages are checked weekdays @ 6am & 4pm.
2. **GROUPME:** For brief questions that may also help your classmates, use the GroupMe set up for the course. Expect responses from me through this modality during normal, weekday business hours (9am-5pm).

Course Announcements

Students are sent weekly (and supplemental) announcements throughout the course. These are created to assist and respond to any potential concerns. Reading these communications is a requirement of the course.

Quizzes

- Due on Wednesday of the corresponding module.
- Random and drawn from a quiz bank.
- Lowest quiz score dropped after course is completed.
- Course includes syllabus quiz and weekly module quiz (11 modules)
- **Quizzes are locked at time due and CANNOT be made up for any reason (two dropped for unexpected issues [i.e. Something comes up, loss of internet access, illness, etc.]) to protect integrity of quiz.**
- Incorrect answer feedback is provided immediately following submission.
- Concerns about quiz questions answered following the quiz due date.
- Students have ONE WEEK from submission to view address any concerns with quiz questions (must include question [not number, since all questions are random and each student will have different questions], a specific reference from the textbook or supplemental materials presented in the module (i.e. source, page number, paragraph number, time in film, etc.-be as detailed as possible).

Assignments

- Assignments are due according to the due dates described in the directions (in the Eastern Standard time zone) and listed in course schedule/calendar
- All assignments include corresponding rubrics, under assignment directions in Canvas
- All assignments must be uploaded or submitted through the assignment listing on Canvas
- Emailed assignments not accepted.

Microsoft Word

Microsoft Word is accessible for FREE to all UF students. It can be accessed through [GatorCloud](#). > Office365. Once accessed and used, document must be saved to computer via *File* (top toolbar) > *Save As* (left menu) > *Download a Copy* > a prompt will appear that says, *Do you want to download a copy of this file and work offline?* > select *Download a Copy* > a pop-up box may appear asking about opening the file, select *Save As* > for most, it will save their document in the *Download* file. Some may have their computer settings to save to desktop (it will appear on your desktop). Office365 can also be accessed directly through Canvas on the left button bar.

Incomplete & Corrupt File Submissions

Incomplete assignment submissions will be graded as incomplete. Corrupt file submissions will be graded as a 0. If missing components are submitted after the due date, they will be graded at 50% of the earned value of the assignment.

It is students' responsibility to ensure assignment submission is correct, viewable, and accurate. This can be done by selecting the assignment > (under *Submission* on right) select *Submission Details* > (to right of document link) select *View Feedback*. Students should be able to see their document.

Assignment Feedback

Depending on detail needed for each assignment submission, feedback will be provided through rubrics, on assignment comments, and directly on submitted document (select assignment > *Submission Details* > *View Feedback* [feedback looks similar to *Track Changes* in *Microsoft Word*). Students are expected to review all feedback and incorporate it prior to next module submission. Any questions about grading and/or feedback must be addressed within one week (7 calendar days) of when the assignment is returned.

Paraphrasing & Quotations

All assignments are designed to assess students' ability to synthesize and apply information learned in the course. **Therefore, ALL assignment submissions MUST be in students' OWN words.**

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Direct quotes should not be used. Assignments are designed to assess students' understanding and comprehension of course information, therefore, anything quoted will NOT count toward the minimum word count for assignment.

TurnItIn

All assignments in this course will be evaluated through TurnItIn once submitted through Canvas. TurnItIn generates a report on the originality of writing by comparing it with a database of periodicals, books, online content, a repository of previously submitted student papers, and other published work. This report helps determine appropriate use of sources, proper citation, and paraphrasing effectively—skills essential to academic performance.

Early assignment submission is encouraged to review associated TurnItIn report prior to the due date. This allows the opportunity to revise, reach out with concerns, or contact the Writing Studio (<https://writing.ufl.edu/writing-studio/> for assistance.

Original work is expected in this course. **All responses must illustrate individual interpretation and presented in your own words.** Assignments are used to assess student learning and comprehension. Therefore, plagiarism of any kind is unacceptable. **Similarity scores 20% and above will not be accepted** and will be further reviewed for potential Honor Code Violation (<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>).

Format & References

Format and references are aligned with the American Psychological Association (APA) Style Guide (7th edition). Included in assignment directions are templates to use. This course also includes an **APA Format** page (button on the homepage), which includes descriptions and examples.

Make-Up Work

- Written assignments will be accepted late for 50% reduction in the earner score and are accepted through the last week of the course. Submit work early to avoid technical problems.
- Quizzes CANNOT be made up for any reason to protect the integrity of the assessment.
- Requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.
- Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at [Attendance Policies](#).

Extra Credit

Extra credit may be offered in this course. To take advantage of these opportunities, students must also meet the following requirements:

- Complete and submit ALL assignments
- Including peer reviews

Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found on [UF's Attendance Policies](#) website.

As this is an online class, you are responsible for observing all posted due dates and are encouraged to be self-directed and take responsibility for your learning.

GRADING POLICY

I will make every effort to have each assignment graded and posted within one week of the due date.

Course Grading

ASSIGNMENTS	POINTS
Quizzes Each module, syllabus, & overall – 2 drops	20 points each (240 total points)
Communication Assignments Each module – 1 drop	30 points each (360 total points)
Health Communication Portfolio	200 points
Presentation	100
TOTAL	900 POINTS

LETTER GRADE	Grading Scale PERCENTAGE	GRADE POINTS
A	93 <	4.0
A-	90-92.9	3.67
B+	87-89.9	3.33
B	83-86.9	3.0
B-	80-82.9	2.67
C+	77-79.9	2.33
C	73-76.9	2.0
C-	70-72.9	1.67
D+	67-69.9	1.33
D	63-66.9	1.0
E	< 63	0

See the [current UF grading policies](#) for more information.

UF POLICIES

University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

University Policy on Academic Conduct

UF students are bound by The Honor Pledge, which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code.” On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The [Student Honor Code and Student Conduct Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

Plagiarism

The [Student Honor Code and Student Conduct Code](#) states that:

"A Student must not represent as the Student’s own work all or any portion of the work of another. Plagiarism includes but is not limited to:

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- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

NETIQUETTE & COMMUNICATION

It is important to recognize that the online classroom is in fact a classroom, and certain behaviors are expected when you communicate with both your peers and your instructors. These guidelines for online behavior and interaction are known as netiquette.

Security

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone.
- Change your password if you think someone else might know it.
- Always log out when you are finished using the system.

General Guidelines

When communicating online, you should always:

- Treat the instructor with respect, even via email or in any other online communication.
- Always use your professors' proper title: Dr. or Prof., or if you are unsure use Mr. or Ms.
- Unless specifically invited, don't refer to a professor by their first name.
- Use clear and concise language.
- Remember that all college-level communication should have correct spelling and grammar.
- Avoid slang terms such as "wassup?" and texting abbreviations such as "u" instead of "you."
- Use standard fonts such as Times New Roman and use a size 12 or 14 point font.
- Avoid using the caps lock feature AS IT CAN BE INTERPRETED AS YELLING.
- Limit and possibly avoid the use of emoticons like :)
- Be cautious when using humor or sarcasm as tone is sometimes lost in an email or discussion post and your message might be taken seriously or be construed as being offensive.
- Be careful with personal information (both yours and others).
- Do not send confidential information via email.

Email

When you send an email to your instructor, teaching assistant, or classmates, you should:

- Use a descriptive subject line.
- Be brief.
- Avoid attachments unless you are sure your recipients can open them.
- Avoid HTML in favor of plain text.
- Sign your message with your name and return email address.
- Think before you send email to more than one person. Does everyone need to see message?
- Be sure you REALLY want everyone to receive your response when you click, "Reply All."
- Be sure that the message author intended for the information to be passed along before you click the "Forward" button.

Discussion Boards

When posting on the discussion board in your online class, you should:

- See if anyone already asked your question and received a reply before posting.
- Remember manners and say please and thank you when asking something.
- Be open-minded.

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- If you ask a question and many people respond, summarize all posts for the benefit of the class.
- When posting:
 - Make posts that are on-topic and within the scope of the course material.
 - Be sure to read all messages in a thread before replying.
 - Be as brief as possible while still making a thorough comment.
 - Don't repeat someone else's post without adding something of your own to it.
 - Take your posts seriously. Review and edit your posts before sending.
 - Avoid short, generic replies such as, "I agree." You should include why you agree or add to the previous point.
 - If you refer to something that was said in an earlier post, quote a few key lines so readers do not have to go back and figure out which post you are referring to.
 - Always give proper credit when referencing or quoting another source.
 - If you reply to a classmate's question make sure your answer is correct, don't guess.
 - Always be respectful of others' opinions even when they differ from your own.
 - When you disagree with someone, you should express your differing opinion in a respectful, non-critical way.
 - Do not make personal or insulting remarks.
 - Do not write anything sarcastic or angry, it always backfires.
 - Do not type in ALL CAPS, if you do IT WILL LOOK LIKE YOU ARE YELLING.

Zoom

When attending a Zoom class or meeting, you should:

- Do not share your Zoom classroom link or password with others.
- Even though you may be alone at home, your professor and classmates can see you! While attending class in your pajamas is tempting, remember that wearing clothing is not optional. Dress appropriately.
- Your professor and classmates can also see what is behind you, so be aware of your surroundings.
- Make sure the background is not distracting or something you would not want your classmates to see.
 - When in doubt use a virtual background. If you choose to use one, you should test the background out first to make sure your device can support it.
 - Your background can express your personality but be sure to avoid using backgrounds that may contain offensive images and language.
- Mute is your friend, especially when you are in a location that can be noisy. Don't leave your microphone open if you don't have to.
- If you want to speak, you can raise your hand (click the "raise hand" button at the center bottom of your screen) and wait to be called upon.

GETTING HELP

Technical Difficulties

For help with technical issues or difficulties with Canvas, please contact the UF Computing Help Desk at:

- <http://helpdesk.ufl.edu>
- 352-392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups (assignments, exams, etc.) due to technical issues should be accompanied by the ticket number received from the UF Computing Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You should email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Health & Wellness

- **U Matter, We Care:** If you or someone you know is in distress, please email umatter@ufl.edu, call 352-392-1575, or visit [U Matter We Care](#) to refer or report a concern, and a team member will reach out to the student in distress.
- **Counseling and Wellness Center:** Visit the [UF Counseling & Wellness Center](#) website or call 352-392-1575 for information on crisis services and non-crisis services.
- **Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [UF Student Health Care Center](#) website.
- **University Police Department:** Visit the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- **UF Health Shands Emergency Room/Trauma Center:** For immediate medical care in Gainesville, call 352-733-0111, or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Shands Emergency Room/Trauma Center](#) website.

ACADEMIC & STUDENT SUPPORT

- **Career Connections Center:** For career assistance and counseling services, visit the [UF Career Connections Center](#) website or call 352-392-1601.
- **Library Support:** For various ways to receive assistance concerning using the libraries or finding resources, visit the [UF George A. Smathers Libraries Ask-A-Librarian](#) website.
- **Teaching Center:** For general study skills and tutoring, visit the [UF Teaching Center](#) website or call 352-392-2010.
- **Writing Studio:** For help with brainstorming, formatting, and writing papers, visit the [University Writing Program Writing Studio](#) website or call 352-846-1138.

COURSE EVALUATIONS

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available on the GatorEvals [Providing Constructive Feedback](#) FAQ page. Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via the [GatorEvals](#) website. Summaries of course evaluation results are available to students at the [GatorEvals Public Results](#) page. More information about UF's course evaluation system can be found at the [GatorEvals Faculty Evaluations](#) website.

TIPS FOR SUCCESS

Taking a course online can be a lot of fun! Here are some tips that will help you get the most of this course while taking full advantage of the online format:

- Schedule "class times" for yourself. It is important to do the coursework on time each week. You will receive a reduction in points for work that is turned in late!
- Read ALL of the material contained on this site. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Print out the Course Schedule located in the Course Syllabus and check things off as you go.
- Take full advantage of the online discussion boards. Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you'll need time to troubleshoot the problem.

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- Back up your work to an external hard drive, thumb drive or through a cloud service.
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PRIVACY & ACCESSIBILITY POLICIES

For information about the privacy policies of the tools used in this course, see the links below:

- Adobe
 - [Adobe Privacy Policy](#)
 - [Adobe Accessibility](#)
- Articulate
 - [Articulate Privacy Policy](#)
 - [Articulate Accessibility](#)
- Honorlock
 - [Honorlock Privacy Policy](#)
 - [Honorlock Accessibility](#)
- Instructure (Canvas)
 - [Instructure Privacy Policy](#)
 - [Instructure Accessibility](#)
- Microsoft
 - [Microsoft Privacy Policy](#)
 - [Microsoft Accessibility](#)
- Perusall
 - [Perusall Privacy Policy](#)
 - [Perusall Accessibility](#)
- PlayPosit
 - [PlayPosit Privacy Policy](#)
 - [PlayPosit Accessibility](#)
- ProctorU
 - [ProctorU Privacy Policy](#)
 - [ProctorU Accessibility](#)
- Sonic Foundry (Mediasite Streaming Video Player)
 - [Sonic Foundry Privacy Policy](#)
 - [Sonic Foundry Accessibility](#) (PDF)
- Vimeo
 - [Vimeo Privacy Policy](#)
 - [Vimeo Accessibility](#)
- VoiceThread
 - [VoiceThread Privacy Policy](#)
 - [VoiceThread Accessibility](#)
- YouTube (Google)
 - [YouTube \(Google\) Privacy Policy](#)
 - [YouTube \(Google\) Accessibility](#)
- Zoom
 - [Zoom Privacy Policy](#)
 - [Zoom Accessibility](#)