

American University of Beirut
Faculty of Health Sciences
Department of Health Promotion and Community Health
Health Communication Capstone Seminar (Spring 2024)
HPCH 251 (2 credits)

Instructor

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Van Dyck Room 306
Office hours by appointment

Class Time: Thursday 3-4:40; Van Dyck 332

Course Description

This capstone seminar is taken during the last semester of the Health Communication program. It is linked to the summer internship students are required to complete between their second and third years. The course is designed to challenge students to critically reflect on the knowledge they have gained in all their prior coursework and synthesize that knowledge with field experience, with a focus on the role of health communication in contributing to public health. The course provides students with the opportunity to further develop the full set of competencies essential for a health communication graduate. It also provides them time and space to sharpen their leadership and other professional skills, as well as demonstrate independent thinking and respect for diversity.

Learning Objectives (LOs)

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

1. Evaluate the role of health communication in contributing to public health in Lebanon
2. Apply health communication theories and methodological skills to analysing a “real world” health communication activity
3. Critically analyse the role of political, social, and environmental determinants of health in affecting the success or failure of health communication activities
4. Utilize effective written and oral communication skills to engage communities and the media
5. Demonstrate professionalism, respect for diversity, and independent thinking

Student Evaluation:

Assessment method	Grade percentage	Due dates	LOs
<i>Participation*</i>	10 %		
A1: Two reflective assignments each student will write two short reflections one related to their field practicum and the other related to applying a health communication tool to the local context.	20%	R1. Feb 1 (in class) R2: Feb 15	LO1, LO3
A2. Class presentations: students will chose an article, approved by instructor, related to their field practicum and present/discuss it with their peers.	10 %		LO4
A3. Capstone report	40%	April 25	LO1,LO2,LO3,LO5
A4. Poster presentation	20%	TBD	LO4, LO5

*Participation means:

- Coming to class prepared having read course material.
- Contributing to class discussion in an ongoing way; responding thoughtfully to other students' comments; questioning others in a constructive way.

- **Ethics and professional conduct:** The conduct of a graduating student in this course and in the Faculty of Health Sciences in general should be consistent with that of a professional person. This means exhibiting courtesy, honesty, and respect toward faculty, classmates, staff, and guest speakers. At the same time, students should expect faculty to treat them fairly and respectfully and to support and guide them in the learning process.
- **Academic integrity:** Student academic misconduct includes but is not limited to falsification, cheating or plagiarism. Please note that in this course, in which the majority of the grade is based on individual written assignments, there is **zero tolerance for plagiarism**. As a graduate student, you are expected to turn in assignments that reflect your own effort and intellectual work and not merely copy-paste the work of others without acknowledgement. The American University of Beirut has a strict anti-cheating and anti-plagiarism policy. Penalties include failing marks on the assignment in question, suspension or expulsion from University, or even a permanent mention of the disciplinary action in the student's records. Although the course intentionally does not have assignments that require group work, students are highly encouraged to collaborate by reading each other's work and providing feedback in a collegial manner.
- **Inclusive education:** Students with special needs and who anticipate difficulties throughout the semester, whether due to a physical, mental, or learning disability, should feel free to contact me and/or their academic advisor to discuss their learning needs. Students can also contact the Counselling Center in the Office of Student Affairs (Ext. 3196).
- **Non-Discrimination – Title IX – AUB:** AUB is committed to creating a learning environment free of all forms of discrimination including sex/gender-based harassment prohibited by Title IX. The University's non-discrimination policy applies to, and protects, all students, faculty, and staff. If you think you have experienced discrimination or harassment, including sexual misconduct, we encourage you to tell someone promptly. If you speak to a faculty or staff member about an issue such as harassment, sexual violence, or discrimination, the information will be kept as private as possible; however, faculty and designated staff are required to bring it to the attention of the University's Title IX Coordinator. Faculty can refer you to fully confidential resources, and you can find information and contacts at www.aub.edu.lb/titleix. **To report an incident**, contact the University's Title IX Coordinator Ms Mitra Tauk at 01-350000 ext. 2514, or titleix@aub.edu.lb. An anonymous report may be submitted online via EthicsPoint at www.aub.ethicspoint.com.

Class schedule and readings

Week	Topic	Readings – TBD	
Jan 25	Introductions		
Feb 1	Edutainment in HCOM Discuss internship summary report	Montoya, JA., Plant, A., Neffa-Creech, D., Orvananos, C., Barker, K. (2022). Overcome the fear (vencer el miedo): Using entertainment education to impact adolescent sexual and reproductive health and parent-child communication in Mexico. <i>BMC Public Health</i> , 22: 2366.	R1: in class assignment
Feb 8	HCOM and gender inequalities	Ribeiro, B., Hartley, S., Nerlich, B., Jaspal, R. (2018). Media coverage of the zika crisis in Brazil: The construction of a ‘war’ frame that masked social and gender inequalities. <i>Social Science & Medicine</i> , 200: 137-144.	Submit a 1-page summary of your internship (and R 2)
Feb 15	Anatomy of the capstone report		Assign presentation topics & dates
Feb 22	2 Student presentations		Submit a list of 5 references & annotated bibliography you will use in your capstone report
Feb 29	2 student presentations		
Mar 7	2 student presentations		Submit a description of the HCOM theories and/or methods you will apply in your capstone report
Mar 14	2 Student presentations		
Mar 21	2 Student presentation		Submit an extended outline of your capstone report
Mar 28	1 Student presentation		
Apr 4	The capstone presentation Content and format		
Apr 11			Submit first draft of capstone report
Apr 18		Work on capstone poster presentations	
Apr 25	Last class session	Capstone poster presentations	Capstone report due