

AIU Exam – Health Communication Practice Strategies and Theories

School: Human & Social Studies

Major: Public Health

Course title: **Health Communication Practice Strategies and Theories**

Credits for course: 3 credits

Description of course:

By the end of this chapter, the reader will be able to:

- Define key differences among health communication strategies used to engage, inform, or persuade.
- Weigh the pros and cons of different practice strategies.
- Grasp the fundamentals of social marketing.
- Explain why theory is used in health communication planning.
- Describe the key theories of behavior change used most commonly in health communication.
- Use two theories to guide media channel selection.

Book & chapter: *Health Communication Strategies and Skills for a New Era*, **Chapter 4**

Link to book:

http://students.aiu.edu/submissions/profiles/resources/onlineBook/M8m7i6_Health%20communication%20strategies%20and%20skills%20for%20a%20new%20era%202020.pdf

Bibliography of book:

Parvanta, Claudia. *Health Communication Strategies and Skills for a New Era*. Jones & Bartlett Learning, 2020.

Format of the assignment: Assignment must have an AIU cover page, introduction to the topics of the chapter, answers to the questions below, conclusion about the exam and the bibliography of book at end of assignment.

Questions of exam

1. Explain why theory is used in health communication planning, citing a specific example from the chapter.
2. How is the integrative model different from the SCT or the TTM?
3. How are theories/models of persuasion in health communication different from behavior change theories/models?
4. Why can communications and interventions designed to scare their intended audience backfire? What types of messages is this approach useful for?
5. Describe the distinctions among theoretical methods, practice strategies, and activities or channels.
6. What can public health communicators learn from the private sector about the perspective of the consumer?
7. What is your analysis of the Health Communications around the coronavirus situation by governments and Health Organizations?