

cmn 165, Media and Health
Summer Session 2, 2014
MTWTh, 80 Social Sciences and Humanities Building

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Course objectives:

Students will become familiar with key concepts pertaining to representations of health issues and information in media as well as the observed and likely effects of those representations. Students will learn to think critically about health information and representations in the media.

Course format:

Class will consist of a combination of lecture and class discussion.

Assessment:

Assessment will take the form of three exams. The tests **may** include any or all of the following: multiple-choice questions, true-or-false questions, and short essay (1 page) questions. Test questions will require students to recall information presented in readings, lecture and discussion; synthesize information from disparate sources; and apply that information to novel situations. There is no 'study guide' apart from your notes and readings. Be prepared.

Your grade will be based on an average of the three test scores. Tests may be curved. Tests may not be taken early or late except in the case of university-excused absences. The final exam will not be administered early for any reason.

For test security purposes, **NO ONE WILL BE ALLOWED TO BEGIN TAKING ANY TEST AFTER ANY OTHER STUDENT COMPLETES THAT TEST.** If you arrive late for an exam, you may not be able to take the test at all, so punctuality is strongly encouraged.

If extra-credit is made available, it will be offered to the entire class through either announcement in class or by email. There will be no 'extra' extra-credit.

Expectations

Students are expected to attend all class meetings having completed the readings associated with that day's topic, to be respectful to the instructor and other students, and to exhibit academic integrity consistent with the UC Davis Code of Academic Conduct (see sja.ucdavis.edu/cac.html).

Readings:

There is no text book, and all readings will be available through the course website (accessible through smartsite).

June 23	Welcome, introduction to the course	
June 24	Framing Health	Rothman et al., 1993
June 25	Models of Health Behavior Change	Redding et al., 2000
June 26	Health Campaigns: Public Health	Hafstad et al., 1996 Farrelly et al., 2002 Werner et al., 2008 Uhrig et al., 2012
June 30	Health Campaigns, continued	
July 1	Edutainment	Aoki, et al., 2004
July 2	Resistance to health messages	Miller, 2007
July 3	In recognition of the Holiday, there will be no class on July 3	
July 7	<u>MIDTERM EXAM</u>	
July 8	Searching for health information online	Robertson-Lang et al., 2011 Morr et al., 2010
July 9	Health reporting & the news	Tanner, 2004
July 10	DTCA	Wilkes, Bell, & Kravitz, 2000
July 14	Doctors & Medicine on TV	Chory-Assad, 2001
July 15	Sexual health	Ashby et al., 2006
July 16	Sexual health, continued	Eggermont, 2005
July 17	Vaccines	TBD
July 21	<u>Midterm Exam</u>	
July 22	Substance use	Ryan & Hoerrner 2004

July 23	Body image	Harrison, Taylor & Marske, 2006
July 24	Obesity & Nutrition	Hernandez et al., 1999 Hu et al., 2003
July 28	Obesity & Nutrition, continued	Wiecha et al., 2006
July 29	Mental Illness in the media	Lawson & Fouts, 2004 Granello & Pauley, 2000
July 30	Final exam preparation, no class	
July 31		<u>FINAL EXAM</u>