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Course Code : BA (JMC)108

Course Name: Health Communication

Practice Question for Theory

UNIT- 1

1. Define public health according to the World Health Organization (WHO).
2. Differentiate between physical, mental, structural, and chemical health.
3. Explain the three main domains of public health.
4. Discuss the importance of disease prevention in public health.
5. What is the role of health promotion in improving community health?
6. Elaborate on the concept of prolonging life in the context of public health.
7. Define the 3 P's of public health and explain each one.
8. Describe the benefits of practicing yoga on mental and physical well-being.
9. Discuss the historical and cultural roots of yoga in ancient India.
10. Enumerate the three areas in which yoga plays a crucial role.
11. Explain how yoga contributes to physical health, focusing on flexibility and strength.
12. Discuss the psychological benefits of practicing yoga, including stress reduction and improved concentration.
13. Elaborate on the spiritual aspects of yoga, emphasizing inner peace and connection.
14. Analyze the role of yoga in health and fitness, particularly its impact on disease prevention.
15. Evaluate the significance of International Yoga Day and its global observance.
16. Describe major public health issues in India, emphasizing infectious diseases.
17. Differentiate between communicable and non-communicable diseases.
18. Discuss lifestyle diseases and their causes, with a focus on preventable factors.
19. Identify the top risk factors for lifestyle diseases and their impact on health.
20. Explain the concept of cancer prevention through lifestyle changes.
21. Define stroke and discuss its causes, symptoms, and preventive measures.
22. Describe chronic obstructive pulmonary disease (COPD) and its symptoms.
23. Outline the structure of the public health care system in India, including primary, secondary, and tertiary levels.
24. Discuss the challenges faced by the public health care system in India.
25. Explain the concept of medical tourism and its benefits for patients and healthcare providers.

26. Enumerate reasons why India is considered a favorable destination for medical tourism.
27. Discuss the economic and cultural benefits of medical tourism for India.
28. Explain how medical tourism contributes to the globalization of health information.
29. Analyze the role of reduced cost in making India an attractive choice for medical tourism.
30. Evaluate the quality standards and infrastructure that make India a preferred medical tourism destination.
31. Discuss the role of specialist doctors and modern infrastructure in attracting international patients to India.
32. Explain the significance of expertise in super-specialty fields for medical tourism.
33. Enumerate the factors that contribute to India's competitiveness in medical tourism.
34. Analyze the impact of medical tourism on the knowledge exchange among healthcare professionals globally.
35. Discuss the role of Yoga, Ayurveda, and Naturopathy in medical tourism.
36. Explain how patients can extend their stay in India to learn wellness techniques.
37. Evaluate the role of international patients in promoting Indian wellness practices worldwide.
38. Discuss the impact of medical tourism on the development of healthcare facilities in India.
39. Explain the concept of a "silent killer" in the context of hypertension.
40. Analyze the causes and effects of hypertension on cardiovascular health.
41. Discuss the symptoms and risk factors associated with type 2 diabetes.
42. Elaborate on the causes and consequences of arteriosclerosis.
43. Describe the different types of heart diseases and their impact on health.
44. Discuss the factors contributing to the high number of cardiac patients in India.
45. Explain the concept of primary health centers and their role in rural healthcare.
46. Evaluate the challenges associated with the rural-urban healthcare divide in India.
47. Discuss the issues related to low-quality care and corruption in the healthcare system.
48. Analyze the impact of low awareness and expenditure on health in rural areas.
49. Explain the challenges associated with overcrowding and lack of accessibility in healthcare clinics.
50. Discuss the importance of basic sanitation, hygiene, and gender equality in public health.

Practice Question for Theory

UNIT- 2

1. What is the concept of health journalism, and how does it differ from general journalism?
2. Explain the roles and responsibilities of a health journalist in the context of public information.

3. Identify and discuss the key sources of health reporting mentioned in the syllabus.
4. How does health journalism contribute to public healthcare campaigns such as those related to polio, HIV/AIDS, and reproductive child health?
5. Define health communication and its significance in informing the public about health concerns.
6. What are the two important approaches the government traditionally follows to promote healthy behavior, and how do they differ?
7. Discuss the importance of disseminating scientific and evidence-based information in the era of the internet.
8. Explain the concept of "nose for news" and its relevance to health journalism.
9. What qualities are essential for a health journalist to effectively fulfill their roles and responsibilities?
10. How does health communication influence personal health choices, including the doctor-patient relationship?
11. Describe the categories of sources for health reporting and provide examples of each.
12. Explain the roles of primary and secondary sources in health journalism.
13. How do reports from organizations like NFHS, UNICEF, WHO, and Census contribute to health journalism?
14. Discuss the importance of maintaining ethical standards in health journalism.
15. What are the key responsibilities of a health journalist towards news organizations?
16. How can health journalists ensure objectivity and fairness in their reporting?
17. Explain the role of media in public healthcare campaigns, using examples from polio, HIV/AIDS, and reproductive child health.
18. Discuss the impact of the Pulse Polio Eradication Campaign in India and the role played by the media.
19. What strategies has the government adopted to control HIV/AIDS, and how has the media contributed to these efforts?
20. Describe the components and aims of the Reproductive and Child Health (RCH) Programme.
21. How can health journalists contribute to creating awareness about maternal and child health issues?
22. Discuss the role of mass media in educating the public on HIV/AIDS prevention and management.
23. Analyze the effectiveness of the media in influencing public behavior towards health-related norms.
24. Explain the significance of the National Family Health Survey (NFHS) in providing health-related data for journalism.
25. How does the media contribute to creating awareness about the importance of blood donation?
26. Discuss the role of the Centers for Disease Control and Prevention (CDC) in health communication.
27. Analyze the impact of positive health stories on individual behavior and public health.
28. How can health journalists balance the responsibility of comforting the afflicted and afflicting the comfortable?

29. Explain the concept of "Transit vaccination" in the context of polio eradication.
30. Discuss the challenges faced by health journalists in verifying information in the age of the internet.
31. How do health journalists contribute to holding governments and public services accountable for their actions or inaction?
32. Explain the role of government regulations in promoting healthy behaviors and preventing harm.
33. Discuss the importance of team spirit and collaboration in health journalism.
34. Analyze the role of the media in addressing discrimination and stigma associated with HIV/AIDS.
35. How can health journalists ensure clarity of expression in their reporting to reach a wider audience?
36. Explain the significance of an evidence-based approach in health journalism.
37. Discuss the impact of health journalism on healthcare usage and government policies.
38. What is the role of health journalists in promoting the free exchange of ideas and alternative perspectives?
39. Analyze the challenges faced by health journalists in maintaining reliability and timeliness in reporting.
40. How does health communication contribute to changing behaviors in a large-scale target audience?
41. Discuss the responsibilities of health journalists towards readers and society.
42. Explain the role of libraries and the internet as sources of information for health reporting.
43. Analyze the role of celebrities, such as Amitabh Bachchan, in health campaigns like polio eradication.
44. How does the media contribute to monitoring progress towards Sustainable Development Goals in the health sector?
45. Discuss the impact of puppet shows and nukkad natak in health awareness campaigns.
46. Explain the concept of "Pulse Polio Ravivaar" and its significance in the eradication campaign.
47. Analyze the challenges in reporting and addressing sexually transmitted diseases in the media.
48. Discuss the initiatives taken by the government of India in combating HIV/AIDS since the first reported case in 1986.
49. How has the media contributed to the success of health campaigns, and what lessons can be learned from these experiences?
50. Discuss the ethical considerations in reporting health information, especially when dealing with sensitive topics such as HIV/AIDS.

Practice Question for Theory

UNIT- 3

1. Discuss the diverse types of health reporting, emphasizing the ethical considerations in

each category.

2. Explain the significance of accurate and sensitive communication in health reporting and its impact on public health.
3. How do instant communication technologies contribute to the gap in public knowledge about health and medicine?
4. Explore the role of ethical health communicators in developing a health-literate public.
5. Analyze the challenges faced by health and medical writers in maintaining accuracy and clarity in their communication.
6. Evaluate the impact of unintended effects on diverse audiences when health information is not communicated ethically.
7. Discuss the ethical practices that health communication providers should adopt in disseminating information.
8. How can the publication of a single document contribute to eradicating distortion and sensationalism in health reporting?
9. Examine the harmful effects of inaccurate or unbalanced reporting of health and science issues and the role of journalists in addressing them.
10. Evaluate the effectiveness of structures and guidelines, such as WHO's surgical safety checklist, in improving health reporting.
11. Discuss the essential elements of a well-grounded health story, emphasizing fairness, objectivity, accuracy, and proper attribution.
12. Compare and contrast the structure of news reports with that of features, highlighting their respective characteristics.
13. Explore the purpose and elements of editorials in health journalism, emphasizing their role in engaging with complex health issues.
14. Analyze the role of photographs in health journalism and the ethical considerations associated with their use.
15. Critically assess the standard of health reporting in India, considering the prevalent health-related issues and opportunities for improvement.
16. Identify the skill and knowledge gaps affecting medical journalism in India and propose solutions.
17. Discuss the challenges faced by health reporters in India, including the lack of data, non-cooperative officials, and limited news sources.
18. Evaluate the role of health reporting in India during disease outbreaks and public health emergencies.
19. Explore the role of health stories in aiding people and healthcare providers in making optimal treatment choices.
20. Discuss the importance of maintaining connect and relevance in health reporting.
21. Analyze the role of social media in building compelling health stories and bridging communication gaps.
22. Define traditional media and its role in mass motivation, focusing on its use in health communication.
23. Discuss the advantages of traditional media in human communication, considering its embeddedness in culture and tradition.
24. Analyze the role of folk media in publicizing social projects and health-related issues.
25. Explore the advantages of print media in health communication, emphasizing

credibility and cost-effectiveness.

26. Discuss the role of newspapers, magazines, and other print materials in disseminating authentic health information.
27. Evaluate the advantages of electronic media in health communication, with a focus on outreach and message variety.
28. Analyze the role of television and radio in effective health communication.
29. Explore the role of digital media, including mobile phones, computers, and the internet, in disseminating health-related information.
30. Discuss the use of social media tools like YouTube, Twitter, and Facebook in health communication.
31. Evaluate the role of new media in enhancing communication and engagement on health-related issues.
32. Discuss the importance of writing skills in public health and the diverse purposes of writing for different audiences.
33. Evaluate the characteristics of a well-executed technical report in public health writing.
34. Explore the concept of "think globally and act locally" in the context of public health communication.
35. Discuss the structuring of writing, emphasizing the importance of creating a good outline.
36. Analyze the role of technical writers in creating source documents and the importance of responsible writing.
37. Explore content tips for effective health communication, including date and address formats, consistent terminology, and avoiding abbreviations.
38. Discuss writing style tips, including avoiding passive voice, using a direct writing style, and avoiding jargon.
39. Explain the concept of localization in health communication and its significance.
40. Explore the role of experienced language services companies in health communication.
41. Discuss the benefits of involving language services professionals early in the communication process.
42. Analyze the importance of communication with stakeholders in improving health communication processes.

Practice Question for Theory

UNIT- 4

1. What is Information Education Communication (IEC)?
2. Differentiate between direct and indirect communication in the context of IEC.
3. How can the IEC approach use traditional media for health communication?
4. Enumerate the applications of IEC in the delivery of healthcare services.
5. Explain the role of health functionaries in the implementation of IEC.
6. Define Behavior Change Communication (BCC) and its primary objective.
7. How does BCC differ from Information Education Communication (IEC)?

8. Outline the benefits of BCC in promoting health-related behavior change.
9. What are the essential components of BCC strategies?
10. Discuss the importance of community participation in BCC.
11. Define a communication campaign in the context of health communication.
12. Explain the significance of pre-testing in a communication campaign.
13. List the steps involved in pre-testing a communication campaign.
14. Why is it important to gather information on comprehension, attractiveness, and motivation during pre-testing?
15. Discuss the key components that can be evaluated in a health communication campaign.
16. What is the future outlook of health communication in the field of communication?
17. Identify flaws in health communication and provide examples.
18. How have changing trends, such as mobile technology, influenced health communication?
19. Discuss the role of digital technologies in shaping health communication.
20. Give examples of changing trends in health communication.
21. Explain the role of a health communicator in public health campaigns.
22. Differentiate between a health communicator and a traditional PR professional.
23. Outline the duties of a health communication specialist.
24. How can health communication contribute to public policy?
25. Discuss the diverse nature of the health communication field.
26. Define the term "ethics" in the context of health reporting.
27. What are the essential elements of a health news report?
28. Explain the inverted pyramid style of writing in health journalism.
29. How can photographs enhance health journalism?
30. Enumerate challenges faced by health reporters in India.
31. What role does social media play in health communication?
32. Define the concept of "Think globally and write locally" in health writing.
33. Explain the role of traditional media in health communication.
34. List and explain the advantages of traditional media in health communication.
35. Discuss the structure of a health feature and its purpose.
36. What is the role of editorials in health journalism?
37. How does digital media contribute to health communication?
38. Provide examples of tools used in digital media for health communication.
39. Enumerate things to keep in mind for better health reporting.
40. Discuss the challenges faced by health reporters in India.

41. Define the concept of "Constructive use of social media" in health reporting.
42. How can health communication bridge the gap between doctors and patients?
43. Explain the importance of accuracy, clarity, and accountability in health reporting.
44. Differentiate between traditional and digital media in health reporting.
45. Discuss the role of social media in creating cost-effective health communication solutions.
46. How does health reporting contribute to the development of a health-literate public?
47. Define the concept of "invisible plurals" in writing style tips.
48. Explain the role of health reporters in raising awareness about common health issues.
49. Discuss the challenges and opportunities in health reporting in the current scenario.
50. How can health reporters use social media to establish a strong human connection with the audience?
