



BHARATI VIDYAPEETH'S

INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)
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Lesson Plan

Course: BA (JMC) 108 - Health Communication		
BA (JMC) - 1 st Semester	No. of Theory Hours per Week:	No. of Practical Hours per Week:

Course Outcomes (COs):

COs for Theory (BA(JMC) 108)	
CO1	Explain the concepts of public health in India (BTL2)
CO2	Specify the role of media in health communication (BTL6)
CO3	Elaborate health reporting and writing for various media platforms (BTL6)
CO4	Appraise emerging trends in health communication (BTL5)

Recommended Books:

Books	S. No.	Details of the Books
Text Books	1.	John F. McCall (2005). Health and Medical Journalism. (TB1)
	2.	Christina Brown (2003). The Yoga Bible. (TB2)
	3.	Mary-Jane Schneider (2019). Introduction to Public Health. (TB3)
	4.	Bernard J. Turnock (2016). Public Health: What It Is and How It Works. (TB4)
Reference Books	1.	Francis Flaherty (2019). The Elements of Story: Field Notes on Nonfiction Writing. (RB1)
	2.	Everett M. Rogers (1999). Communication for Behavior Change: Writing and Producing Radio Dramas. (RB2)
	3.	Neville W. Goodman and Martin B. Edwards (2006). Medical Writing: A Prescription for Clarity. (RB3)
	4.	Maria Brann (2016). Health Communication: A Multicultural Perspective. (RB4)
	5.	John Schieszer (2016). Covering Global Health: A Guide to Reporting on Emerging Diseases and Other Public Health Threats. (RB5)

Lesson Plan for Theory:

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - I		
1.	Defining health and importance of staying healthy	(TB3)
2.	Public Health: Definition & Concept	
3.	Health Awareness and Role of Yoga	(TB2)
4.	Importance of Yoga in detail	
5.	Major Public Health and Lifestyle Issues in India	(TB3)
6.	Public Health Care System in India	(TB4)
7.	Issues & Problems in Rural India	
8.	Issues & Problems in Urban India	(TB3)
9.	India as a Medical Tourism Destination	(TB1)
10.	Continuation of India as a Medical Tourism Destination	
11.	Buffer Reserved for Revision	
UNIT - II		
12.	The concept of health journalism	(RB4)
13.	Health Journalism: Need	
14.	Health Journalism: Importance	
15.	Roles & Responsibilities of a Health Journalist	(TB1)
16.	Sources of Health Reporting: Abrief	
17.	NFHS reports, UNICEF reports	
18.	WHO, Census	
19.	Role of Media in Public Health Care Campaigns: An introduction	(TB4)
20.	Polio,HIV/ AIDS	
21.	Reproductive Child Health	(TB4)
22.	Buffer Reserved for Revision	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
UNIT - III		
23.	Ethics in Health Reporting	(RB4)
24.	Ethics in Health Reporting continued	(TB1)
25.	Structure and Guidelines for Health Reporting	(RB3)
26.	Structure and Guidelines for Health Reporting continued	
27.	Health Reporting for Various Media: An introduction	(RB5)
28.	Health Reporting for Various Media: An introduction continued	
29.	Health reporting for Traditional Media	(RB3)
30.	Health reporting for print media	
31.	Health reporting for digital media	
32.	Health reporting for Electronic media	
33.	Writing for Public Health Care: Think Globally and Write Locally	(RB5)
34.	Writing for Public Health Care: Think Globally and Write Locally Continued	
35.	Buffer Reserved for Revision	
UNIT - IV		
36.	Define Information Education Communication (IEC): Concept	(RB4)
37.	Functions of IEC	
38.	Importance of IEC	
39.	Define Behavior Change Communication (BCC): Concept	(RB2)
40.	Define Behavior Change Communication (BCC): Concept continued	
41.	Functions of BCC	
42.	Functions of BCC continued	(RB2)
43.	Design Communication Campaign: Pre-test and Evaluation	(RB5)
44.	Design Communication Campaign: Pre-test and Evaluation continued	

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
45.	Future of Health Communication	(RB4)
46.	Changing trends in health communication	
47.	Career Prospects of health communication	
48.	Buffer Reserved for Revision	

Suggested Topics for Presentation:

S.No.	Suggested Topics for Presentation
1	Yoga and Its Role in Public Health
2	Major Public Health Issues in India
3	Health Journalism: Bridging the Gap Between Experts and the Public
4	Media's Role in Public Health Campaigns
5	Ethical Challenges in Health Reporting
6	"Utilizing Key Sources for Health Reporting: NFHS, UNICEF, WHO, Census"
7	"Roles & Responsibilities of Health Journalists in Society"
8	Digital Health Journalism: Leveraging New Media for Health Communication
9	Information Education Communication (IEC) in Health Promotion
10	"The Evolving Landscape of Health Communication"
11	"Writing for Public Health: Global Perspectives and Local Applications"
12	"Structuring Effective Health Reporting: Guidelines and Techniques"

Course: BA(JMC) 158 - Health Communication Lab - I.	
BA(JMC) 2ndSemester	No. of Practical Hours per Week: 02

Course/Lab Outcomes (COs):

COs for Practical [(BA(JMC)] 158	
CO ₁	Create blogs for health awareness. (BTL6)
CO ₂	Prepare features for health and lifestyle issues. (BTL6)
CO ₃	Collaborate in teams to design multimedia messages for behavioural communication. (BTL6)
CO ₄	Enhance reporting skills in health communication. (BTL3)

Lesson Plan for Practical:

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1	1	Blog Writing	Assignment 1
	2	Create a blog post highlighting the ill effects of smoking and drug addiction. Based on an actual case study. (CO3, BTL6)	Q1
	3	Develop a blog series focusing on various health issues prevalent in society. Choose one health issue, such as malnutrition, and write a blog post that addresses its causes, consequences, and potential solutions. (CO3, BTL6)	AQ1
2	1.	Feature writing	Assignment 2
	2.	Prepare a feature article for a health magazine titled "Living a Healthy Lifestyle: Practical Tips for Wellness." (CO3, BTL6)	Q1
	3.	Examine the challenges and innovative solutions for promoting sustainable practices in urban communities. Discuss the role of media, education, and community initiatives in fostering eco-friendly lifestyles for a greener future. (CO3, BTL6)	AQ2

3.	1.	Multimedia Presentation	Assignment 3
	2.	Collaborate in teams to design multimedia messages (Audio/ Video) for behavioral communication. (CO2, BTL6)	Q3
	3.	Work in a team to create a multimedia presentation on lifestyle health issues. Incorporate images, videos, and relevant statistics to highlight the impact of sedentary lifestyles, unhealthy eating habits, or stress on overall health and well-being. (CO2, BTL6)	AQ3
4.	1.	Reporting	Assignment 4
	2.	Plan and design an Information, Education, and Communication (IEC) message and media materials for behavior change communication. Choose a specific health issue, such as tobacco use or safe driving practices, and create a comprehensive campaign that includes posters, brochures, and audio-visual materials. (CO4, BTL6)	Q4
	3.	Design a comprehensive BCC campaign plan that incorporates both traditional media and emerging digital platforms to effectively engage the target audience. (CO4, BTL6)	AQ4

Testing Schedule:

Nature of Test	Feb	March	April	May
Surprise Test (ST)	ST in any of the Weeks	-	-	-
Mid Term Test (MT)	-	TBAL		-
Class Test (CT)	-		CT in any of the Weeks	-
Supplementary Test (Sp.T)	-	-		Sp. T in 1 st Week

Nature of Test	Feb	March	April	May
Assignment Submission Schedule	<p>Assignment-1 is to be submitted One Week after completion of Unit-1 and Unit-2.</p> <p>Assignment-2 is to be submitted One Week after completion of Unit-3.</p> <p>Assignment-3 is to be submitted One Week after completion of Unit-4.</p>			

Suggested Topics for Presentation:

S.No.	Suggested Topics for Presentation
1	Designing Effective Health Communication Campaigns
2	Behavior Change Communication (BCC) Strategies
3	Future Trends in Health Communication and Journalism
4	"Career Opportunities in Health Communication: Trends and Prospects"
5	"Case Studies in Successful Health Communication Campaigns"