

Media Perspectives on Health and Social Care

Module Code:	HWS5004-B
Academic Year:	2018-19
Credit Rating:	20
School:	School of Nursing and Healthcare Leadership
Subject Area:	Health, Well-Being and Social Care
FHEQ Level:	FHEQ Level 5

Pre-requisites:

Co-requisites:

Contact Hours

Type	Hours
Lectures	24
Tutorials	24
Directed Study	152

Availability Periods

Occurrence	Location/Period
BDA	University of Bradford / Semester 2 (Feb - May)

Module Aims

To develop knowledge and understanding of the relationship between the media and health and social care, in order to analyse the impact on individuals, services and organisations

Outline Syllabus

Understanding the mass media; models of mass communication, pressure groups, economic influences, how stories/messages are constructed and reported.

Influences on the media; types of media and likely coverage, issues of content - how health care is represented and types of topic likely to be presented in different media, images of health, illness the NHS and healthcare professionals. The impact on health and social care; how people use the media, disjunctive reporting, social impact, impact on policy. The

representation of a number of health related issues will be considered e.g. children as victims, using fear as persuasive messages in health scares, infection and lifestyle choices, stigmatising coverage in issues such as mental illness, AIDS, older people
Conveying messages; presenting information well, politics and public relations, advertising and editorial, press releases.

Module Learning Outcomes

On successful completion of this module, students will be able to...

- 1 Discuss the representations of health and social care issues by the media.
- 2 Review the importance of mass media for an understanding of the experience of health, wellbeing and illness
- 3 Analyse the impact which the mass media may have on health and social care organisations and services.
- 4 Discuss how various media can be used to convey information related to health, wellbeing and social care.
- 5 Use a range of sources to gather information, analyse and present in an appropriate way.
- 6 Develop effective communication skills, through group work, peer feedback and presentation of written and verbal information.

Learning, Teaching and Assessment Strategy

LO 01 - 04 to be addressed in lectures and seminars which will provide students with the opportunity to acquire the information to enhance their knowledge of communication and media models, representation of health in the media and its impact.

LO 02 & 03 to be addressed by involvement of guest speakers from a range of media services this will enhance students' ability to appraise the impact of mass communication on the representation of health and wellbeing

LO 05 & 06 to be addresses in group work and group tutorials, students will discuss and feedback using examples of health representation in the media for analysis,

LO 06 - 06 to be addressed by directed study to provide students with the opportunity to read key texts to support assessment development and access additional material and links on the VLE

LO 01 - 06 to be addressed by directed study will also include preparation for tutorials/workshops or individual tutorials with the module leader

Assessment: LO 01 - 06 is assessed via a 3000 word case study that will analyse the

relationship between the media and a health topic of the students choice.

Assessment: LO 01 - 06 is assessed via a 3000 word case study that will analyse the relationship between the media and a health topic of the students choice.

Mode of Assessment

Type	Method	Description	Length	Weighting	Final Assess'
Summative	Coursework	Case study analysing the relationship between the media and a health topic of the students choice	-3000 words	100%	Yes

Legacy Code (if applicable)

HH-5009D

Reading List

To view Reading List, please go to [rebus:list](#).