

Kurzus kódja(i):	BMI-FLMD-322E.44
Kurzus címe:	Health Communications
Tanár neve:	Dr. Müllner András, Dr. Barış Bulunmaz, Didem Başak Ergün
Kurzus időpontja, helye:	<ol style="list-style-type: none"> 1. Seminar: 17th of Febr., 12:30-14:00, Room -137 2. Seminar: 18th of Febr., 12:30-14:00, Room 34 3. Seminar: 19th of Febr., 12:30-14:00, Room 251 4. Seminar: 20th of Febr., 12:30-14:00, Room -137 5. Seminar: 21st of Febr., 12:30-14:00, Room -137 6. Seminar: 27th of Febr., 12:30-14:00, Room -137 7. Seminar: 19th of March, 12:30-14:00, Room -137 8. Seminar: 26th of March, 12:30-14:00, Room -137 9. Seminar: 16th of April, 12:30-14:00, Room -137 10. Seminar: 23th of April, 12:30-14:00, Room -137 11. Seminar: 7th of May, 12:30-14:00, Room -137 12. Seminar: 14th of May, 12:30-14:00, Room -137
Kurzus típusa:	Gyakorlat
Kurzus leírása:	<p>Part 1.</p> <p>The strong relationship between health and platforms of new media is our daily experience. This strong connection is evidently appears when we see people diagnosing themselves by searching information about diseases on the internet, and then they become good or bad self-curing doctors. Another aspect of the above mentioned strong relationship is how health is communicated on the social level, who are the agents of that communication and what legitimation they have.</p> <p>Due to our brand new Erasmus-contract with the Hasan Kalyoncu University, visiting professor Barış Bulunmaz will arrive at our department in February 2020, to teach a course on the aspects of health communication. The course includes subjects like introduction to health communication, history of health communication, theories of health communication, approaches to health communication planning and process, communication between patients and health providers, the media and health communication, health promotion and health campaigns, health communication and new media age, new technologies and health campaigns, new media and patient-health provider communication, eHealth and a research on the use of social media in health practices.</p> <p>Dr. Bulunmaz is an associate professor at Hasan Kalyoncu University, Faculty of Communication in Gaziantep, Turkey. He was at USA in 2018, and led a research in the field of health Communication</p>

	<p>Part 2.</p> <p>Do you know how does media selectively cover particular health issues rather than others? What is the social construction of conditions/diseases as new epidemics? What kind of medicalization and pathologization are behind several conditions? How can mass media and films influence emotions, attitudes and opinions about health issues, or issues of gender and racial stereotyping? What kind of social and cultural anxieties underlie the popular representations of contagious diseases and epidemics like virus outbreaks, and deadly infections that plagued many horror films?</p> <p>People’s understanding of health and disease are shaped not only by medical discourses. Since the earliest days of illustrations of diseases, the sick and even the dead bodies, image-based discourses have been powerfully producing and reproducing people’s ideas and beliefs about health and disease. The visual iconographies of disease produced by medical illustrations and visual arts from ancient drawings to engravings, from painting to photography and finally in mass media and cinematic images affect lay understandings and practices of health and illness. The pivotal role played by media and mass communication in improving individual and public health and disseminating health information is undeniable. However, negative effects are also involved such as information and images produced can contribute to oppressive categorizing and stereotyping discourses. As documented historically, the representations of diseases and sick bodies have often been blended with other images such as invasions, war, xenophobia, vilification and such, producing moral judgements, negative ideas and emotions.</p> <p>With this perspective, this part of the course is dedicated to exploring how visual representations of diseases, disorders, epidemics and sick bodies are embedded in socially and historically constructed categories of race, gender and sexuality. The course will be also attentive to understand how centuries old iconographies of sickness and sick bodies have been appropriated today through visual imagery such as the parallelism drawn between Syphilis and HIV/AIDS. Not only focusing on cinema and television, but also including advertisement, entertainment, and news media, the course will pay special attention to the topics above.</p> <p>Didem Başak Ergün was graduated at Middle East Technical University, Ankara. Currently a PhD candidate in Eötvös Lorand University in Film, Media and Cultural Studies Programme. Teaching at the same faculty since 2014 various courses such as: Middle Eastern Women: Women’s Bodies vs. Women’s Words; From Apocalypse to Promised Land: Politics and Culture of Emotions ; The Screen on the Psychoanalytical Couch: Culture, Psyche and Media/Film Studies</p>
<p>Course expectations and conditions of having a grade:</p> <p>Kurzus teljesítésének követelményei:</p>	<p>Presence and participation,</p> <p>a seminar lecture (in the 2nd session of the course),</p> <p>and a final paper</p>

<p>Required/offered readings and films:</p> <p>Kötelező/ajánlott irodalom és filmek:</p>	<p>DETAILED OUTLINE: READINGS AND RECOMMENDED FILMS</p> <p>MEDICAL WAYS OF SEEING</p> <p>“Medical Ways of Seeing” in Ostherr, Kirsten. <i>Medical visions: Producing the patient through film, television, and imaging technologies.</i> Oxford University Press, 2013.</p> <p>Lity Ostherr, Kirsten. "Contagion and the boundaries of the visible: the cinema of world health." <i>Camera Obscura</i> 17, no. 2 (2002): 1-40.</p> <p>Recommended films:</p> <p>Hemolytic Streptococcus Control, (1945) United States Navy training film,</p> <p>The Eternal Fight, (1948) United Nations film</p> <p>MEDICAL AND SOCIAL CONTRUCTIONS OF ILLNESS, EPIDEMICS AND SICK BODIES</p> <p>“Indexical Digital: Representing contagion in the postphotographic area” in Ostherr, Kirsten. <i>Cinematic prophylaxis: Globalization and contagion in the discourse of world health.</i> Duke University Press, 2005.</p> <p>“Newspaper coverage of 2003 SARS outbreak” and “Effects of rationality and story attributes on SARS Perception” in Powers, John H., and Xiaosui Xiao, eds. <i>The social construction of SARS: Studies of a health communication crisis.</i> Vol. 30. John Benjamins Publishing, 2008.</p> <p>Recommended films:</p> <p>Contagion (2011) Directed by: Steven Soderbergh</p> <p>HEALTH DOCUMENTARIES AND PUBLIC HEALTH COMMUNICATION</p> <p>“How the Healthcare Industry is using animated videos to forge human connections.”</p> <p>“Animated Documentary and Mental Health” in Bolaki, Stella. <i>Illness as many narratives: arts, medicine and culture.</i> Edinburgh University Press, 2016.</p> <p>The construction of masculinity as a toxic Public Health issue.</p> <p>Recommended documentaries:</p> <p>The Mask You live in (2015)</p> <p>Various Health awareness raising videos (To be provided by the lecturer)</p> <p>POPULAR CULTURE</p>
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Introduction: the Use of Popular Culture in Medical and Health Education” in Kendal, Evie, and Basia Diug, eds. Teaching Medicine and Medical Ethics Using Popular Culture. Springer, 2017.

Introduction: Medicine, Health, and Bodies in American Film and Television J. Reagan, Nancy Tomes, and Paula A. Treichler IN Leslie J., Nancy Tomes, and Paula A. Treichler, eds. Medicine's moving pictures: medicine, health, and bodies in American film and television. University Rochester Press, 2007

EPIDEMICS, PANDEMICS AND OUTBREAKS

Images of Plague: Infectious Disease in the Visual Arts, Daniel M. Fox and Diane R. Karp

Pandemics: waves of disease, waves of hate from the Plague of Athens to AIDS, Samuel K. Cohn

Epidemic Entertainments: Disease and Popular Culture in Early-Twentieth-Century America, Nancy Tomes

Johan Höglund, « Eat the Rich: Pandemic Horror Cinema », Transtext(e)s Transcultures.

Infectious Diseases in Cinema: Virus Hunters and Killer Microbes, Georgios Pappas et al.

Recommended films:

Dawn of the Dead (2004). Directed by: Zack Snyder.

Train to Busan (2016) Directed by: Yeon Sang-ho

HIV/AIDS

"AIDS in Film and Television." Oxford Bibliographies in Cinema and Media Studies. Ed. Krin Gabbard. New York: Oxford University Press (2019).

De Lacerda, António Pais. "Cinema as an Historical Document: AIDS in 25 years of Cinema." Journal of Medicine and Movies 2 (2006): 102-13

Medicine, Popular Culture, and the Power of Narrative: The HIV/AIDS Storyline on General Hospital, Paula A. Treichler in Leslie J., Nancy Tomes, and Paula A. Treichler, eds. Medicine's moving pictures: medicine, health, and bodies in American film and television. University Rochester

Recommended films:

The Normal Heart (2014) Directed by Ryan Murphy

Dallas Buyers Club (2013) Directed by: [Jean-Marc Vallée](#)

CONSTRUCTION OF OBESITY AS AN EPIDEMIC

Fat Bodies/Thin Critique: Animating and Absorbing Fat Embodiments by [Anna E. Ward](#)

'We're kind of devolving': visual tropes of evolution in obesity discourse Francis Ray White

"Slow Death: Sovereignty, Obesity, Lateral Agency" in Cruel Optimism, Laurent Berlant

Recommended Films:

Precious (2009) Directed by: Lee Daniels

Mary and Max (2009) Directed by: Adam Eliot

Gordos (2009) Directed by: Daniel Sánchez-Arévalo.

Documentary: Sugar Coated (2015) directed by Michele Hozer