

CMN 100

Professional Health Communication

1. Course Description

This workshop course, especially designed for students studying public health, occupational health, and social work, stresses effective communication in professionally relevant forms and contexts. The course explores the complex relationships between communicators, audiences, and varying discursive practices. Students will be introduced to fundamental concepts of rhetoric, document design, professional writing, research, and analysis and use them to persuasively communicate discipline-specific information and goals to diverse audiences. **Lab: 3 hrs.**

2. Course Objectives & Learning Outcomes

- To analyze audience, constraints, and medium to respond appropriately to professionally relevant communication contexts
- To use appropriate genres, technologies, and persuasive strategies to achieve communication goals
- To communicate technical and research material clearly and precisely to non-technical audiences
- To develop a sensitivity to language and tone and to learn to organize and convey ideas and information

3. Topics Covered

- 3.1 Communication Theory
- 3.2 Rhetorical strategies
- 3.3 Professional and technical writing
- 3.4 Document and visual design
- 3.5 Genres of professional health communication

All topics will be covered but not necessarily in the order listed above.

4. Teaching Method

4.1. Workshops

In this workshop course, students will prepare assignments with the guidance of the instructor.

4.2. Graded Assignments

Students will prepare at least three professionally relevant assignments. The weight of each assignment will be announced by the instructor within the first two weeks.

5. Course Materials

5.1. Textbooks

Course reading materials may be provided in electronic form OR in a reading package available at the Ryerson bookstore.

In addition, other readings may be assigned and provided by the instructor.

6. Course Policies

6.1. University Policies

Students are required to adhere to all applicable university policies found in their Online course shell in D2L and the [Course Outline Policies](#).

6.2. Print and Digital Copying Guidelines:

Ryerson University complies with [Canada's Copyright Act](#) which protects both creators/owners and users of copyrighted materials. Students should familiarize themselves with [Ryerson's Copyright policies and procedures](#), and contact the Copyright and Scholarly Engagement Librarian at copyrt@ryerson.ca for questions, concerns and clarification of the copyright rules.

6.3. Turnitin.com

Turnitin.com is a plagiarism prevention and detection service to which Ryerson subscribes. It is a tool that helps instructors determine the similarity between student work and the work of other students who have submitted papers to the site (at any university), Internet sources, and a wide range of books, journals and other publications. While it does not contain all possible sources, it gives instructors some assurance that students' work is their own. No decisions are made by the service; it generates an "originality report," which instructors must evaluate to judge whether something is plagiarized.

Students agree by taking this course that their written work will be subject to submission for textual similarity review to Turnitin.com. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of comparing the similarity of such papers. Use of the Turnitin.com service is subject to the terms-of-use agreement posted on the Turnitin.com website. **Students who do not want their work submitted to this plagiarism detection service must, by the end of the second week of class, consult with their instructor to make alternative arrangements.** Even when an instructor has not indicated that a plagiarism detection service will

be used, or when a student has opted out of the plagiarism detection service, if the instructor has reason to suspect that an individual piece of work has been plagiarized, the instructor is permitted to submit that work in a non-identifying way to any plagiarism detection service.

6.4. Email Communication

Ryerson requires that any official or formal email communication from students be sent from their official Ryerson electronic accounts.

6.5. Video and Audio Recording

No video or audio recording is permitted in class without the express permission of the instructor.

7. Ryerson's Learning Management System

Ryerson University supports Brightspace by D2L as its official Learning Management System. University Policies governing Brightspace have been documented at the [Courses @ Ryerson Privacy and Security website](#).