

Tutorial Letter 201/1/2018

**Intercultural, development and health
communication**

COM2603

Semester 1

Department of Communication Science

This tutorial letter contains important information
about your module.

BARCODE

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NOTE:

This tutorial letter contains feedback on your assignments as well as examination information for the May/June 2018 examination.

1 INTRODUCTION

Dear Student

Welcome to COM2603. We hope that you are well on your way with your studies. Remember that your lecturers are available to help you. Please contact us if you need academic assistance. This tutorial letter contains detailed comments on the three assignments you have submitted (Intercultural, Development and Health Communication). It also includes guidelines on preparing for the May/June 2018 examination.

2 COMMENTS ON COMPULSORY ASSIGNMENT 01

ASSIGNMENT 01

UNIQUE ASSIGNMENT NUMBER	790092
CLOSING DATE	9 MARCH 2018

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INTERCULTURAL COMMUNICATION

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DEVELOPMENT COMMUNICATION

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INTRODUCTION

(2½)

Provide a general introduction to the entire assignment introducing all three sections of this assignment.

SECTION 1 INTERCULTURAL COMMUNICATION

QUESTION 1

Discuss the following building blocks of communication and provide examples related to the intercultural context:

1.1 Define culture and refer to its characteristics (5)

Culture refers to “learned patterns of perceptions, values and behaviours, shared by a group of people that are dynamic and heterogeneous. Culture also involves emotions and feelings” (Martin et al 2015:23).

The first characteristic of culture is that it is learned, although human beings share some habits such as eating or sleeping, each cultural group has a unique way of eating for example. These habits are usually learnt from the members of our cultural group such as family, neighbours and so forth.

Secondly, culture involves perceptions and values which means that our cultural experiences influence how we perceive or respond to certain events or people.

Thirdly, **culture involves feelings**. Individuals tend to feel more comfortable when they are in their own cultural surroundings or among members of their own cultural group. Conversely, individuals may experience discomfort when they are in another cultural environment. Culture is also shared; members of a cultural group usually share attributes, beliefs or behaviour.

Lastly, **culture is dynamic and heterogeneous**. This means that culture is not rigid and that members of a cultural group are different. You had to highlight and discuss each of these characteristics in detail.

1.2 Context: distinguish between political and historical context (5)

Context refers to the physical or social situation in which communication occurs (Martin *et al* 2013).

Political context refers to the political climate for example, relations among diverse cultural groups; how various cultural groups are treated by political leaders or inequalities between cultural groups in a society.

These are some of the political conditions that may influence intercultural communication.

Historical context refers to history between racial or ethnic groups (e.g. colonialism or apartheid in Africa) and it also impact intercultural communication.

1.3 Power with emphasis on two types of group related power (5)

Cultural groups are usually characterised by power imbalances as certain groups tend to possess more power than others.

According to Martin *et al* (2013) there are two types of group-related power.

One involves membership in involuntary groups such as race or ethnicity, power imbalances among these groups tend to be permanent as it is not possible to change your race.

The second type of group-related power involves membership in voluntary groups such as geographic location or socioeconomic status and is changeable (Martin *et al* 2013).

QUESTION 2

2.1 Employees at Mukwevho Warehouse seem to be having problems because of cultural differences. You have discovered that the source of their communication challenges is their differences in work-related values. Discuss the following work-related values and provide examples.

2.1.1 Individualism vs collectivism (5)

In individualistic societies, workers have clearly defined roles and usually individuals will be rewarded for excellent work (Martin et al 2015).

This can lead to competition between individuals in the workplace.

In collectivist societies, individuals work in teams or units. Individuals usually help one another in order to achieve the goals of the team.

At Mukwevho warehouse, communication challenges could be caused by the fact that some employees have an individualist orientation while others are from collectivist societies.

2.1.2 Task vs relationship priority (5)

In certain societies, emphasis is placed on tasks than on relationships and this is usually the case in individualist societies (Martin *et al* 2013).

In other societies, emphasis is placed on relationships, which means you need to build strong relationships (e.g. friendships) with the people, your colleagues or business associates.

2.2 You also advised the employees at Mukwevho Warehouse to study intercultural communication since the company is planning to expand globally. Discuss the economic imperatives as one of the imperatives for studying intercultural communication, by focusing on the following:

2.2.1 The workplace (2½)

Many companies have a cultural diverse workforce and therefore have to learn how to communicate or accommodate cultural differences (Martin *et al* 2013).

Moreover, having a diverse workforce has benefits for organisations. For example, having diverse employees could also draw diverse customers.

In addition, individuals with different cultural experience could bring diverse ideas that could expand a company.

2.2.2 The global economy (2½)

Due to globalisation, companies may find themselves importing or exporting products or even forming partnerships across the globe (Martin *et al* 2013).

As a result most business leaders need to learn about different cultural or national groups and effective ways of communicating with them.

<p>SECTION 2 DEVELOPMENT COMMUNICATION</p>

QUESTION 1

1.1 Define corporate social responsibility (CSR) with practical examples of actual organisations that partake in this cause. (5)

The goal or motivation of large organisations to commit to developing communities and contributing to initiatives that uplift their employees, society, etc to contribute to sustainability and development (Martin *et al* 2013:245).

Practical examples include: Nedbank contributes to CSR, the Coke company, KFC contributes money from certain meals to disadvantaged kids etc.

1.2 Provide an explanation of the role of the communication expert in CSR. (5)

In corporate social responsibility the communication expert liaises between the company and the stakeholders, he or she interacts and maintains relationships with the different stakeholders. They stimulate dialogue between the diverse cultures in the organisation.

This is a rather strategic position since the person needs to work in conjunction with the company's objectives, he or she also generates ideas strategically (Maritn et al 2013:246).

1.3 Provide a discussion on "eurocentric style of doing business" and explain how this style does not always address community needs. (5)

This style is different in that it works in a certain manner, a certain behaviour is maintained, certain dress style, and communicates in a certain manner, it is a rather professional style type.

Corporate culture is developed by an organisation and different cultures need to adapt to this style. Communities requiring the help of CSR are usually disadvantaged and are thus very different to the organisational culture already developed. Thus communities are almost at a disadvantage since they are rather different to these Eurocentric styles of huge organisations they are obtaining assistance from (Martin et al 2013:245).

Example: rural ideologies are rather different to urban ones, thus if an organisation wants to build a school in a rural area as part of CSR initiative the cultural beliefs are different in the community if they only prefer home schooling for example.

Thus the community needs are different to the organisation and this can hamper efforts rather than contribute to upliftment.

QUESTION 2**The use of mass media in development communication**

Explain how the following media can be used to promote development support communication, provide practical examples from the media to support your discussions.

2.1 Press**(4)**

The press in third world countries was developed during colonial rule and after world war two these countries obtained independence but still operated according to the colonial perspective.

This press was used to promote news to the European community.

In African countries mostly one paper existed that was published in the urban areas and not in the rural areas (University of South Africa 2008:108).

After independence the new governments used the paper to promote nation building, economic development and education.

It was meant to promote societal aspects promote nation building and praise the government accordingly (University of South Africa 2008:108).

Examples:

The Sowetan, the Star etc provide educational inserts for the publics, newspapers are used in rural areas as reading material for teachers (University of South Africa 2008:108).

2.2 Radio

(5)

Radio is more accessible in rural areas among illiterate people, radio was used to promote development in many countries in the following way:

- Open broadcasting: broadcasting information that can benefit audiences related to agriculture, health campaigns, drama and humour shows were used to motivate audiences.
- Instructional radio: used to promote formal education in rural remote areas and act as a substitute teacher.
- Radio schools: used for non-formal education among groups to teach literacy to adults.
- Radio rural forms: promoted farming with experts, education on farming, interactive sessions.
- Community radio: broadcasted to a specific geographical community. Promotes the interests of the community.

Examples:

Different types of community radio in your country.

2.3 Television

(3)

Stimulated development in third world countries, news, entertainment, educational programs were aired to audiences. Educational TV was used to promote school teaching to audiences.

Examples:

Educational television programs from your country.

2.4 Film**(3)**

Film was used differently in past and present times, example in South Africa film or documentaries was limited to promote apartheid ideology.

Access to film is more limited than television.

Hollywood films promote western ideology while Bollywood films promote eastern ideology (University of South Africa 2008:110).

SECTION 3 HEALTH COMMUNICATION

QUESTION 1

Please refer to both your study guide as well as prescribed text book in order to answer this question.

1.1 Define health communication and provide practical examples to support your answer (medical setting examples only). (5)

Health communication is communication that takes place in a medical setting, between a HCP (doctor, nurse, etc.) when aiming to diagnose and treat illness.

It is the dissemination of information related to disease and illness between participants in the healthcare process.

It is ongoing and a dynamic interaction process that may lead to mutual understanding between the participants in the process (University of South Africa 2008).

1.2 Provide a discussion on the importance of communication in healthcare settings. Provide practical medical examples to substantiate your discussion. (5)

Communication is extremely important in healthcare settings since it facilitates understanding between both the healthcare professional and the patient.

In different healthcare settings where patients or healthcare professionals are culturally diverse communication competence facilitates effective understanding of healthcare and treatment options for patients as well as reduces frustration levels in the healthcare professional relationship (Martin et al 2013:219).

Healthcare professionals need to learn and understand cultural sensitivity especially in a diverse country like SA. Medical schools should incorporate intercultural communication in curricula so that diverse cultures are respected in the medical arena. The entire medical team (example doctors, nurses etc) should be trained to cater for diverse communication with different cultures.

In some cultures, certain medical conditions or treatments are held with different culturally bound principles or hold different stigmas (AIDS, cancer, abortion etc). Thus healthcare professionals need to respect such communication and become aware of it.

Healthcare professionals need to treat the patient and not only the symptoms as indicated in the biomedical model for scientifically treating and illness.

The patient is the actual person living with the illness thus effective communication is essential for diagnosing, treating and ensuring that treatment adherence occurs.

Medical jargon should also be avoided during interactive sessions with patients.

1.3 Provide an explanation of language barriers and its effects on healthcare services, provide examples to support your explanation. (5)

Language barriers cause huge mishaps in healthcare service delivery.

If the spoken language is not understood, both patients and healthcare providers can become confused. In a culturally diverse country like South Africa medical doctors need to learn and understand African languages in order to assist patients maintain adherence. Without interpreters, medical doctor's even pharmacists can become confused and patients can be disadvantaged. In medical schools around SA different official languages are being thought in relation to the provincial area the university is found within.

However medical professionals need to understand what is communicated to them in order to assist a patient effectively (Martin et al 2013:220).

If a patient speaks isiZulu and is treated by a doctor who only speaks English the patient and the doctor will be confused and frustrated. If a patient misunderstands a doctor's instructions for medication dosage the patients' health can further be disadvantaged.

QUESTION 2

Concepts in Health Communication

Refer to the scenario below in order to answer the questions that follow. Please remember to reference all in-text sources used to explain theoretical definitions below. Refer to CMNALLE tutorial letter.

Sipho is ill, he needs to obtain help from a medical doctor. He goes to the hospital and meets a nurse, a pathologist and sees a physiotherapist. Back at home his mother insists he should see a Sangoma about his health. But his father and brother advise him to go the hospital. Sipho feels confused about where he should go for help. He is of the opinion that a hospital is a more formal setting than a Sangoma's house.

2.1 Provide a definition of a healthcare professional with practical examples of such from the scenario above. (3)

Health professionals refer to a number of specialised people who are directly involved in the process and the provision of the healthcare process (University of South Africa 2008:188).

An example of these people could include doctors, nurses, pathologist, physiotherapist and Sangoma.

2.2 Provide a definition of a patient with an example from the scenario of such a person. (3)

People who make use of the services in the healthcare system (University of South Africa 2008:188).

People who are ill usually are patients, Siphos is a patient in the case of the scenario above.

2.3 Provide a definition of significant other with practical examples of such from the scenario above. (3)

In the healthcare setting significant others refer to people or groups of people that can support a patient in the medical setting (University of South Africa 2008:188).

Examples from the scenario include: Siphos's mother, father and brother.

2.4 Define clients and provide practical examples of such from the scenario above. (3)

People on the receiving end of healthcare examples include: patients and significant others (University of South Africa 2008:189).

2.5 Explain what you understand by a health communication context and provide examples from the scenario above to substantiate your answer. (3)

Health communication context refers to relationships that are said to exist in health communication settings (University of South Africa 2008:189).

It is explained in the study guide that these relationships are influenced by participants within a particular healthcare scenario.

Practical examples include interpersonal and small group contexts.

CONCLUSION (2½)

Provide a general conclusion to all three sections of this assignment.

TECHNICAL PRESENTATION [5]

TOTAL [100]

TECHNICAL PRESENTATION

Make sure you did the following:

- Write an introduction to your assignment.
- Add a table of contents to your assignment.
- Reference in-text throughout your assignment where you used the work of other authors, including your study guide.
- Compile a list of “sources consulted” with full source references for the work of other authors.
- Reference consistently throughout your assignment.

- Write a conclusion to your assignment.
- Structure your assignment correctly with consistent numbering.

You were required to refer to Tutorial Letter CMNALLE/301 for correct referencing techniques in the text and the sources consulted. Please note that you were expected to refer to *Study Guide for COM2603/COM2048* (2008) throughout the theoretical part of the assignment.

Remember, if you did not acknowledge your references, you have made yourself guilty of plagiarising information from the study guide.

Furthermore, the assignment must be technically correct in terms of the table of contents, declaration and correct hierarchy of headings in the table of contents and throughout the assignment – refer to Tutorial Letter CMNALLE/301 for further details and examples.

3 COMMENTS ON MULTIPLE-CHOICE ASSIGNMENT 02

ASSIGNMENT 02

UNIQUE ASSIGNMENT NUMBER	741920
CLOSING DATE	9 APRIL 2018

SECTION 1 INTERCULTURAL COMMUNICATION
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Question 1

Option 4 is the key

The last option reflects the phases that characterise minority identity development.

Although majority identity development also involves some of the stages identified in minority identity development, there are some differences (Martin et al 2015).

Use your prescribed book for more information.

Question 2

Option 2 is the key

According to the U-curve theory of adaptation, the first phase that immigrants go through when adapting to a new cultural situation is anticipation or excitement, especially if they are moving to a new culture or area (Martin, Nakayama, Van Rheede Van Oudtshoorn & Schutte 2013).

Other options refer to the second and last phase.

Option 3 is a distractor.

Use your prescribed book for more information

Question 3

Option 1 is the key

Multicultural people with an encapsulated identity feel torn between two cultural groups and struggle to make a choice between two cultures.

They feel pressure from both cultural groups but never feel comfortable with any of the groups (Martin et al 2013).

Question 4

Option 1 is the key

Value frameworks tend to ignore individual variation between individuals belonging to one cultural group and may reduce individuals to stereotypes associated with their group.

Value frameworks also ignore similarities between different cultural groups and place emphasis on uniqueness of each group (Martin et al 2013).

Question 5**Option 2 is the key**

A feminine orientation is characterised by nurturance, service to others or quality of life. (Martin et al 2013).

Option 4 is a distractor while other options are characteristics of a masculine orientation.

Question 6**Option 3 is the key**

In compromise style, both partners give up some of their beliefs in order to accommodate one another (Martin et al 2013).

The other options refer to other styles used in intercultural marriages and are incorrect.

Refer to your prescribed book for more information on these styles.

Question 7**Option 2 is the key**

Goal conflict occurs when people disagree about a preferred outcome while destructive conflict involves threat, deception and poor communication (Martin et al 2013).

Affective conflict on the other hand on the hand occurs when people realise that their feelings and emotions are incompatible.

Option 4, is a distractor, all conflict is characterised by perceived or real incompatibility of goals.

Refer to your prescribed book for more information on various types of conflict.

Question 8**Option 2 is the key**

Gender identity refers to male or female whereas a sexual identity refers to your sexuality e.g. being homosexual or heterosexual and therefore these options are incorrect (Martin et al 2015).

The correct options are B and C.

Refer to your prescribed book for more information on social identities.

Question 9**Option 4 is the key**

Ethnocentrism is the belief that one's cultural or national group is superior to others (Martin et al 2015).

Stating that your national group or country is superior to another as Busi did reflects an ethnocentric attitude.

Question 10**Option 3 is the key**

The engagement style is a conflict resolution style that emphasise a verbally direct and confrontational approach to dealing with conflict (Martin et al (2013).

SECTION 2**DEVELOPMENT COMMUNICATION****Question 11****Option 4 is the key**

Indigenous knowledge is knowledge that is developed by local community, such as alternative medicine exemplified by the use of herbs found in the local community for certain diseases (University of South Africa 2008).

Question 12**Option 3 is the key**

According to the development theory, problems in the Third World are caused the domination (e.g. economic) of Third world countries by Western countries (University of South Africa 2008:94).

Question 13**Option 2 is the key**

Early modernisation theorists believed that development is imposed from outside and that societies progress from traditionalism to modernity (University of South Africa 2008).

Question 14**Option 2 is the key**

According to participation as emancipation or empowerment approach, development projects should be initiated by the community (University of South Africa 2008).

The local community should also participate in decision-making processes.

Question 15**Option 1 is the key**

Innovators are the first people to adopt an innovation (University of South Africa 2008).

Question 16**Option 2 is the key**

The aim of the development support communication expert at micro level is to “develop appropriate messages and strategies such as creating posters, pictures and symbols in order to translate technical messages to the community” (University of South Africa 2008:153).

Question 17**Option 2 is the key**

In communication for social transformation, a two-way interaction between receivers and a source or communicator is referred to as participation (Martin et al 2013).

Question 18**Option 2 is the key**

Idealisation of Western journalistic values such as neutrality or objectivity and extensive use of English in media, computing or most television channels are example of media imperialism.

Question 19**Option 1 is the key**

The participatory approach advocates for the use of folk media.

Folk media are media used or popular in the local community; examples include puppetry, story-telling, folk dances and so forth (University of South Africa 2008).

Question 20**Option 3 is the key**

Development journalism is based on the view that the state has the right to control the media and that the media should report on the positive news or development projects initiated by the government (University of South Africa 2008).

SECTION 3 HEALTH COMMUNICATION

Question 21**Option 1 is the key**

Sarah and Dr Muller display a healthcare provider/professional (HCP) and patient relationship in the medical system.

The other keys are incorrect since Sarah visits her doctor alone thus they display a HCP-patient relationship.

Question 22**Option 3 is the key**

As indicated in the scenario “Dr Muller listens attentively to Sarah and nods his head now and then. He also displays an intent, serious look at her and her rash. He raises his eyebrows before he diagnoses her.”

The other options are all incorrect.

Question 23**Option 4 is the key**

As indicated in the scenario above Sarah’s mother referred her to the specific medical doctor.

The other options are incorrect.

In a country like South Africa family plays a peak role in patients’ healthcare.

Question 24

Option 1 is the key

State owned and state funded hospitals are also referred to as provincial hospitals in South Africa.

Private hospitals provide private care to patients who usually belong to a medical aid scheme.

Private care is run on commercial lines and caters for the middle and high income earners (Martin, Nakayama, van Rheede van Oudtshoorn & Schutte 2013:227).

In a country like South Africa majority of the population seek public healthcare services.

Question 25

Option 4 is the key

A formal healthcare setting refers to large healthcare facilities usually based in urban areas (University of South Africa 2008:245).

As indicated in the scenario above the Steve Biko academic hospital is considered a formal healthcare setting.

The other options are incorrect.

Question 26

Option 1 is the key

An informal healthcare setting can refer to a clinic in a rural area (University of South Africa 2008:245).

Sipho visited a clinic in his rural surroundings before he was referred to the formal healthcare setting in an urban area.

The other options are incorrect.

Question 27**Option 2 is the key**

Since Sipho is confined to drips and machines as indicated in the scenario above, his freedom to move is limited and he is constrained to the hospital bed.

This inability to move freely can impact negatively on his willingness to share or initiate personal disclosure.

The other options are incorrect.

Question 28**Option 4 is the key**

As indicated in the scenario above “the hospital ward is constantly busy and noisy since the clutter of trolleys, beeps of monitors, click of equipment; rattles can be heard right down the passage.”

The other options are incorrect.

Question 29**Option 1 is the key**

Privacy is jeopardised in public healthcare facilities due to limited space. Interactions between HCP-patient in a room filled with many beds makes privacy non-existent since conversations can be over-heard by others.

The other options are incorrect.

Question 30**Option 2 is the key**

Sipho is all alone since he is away from family and friends.

He therefore feels strange, sad and alone all at once.

These are contributing factors to his psychological distance.

Sipho experiences different emotions such as: loneliness, sadness, strangeness.

Sipho experiences no physical distance since he is based in a room with many other patients.

TOTAL [100]

4 HOW TO STUDY FOR THE EXAMINATION

STRUCTURE OF THE EXAMINATION

The examination paper covers all three sections:

Section A (INTERCULTURAL COMMUNICATION), section B (DEVELOPMENT) and section C (HEALTH COMMUNICATION).

You are required to answer all the questions in each section. The examination paper includes, among others, short questions and scenario-type questions.

Section A:	30 marks
Section B:	25 marks
Section C:	25 marks
Total of examination paper:	80 marks

The examination paper does not include multiple-choice questions.

SECTION A

INTERCULTURAL COMMUNICATION

You are required to read through and familiarise yourself with the **entire** intercultural communication syllabus, that is, **Section A: Intercultural communication**.

Please note that this is not a scope.

In this section, you need to make sure you understand **key concepts** of the field of Intercultural communication such as culture and communication.

There are various definitions or characteristics of culture such as **culture is learned, culture is shared, culture is dynamic heterogeneous and so forth.**

You must be able to describe these **characteristics of culture** and apply them to your own culture.

For example think about how members of your own culture are similar (share some attributes) and different (heterogeneous) at the same time. Please make sure you understand these concepts.

Another important aspect in the field of Intercultural communication is the issue of **barriers to intercultural communication.**

In most societies, members of diverse cultural groups have tense relations. This is attributed to barriers such as stereotyping, ethnocentrism, racism (and other 'isms' such as sexism or classism), prejudice and so forth.

You need to be able to define these concepts and give examples from your own experience.

For example, you may have experienced stereotyping or stereotyped someone (e.g. assume all men/women/Zulus behave or think the same).

While it is never acceptable to stereotype individuals, intercultural communication scholars (e.g. Martin et al. 2013) state that there are differences among cultural groups.

For example Kluckhohn and Strodtbeck (1961) and Hofstede's (1984), value frameworks show that members of various cultural groups have different **values and beliefs**.

Although these **value frameworks** are helpful, they have a number of limitations.

You need to be able to discuss the limitations of these value frameworks.

Scholars have **defined intercultural communication** and specifically culture differently.

Some believed members of each cultural group were similar while some believed that individuals belonging to one cultural group were different.

As a result, some suggested the **concept of dialectics**, which incorporate these clashing definitions of culture.

You need to be able to discuss **dialectics of intercultural communication** such as differences-similarities dialectic, history/past-present future dialectic etcetera.

You must be able to apply these to your own experiences or culture.

Another important issue to understand in this section is reasons why it is important to study intercultural communication.

You should be able to discuss the **imperatives for studying intercultural communication** such as demographic, peace or self-awareness imperatives.

Again, try to apply these to your own country – e.g. due to the presence of diverse cultural groups in your community or work place, studying or understanding intercultural communication becomes a necessity (demographic imperative).

SECTION B DEVELOPMENT COMMUNICATION
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When preparing for the examination, make sure that you are familiar with the **entire content** (from the study guide as well as the section on development communication in the prescribed textbook) of **Section B: Development Communication**.

Please note that this is not a scope.

The modernisation approach and the economic growth: **characteristics of different societies** (modern, traditional, Western society).

Development communication: the communication approach of the dominant paradigm. Usage of the mass media, the diffusions of innovations approach, the two-step communication flow model. The role of the mass media. The mass media and the modernisation approach.

These three paradigms also view the role of communication and **mass media** differently. You must be able to discuss the communication approach and models of each paradigm.

The participatory approach, for instance, includes concepts such as **development support communication** (DSC), operational levels in the developmental process and **folk media**.

It is important to understand how DSC and folk media, for instance, differ from other communication models.

It is important to read and understand each of these three paradigms, their perspectives on development, and obstacles to development, communication or mass media.

This is a short chapter and spotting will not work; it is important to read the entire chapter.

Development support communication: information related to the **mass media** such as radio, television, newspapers, cinema and its contribution to conveying developmental information to societies.

The aspect of **folk media** emerges from the participatory approach, which includes concepts such as **development support communication (DSC)**.

What is meant by folk media and how can this type of media be used for development?

Development support communication (DSC) is one of the approaches that work well for communities with low levels of education.

There are also **development support practitioners** who are experts in this communication approach.

It is important to understand this approach, especially when working with rural communities.

Development communication has various approaches each with a different set of guidelines on how to achieve development goals.

The participatory approach for instance views participation as key to the success of any development project.

You should be able to describe the concept 'participation' and its various approaches such as 'participation as involvement and collaboration' and 'participation as emancipation and empowerment'.

You must be able to show how these approaches differ.

SECTION C

HEALTH COMMUNICATION

You are required to read through and familiarise yourself with the **entire** health communication syllabus, that is, **Section C: Health Communication** (from the study guide as well as the section on health communication in the prescribed textbook).

You are also required to familiarise yourself with practical examples of health communication and healthcare settings that occur within a medical context.

Please note that this is not a scope.

Different **relationship perspectives** when dealing with the aspects of health care.

When patients are treated in a medical setting, they encounter **different types of relationships**.

It is important to note these relationships and its positive contribution to either treating or receiving medical care.

What is health communication?

What is meant by health care either being provided by a medical professional or received by a patient in a clinical/hospital setting.

Different types of **relationships and transactions** occur in the HCP-patient relationships it is important to note the differences between these terms.

Culture affects health care settings.

We live in diverse countries thus religious and cultural tolerance needs to be catered for in the medical setting to ensure optimal health care is received.

Health communication campaigns are used to educate masses on disease and illnesses examples include TB, AIDS, cancer, Ebola among other illnesses.

Health communication campaigns have different **goals and objectives** that they aim to conclude campaigns with.

In health care settings **interviewing** processes exist which occur in different **phases**. HCPs need to understand their patients' medical and personal conditions and vice versa.

Please note:

With regard to health communication when explaining or discussing practical examples, only **examples from the medical setting** must be used to put forward your discussions.

Please start preparing for your examination immediately.

5 CONCLUSION

We wish you all the best with your studies. Please aim to excel in your examination. You are welcome to contact your lecturers for further assistance with academic matters. Use the detailed examination preparation section to prepare for your examination.

THE COM2603 TEAM

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Best wishes

Dr S Moola

Module coordinator: COM2603

6 SOURCES CONSULTED

University of South Africa. Department of Communication. 2008. *Intercultural, development and health communication. Only study guide for COM2603/COM2048*. Pretoria.

Martin, JN, Nakayama, TK, Van Rheede Van Oudtshoorn, GP & Schutte, PJ. 2013. *Experiencing intercultural communication: an introduction*. South African edition. London: McGraw-Hill.
