

Module Title: Language and Health Communication

Module Code: LIN6060

Credit Value: 15

Level: 6

Pre-requisite modules:

Content Description

This is an applied linguistics module that considers how linguistic concepts and linguistic analysis can be applied to real world problems and issues in health communication. By the end of the module, you will have studied the role language plays in health care delivery and in how we experience health and illness. You will also have examined how health issues are discussed and represented in our personal lives as well as in public domains, and how our experience of health and our beliefs about different aspects of health are constructed through language. You will have analysed many different kinds of health communication, including personal stories about health and illness, patient-healthcare professional interactions, blogs and other kinds of online interaction, media representations, public health information and national health campaigns.

Module Aims

By the end of the course, you'll have a good knowledge of the different methods and approaches used in the study of language and health communication, and of how this branch of applied linguistics has developed over the years. You will be proficient in analysing different kinds of data from quantitative, qualitative and multimodal perspectives; and you will have considered the way that language is involved in a range of different health issues such as cancer, keeping fit, mental health and diabetes.