

MASS COMMUNICATION FOR HEALTH

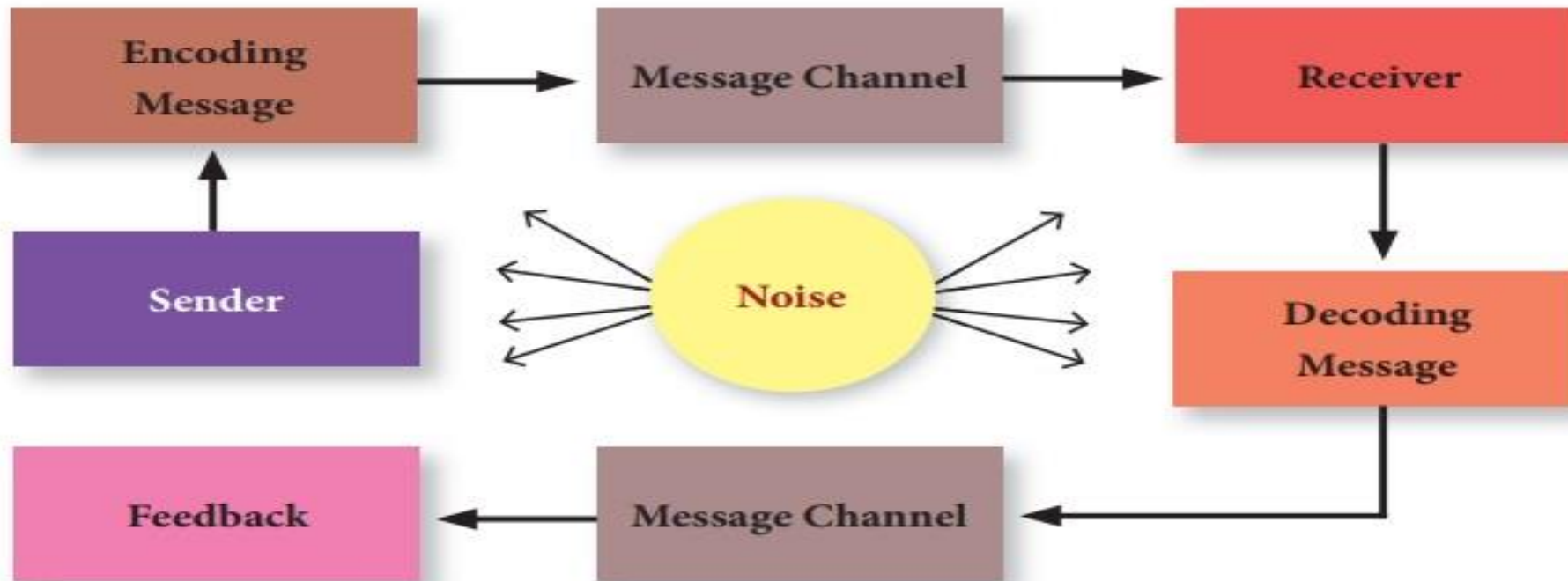
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Basic understanding of mass communication

- Aim: To explain the basics of mass communication.

Communication is the exchange of information via various means. It involves the sending and receiving of information.

THE COMMUNICATION PROCESS



COMMUNICATION SETTINGS

- **Human communication:** Communication involving humans either at the interpersonal or group level.
- **Machine-assisted communication:** Communicated mediated by devices like mobile phones on a personal or group level.
- **Machine-to-machine communication:** Point-to-point communication among or between machines.
- **Mass Communication:** refers to the process by which a complex organization with the aid of one or more machines produces and transmits public messages that are directed at large, heterogeneous, and scattered audience (Dominick, 2009).



CHARACTERISTICS OF TRADITIONAL MASS MEDIA

- It is produced by complex and formal organizations.
- It has multiple gatekeepers.
- It needs a great deal of money to operate.
- It exists to make profit.
- They are highly competitive.

The Next Speaker

- Dr Gever Verlumun Celestine

Quick mass communication skills for researchers

- Aim: To highlight the mass communication skills needed by researchers for health communication.

Different people will require different mass communication skills, depending on their needs.



The skills

1

- Ability to identify researchable and topical issues (Nose for news).

2

- Listening skills.

3

- Interviewing skills.

The skills cont'd

4

- Critical thinking skills.

5

- Reporting skills.

6

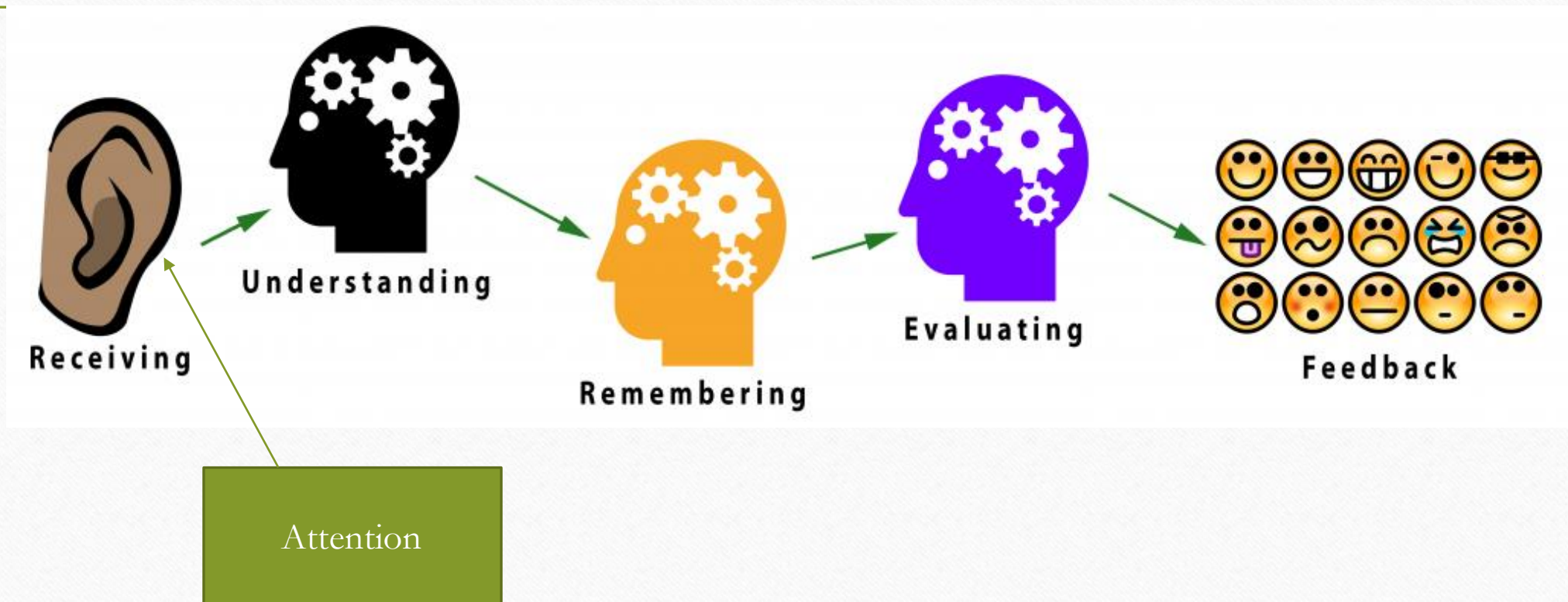
- Technology-based skills.

Ability to identify researchable and topical issues (nose for news).

- **Tips**
- Read newspapers, including online comments.
- Watch TV including phone-in programmes.
- Listen to radio.
- Hold discussions with friends.
- Inquisitiveness.
- Read books.
- Observation.
- Read recently published studies in reputable journals.

Listening skills stages

DeVito, J. A. (2000). *The elements of public speaking* (7th ed.). New York, NY: Longman.



Interviewing skills (Tips)

- Be calm and composed in your communication.
- Always practice before each interview.
- Be clear in your communication.
- Actively listen during interview.
- Give examples during interviews.
- Respect the interviewees.

Critical thinking skills (tips)

- Practice reflective skepticism (McPeck 1981).
- Always consider more than one view.
- Always create time to think.
- Keep asking questions.
- Always research on issues.

Reporting skills (tips)

- Use the kiss strategy-keep it simple and short.
- Make friends with the media.

Technology-based skills

- Visual illustration applications like MS Excel.
- Data analysis applications like SPSS.
- Zoom/Google Meet.
- Social networking skills.

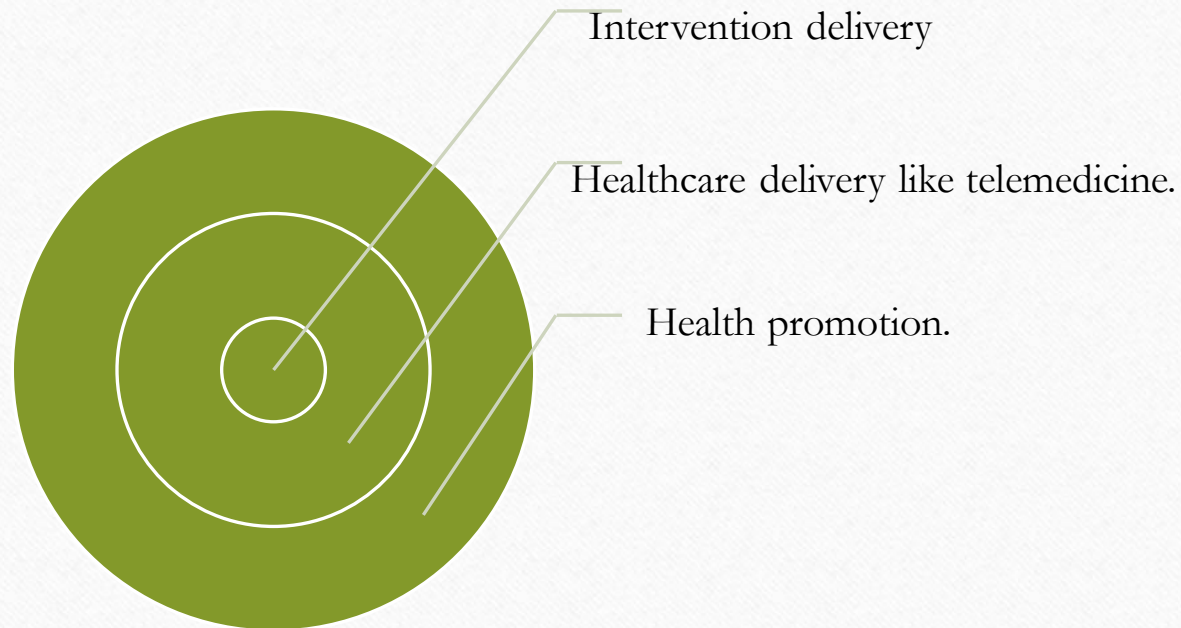
Experiences of mass communication in health that you can learn from

- Aim: To share practical experiences on the use of mass communication for health communication.

Experiences of mass communication in health

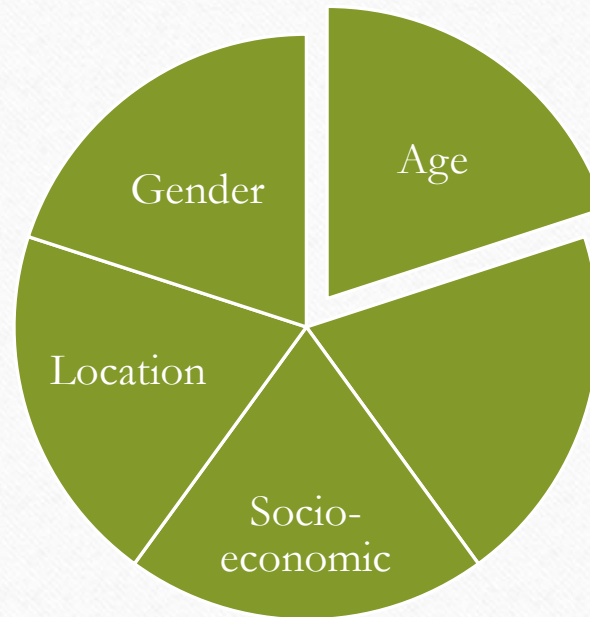
- Health communication is the use of communication for health promotion. It is central to campaigns that convey health information to communities and facilitate health education and promotion. However, despite the prevalence of health-related calamities, high infant mortality, and below-average life expectancy, the effectiveness of various health communication strategies and/or campaigns is largely understudied in Africa (Fletcher, 2014).
- I have the following experiences to share regarding the use of mass communication for health promotion:

The increasing role of new technologies in health promotion.



Audience segmentation

What is Audience segmentation?



The emergence of fake news

- Health promotion messages now compete with fake news.
- You will need to use many mass media platform for health messages.
- Present messages in different formats. Eg text, visuals, illustrations, motion, etc.
- Identify and counter fake news and myths.

Concluding remarks

- Health communication has changed and researchers need to update their skills.



Thank you

A hand-drawn card with a white background. The left side features a large teal brushstroke with small white dots. The right side has a pinkish-red splash and a tan brushstroke at the bottom. The words 'Thank you' are written in a dark blue, cursive font. A horizontal line is drawn below the text. There are two simple line drawings of leaves: one in the top right and one in the bottom left.