

Cross-cultural Communications in Health Care Context

Межкультурная коммуникация в контексте здравоохранения

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Продолжительность курса: 24 часа*

Курс читается на английском языке

COURSE OVERVIEW AND CONTENT

Being the context for all communications culture has a significant impact on people and institutions. Numerous people change their locations for a lot of reasons ranging from work to being in a state of a refugee or an asylum seeker. Health issues demand attention irrespective of the citizenship, income, social group, thus Health Care system should cope with all these challenges. It turned out that sorting out communications issues was the key to dealing with major difficulties in Health Care context.

For the most part we communicate with people with the same background knowledge, yet the problems of communication occur quite often. Intercultural context is sure to contain even more potentials for conflict and misunderstandings. This course surveys many aspects of culture that typically cause difficulties and outlines the perspective for successful intercultural communication; as well as application of the findings illustrate the opportunities, best practices and prospects in Health Care context. Understanding the cultures and interactions between them is essential for cross-cultural academic research as well as for everyday life in our diverse world. Communication theory offers various models for understanding different cultures, also they describe the peculiarities of changes that occur in social settings, and Health Care and health issues tend to be among the most important.

This course will explore the theory and methods to improve the ability to effectively communicate in Health Care context. Also, it will provide the tools and approaches to analyses of cross-cultural issues in Health Care context.

SCHEDULE

- Week 1. Health Care Communications as a focus of Policy
- Week 2. Communication Models within Communications Concepts
- Week 3. Culture Shock and Adjustment in a Range of Contexts
- Week 4. Dimensions of Cultural Difference: Encountering Difference
- Week 5. Time, Space and Context in Culture, Cross-Cultural Communications and Health Care
- Week 6. Hofstede's Dimensions of Culture
- Week 7. Addressing Race, Religion and Culture in Health Care
- Week 8. Behavior Change and Motivation
- Week 9. Literacy and Health Literacy in the Health Care System
- Week 10. Social Support and Health within the Broader Cultural Context
- Week 11. Approaches to Arranging Effective Health Communication Campaigns
- Week 12. Final Test

FINAL TEST:

1. What is health care communication? What are the major theoretical approaches to this type of communications?
2. How health care communications turned from the professional discourse into the focus of policy in health care context?
3. Describe major communication models that turned out to be important in health care communications.
4. What is the model of communication in health care?
5. What are the communications concepts that are relevant to cross-cultural communications?
6. What is a culture shock?
7. Describe the culture shock and adjustment methods in the health care context.
8. What are the dimensions of cultural difference?
9. Describe the major approaches to coping with cultural differences in health care context.
10. How do cultures differentiate between time, space and context?
11. What barriers pose time, space and context issues in health care?
12. What are the major approaches to cultures in Hofstede's theory?
13. Describe 'pros' and 'cons' of Hofstede's approach.
14. What are the major approaches to addressing race, religion and culture in health care?
15. What is behavior change? What types of issues does it cover in health care context?
16. What is the approach to behavior motivation in health care context?
17. What is health literacy?
18. What does health literacy influence in a broad health care context?
19. Describe the concept of social support and approaches to it.
20. What are the cross-cultural issues that social support providers should pay attention to?
21. What is a health communications campaign?
22. What are the limits of health communications campaign applications?
23. Describe the levels of influence of a health communications campaign.

Аннотация курса

Культура, являясь общим контекстом для любого вида коммуникации, оказывает влияние как на людей, так и на институты. Мобильность населения привела к глобальным трансформациям в области политики и функционирования институтов. Причины смены места жительства многочисленны и разнообразны, начиная от трудовой миграции заканчивая потоками беженцев. Однако решение вопросов с области здравоохранения в целом и вопросов здоровья каждого человека, возложенные на системы здравоохранения, требуют внимания к сложностям, которые явились результатом глобальной мобильности. Часть этих сложных вопросов в области здоровья и здравоохранения можно решить благодаря учету кросс-культурных особенностей людей.

Определенные сложности систематически возникают при коммуникации между людьми, объединенными общим культурным контекстом и фоновыми знаниями. Контекст межкультурного общения потенциально является источником взаимного непонимания и, как следствия, конфликтов. Особенно чувствительной к данному типу проблем оказалась сфера здравоохранения. Данный курс направлен на то, чтобы обучить слушателей анализировать проблемы в области коммуникации в контексте здравоохранения, научиться определять возможности для решения проблем на основе успешных практик и современных подходов.

Понимание правил и основ взаимодействия культур является необходимой компетенцией как на уровне академических исследований, так и на уровне повседневной жизни. Современные концепции коммуникации предлагают разнообразные модели, позволяющие выявлять сложности, анализировать их и находить эффективные решения. Этот навык необходим для понимания многих современных процессов в широком социальном контексте и в практическом применении к задачам, стоящим перед системой здравоохранения.