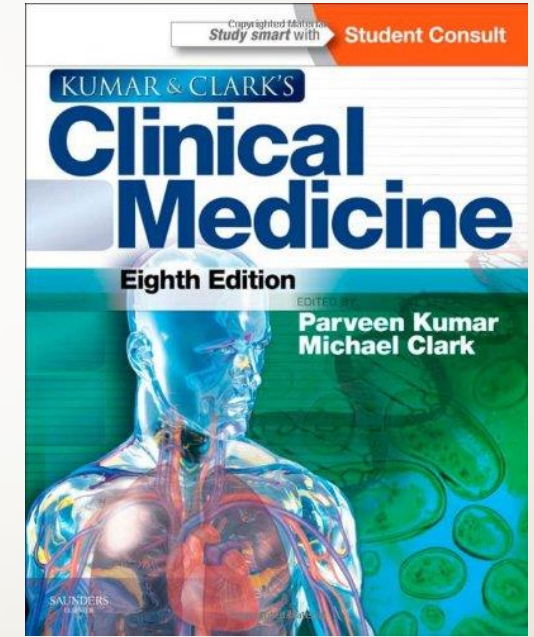


Department of Psychology
and Pedagogy



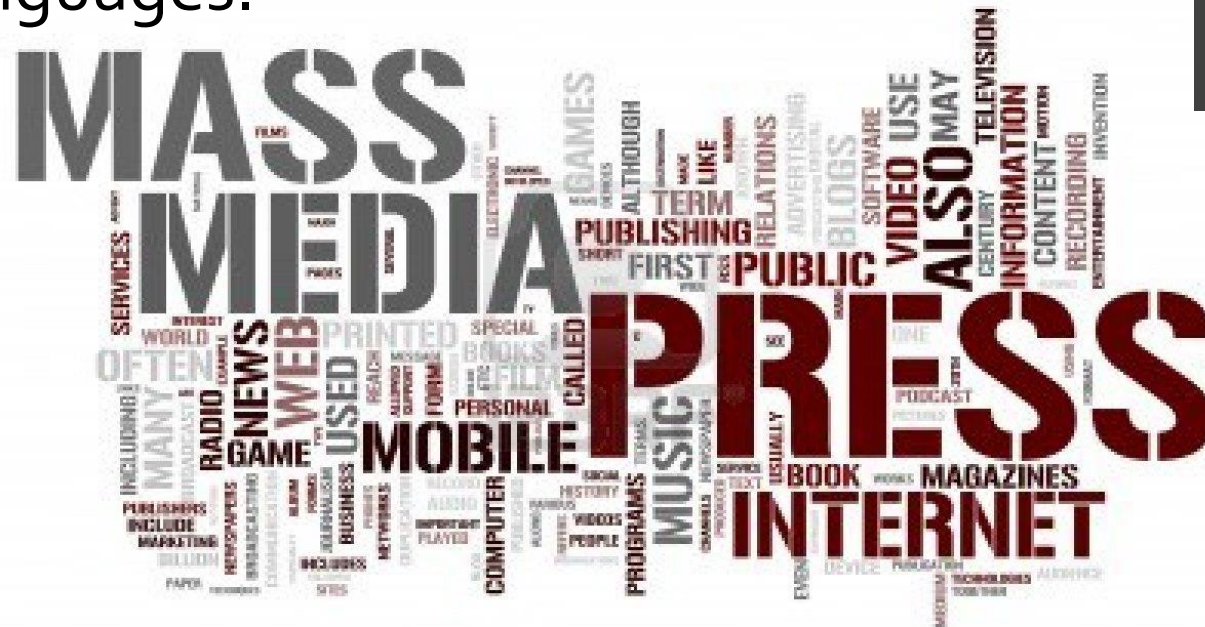
MASS MEDIA. PATIENT EDUCATION.

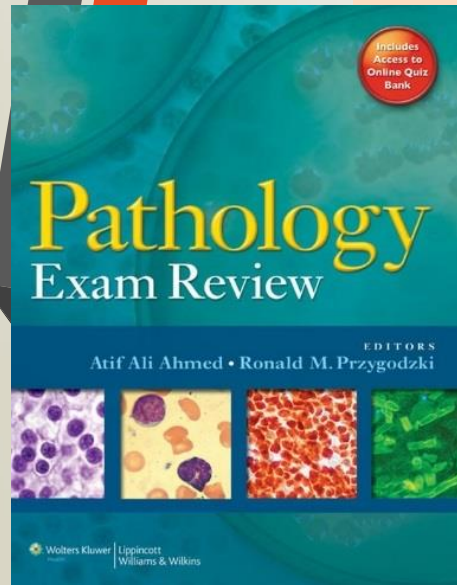
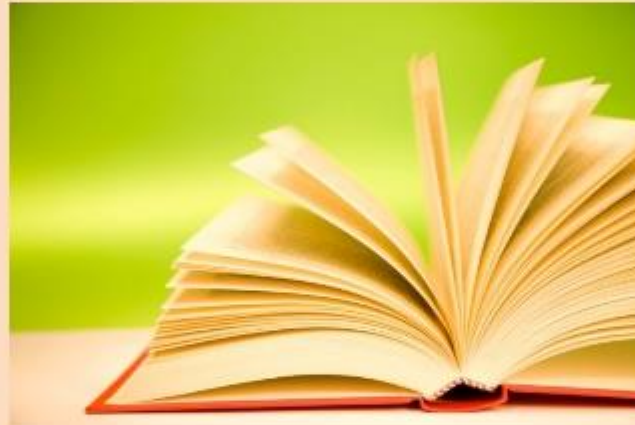
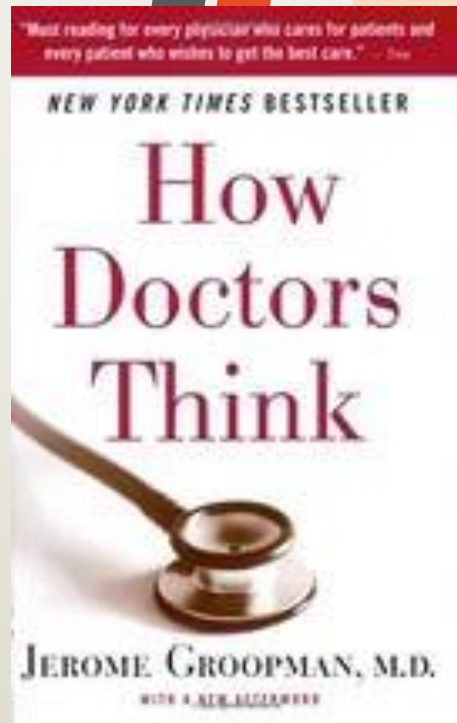
Boyko SL, PhD

Different Types of Mass Media

- Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages.

Print Media





Mass Media.

Print Media

Print media encompasses mass communication through printed material. It includes newspapers, magazines, booklets and brochures, house magazines, periodicals or newsletters, direct mailers, handbills or flyers, billboards, press releases, and books.

- Newspapers
- Magazines
- Booklets and Brochures
- Pre-buying promotion
- Post-buying promotion
- House Magazines, Periodicals, or Newsletters
- Handbills or Flyers
- Billboards
- Press Releases
- Books



Newspapers

DAILY NEWS

GENEVA'S HOMETOWN NEWSPAPER

Volume 34 n° 179

Thursday 28 April 2011

75¢

RSS FEEDS

CPU 7% | RAM 42% | PWR 100 % | UPL 2 kb | DWL 67 kb

METRO NEWS

YEAR 2011 MONTH 04 WEEK 17 DAY 118 / 4

Personal Windows Desktop 11:22:12

Global News by Thibault Robin, Daily News Staff Writer

Lifehacker

From the Tips Box: Android Crapware, Hidden Bro...
Remains of the Day: Your Dropbox Is Showing [For...
The Cheapskate's Guide to Getting Free Dropbox S...
Jukefox Is a Smart, Genre-Based Music Shuffler fo...
Once You Pop You Can't StopDiffusing? [Photograp...
Learn to Correctly Match Your Tie to Your Suits an...
Prevent Office Wrist Pain with a Bit of Morning Yo...
Give Your Desktop Some Old Time Charm with The...
How Reading Fiction Can Improve Your Social Skill...

Yahoo! News: Top Stories

Violent storms smack the South, kill at least 85...
Obama puts new national security team in place...
Analysis: Obama had no choice in 'birther' fight...
Economy likely slowed last quarter but better now...
Endeavour launch brings tourists, traffic to Fla....
Unity among North Waziristan groups crumbles...
Marines get trained on accepting gay recruits...
NFL loses another round, lockout remains lifted...
Durant scores 41, Thunder close out Nuggets 100-...

Top Stories - Google News

At least 83 dead, hundreds injured as tornadoes, t...
Analysis: Obama had no choice in 'birther' fight - T...
Missing Maine mother found dead in NH pond - Bos...
Obama Puts New National Security Team in Place...
Barak: Unity deal unlikely to reach its potential -...
FOREX-Dlr hits 3-yr low after Fed; euro may test \$...
Cardinal George suspends Rev. Pfleger - Chicago T...
Cameron not ruling out Libya arms - BBC News
German jobless total lowest since '92 - Reuters

Gizmodo

Biological Viruses Might Actually Give Us Better So...
This Submarine's Glass Dome Gets Tougher Under...
Sony Will Have PSN "Up and Running With a...
Old World Meets New World in This iPhone Turnta...
It's a Royal Wedding Game (With Zombies in it) [Ti...
A Camera Smaller Than a Match-head [Guts]
Computers Are Killing the Beauty of Cursive [Old S...
Crucial's New SSDs for Laptops [Storage]
This Teeny Sensor Fits In an Eyeball—and is...

Information

HDD

Windows 7 (C:)

55%

(83.1 GB used / 149.4 GB)

Data (D:)

60%

(90.4 GB used / 148.3 GB)

Calendar - April

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Mailbox



5 New Messages For
Gordon.Tatenokai@gmail.com

Weather

Regional Forecast

14°C

Partly Cloudy

Humidity: 63%
Feels Like: 14°
Precipitation: 50%
Visibility: 8.0 km
Wind: 13 km/h (N)
Pressure: 1011.9 mb (steady)
Sunrise: 6:27 AM
Sunset: 8:39 PM
Moon Phase: Waning Crescent

Today

16°
Showers

Tomorrow

Apr 29
18° / 8°
Rain

Saturday

Apr 30
21° / 8°
Partly Cloudy

General characteristic





Magazines

VOLUNTEER

JUL

CANDID CARA

ON HER LOVE LIFE, NIGHTLIFE, AND PLAYING THE REBEL ONSCREEN AND OFF

HAMILTON FEVER!
BROADWAY'S ERA-DEFINING HIP-HOP HIT

WHAT TO WEAR THIS

SUMMER

Modern Vintage

FROM SPARKLING DRESSES TO HEIRLOOM JEWELRY



THE NEW MAN AT GUCCI
"I AM TRYING TO CAUSE A LITTLE REVOLUTION"

FREE CD
Inside

Start a Business Today—18 Ways to Get Going Right NOW!

SUCCESS

What Achievers Read

Exclusive Interview

Microsoft Leadership:
What's Really Behind the Window?

What Not to Wear's
Clinton Kelly
Clothes That Sell You

LEONARDO DICAPRIO

DISCOVER YOUR STAR POWER

Play a role in your own success.

11
Tips for Brand-Building with Facebook

CSI: NY's Gary Sinise:
I was going to *make* it happen.



SUCCESS.com
July 2011

Alternative Medicine

RISK & REWARD:

Win the battle with

Heart Disease p.24

WALK YOUR WAY TO

Improved Health p.37

Picnic Safety

HOW TO AVOID
FOOD-BORNE ILLNESS p.41



Retailer: Please remain on sale until October 31, 2011.

SCIENTIFIC AMERICAN

Alternatives to
Toxic Tests
on Animals

JANUARY 2008
WWW.SCIAM.COM

Know Your DNA

Inexpensive gene readers will soon
unlock the secrets in your
personal double helix

The Hazy Origin of
Brown Dwarf Stars

Winning Tricks of the
Racing Robots

Does Motherhood
Make Women Smarter?



\$4.99 U.S. \$6.99 CAN



table of contents

10

10 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



04

Lorem ipsum Oda

Exemplum est, ut in Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



06

Lorem ipsum Oda

Exemplum est, ut in Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



08

Lorem ipsum Oda

Exemplum est, ut in Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Group of Specialists to take care of your health !

- Magazines are another type of popular culture print media. They usually cater to a **specific type of audience** who are looking for information based on a particular subject. Magazines cover a plethora of topics, like current affairs, business, finance, consumers, gadgets, self-help, luxury, lifestyle, beauty, fashion, entertainment, travel, etc.



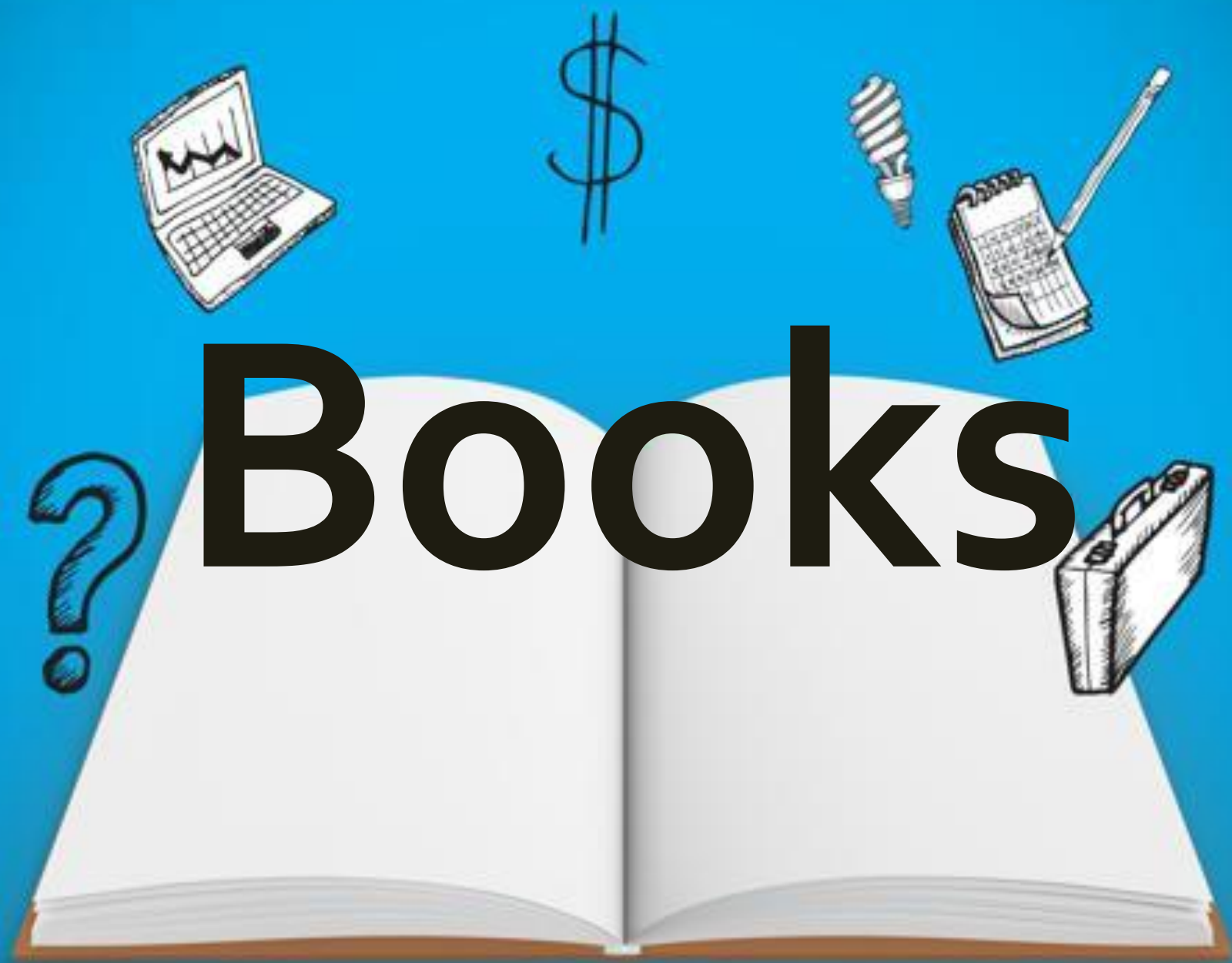


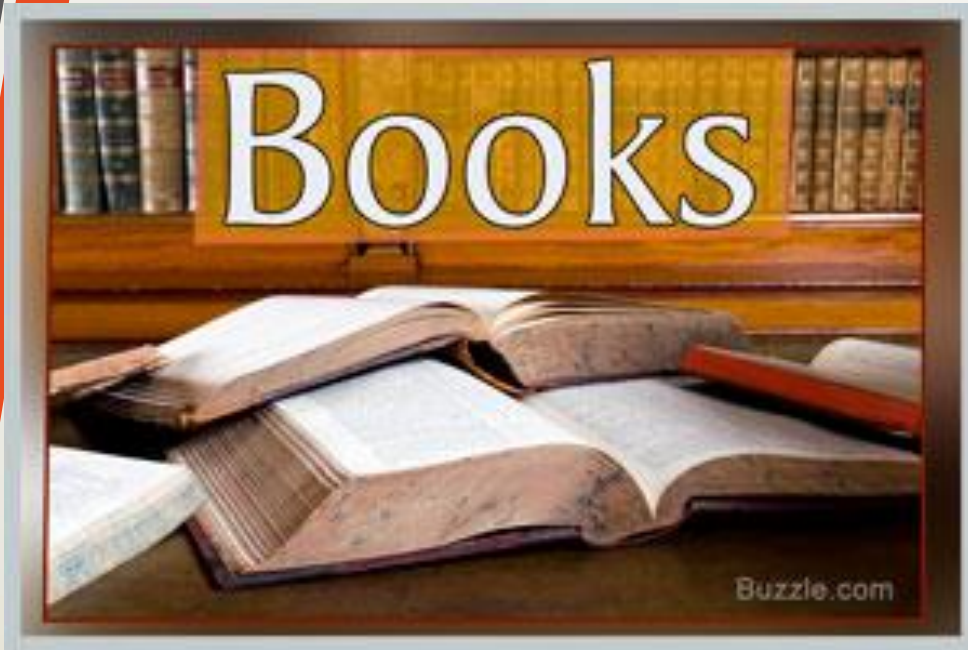
WELCOME TO
REALITY
ENJOY YOUR JOURNEY

Billboards



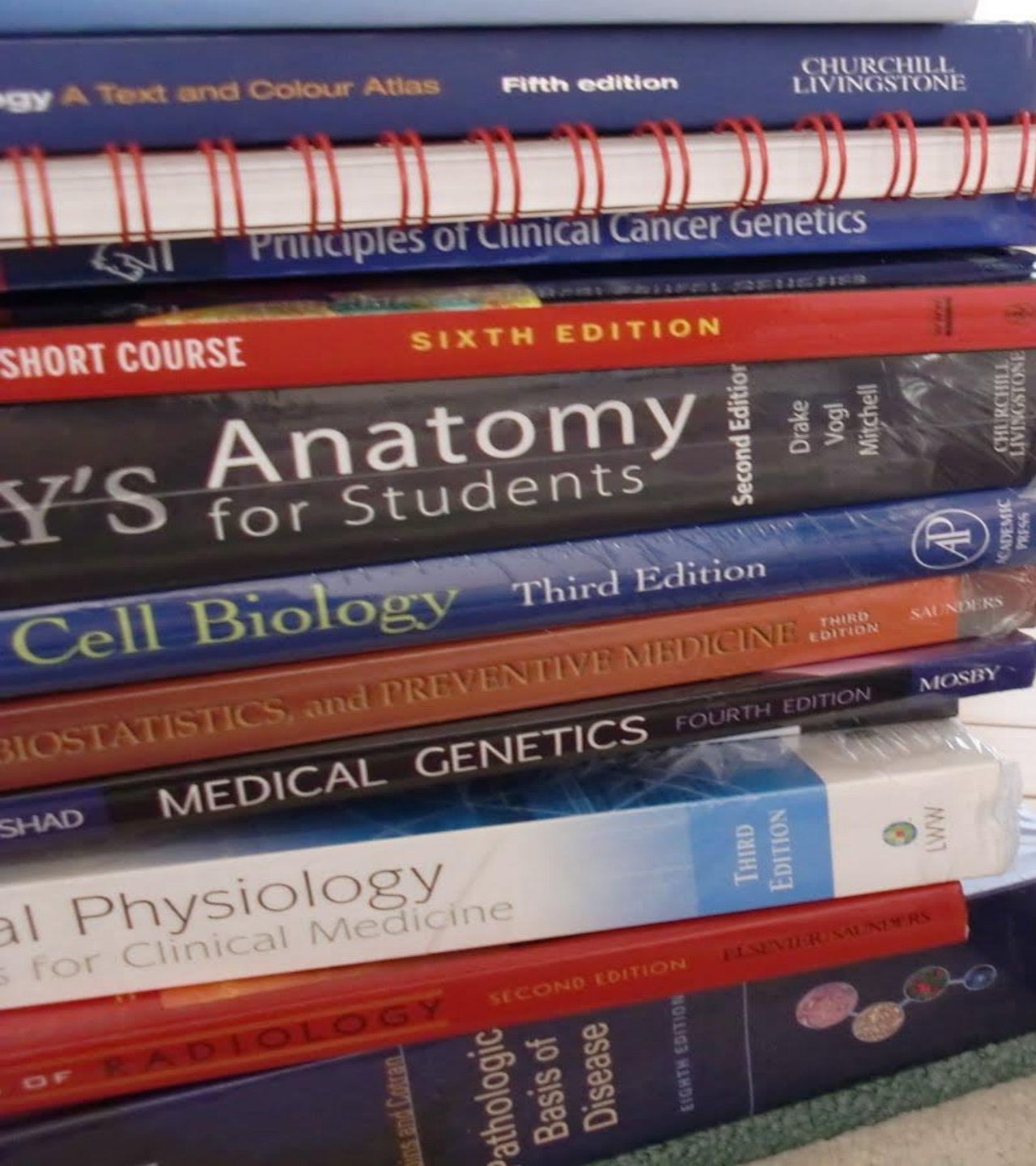
- Billboards have fixed locations and are huge in size so that it can be seen and read from a long distance. Billboard advertisements are the most costliest in the print media category.

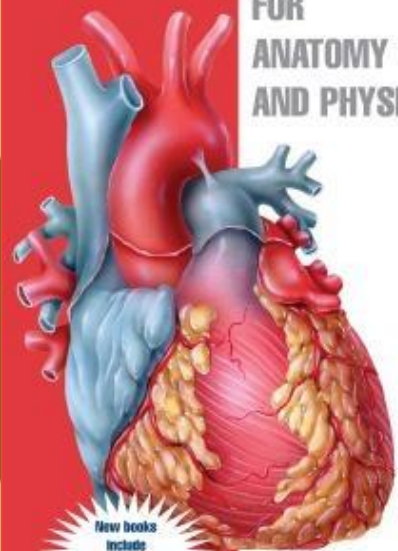




- Books are the oldest form of print media that are used as a way of communication and information piece. They give an opportunity to writers to spread their knowledge about a particular subject to the whole world. They are a platform comprising varied topics that include literature, history, fiction stories.







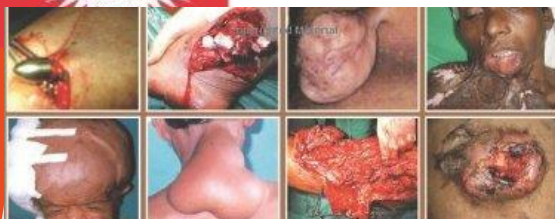
LABORATORY MANUAL FOR ANATOMY AND PHYSIOLOGY

3RD EDITION

CONVENE **ALLEN**

VALERIE **HARPER**

New books
include
PowerPhys
software



THIRD EDITION

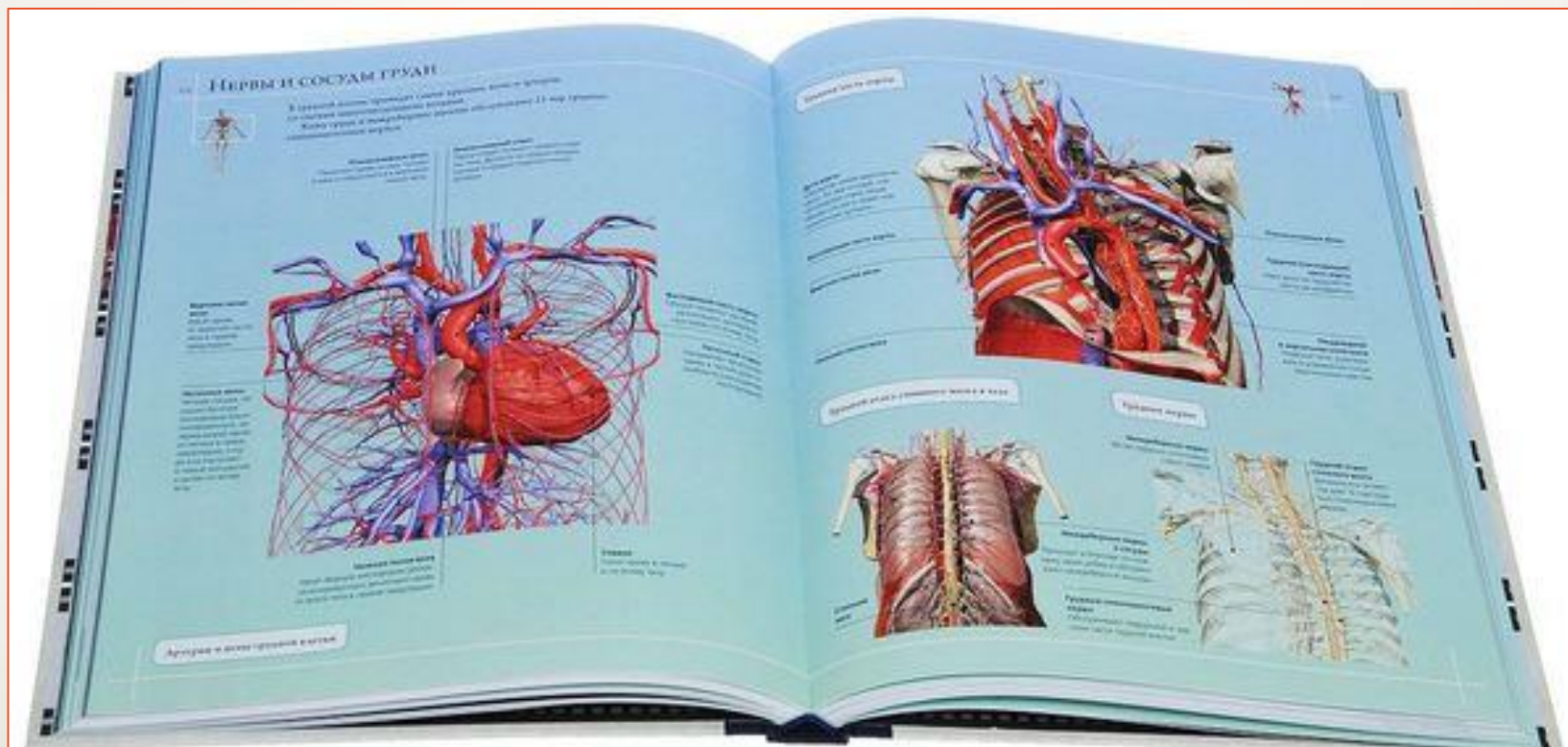
SRB'S MANUAL OF SURGERY

Sriram Bhat M

Foreword **Prakash Rao**



JAYPEE





Press Releases

Electronic Media

- television,
 - radio,
 - new-age media,
 - like Internet,
 - computers,
 - telephones, etc.
- Most of the people today have television sets, radios, and Internet access which are sustainable, eco-friendly, and cost-effective forms of communication. Moreover, **print is a one way communication, while electronic media allows interaction.**



- Electronic media is the kind of media which requires the user to utilize an **electric connection to access** it. It is also known as 'Broadcast Media'.





INTERNET

- It's the most important device of new age media. The discovery of Internet can be called the biggest invention in mass media.



Emails

- Emails or electronic mails have drastically reduced the time for drafting and sending letters or mails.



Websites

- Internet has a plethora of websites dedicated to various people, companies, brands, causes, activities, etc. The most significant utility of these websites is for providing information, search engines, downloads through libraries, and interaction through the social networking sites. Because of these websites, carrying out e-commerce transactions has also become easy.

Podcasts



- Podcasts are mediums of mass communication that include **short video or audio files**. They can be seen and heard on mobiles, computers, and portable media instruments. They are engaging devices of communication.

eForums

- eForums are bulletin boards on websites where people start threads on topics.

Blogging

- A blog is a space on the Internet where a single person or a group of people record their information, opinions, photos, videos, etc.

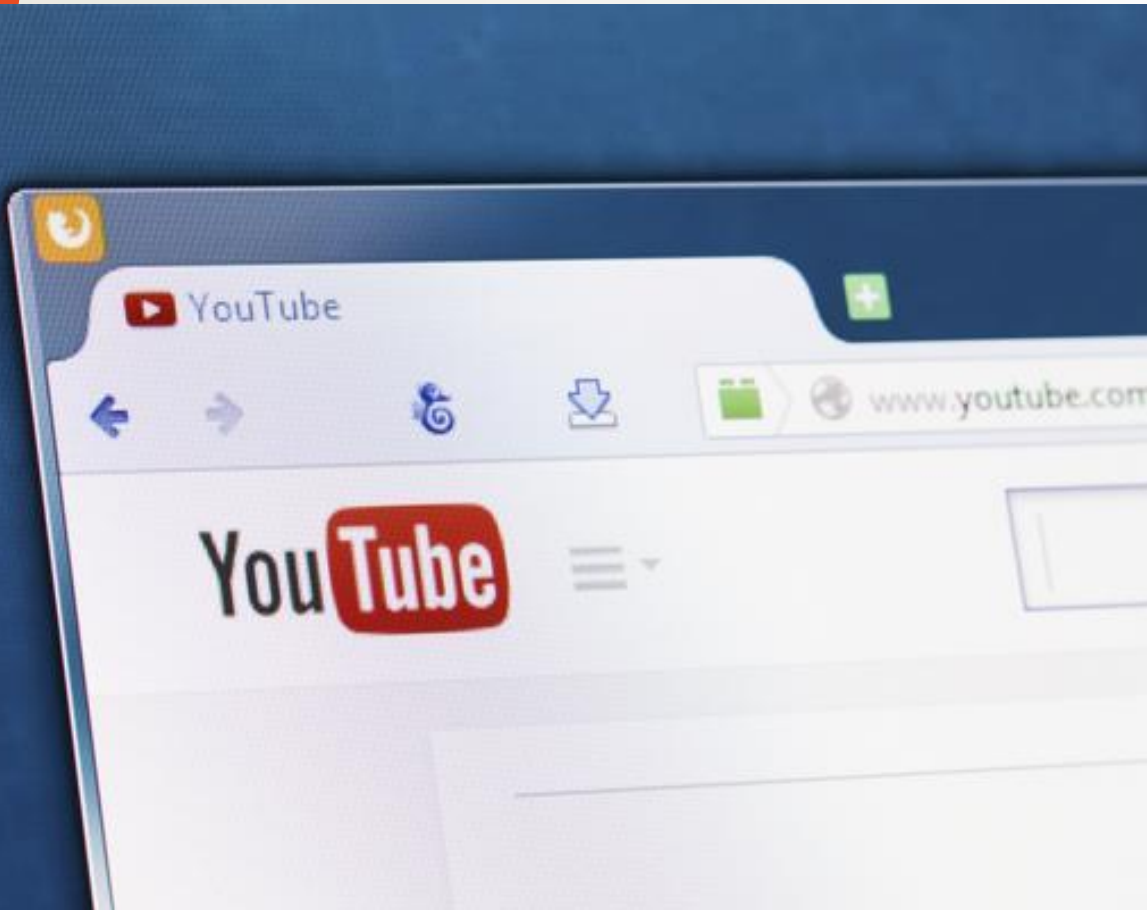


Facebook



- It is the most popular social networking website. Facebook has several applications which people utilize. It is the best platform to meet old friends, or make new ones. Advertisers also like this forum for communicating about their products.

YouTube



- It is a website which uploads content in a **video format**. It houses a range of interesting videos that appeal to people of all generations. From films to educational videos, you will find everything on YouTube.

- Though print media is still popular, it is not environmentally viable. More and more people are shifting to e-newspapers, eBooks, e-brochures, etc. Internet has completely transformed the traditional ideas of communication.

**All you have to do is
keep yourself
abreast with the
latest innovation in
mass
communication!**





Media

Knowledge
Connectivity
Creativity

Negativity
Influence
Disbelief



World
Health
Day



World Health Day has been celebrated each year since 1950.





designed by freepik.com

- Anti-microbial resistance (2011),
- Urbanization and health (2010),
- Save lives, Make hospitals safe in emergencies (2009),
- International health security (2007),
- Make every mother and child count (2005),
- Move for health (2002),
- **Mental Health (2001),**
- Safe Blood (2000),
- Active aging (1999),
- Safe motherhood (1998),
- Emerging infectious diseases (1997),
- Healthy Cities (1996),

Some events held on World Health Day include:

- public marches and demonstrations,
- free or easy access to medical tests,
- conferences,
- briefings for politicians,
- displays aimed at children and young adults.



World Health Day is one of the most well-known celebrations meant to draw attention to a particular health cause each year, including

- World Leprosy Day (January 27),
- World Parkinson's Day (April),
- International Day for Protection of Children (June),
- World Arthritis Day (October),
- World Cancer Day (February).



Educating The Patient

Helping Patients Understand
Their Diagnosis





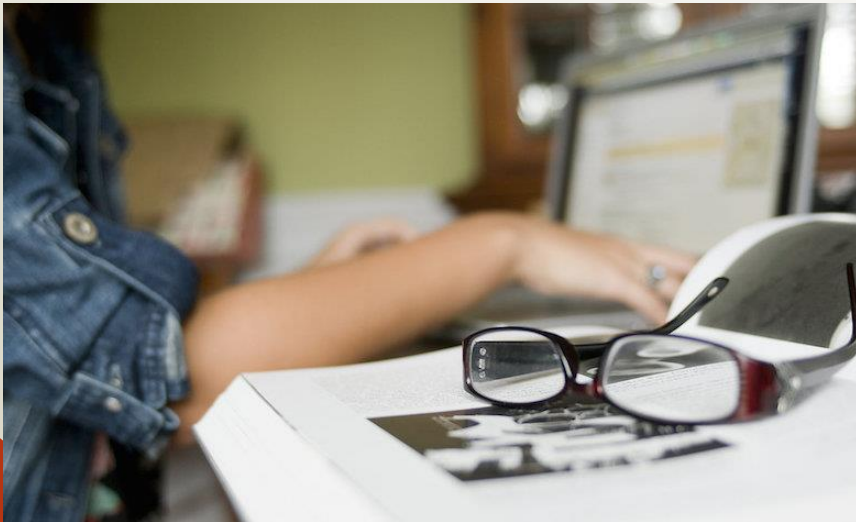
- **Patient education** is the process by which health professionals and others impart information to patients and their caregivers that will alter their health behaviors or improve their health status.

Effective patient education

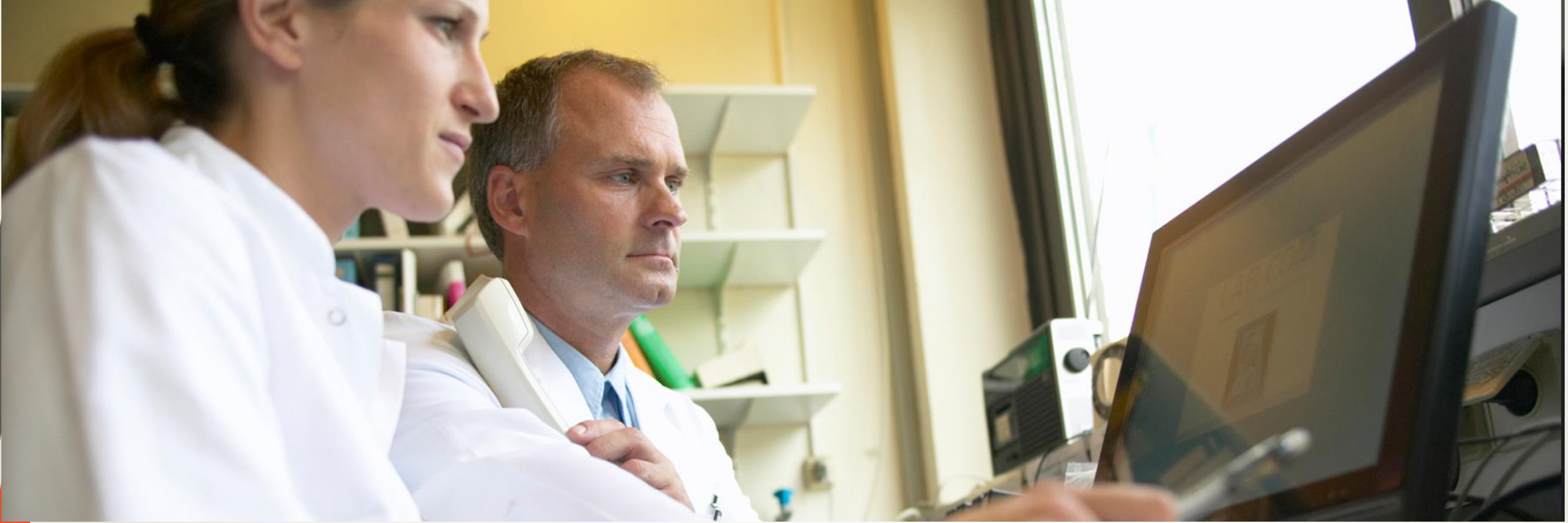


Patient education can only be provided by a doctor who has a deep-rooted understanding of his own value systems, and the awareness that the patients' values may differ from these. He must also have the ability to share decision-making with patients at a level that meets their needs.

Effective patient education



- Companies leveraging the power that information technology -- television, videos, print media and the Internet provides, can inform and empower patients by providing them with the information and vocabulary they need to work along with their physicians to take charge of their own health.



Important elements of patient education are skill building and responsibility:

patients need to know **when, how, and why** they need to make a lifestyle change.

The value of patient education can be summarized as follows:

- Improved understanding of **medical condition, diagnosis, disease, or disability**.
- Improved understanding of **methods and means to manage** multiple aspects of medical condition.
- Improved **self-advocacy** in deciding to act both independently from medical providers and in interdependence with them.
- Increased **Compliance** – Effective communication and patient education increases patient motivation to comply.
- Patient **Outcomes** – Patients more likely to respond well to their treatment plan – fewer complications.

The value of patient education can be summarized as follows:

- **Informed Consent** – Patients feel you've provided the information they need.
- **Utilization** – More effective use of medical services – fewer unnecessary phone calls and visits.
- **Satisfaction and referrals** – Patients more likely to stay with your practice and refer other patients.
- **Risk Management** – Lower risk of malpractice when patients have realistic expectations.

Understanding of medical condition



Understanding of methods and means to manage



Compliance



Informed Consent



Risk Management





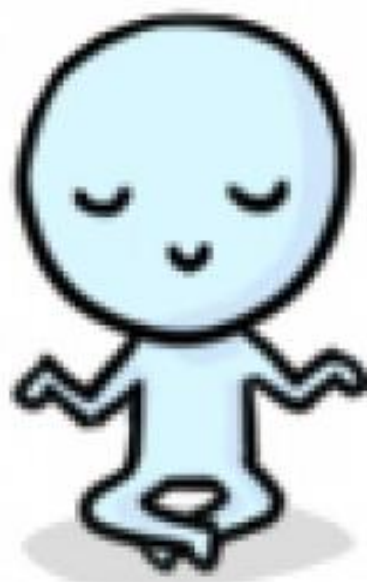
The competencies of a health educator include the following:

- Incorporate a personal ethic in regards to social responsibilities and services towards others.
- Provide accurate, competent, and evidence-based care.
- Practice preventative health care.
- Focus on relationship-centered care with individuals and their families.
- Incorporate the multiple determinants of health when providing care.
- Be culturally sensitive and be open to a diverse society.
- Use technology appropriately and effectively.
- Be current in the field and continue to advance education.

THANK YOU FOR ATTENTION!!!



healthy
body



healthy
mind

+

=



happy
life