

University of Turku, Finland

COURSE PROGRAMME

ETHICAL AND EFFECTIVE HEALTH COMMUNICATION, 5 ECTS

Time:	20.–21.5.2021 Lectures and workshops
Place:	University of Turku, Department of Nursing Science
Course leader:	Professor Helena Leino-Kilpi, University of Turku
Co-teacher:	Kaisa Mishina, Mari Kangasniemi, Maiju Kannisto
Learning outcome:	<p>The doctoral candidate recognises the differences between scientific and journalistic forms of expression and what are the ethical challenges as an expert in Social Media. The doctoral candidate can take account of the media's viewpoint, and apply that in their media communication. The doctoral candidate acknowledges what the social responsibility of researcher means when communicating with public audience.</p> <p>The doctoral candidates will write a press release on their research topic that will raise media interest and lead to a news story, or TV or radio interview. The doctoral candidate will practice the interview skills as an expert and how to describe their research in an ethical manner for the general public.</p>
Credits:	5 ECTS
Learning methods:	The course includes workshop exercises, dialogical lectures, and independent writing exercises.
Literature:	Lecture materials.
Registration:	By May 3th, 2021, option for 20 doctoral candidates
Evaluation:	Passed-failed



PROGRAMME

Thursday 20.5. 2021	Chair: Maiju Kannisto , Coordinator, Doctoral Programme in Nursing Science (DPNurs)
08.45-09.00	REGISTRATION to the Zoom course with camera and microphone check
09.00-10.00	INTRODUCTION to the course, the researcher's ethics and group discussion (with breakout rooms) Helena Leino-Kilpi, Professor, Nursing Science, UTU Kaisa Mishina, University Teacher, Nursing Science, Senior Researcher, Child Psychiatry, UTU Maiju Kannisto, Coordinator, Doctoral Programme in Nursing Science (DPNurs) , UTU
10.00-11.00	DIALOGICAL LECTURE: Social media, (ill)health and health professionals Sinikka Torkkola, Senior Research Fellow, Faculty of Information Technology and Communication Sciences, Tampere University
11.00-12.00	Lunch
12.00-13.00	DIALOGICAL LECTURE: Ethics and effectiveness in social media, Roger Watson, Professor of Nursing, University of Hull, UK
13:00-13:30	Coffee break
with	DEBATE WORKSHOP: An ethically responsible communication for the general public Kaisa Mishina, University Teacher, Nursing Science, Senior Researcher, Child Psychiatry Maiju Kannisto, Coordinator, Doctoral Programme in Nursing Science (DPNurs)
15.00-15.30	DISCUSSION AND REFLECTION of the day with professor Helena Leino-Kilpi
Friday 21.5.2021	Chair: Kaisa Mishina , University Teacher, Nursing Science Senior Researcher, Child Psychiatry
09.30-10.00	INTRODUCTION for the day professor Helena Leino-Kilpi
10.00-11.30	DIALOGICAL LECTURE AND WORKSHOP: Reflecting and re-considering doctoral candidate's individual press releases Tilda Junko, Communications Coordinator, University Communications
11.30-12.30	Lunch
12.30-14.30	DIALOGICAL LECTURE AND WORKSHOP: Journalist's perspective on health journalism: theoretical perspective and practices. Interview exercises on the workshop. Sini Silvàn, Freelance journalist, Terveystoimittajat ry – Health Journalists
14.30-15.00	REFLECTION of the day with Mari Kangasniemi, Research Fellow, Nursing Science

Requirements for the workshop consist of following parts:

- **Pre-assignment: to write a press release on your research** and send it to maiju.kannisto@utu.fi **by 5 May, 2021**. See the instructions for the press release at <https://www.utu.fi/en/research/dissertations/guidelines> > Press release
 - NOTE: Consider also your ethical considerations and choices
 - NOTE: Doctoral candidate can write the press release in Finnish or in English. The press release of the dissertation is written in Finnish.
 - On the course, the doctoral candidate will get feedback for the press release and can work it further on the workshop.
- Active participation in the workshops
- Writing an ethically responsible blog post or article for the general public. The text can be published e.g. at the university/department's blog site. More detailed instructions will be given on the course and doctoral candidates will get feedback on the text after the course..

Contact person and more information:

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