# IMC 585 – GRADUATE STUDENT WEEKLY ASSIGNMENTS

# FOR POSTING BOX SLIDES AND Bb VIDEO POSTS

# Overview. Each week, several graduate students will post slides in Box about an assigned reading and then post a video summaryin Blackboard. Everyoneis expected toreview these slides and posts each week, to enhance their learning and to recap the chapter readings they’ve already done.

# Instructions for graduate students. Your name is listed to the left of your assigned chapter and video in the table below. Identify your individual deadline. Please notify Dr. Swain asap if you can’t find your name in the table below. By your assigned date (left column), you are assigned to uploada comprehensive set of instructional slides about an assigned chapter into Box – and then post a descriptive summary of an assigned video in Blackboard. Video summaries should consist of 1-2 paragraphs, posted in the video summaries discussion thread in Blackboard. Please include the full video title, plus key points, terms, ideas, examples, etc. Your Box slides and Bb post will be evaluated on thoroughness, readability, and organization. These itemsshould be detailed enough to serve as a resource for the assignments and final exam. If you like, you may post your slides and/or video description before your assigned deadline.

For the slides:

* State the full title of the chapter, book, and author(s)
* Cover all key points in the assigned chapter.
* Include images (screenshots or photos) of anyframeworks, models, diagrams, or other relevantvisuals
* Definethe important termsor concepts mentioned in the chapter.
* Include at least one specific example of a health comm campaign or other relevant health comm activity (of your choosing) that helps illustrate key concepts. You might also include video links, article links, images, etc. in the slides if you want the class to view more info about the example.
* Include a short reference list ofcites for relevant theories, concepts, etc.

# IMC 585 –GRADUATE STUDENTSLIDES/SUMMARY SCHEDULE

Grad students are assigned to prepare detailed slides for the chapter listed to the right of their name and then upload them to Box by the stated deadline (or anytime prior to the deadline). Then post your assigned video summary in Blackboard, as explained above.Below are thetexts noted in the table below:

* **ESSENTIALS:**[*Essentials of Public Health Communication*](https://blackboard.olemiss.edu/bbcswebdav/pid-4109913-dt-content-rid-100791796_1/xid-100791796_1) (pdf in Bb Readings)
* **PINK BOOK:**[*Making Health Communication Programs Work*](http://www.cancer.gov/publications/health-communication/pink-book.pdf) (pdf in Bb Readings)

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| Deadlines(11:59 pm) | Grad students | Assigned chapters | Assigned CDCynergy videos |
| Sept. 3 | Carothers  Galtney  Hall  Hopp | Essentials 1  Essentials 2  Essentials 3  Essentials 7 | <https://youtu.be/iLT29UBdTRc>  <https://youtu.be/wsNId1RvMVw>  <https://youtu.be/xVLyFa7ZFJE>  <https://youtu.be/R2J08rKmgAM> |
| Sept. 10 | McCoy  Panichas  Pate | Essentials 8  Essentials 9  Essentials 10 | <https://youtu.be/A0xfpIbtUNY>  <https://youtu.be/2k2vTmCBxqg>  <https://youtu.be/qAdOYNvoef4> |
| Sept. 17 | Rettig  Robinson  Smith  Standberry | Pink Book Stage 1  Pink Book Stage 2  Pink Book Stage 3  Pink Book Stage 4 | <https://youtu.be/77rYy-wPDi0>  <https://youtu.be/4FjNCPHuJ34>  <https://youtu.be/am7dPlsSgTg>  <https://youtu.be/RHV0h_6YgJ0> |
| Sept. 24 | Griffin  Phillips  Riley | Essentials 16  Essentials 14  Essentials 13 | <https://youtu.be/volX7Ak-3FA?si=FvpDiEXqDAuN_Odj>  <https://www.youtube.com/watch?v=lmT3iw3wWik>  <https://www.youtube.com/watch?v=rdgm77t0JNM> |