



Educational & Advocacy Writing in Health & Medicine

ENGL 711 | Th 4:30 | CRT 405

ENGL 711 is designed to teach students the latest techniques for the development of effective educational and advocacy communication in health and medicine. Students will learn about and practice strategies for audience-centered information design, usability testing, and data visualization development—all while keeping a focus on the social, political, and ethical dimensions of health education and advocacy. Specific course units will focus on 1) general theories of medical and public health communication, 2) adjunctive patient education, 3) community-outreach public health campaigns, 4) illness-based advocacy communication, and 5) health industry criticism and activism.

