

Health Communication Certificate

The two track, 18-credit graduate certificate program in Health Communication is a new program conceived in the spring of 2003. It will help MAPC students specialize in this field for their cognate areas within the Master's program, as well as help health professionals update their specific skills for today's health settings. This program is interdisciplinary and is high-tech and communication/rhetoric-based. The increasing demand for trained and effective document designers in the health fields, along with the need for health professionals to stay competitive in their fields, are some of the reasons this program was created.

This program can be piggybacked onto Clemson's MAPC program or students can work towards non-

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degree continuing education credits. The classes will be held at Clemson

University, future Greenville sites, and distance delivery.

For students to enroll in this program, they will be able to declare this certificate as their area of specialization in MAPC. Health Professionals will have customized advising and assessment of their needs for entering the program. Professionals can also take these courses for Continuing Education credits as required by their employers. Interested graduate students can also enroll in HCC coursework.

This program begins in the fall of 2003 and has rolling admissions. Interested parties should contact Dr. Heifferon at bheiffe@clemson.edu.

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edited by Melissa Merkel

First Course in HCC

English 804:

Fundamentals of Health Communication Provides students with the fundamentals of health communication, gives students the two theoretical bases underlying this interdisciplinary program in health communication: one based on social science theory and one based on Humanities, i.e. rhetorical theory. Students also learn the history of both theoretical bases. This course is also grounded in the history and philosophy of science writing and rhetoric, which is the basis for Western bio-medicine.

The other course in the program for fall is the *History of Medicine* taught by historian Dr. Pam Mack. She's an excellent, award-winning historian who will provide a fascinating look into how medicine, as we know it, has come about.

May & August Graduates

For those of you who are planning to graduate in May, your deadlines are fast approaching! Your thesis or project must be completed and defended along with a successful completion of your oral examination a least a week before April 18th. This deadline is a result of the GS7 submission deadline.

For those of you who are planning to graduate in August, your GS2 forms are due in May.

Teaching Assistantships

For those that have been notified about teaching assistantships, please respond to Dr. Winchell regarding the application by March 28th. Along with the application, please obtain two recommendations from English Department faculty. These can be submitted in the form of email or letter. These assistantships do not require any previous teaching experience. Applicants need to have completed a minimum of 18 hours of course work, not including ENGL 891. Teaching assistants need to be enrolled in ENGL 885 during the semester that they are teaching or have previously taken the course. Each TA will be assigned two classes and will receive a total of \$10,000 in salary for the fall and spring semesters.

MAPC majors are encouraged to teach, since it gives job applicants significant experience and a valuable edge when entering the work force. Teaching assistants gain beneficial management skills while managing the course, training, and teaching students and developing processing skills with the duties involved.

Here to Help

For students who encounter difficulty obtaining assistantships or find themselves in financial hardship, please let Dr. Howard know so he can assist you in receiving aid. If other students know of assistantship opportunities in other departments, please let Dr. Howard know so that he can help other students.

Fall Course Offerings

Courses in English

690 - Advanced Technical and Business Writing
804 - Health Communication
836 - Digital Publishing Technology
851 - Professional Writing
852 - Rhetoric and Professional Communication

853 - Visual Communication
885 - Composition Theory

Courses in Communication Studies

664 - Advanced Organization Communication.

Summer Seminars

First Summer Session

English 831:

Rhetorical Principles of Web Design

Students will first study principles of effective communication and then apply those principles to web design in this course. It will be largely a hands-on exploration of the ways in which the rhetorical effectiveness of web sites and pages can be maximized with respect to particular audiences, contexts, and purposes. No prior knowledge of rhetoric or web design is required. Prerequisite: Graduate Standing.

Second Summer Session

English 690: *Advanced Technical and Business Writing*

This course will be useful for MAPC students at all levels. In this mixed undergraduate and graduate course, students will take on roles and projects related to their level of experience. You will work toward a professional portfolio, assess and refine your writing, presentation, research and project management skills, and investigate workplace life as a technical communicator. For second-year students, a portion of the workload may be devoted to writing and research related to the master's project or thesis. Please email Dr. Hilligoss at hillgos@clemsun.edu if you have questions.