

دانشکده مدیریت و اطلاع‌رسانی پزشکی
گروه آموزشی: کتابداری و اطلاع‌رسانی پزشکی /
رشته ژورنالیسم پزشکی
سال تحصیلی: نیمسال اول ۱۴۰۵-۱۴۰۴



مشخصات درس
عنوان درس: زبان تخصصی علوم پزشکی
شماره درس: ۶۱۴۶۵۰۰۲
تعداد و نوع واحد: ۲
رشته و مقطع تحصیلی: ژورنالیسم پزشکی، کارشناسی ارشد
ساعت اجرا: Sunday, 10-12 a.m.
پیش نیاز درس:-
مسئول درس
نام و نام خانوادگی: Dr. Saeed Khazaie
آدرس دفتر و شماره تماس: Isfahan University of Medical Sciences
آدرس پست الکترونیکی: saeed.khazaie@gmail.com
اهداف و روش‌ها
هدف کلی درس: To promote students' English for Specific Purposes
اهداف رفتاری: ۱.
روش تدریس: پرسش و پاسخ، حل تمرین، پیگیری و ارائه گزارش پروژه
وسایل و تجهیزات آموزشی مورد نیاز: وایت‌برد و پروژکتور
نحوه ارزشیابی تکالیف و تمرینات: Writing on the topics
سیاست‌ها و قوانین درس: مشارکت در کلاس: زمینه‌سازی جهت اظهار نظر دانشجویان در کلاس درس و تشویق به یادگیری مشارکتی؛ حضور و غیاب و تأخیر: ۱. پیگیری علل غیبت یا تأخیر دانشجو، ۲. ارائه تذکر شفاهی و اعمال سیاست‌های اصلاحی در صورت موجه نبودن غیبت و تأخیر
منابع درس

1. **Kovach, B., & Rosenstiel, T. (2021). *The elements of journalism: What newspeople should know and the public should expect* (4th ed.). Crown.**
 - **Rationale:** This is the foundational text on modern journalistic principles. While not specific to medicine, its chapters on "Journalism's First Obligation is to the Truth" and "Its Essence is a Discipline of Verification" are directly applicable to combating health misinformation. It provides the ethical backbone against which all technological tools should be measured.
2. **Seely, G. (2023). *Writing for science and medicine: A practical guide for clinicians and scientists*. Springer.**
 - **Rationale:** This source bridges the gap between academic medical communication and journalistic writing. It offers clear guidance on translating complex scientific concepts for broader audiences—a core skill for medical journalists. Specific chapters on structuring abstracts, press releases, and data presentation directly support the learning objectives in Sessions 2, 4, and 10.

جدول زمان بندی درس

مدرس	موضوع	جلسه
Dr. Saeed Khazaie	Session 1: Course Launch & The Landscape of Medical English <ul style="list-style-type: none"> ● Skill Focus: Introduction to all skills; vocabulary building. ● Tech/AI Tool: Padlet, Mentimeter, AI Glossary Generator (like ChatGPT). ● Activities: <ol style="list-style-type: none"> 1. Icebreaker: Students use Padlet to post a health news headline that confused them. 2. Syllabus review & objective setting via Mentimeter poll. 3. Lecture: Differences between academic medical writing and journalistic medical writing. 4. Hands-on Tech: Use an AI tool to generate and define key terminology clusters (e.g., "epidemiology terms," "clinical trial phases"). 5. Homework: Create a personal glossary using a digital tool (Quizlet, Anki) with 10 terms from the AI-generated list. 	اول
Dr. Saeed Khazaie	Session 2: Decoding Medical Research Abstracts <ul style="list-style-type: none"> ○ Skill Focus: Reading (skimming, scanning, critical analysis). ○ Tech/AI Tool ○ Activities: <ol style="list-style-type: none"> 1. Workshop: Structure of a typical abstract (IMRaD). 2. Hands-on Tech: Students find an abstract on PubMed on a chosen topic. Use Scholarcy or Explainpaper to get a summary and clarify complex sentences. 3. Group Task: "Translate" the abstract's findings into one plain-language sentence. ○ Homework: Write a 150-word "research highlight" for a lay audience 	دوم
Dr. Saeed Khazaie	Session 3: Evaluating Health News Sources <ul style="list-style-type: none"> ○ Skill Focus: Critical Reading & Media Literacy. ○ Tech/AI Tool: Fact-checking websites (Snopes), reverse image search, AI bias detectors. ○ Activities: <ol style="list-style-type: none"> 1. Lecture: Misinformation, sensationalism, and credibility markers. 2. Hands-on Tech: Lab activity: Given a viral health claim, students use fact-checking sites and reverse image search to verify. 3. Discussion: How AI can both propagate and help detect bias in health reporting. ○ Homework: Critically analyze a popular health news article using a credibility checklist. 	سوم

Dr. Saeed Khazaie	<p>Session 4: From Paper to Press Release</p> <ul style="list-style-type: none"> ○ Skill Focus: Reading to Writing (Summarization). ○ Tech/AI Tool: AI summarizers (QuillBot, Claude), Grammarly. ○ Activities: <ol style="list-style-type: none"> 1. Analyze a university/hospital press release structure. 2. Hands-on Tech: Compare a research paper's discussion section with its official press release. Then, feed the paper into an AI summarizer and critique its output for accuracy and tone. 3. Draft the lead paragraph for a press release based on provided research. ○ Homework: Finalize a full 300-word press release. 	چهارم
Dr. Saeed Khazaie	<p>Session 5: The Art of the Expert Interview</p> <ul style="list-style-type: none"> ○ Skill Focus: Listening (for information), Speaking (questioning). ○ Tech/AI Tool: for transcription, question-generating AI prompts. ○ Activities: <ol style="list-style-type: none"> 1. Watch excerpts of medical expert interviews (e.g., from CNN, BBC). 2. Workshop: Formulating open-ended, precise, and follow-up questions. 3. Hands-on Tech: Use an AI prompt ("Generate 5 interview questions for a cardiologist about recent advances in hypertension treatment") and refine the output. ○ Homework: Prepare a 10-question interview script for a chosen specialist. 	پنجم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 6: Listening to Patients & Public Health Briefings <ul style="list-style-type: none"> ○ Skill Focus: Listening (for narrative & data), Note-taking. ○ Tech/AI Tool: YouTube playlists (WHO/CDC briefings), (for meeting insights), transcription tools. ○ Activities: <ol style="list-style-type: none"> 1. Analyze a patient story podcast clip and a formal WHO briefing. 2. Practice different note-taking methods (Cornell, mapping). 3. Hands-on Tech: Listen to a short briefing. ○ Homework: Transcribe and summarize a 3-minute segment of a public health announcement. 	ششم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 7: Recording & Editing Spoken Content <ul style="list-style-type: none"> ○ Skill Focus: Speaking (clarity, pacing), Basic Audio Editing. ○ Tech/AI Tool: Audacity, AI voice cloning (ethical discussion). ○ Activities: <ol style="list-style-type: none"> 1. Voice training exercises (pacing, emphasis, difficult terminology). 2. Hands-on Tech: Record a 1-minute health PSA script using Anchor. Use Descript to edit out "ums," tighten pauses, and correct a mistake. 3. Ethical Discussion: The use and misuse of AI voice cloning in journalism. ○ Homework: Produce a polished 90-second audio news tip. 	هفتم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 8: Midterm Presentation - The "Pitch" <ul style="list-style-type: none"> ○ Skill Focus: Integrated Speaking & Persuasive Writing. ○ Tech/AI Tool: Canva/Pitch, PechaKucha timing, AI slide assistants (Gamma). ○ Activity: Students present a 5-minute PechaKucha-style pitch (e.g., 10 slides x 20 sec) for an in-depth medical journalism story they want to pursue. They must argue its newsworthiness and target audience. ○ Assessment: Peer and instructor feedback using a shared rubric. 	هشتم

Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 9: Writing for Different Audiences: From LinkedIn to Long-Form <ul style="list-style-type: none"> ○ Skill Focus: Writing (tone, style, adaptation). ○ Tech/AI Tool: Hemingway Editor, Tone detectors, AI style adapters. ○ Activities: <ol style="list-style-type: none"> 1. Compare writing samples on the same topic for specialists, general public, and social media. 2. Hands-on Tech: Write a 100-word explanation of "herd immunity." Use Hemingway to check readability. ○ Homework: Write two versions of a study finding: one as a Twitter thread, one as a short blog post. 	نهم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 10: Data Visualization & Health Reporting <ul style="list-style-type: none"> ○ Skill Focus: Writing (data description), Visual Literacy. ○ Tech/AI Tool: Datawrapper, Flourish, AI chart generators (ChatGPT+ Advanced Data Analysis). ○ Activities: <ol style="list-style-type: none"> 1. Lecture: Principles of ethical and clear data visualization. 2. Hands-on Tech: Given a simple dataset (e.g., COVID cases by month), students create two different charts using Datawrapper. Write a caption and lead-in sentence for each. 3. Practice describing charts verbally. ○ Homework: Find a misleading health chart online and write a 200-word correction/analysis. 	دهم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 11: Collaborative Writing & Editing in the Cloud <ul style="list-style-type: none"> ○ Skill Focus: Writing (collaboration, revision). ○ Tech/AI Tool: Google Docs/Word Online, Suggesting/Commenting features, AI co-writers. ○ Activities: <ol style="list-style-type: none"> 1. Simulated newsroom activity: In groups, students collaboratively draft a breaking health news article on a provided scenario using Google Docs. 2. Use commenting and suggesting features for peer editing. 3. Experiment with AI co-writer suggestions for headlines or ledes, evaluating their usefulness. ○ Homework: Complete the group article, incorporating feedback. 	یازدهم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 12: SEO & Engaging the Digital Audience <ul style="list-style-type: none"> ○ Skill Focus: Writing (headlines, meta-descriptions). ○ Tech/AI Tool: SEO tools (like Yoast simulator), Headline analyzers, AI keyword generators. ○ Activities: <ol style="list-style-type: none"> 1. Lecture: Basics of SEO for health content. Why clarity beats clickbait in medical journalism. 2. Hands-on Tech: Analyze several health headlines. Use a headline analyzer. Generate keywords for an article using an AI tool. 3. Workshop: Write 3 alternative headlines and a meta-description for their group article from Session 11. ○ Homework: Optimize their blog post (from Session 9) for SEO principles. 	دوازدهم

Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 13: The AI Editorial Assistant - Pros and Pitfalls <ul style="list-style-type: none"> ○ Skill Focus: Critical Evaluation & Ethical Writing. ○ Tech/AI Tool: Full suite of generative AI (ChatGPT, Claude, Gemini), plagiarism checkers. ○ Activities: <ol style="list-style-type: none"> 1. Lab: "AI from idea to draft": Students guide an AI through brainstorming, outlining, and drafting a short article on a complex topic (e.g., "gene therapy for rare diseases"). 2. Critical analysis: Identify potential inaccuracies, "hallucinations," bland phrasing, and missing context in the AI output. 3. Roundtable: Ethics of AI use—disclosure, accountability, and the journalist's irreplaceable role. ○ Homework: Use AI as a brainstorming/outlining tool for their final project, documenting the process. 	سیزدهم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 14: Workshop & Consultations <ul style="list-style-type: none"> ○ Skill Focus: All skills (applied). ○ Tech/AI Tool: Students choose from their learned toolkit. ○ Activity: Dedicated in-class time for students to work on their final multimedia project. Instructor provides one-on-one or small-group consultations. ○ Homework: Complete final project draft. 	چهاردهم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 15: Final Project Presentations & Peer Feedback <ul style="list-style-type: none"> ○ Skill Focus: Integrated Speaking & Presentation. ○ Tech/AI Tool: Students' chosen presentation tools. ○ Activity: Students present their final multimedia medical journalism piece (e.g., a package including a written article, a short audio/video segment, an infographic). Structured peer feedback using a digital form (Google Forms). ○ Homework: Final revisions based on feedback. 	پانزدهم
Dr. Saeed Khazaie	<ul style="list-style-type: none"> ● Session 16: Course Wrap-up & The Future of Medical Journalism <ul style="list-style-type: none"> ○ Skill Focus: Reflection & Synthesis. ○ Tech/AI Tool: Interactive reflection tool (Mentimeter word cloud). ○ Activities: <ol style="list-style-type: none"> 1. Student reflection: What tool was most transformative? What ethical dilemma is most pressing? 2. Mentimeter: "One word to describe the future of medical journalism." 3. Lecture/Discussion: Emerging trends (personalized health news, augmented reality, advanced AI fact-checking). 4. Course evaluation and celebration of work. ○ Final Project Due. 	شانزدهم