

# news THE UNIVERSITY OF TEXAS HEALTH SCIENCE CENTER AT DALLAS

Southwestern medical school - graduate school of biomedical sciences - school of allied health sciences

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DALLAS--A contemporary approach to teaching biomedical communications at The University of Texas Health Science Center combines traditional art forms with the latest information theory.

A Master of Arts degree approved recently by the State College Coordinating Board draws materials and techniques all the way from the primitive artists who often depicted disease states in figurines to latest use of videotape in programmed learning.

The curriculum illustrates how the scope of the biomedical communicator has broadened since the days of Da Vinci's anatomical drawings.

The new masters degree offering is a substantial revision of courses of instruction in medical illustration which were offered at Southwestern Medical School from 1948 to 1970. The student in this program may now choose one of two emphasis tracks.

The first track stresses instructional technology and includes courses in biomedical instruction design, information science and systems methodology and applied learning and communication theory. The second track emphasizes biomedical illustration with concentration on medical-surgical drawing, TV-film graphics and animation and three-dimensional instructional materials.

Both tracks share certain required courses.

"One of the advantages we have is being able to train the communications specialist in a medical environment similar to that where he or she will be working," noted Dr. Fred Christen, director of Instructional Communications at the Health Science Center.

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first add MA program

Today, hospitals, clinics, academic medical centers and other health-related institutions utilize specialists who can sketch a complicated surgical procedure or prepare a slide-tape show on care of critically-ill patients.

Other problems which medical communicators face include such things as connecting a television camera to a microscope so that a delicate eye operation can be shown. Or making a movie film of what a fiber optical device sees as it is placed in the nose and throat.

Solving these problems requires the application of skills and knowledge that are extremely hard to acquire outside the medical environment, Dr. Christen says.

Applicants for either subject area must have successfully completed courses in human anatomy, physiology, pathology and instructional technology. Such courses are now offered as requirements in a bachelor's degree program in Health Science Instructional Media Technology through the Health Science Center's School of Allied Health Sciences.

Further information can be obtained by writing Fred Christen, Ph.D., Director, Graduate Program in Biomedical Communications, Graduate School of Biomedical Sciences, The University of Texas Health Science Center at Dallas, 5323 Harry Hines Blvd., Dallas, Texas 75235.

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