

BBS Minor in Science Communication

Outline Timetable

Teaching will take place on Wednesday afternoons during Lent Term at a central Cambridge location.

Week 1 - What is science communication? Why is it important and what are the ethical implications?

History of sci comm Students bring examples	How scientists' duties have changed, impact, concordat	Why do we do it, what's it for, how benefits, how to be responsible?
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Week 2 - Knowing and engaging your audience; audience effects; evaluation.

Who are the publics for science and how do they think?	How do we think about and measure audience effects?	Formal evaluation: reporting to funders
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Week 3 - Effective communication.

What's different about science communication? Using rhetorical studies. Exercise: spotting the rhetoric	Thinking about 'voice' in language: who are you and who is listening? Exercise: who is talking to whom in these extracts?	Performance: the basics of body-language and vocal skills Lots of moving about being loud
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Week 4 - Storytelling and narrative.

Storytelling as a communication tool	Fact and fiction	Telling stories about science
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Week 5 - Writing for print media and social media

Newswriting class	Newswriting exercise	Do traditional skills still matter for social media?
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Week 6 - Visual images and real objects media as a science communication tools.

Introduction to semiotics	Introduction to real objects	The iconography of science
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Week 7 - Social media and the changing face of science communication.

Network theory: roles, connections, content and impacts	24 hour news: the challenge to journalists and the effects on reporting	Opportunities and responsibilities in social media
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Week 8 - Peer feedback on project work

Students share project work with classmates and tutors as needed
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Assessment:

Delivery of a science communication activity (70%) and a 1,500 word critical evaluation relating to the communication activity (30%).