Global Learning Initiatives Program Course Syllabus

Course Information

Course Name	Effectively Communicating Your Science & Research
Lecturer(s)	1: Brendan F.D. Barrett 2: Mitsuru Kudo 3: Citt Williams (guest lecturer) 4: Luis Patron (guest lecturer) 5: Andrew Jaspan (guest lecturer)
Course Description	This course is designed for students who are concerned about how best to effectively communicate their scientific knowledge and research outputs to their target audience. The course provides valuable insights and develops competencies around representation, issue framing and the expression of scientific concerns. Applying knowledge developed through this course, students will experiment with the design of media communication strategies.
Course Objectives	At the end of this course students will be able to: Speak in an engaging way about their science and why it matters, in terms non-scientists can understand (communication and expression). Describe and apply strategies for effective media engagement in the communication of their research (communication and literacy). Constructively and critically analyze popular science communication in a variety of real-world settings (collaboration).
Suggested Proficiencies (if any)	
Reading List (if any)	(Textbooks) Baron, N. (2010) Escape from the Ivory Tower – A guide to making your science matter, Island Press, Washington. Duarte, N. (2010) Resonate: Present Visual Stories That Transform Audience, John Wiley and Sons. Olson, R. (2009) Don't be such a Scientist – Talking substance in an age of style, Island Press, Washington.

	Reynolds, G. (2011) Presentation Zen: Simple Ideas on Presentation Design and Delivery, New Riders. (References) Webb, J. 2009, Understanding representation, Sage: London. Introduction: the terms of representation pp 1-18. Lakoff, G. 2004, Framing 101: How to Take Back Public Discourse, excerpt from Don't think of an Elephant: Know your values and frame the debate, published by Chelsea Green, Vermont, USA.
Grading Criteria	Participation and Engagement in Class: 14% Pecha-Kucha Presentation: 36% Media Strategy and Group Presentation: 50%

Course Schedule

Class	Date (YYYY/MM/DD)	Course Topic	Lecturer
1	2021/04/08	(1) Course Introduction: Why be a Science Communicator? (2) Review and Feedback	Barrett and Kudo
2	2021/04/15	(1) Thing from the Future Game (2) Understanding Issue Representation and Framing	Barrett and Kudo
3	2021/04/22	(1) Resonate with Your Audience (2) Review and Feedback	Barrett and Kudo
4	2021/05/06	(1) Pecha-Kucha Presentations (2) Review and Feedback	Barrett and Kudo
5	2021/05/13	(1) More than Research Game (2) Scientists need Artists	Barrett and Kudo
6	2021/05/20	(1) Communicating with Journalists (2) Working on a Media Strategy	Jaspan, Barrett and Kudo
7	2021/05/27	(1) Development of a Media	Williams, Barrett

		Campaign (2) Working on a Media Strategy	and Kudo
8	2021/06/03	(1) Seeing is believing – Harnessing the power of Audio-visual messaging (2) Student presentation of Media Strategy, Feedback and Wrap-up	Patron, Barrett and Kudo