

## Course description – SCIENCE COMMUNICATION FOR YOUR PhD AND YOUR CAREER

### Learning outcomes

This course will provide the following learning outcomes for students:

- An appreciation of the importance of science communication in promoting the visibility of your own research, and in creating public support for basic and applied science.
- An introduction into the science communication “ecosystem”: from journals to press releases to tweets!
- Tips on producing research summaries for different contexts and target audiences e.g. a scientific press release; a public blog entry; a newspaper article.
- An understanding of how to adapt science communication to different audiences: professional scientific peers; the public; students; policy-makers.
- Working with international organizations to promote science for sustainable development.
- Advice on using social media for outreach and communication.
- Advice on how to organize outreach events.
- An overview of career opportunities in science communication and outreach.
- A general awareness of the importance of communication throughout your career

### Content

This Module will be suitable for a very broad range of students: those interested in enhancing the visibility of their own research to scientific peers; those interested in teaching, outreach and public engagement; students interested in science communication career opportunities; students interested in science policy or the work of international organizations such as UNESCO. Topics to be covered will include:

- The general context of science communication – why we need to explain what we do.
- How science communication works – the “ecosystem” of journals, newspapers, social media #scicomm
- The importance of science communication in promoting the visibility of your own research.
- Science literacy and creating public support for basic and applied science.
- How to write an effective “non-specialist summary” of your own work. The “inverted pyramid” approach.
- How science communication is important in your career e.g. seeking research funding.
- Case studies of the failure of science communication e.g. climate change denial.
- Adapting to different audiences. The essential starting point of Science Communication.
- Organizing communication and outreach events – some practical examples and tips.
- Science communication for sustainable development. The role of organizations such as UNESCO.
- Career possibilities in science communication: publishing, outreach, science journalist.
- Other general topics of current interest in communication and career development in science

The course will consist of a combination of lectures and tutorial/discussion classes. Assessment (examination) will be based on either: (i) an oral presentation of a particular general theme related to the course content; (ii) a “face-to-face” presentation of your own research