



LUND UNIVERSITY
Faculty of Science

KURSPLAN

Date
22 October 2019

Reg. Nr
U 2019/458

Syllabus for the course Science communication and role in society, NMV002F

Swedish title: Forskningskommunikation och forskningens roll i samhället

The course syllabus was confirmed by the Faculty board for graduate studies 22 October 2019. The course is in the third cycle and amounts to 3 credits.

The course syllabus is formally approved in Swedish. This is a translation.

Learning outcomes

On the completion of the course, participants shall be able to:

Knowledge and understanding

- Describe how effective science communication works.
- Discuss the role of science in society.

Skills and abilities

- Use methods to condense the message and convey it clearly.
- Define the target audience for different types of communication.
- Develop effective techniques to deliver and receive information through different channels.

Judgement and approach

- Assess the variety of techniques and media by which scientific information is communicated.
- Reflect on how the multiple roles of science in society affect science communication.

Course content

- Elevator talks – how to distill information down to the essential points.
- Analysing and preparing for communication – how to identify your audience and their knowledge base, what methods and technology are available for communication.
- Presenting a confident you – how to talk with confidence, having a confident composure during communication.
- The media ecosystem – how people encounter science in their everyday lives.
- How does one become a public science communicator?
- Creating content to communicate your science.
- Different perspectives of science in society.

Teaching

Seminars, discussion groups, self-directed learning, project work.

Assessment

The examination is based on active participation in all the course activities.

Grading scale

Possible grades are Pass and Fail. To pass the course, the student must attend the scheduled course activities and pass the presentations of the individual projects.

Language of instruction

English