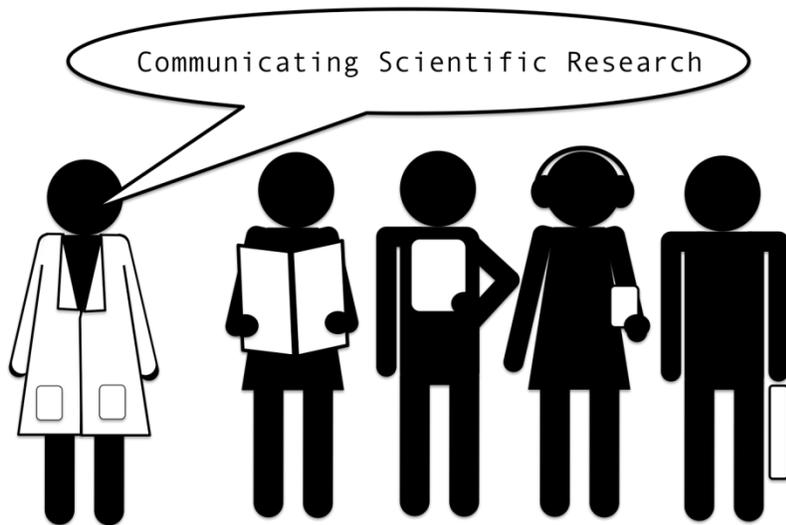


# Science Communication Course 2016, Lund University

Website: <http://www.commscourse.com>



**A PhD level course to develop the skills needed to be an effective science communicator.**

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Please email Maren Wellenreuther if you have any queries about this course.

Date of next course: 14-18<sup>th</sup> of March 2016

Monday to Friday: 9-4pm every day

Number of participants: 25

Registration is from January until the 14<sup>th</sup> of February

Registration is for free

3 ECTS credits

## Course outline

Day 1 – Why communicate science? Introduce course project: webpage

Day 2 – Developing a communication toolkit

Day 3 – The media ecosystem

Day 4 – Public outreach

Day 5 – Creating a video and project presentations

Course project: webpage

## Description

In an increasingly linked and networked world, scientists need to be effective communicators to many different audiences, from grant agencies to scientific peers, public audiences and the media. While some people have an inherent ability to communicate science well, this does not come naturally to all of us, and just like other aspects of scientific work, science communication is a skill that can be learnt and developed. In this PhD level course students will learn about the common skills that all effective science communicators have: identifying and characterizing the target audience; distilling the relevant information to be communicated; effective ways to deliver and receive information; and the variety of techniques and media by which scientific information is communicated.

## Course Content

The five day course will cover the following topics

- 1) Elevator talks – how to distill information down to the essential points.
- 2) Analyzing and preparing for communication – how to identify your audience and their knowledge base, what methods and technology are available for communication.
- 3) The media ecosystem – how people encounter science in their everyday lives (radio, TV, newspapers, blogs, podcasts, social media, websites). How to tell a story?
- 5) How does one become a public science communicator?
- 6) Creating content to communicate your science.

The nature of this subject will require active participation, interaction and creativity. Students will be required to communicate with different groups of people in different contexts during the course to practice and develop these skills. The activities that participants will undertake include:

- Creating an 'elevator talk' about your own research
- How to write for different audiences
- Scientific story telling
- Creating a short video about your work

In addition to these group activities, students will be given 1.5 hours every day to develop their own research/science communication webpage.