

## **PUB 478(4) - Spring 2018**

### **Science communication in the digital era (Publishing Workshop)**

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*PUB 478-4 is an advanced workshop on the publishing process focused on applied research. Prerequisite: At least 8 units of upper division Publishing courses and permission of the instructor. Students with credit for CMNS 478 may not take this course for further credit.*

*Science communication in the digital era* course offers students the opportunity to become active science communicators, as the classroom transforms into a newsroom where different roles and techniques of science communication are put into practice. In this hands-on course, students will learn the value of communicating science to society along with the skills necessary to become effective science communicators.

Science communication – beyond traditional scholarly publishing – is strategic to transfer scientific knowledge to general public, either by directly writing articles, posts to social media, blogs, news outlet, organizing activities for public engagement with science or simply by contributing to journalists and communicators as information source.

Course topics include the history of science communication, different models of science communication, strategies to communicate in different media and platforms, as well as new tools available to science communicators, such as social media metrics. Topics will be explored active practice, the analysis of case studies, and other classroom activities.

Over the course of the semester, students will become more effective communicators and will develop a deep understanding of the different needs of communicators and scientists alike and use this understanding to explore ways to improve their relationship.

The students will learn how to write press releases, posts for different social media, blogs, news, how to prepare for interviews, as well as plan public activities and improve communication of their research topics in general.

The course instructor is herself a professional science communicator, and students will also have an opportunity to learn from guest lectures from a wide range of science communication experts, including journalists, press officers, scientists and bloggers.

This course is open to all students willing to better understand the relationship between science and society, to improve their communication skills with the media and the general public. Priority will be given to students enrolled in the Publishing Minor. The course will not be offered again.

**Evaluation**

Students will be evaluated by their participation in class discussion, presentations and science communication activities as follows:

- Class participation: 10%
- In class presentation: 25%
- Science communication activities, weekly assignments: 25%
- Science communication group project: 40%