**CSK 2206 COMMUNICATING LIFE SCIENCES**  
This course explores the structure, meaning and expressions of writing science, technology and science for mass consumption by non-professional audiences. It looks at the contexts in which such writing occurs and also looks at the constraints of those involved in producing this information. Topics include techniques of simplify scientific and technical material for specific audiences within the general public, audience analysis, communicating about risk products/conditions and the history and social structure of science.

**Course Content:**

Introduction to scientific communication

* Introduction to Science Communication
* Public Understanding of Science
* Outreach
* Science Museums and Science Centres
* News Content and News Production
* Alternative Modes of Scientific Communication
* Communication Frames and Communication Effects
* Risk Communication
* Natural History and Documentary Films
* Science Communication and Cultural Meanings
* Contemporary communication technologies and their social effects
* Visualising science and technology
* Communication on health, environmental, cyber space
* Scientific writing; abstracts, papers, presenting scientific data
* Ethical rules in science

**Learning Outcomes:**

By the end of the course, students should be able to:

1. Communicate scientific concerns in basic terms to a wider audience

**Course assessment:**

Extended coursework essay}

Group presentation} = 30%

Test}

Final Comprehensive Examination = 70%

(End of Semester)

**Instruction methods:**

Lectures

Case Studies

Group Discussion and Class Presentations

Activity Research Work

**References:**

Condit, C. et al. (2001) “An Exploratory Study of the Impact of News Headlines on Genetic Determinism,” *Science Communication*, 22(4): 379-395.

Conrad, P. (1997) “Public Eyes and Private Genes: Historical Frames, New Constructions, and Social Problems,” *Social Problems*, 44(2): 139-154.

Krosnick, Jon et al. (2000) “The Impact of the Fall 1997 Debate about Global Warming on American Public Opinion,” *Public Understanding of Science*, 9: 239-260.

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Holliman, R., Whitelegg, E., Scanlon, E. & Smidt, S. (2008). Investigating Science Communication in the Information Age: Implications for Public Engagement and Popular Media (Communicating Science in the Information Age)

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Bucchi, M. & Trench, B. (2008).Handbook of Public Communication of Science and Technology.Routlegde International.