

## *The Art of Science Communication Course Syllabus*

### **Pre-Course**

The pre-course material gives an overview of the course inspiration, setup and logistics. Students will also be asked to record and submit their “before” videos.

- Session 0: Course Introduction

### **Week 1- Science Communication Overview, Part 1: Scientists**

The first week of the course provides an introduction to science communication. Starting with a definition of science communication, the content provides information about specific motivations and expectations from the perspective of scientists. Also provided is a historical overview of science communication.

- Session 1.1: What is Science Communication?
- Session 1.2: History of Science Communication
- Session 1.3: Goals for Science Communication
- Session 1.4: Motivations for Science Communication

### **Week 2- Science Communication Overview, Part 2: Audience**

The focus of Week 2 is on the audience for science communication. Content in this week looks at how scientists are viewed and the factors that influence those views, along with motivations and expectations from the point of view of the audience in relation to those for scientists. The content also provides a brief overview of different types of potential audiences.

- Session 2.1: Perceptions of Scientists
- Session 2.2: Credibility, Influence and Persuasion
- Session 2.3: Audience Motivations
- Session 2.4: Knowing Your Audience

### **Week 3- Preparing Your Presentation**

Starting in Week 3, we begin going over the specific aspects of a presentation, looking at the preparation necessary to place a presentation in the proper context for the particular audience. Content in this week goes over developing mission and “level

the playing field” statements that help relate the scientific content to the audience. Also included is information about the mindset that scientists need to have when presenting non-scientific audiences, as well as techniques for relating to audiences.

- Session 3.1: Presentation Setup
- Session 3.2: Define Your Mission
- Session 3.3: Connect With Your Audience
- Session 3.4: Leveling the Playing Field

#### **Week 4- Constructing Your Presentation**

In Week 4, we go over the actual construction of a presentation, incorporating the lessons and content from Week 3 on preparation and setup. Content in this week includes how to start and finish strong, tips for formatting and delivering the actual content of the presentation, and methods for evaluation.

- Session 4.1: Getting Started With Your Presentation
- Session 4.2: Presentation Layout
- Session 4.3: Conclusion/Call to Action
- Session 4.4: Evaluation

#### **Week 5- Delivering Your Presentation**

The final week of the course focuses on the actual giving of a presentation. Content in this week demonstrates effective use of PowerPoint, proper non-verbal communication and presentation delivery and style.

- Session 5.1: Building a Great PowerPoint Slide
- Session 5.2: Presentation Setup
- Session 5.3: Presentation Mechanics
- Session 5.4: Presentation Delivery

#### **Weeks 6-8- Student Presentations**

After all of the course content has been delivered, students will present their refined final presentations.