

“The Art of Science Communication”- Course Syllabus

Pre-Course

- Session 0: Course Introduction

Week 1- Science Communication Overview, Part 1: Scientists

- 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

- 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

- 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

- 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

- 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