



## MODULE SPECIFICATION

Part 1: Information			
Module Title	Writing Science		
Module Code	USSJC8-30-M	Level	Level 7
For implementation from	2020-21		
UWE Credit Rating	30	ECTS Credit Rating	15
Faculty	Faculty of Health & Applied Sciences	Field	Applied Sciences
Department	HAS Dept of Applied Sciences		
Module type:	Standard		
Pre-requisites	None		
Excluded Combinations	None		
Co- requisites	None		
Module Entry requirements	None		

Part 2: Description
<p><b>Educational Aims:</b> See Learning Outcomes</p> <p><b>Outline Syllabus:</b> This module explores science communication through written formats and will specifically examine magazine, newspaper and internet media. The emphasis in this module is on communication with lay publics, though students will also consider written and verbal communication between scientists in public fora such as journal articles and conference presentations. These latter will be examined primarily as source material for communications with lay publics.</p> <p>Topics covered include:</p> <p>Rhetoric in science communication - including framing, argument structure, storytelling and use of metaphor.</p> <p>Science journalism - concepts such as the role of the media in public opinion formation, agenda setting and newsgates, as well as practical issues such as news gathering, including sourcing expert scientific information, and writing and interviewing styles</p> <p>Science in public relations and affairs- including role of public relations in organisations,</p>

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stakeholder theory, theory of publics as well as practical issues, such as writing for public relations and selling science as news.

Informational or educational science writing - including issues such as the role of the audience and trust in information sources, as well as practical issues relating to style.

Students will explore the purposes of various writing genres and their strengths and weaknesses as vehicles for science communication. Editorial constraints and news values will also be examined.

Students will also critically analyse current/recent media coverage of scientific topics, referring to theories such as cultivation theory, normative theory and media cultural theory.

As part of this module, students will be expected to develop their written communication skills. This will include writing for a variety of different audiences (from quite technical audiences through to tabloid news) and purposes (e.g. educate, inform, entertain, convert or convince). Practical writing exercises will help students develop their ability to translate complex scientific concepts into a form that is readily understood by different audiences. Practical topics covered include:

Understanding and researching your audience

Identifying a topic – importance of news value

Practical interviewing skills and strategies for gathering information directly from scientist sources

Structure of different writing genre (e.g. news, feature articles, press releases etc)

Developing a story line

Pitching stories to editors

Language issues – style, grammar, jargon

**Teaching and Learning Methods:** The module will be taught in block teaching sessions. During the intensive teaching sessions, material will be delivered using a mixture of problem-based learning, seminar and workshop sessions.

Considerable emphasis will be placed on developing practical writing, interpretive and story researching skills. Sessions will be designed to simulate both newsroom and public affairs environments. Students will be expected to take an active role in developing and running workshop and seminar sessions. The intensive teaching periods will be supplemented by guided and independent reading to provide suitable background on the subject and examine theoretical concepts in detail.

In the case of small student numbers the teaching and learning methods will be adapted appropriately to support a stronger element of independent learning. This self-directed study will be supported by tutor-led workshops combined with case studies and site visits as appropriate.

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Part 3: Assessment			
First Sit Components	Final Assessment	Element weighting	Description
Project - Component B		20 %	Magazine project
Portfolio - Component B		40 %	Portfolio of science writing
Case Study - Component A	✓	40 %	Timed Case Study to be completed at home by students over 48 hours.
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		20 %	Magazine contents and audience brief
Portfolio - Component B		40 %	Portfolio of Science Writing
Case Study - Component A	✓	40 %	Timed Case Study to be completed at home by students over 48 hours.

Part 4: Teaching and Learning Methods															
Learning Outcomes	<p>On successful completion of this module students will achieve the following learning outcomes:</p> <table border="1"> <thead> <tr> <th>Module Learning Outcomes</th> <th>Reference</th> </tr> </thead> <tbody> <tr> <td>Demonstrate breadth and flexibility in writing styles</td> <td>MO1</td> </tr> <tr> <td>Interpret scientific information intended for a specialist audience and present this information at a level and in a style suitable for a variety of lay audiences</td> <td>MO2</td> </tr> <tr> <td>Identify the 'news' in a scientific paper and transpose to appeal to the mass media</td> <td>MO3</td> </tr> <tr> <td>Synthesise information from a variety of sources in developing a coherent piece of written communication</td> <td>MO4</td> </tr> <tr> <td>Analyse and apply the journalistic process, including understanding the roles and responsibilities of the media with respect to science communication</td> <td>MO5</td> </tr> <tr> <td>Demonstrate an ability to work across disciplinary boundaries when producing copy for publication</td> <td>MO6</td> </tr> </tbody> </table>	Module Learning Outcomes	Reference	Demonstrate breadth and flexibility in writing styles	MO1	Interpret scientific information intended for a specialist audience and present this information at a level and in a style suitable for a variety of lay audiences	MO2	Identify the 'news' in a scientific paper and transpose to appeal to the mass media	MO3	Synthesise information from a variety of sources in developing a coherent piece of written communication	MO4	Analyse and apply the journalistic process, including understanding the roles and responsibilities of the media with respect to science communication	MO5	Demonstrate an ability to work across disciplinary boundaries when producing copy for publication	MO6
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	Face-to-face learning	72
	<b>Total Scheduled Learning and Teaching Hours:</b>	72
	<b>Hours to be allocated</b>	300
	<b>Allocated Hours</b>	300
Reading List	<p><i>The reading list for this module can be accessed via the following link:</i></p> <p><a href="https://uwe.rl.talis.com/modules/ussjc8-30-m.html">https://uwe.rl.talis.com/modules/ussjc8-30-m.html</a></p>	

### Part 5: Contributes Towards

This module contributes towards the following programmes of study: