



MODULE SPECIFICATION

Part 1: Information			
Module Title	Science, The Public and Media		
Module Code	USSJM3-30-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>Overview: This module explores traditional and emerging routes through which the public encounter science and technology, including science centres and museums, print and broadcast media and digital technologies.</p> <p>Educational Aims: See Learning Outcomes</p> <p>Outline Syllabus: Through the use of case studies, students will become acquainted with the wide range of approaches used by science communicators proactively seeking to engage the public with science as well as media where the public may unexpectedly encounter science and technology. Students will also explore the methodologies that can be used to evaluate the effectiveness of science communication initiatives.</p> <p>The concept of the public will be returned to in this module with a view to understanding current conceptualisations of 'public' audiences (e.g. RCUK data on publics for science). Issues of attracting audiences as well as current dilemmas surrounding the fragmentation of publics will be examined. Linked to this, the module will explore emerging opportunities to communicate science via the Internet and digital technologies, and consideration given to how tools, such as social media, can be used to increase awareness and engagement with more traditional science communication formats.</p>

STUDENT AND ACADEMIC SERVICES

The ways that science is represented in a variety of different traditional and newer media will be investigated with a view to exploring the differences in the media themselves (for example, how the media link to the socio-cultural pyramid), their strengths and weaknesses, and the role of the public, as both media consumers and creators.

Teaching and Learning Methods: Face to face teaching on Science, the Public and Media is delivered in three separate short intense engagements, typically lasting three days. These 3-day blocks comprise a mix of lectures, seminars, workshops and field trips. The standard teaching day on the module is 9.30 – 16.30. Additional directed study/preparation (independent and group) is required in the 'free' time and evenings during block teaching to complete 'twilight' tasks and prepare for taught workshops held later in the block. This is in addition to independent and directed study between teaching blocks.

Synchronous or asynchronous group work organised in the student's own time will be required to support assessed work. These collaborations with other students will have specific opportunities for feedback from academic tutors, through submission of assignments for formative feedback. In addition, at least one independent study task will be provided where students can submit work for formative feedback from academic staff.

Together these activities comprise approximately 80 hours contact time.

Approximately a further 220 hours of independent and directed study time are required for this module. This comprises directed reading or other study provided through the online virtual learning environment, as well as independent and group study required to complete the Presentation of a Science Communication Intervention and Report assessments.

Scheduled teaching sessions emphasise discussion, exploring the motivations of individuals and organisations that engage in science communication activity and analysing examples of both good and bad practice through examination of case studies.

Independent learning is required to support the intensive teaching periods. Guided and independent reading will provide a suitable background on the subject and enable students to examine theoretical concepts in detail.

Part 3: Assessment

Assessment on Science, The Public and Media is through three assignments: a group presentation, a reflection on group roles plus annotated bibliography and an individual report.

Assessment A1: digital group presentation (20 minutes) and reflective critique is designed to assess the following learning outcomes for the module:

Analyse the opportunities and constraints of a variety of traditional and emerging approaches to science communication.

Apply conceptualisations of the public to the communication of science.

Create a science communication intervention grounded in appropriate theory and justify this approach.

Devise appropriate evaluation strategies matched to types of communication initiative.

Reflection on group role plus annotated bibliography is designed to develop professional skills related to critiquing your own work as well as allowing students to demonstrate their personal learning in relation to science communication theory.

Assessment B1 is to produce a report on a specific type of science communication intervention (3000 words). This might take the form of a media analysis or analysis of digital content and is designed to assess the following learning outcomes:

Analyse the opportunities and constraints of a variety of traditional and emerging approaches to science communication.

Critique the different social, technological and cultural factors that influence audience engagement with science.

Apply conceptualisations of the public to the communication of science.

Inclusion of a group presentation and written assignment provides variety of assessment types on this module and

STUDENT AND ACADEMIC SERVICES

contributes to the diversity of assessments on the programme as a whole. The inclusion of group work encourages students to develop their team work skills, contributing to a programme learning outcome. Presentation marks will be allocated equally to all members of the group; individual marks will be allocated to the selfreflective statement. Combining this with an individual assignment ensures students must demonstrate their abilities.

First Sit Components	Final Assessment	Element weighting	Description
Report - Component B	✓	50 %	Report (3000 words)
Presentation - Component A		50 %	Group presentation (20 mins) and reflective statement plus annotated bibliography
Resit Components	Final Assessment	Element weighting	Description
Report - Component B	✓	50 %	Report (3000 words)
Presentation - Component A		50 %	Individual presentation, reflective statement plus annotated bibliography

Part 4: Teaching and Learning Methods

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Analyse the opportunities and constraints of a variety of traditional and emerging approaches to science communication	MO1
	Critique the different social, technological and cultural factors that influence audience engagement with science	MO2
	Apply conceptualisations of the public to the communication of science	MO3
	Devise appropriate evaluation strategies matched to types of communication initiative	MO4
	Create a science communication intervention grounded in appropriate theory and justify this approach	MO5
Contact Hours	Independent Study Hours:	
	Independent study/self-guided study	220
	Total Independent Study Hours:	220
	Scheduled Learning and Teaching Hours:	
	Face-to-face learning	80
	Total Scheduled Learning and Teaching Hours:	80

STUDENT AND ACADEMIC SERVICES

	Hours to be allocated	300
	Allocated Hours	300
Reading List	<i>The reading list for this module can be accessed via the following link:</i> https://uwe.rl.talis.com/modules/ussjm3-30-m.html	

Part 5: Contributes Towards

This module contributes towards the following programmes of study: