



Module Specification

Science, The Public and Media

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Part 1: Information

Module title: Science, The Public and Media

Module code: USSJM3-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

Faculty: Faculty of Health & Applied Sciences

Department: HAS Dept of Applied Sciences

Partner institutions: None

Delivery locations: Not in use for Modules

Field: Applied Sciences

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: Yes

Professional, statutory or regulatory body requirements: None

Part 2: Description

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.

Features: Not applicable

Educational aims: See Learning Outcomes

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.

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.

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.

Part 3: Teaching and learning methods

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.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Analyse the opportunities and constraints of a variety of traditional and emerging approaches to science communication

MO2 Critique the different social, technological and cultural factors that influence audience engagement with science

MO3 Apply conceptualisations of the public to the communication of science

MO4 Devise appropriate evaluation strategies matched to types of communication initiative

MO5 Create a science communication intervention grounded in appropriate theory and justify this approach

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Total = 300

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ussjm3-30-m.html) via the following link <https://uwe.rl.talis.com/modules/ussjm3-30-m.html>

Part 4: Assessment

Assessment strategy: Assessment 1 is a digital group presentation (20 minutes) and reflective critique plus an annotated bibliography. This assessment is designed to develop professional skills related to critiquing your own work as well as allowing you to demonstrate your personal learning in relation to science communication theory.

Assessment 2 is 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.

Inclusion of a group presentation and written assignment provides variety of assessment types on this module and 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 self-reflective statement. Combining this with an individual assignment ensures students must demonstrate their abilities.

Assessment components:

Presentation (First Sit)

Description: Presentation, reflective statement and annotated bibliography

Weighting: 50 %

Final assessment: No

Group work: Yes

Learning outcomes tested: MO1, MO2, MO4, MO5

Report (First Sit)

Description: Report (3000 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Presentation (Resit)

Description: Presentation, reflective statement and annotated bibliography

Weighting: 50 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO4, MO5

Report (Resit)

Description: Report (3000 words)

Weighting: 50 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Science Communication [Frenchay] MSc 2023-24

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