



MODULE SPECIFICATION

Part 1: Information			
Module Title	Science in Public Spaces		
Module Code	USSJYU-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		
PSRB Requirements	None		

Part 2: Description
<p>Overview: This module explores a range of approaches to science communication in public spaces and in front of live audiences, including in settings such as science centres and museums, exhibitions, theatre and festivals. Students will examine how different ideas and techniques can be used creatively as vehicles for science communication.</p> <p>The module develops theoretical understanding and practical skills in creating and delivering in-person, face-to-face science communication activities that may encompass a range of communication styles.</p> <p>The module will also explore issues and strategies for widening the reach of science communication initiatives to non-traditional audiences, aimed at increasing social inclusion and accessibility.</p> <p>Educational Aims: This module aims to develop students' practical skills in creating and delivering inclusive in person, face-to-face science communication projects. Such activities involve working with 'live' audiences and encompass a broad range of communication styles.</p> <p>Outline Syllabus: Indicative syllabus: Presentation and demonstration skills.</p>

STUDENT AND ACADEMIC SERVICES

Different approaches and venues for science communication.
 Science centres, museums, planetariums, exhibitions, festivals, theatre.
 Activity, exhibit and artefact development.
 Methodologies available for reaching different publics, including for improving accessibility and social inclusion.

Teaching and Learning Methods: Students are taught through a mixture of lectures, seminars, workshops and other interactive activities, as well as field trips/visits as appropriate. Scheduled teaching sessions emphasise discussion, exploring the motivations of individuals and organisations that engage in science communication activity and the analysis of case examples.

Part 3: Assessment

Component A:
 Students prepare and present a live, face-to-face activity, designed for a science fair. The activity should demonstrate the practical application of the skills and theoretical background of the module.

Component B: Element 1
 Students reflect upon their personal experiences of face-to-face science communication activities and, with their knowledge of science communication theory and practice, explore and critically analyse what makes the direct, in-person experience different from other forms (online, written, broadcast, etc.). Appreciation of this difference is fundamental to the module.
 B1 is submitted towards the beginning of this module and the programme as a whole, and is an early opportunity for assessment and feedback.

Component B: Element 2
 A written guide to the live presentation prepared for component A. The guide is intended as an instruction manual for others, providing practical details and science context, and is an important, practice-led feature of science communication in this sector.

Students will have specific opportunities for feedback from academic tutors, through submission of assignments for formative feedback. In addition, there will be opportunities for informal, formative feedback from academic staff.

First Sit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		20 %	Reflective critique on the value and significance of face-to-face, in-person science communication.
Written Assignment - Component B	✓	40 %	Guide to the live presentation.
Presentation - Component A		40 %	Preparation and presentation of an in-person, face-to-face activity, designed for a science fair.
Resit Components	Final Assessment	Element weighting	Description
Written Assignment - Component B		20 %	Reflective critique on the value and significance of face-to-face, in-person science communication
Written Assignment - Component B	✓	40 %	Guide to the live presentation
Presentation - Component A		40 %	Preparation and presentation of an in-person, face-to-face activity, designed for a science fair.

Part 4: Teaching and Learning Methods

STUDENT AND ACADEMIC SERVICES

Learning Outcomes	On successful completion of this module students will achieve the following learning outcomes:	
	Module Learning Outcomes	Reference
	Analyse past and present in-person science communication activities and events delivered in public venues, and relate them to corresponding theories and trends in science communication	MO1
	Synthesize theoretical and practical principles of science communication and apply these to evaluate the strengths and weaknesses of science communication approaches aimed at addressing different audience needs	MO2
	Identify a range of approaches to science communication and analyse their challenges and opportunities, integrating insights from different knowledge domains that affect the conceptual and technological evolution of science communication	MO3
	Organise knowledge and skills on science communication to design, plan, develop and deliver an activity that will appropriately communicate science to a specific public and evaluate this work	MO4
	Apply the skills required to work as a professional science communicator in the context of direct contact with the public through 'live' audience engagement	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
	Hours to be allocated	300
	Allocated Hours	300
	Reading List	<p>The reading list for this module can be accessed via the following link:</p> <p>https://uwe.rl.talis.com/modules/ussjyu-30-m.html</p>

Part 5: Contributes Towards

This module contributes towards the following programmes of study:

Science Communication [Sep][FT][Frenchay][1.5yr] MSc 2020-21

Science Communication [Sep][PT][Frenchay][3yrs] MSc 2019-20