



Module Specification

Science in Public Spaces

Version: 2023-24, v3.0, 23 Aug 2023

Contents

Module Specification	1
Part 1: Information	2
Part 2: Description	2
Part 3: Teaching and learning methods	3
Part 4: Assessment.....	4
Part 5: Contributes towards	6

Part 1: Information

Module title: Science in Public Spaces

Module code: USSJYU-30-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 30

ECTS credit rating: 15

College: College of Health, Science & Society

School: CHSS School of Applied Sciences

Partner institutions: None

Field: Applied Sciences

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

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.

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.

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.

Features: Not applicable

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.

Outline syllabus: Indicative syllabus:

Presentation and demonstration skills.

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.

Part 3: Teaching and learning methods

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.

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

MO1 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

MO2 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

MO3 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

MO4 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

MO5 Apply the skills required to work as a professional science communicator in the context of direct contact with the public through 'live' audience engagement

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 220 hours

Face-to-face learning = 80 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/ussiyu-30-m.html) via the following link <https://uwe.rl.talis.com/modules/ussiyu-30-m.html>

Part 4: Assessment

Assessment strategy: Assessment 1: Reflective Critique (2000 words)

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.

Assessment 1 is submitted towards the beginning of this module and the programme

as a whole, and is an early opportunity for assessment and feedback.

Assessment 2: Live Presentation (15 mins)

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.

Assessment 3: Activity Guide (3000 words)

A written guide to the live presentation prepared for Assessment 2. 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.

Assessment tasks:

Written Assignment (First Sit)

Description: Reflective Critique (2000 words)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (First Sit)

Description: Live Presentation (15 mins)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Written Assignment (First Sit)

Description: Activity Guide (3000 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Written Assignment (Resit)

Description: Reflective Critique (2000 words)

Weighting: 20 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Presentation (Resit)

Description: Live Presentation (15 mins)

Weighting: 40 %

Final assessment: No

Group work: No

Learning outcomes tested: MO3, MO4, MO5

Written Assignment (Resit)

Description: Activity Guide (3000 words)

Weighting: 40 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Science Communication [Frenchay] MSc 2023-24

Science Communication [Frenchay] MSc 2022-23