

Module Specification

Science in Public Spaces

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Part 1: Information

Module title: Science in Public Spaces

Module code: USSJYU-30-M

Level: Level 7

For implementation from: 2025-26

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. It considers the significance of this embodied form of communication, and the physical and social nature of the spaces in which it happens.

This module will support anybody hoping to work in a public-facing role, across a

Page 2 of 6 12 June 2025 wide range of sectors - deepening understanding of audiences and the interaction between people and places.

Students will learn about and experience a range of different ideas and techniques that can be used creatively for effective science communication.

The module considers key issues and debates and examines theory and literature underpinning the design of successful activities and what distinguishes this kind of science communication from other forms.

It also explores how public-facing, participatory science activities can be used to engage audiences with controversial or challenging topics, in addition to strategies to improve inclusion and accessibility for non-traditional or underserved audiences.

Features: Not applicable

Educational aims: This module aims to develop students' practical skills and theoretical understanding of how to create and deliver effective, engaging, participative and inclusive face-to-face science communication activities in public spaces. Such activities involve working with live audiences and encompass a broad range of communication styles, purposes, approaches and settings.

Outline syllabus: Indicative syllabus:

Presentation and demonstration skills and confidence.

Theoretical knowledge and understanding.

Authentic and empathetic audience interaction.

Different settings for public-facing science communication.

Activity, exhibit and artefact development.

Approaches 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 trips to local

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Face-to-face teaching sessions emphasise discussion and participation, exploring the experience of different publics engaging in science communication and analysing examples and relating this to theory and literature.

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

MO1 Apply knowledge and understanding to design, develop and deliver an activity that will communicate science to a specific public audience appropriately and effectively.

MO2 Critically analyse and evaluate a variety of science communication activities, debates and theories and apply insights to own work.

MO3 Demonstrate awareness and understanding of own position, the broader social context and diversity of audience needs in relation to activities and events in public spaces.

MO4 Integrate feedback and personal reflection with literature and theory relevant to the in-person communication of science and relate this to activity development.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 220 hours

Face-to-face learning = 80 hours

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

Part 4: Assessment

Assessment strategy: Assessment 1: Presentation (15 minutes) Students will prepare and present a live, 15-minute, face-to-face activity, designed

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for a public science fair. The activity should demonstrate the practical application of the skills and theoretical background of the module. Students will also reflect on taught content, their own reading, the feedback they have received and their personal experiences of face-to-face science communication activities in an on-going Reflective Log, evidencing how learning has been integrated into their live presentation.

Assessment 2: Written Assignment (3000 words) Activity Guide.

Students will create a written guide to the live presentation delivered as part of Assessment 1. The guide is intended as a detailed instruction manual for fellow, professional science communicators. It should include theoretical background, practical details and science context suitable for an informed but non-expert practitioner and represents an important, practice-led feature of this sector.

There will be regular opportunities for feedback from academic teaching staff, including in-class, through submission of assignments for formative feedback and during scheduled one-to-one meetings between teaching blocks.

Assessment tasks:

Presentation (First Sit)

Description: Live Presentation (15 mins) Weighting: 60 % Final assessment: No Group work: No Learning outcomes tested: MO1, MO2, MO4

Written Assignment (First Sit)

Description: Activity Guide (3000 words) Weighting: 40 % Final assessment: Yes Group work: No Learning outcomes tested: MO2, MO3, MO4

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Presentation (Resit)

Description: Live Presentation (15 mins) Weighting: 60 % Final assessment: No Group work: No Learning outcomes tested: MO1, MO2, MO4

Written Assignment (Resit)

Description: Activity Guide (3000 words) Weighting: 40 % Final assessment: Yes Group work: No Learning outcomes tested: MO2, MO3, MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study: Science Communication [Frenchay] MSc 2024-25 Science Communication [Frenchay] MSc 2025-26 Science Communication [Frenchay] MSc 2025-26