



## **Module Specification**

### **Science Communication**

Version: 2024-25, v5.0, 24 May 2024

#### **Contents**

<b>Module Specification .....</b>	<b>1</b>
<b>Part 1: Information .....</b>	<b>2</b>
<b>Part 2: Description .....</b>	<b>2</b>
<b>Part 3: Teaching and learning methods .....</b>	<b>3</b>
<b>Part 4: Assessment.....</b>	<b>4</b>
<b>Part 5: Contributes towards .....</b>	<b>5</b>

## Part 1: Information

**Module title:** Science Communication

**Module code:** USSKCE-15-3

**Level:** Level 6

**For implementation from:** 2024-25

**UWE credit rating:** 15

**ECTS credit rating:** 7.5

**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:** Science Communication is a career in its own right as well as being a fun and engaging part of the role of scientists and researchers in today's world. This module will give you the chance to explore the exciting opportunities available from journalism to planning stage shows.

**Features:** Not applicable

**Educational aims:** The aim of this module is to develop students' understanding of the interface between science and society.

The module uses a case study approach to achieve in-depth analysis of how the public has been involved with scientific issues, both currently and in the (recent) past. Students are provided with theoretical insight and critical awareness relating to how science is communicated and develop practical skills with which to do so.

**Outline syllabus:** Using a case-study approach, students will consider a series of contemporary, science-based issues.

Each case study will involve an overview of the scientific concepts and an analysis of public perception and opinion formation.

Students will explore the influence on public opinion of, for instance, scientists, the media, political bodies and different publics. Theoretical knowledge will be applied to understand, analyse and interpret this in relation to social, environmental, political, ethical and economic contexts.

Students will learn about relevant theory and practice of a range of communication approaches, and apply these to design a public-facing intervention (e.g. a stage show, citizens assembly or exhibition) for a specified lay audience.

Focusing on contemporary issues will allow students to track the issue in both the science communication literature and the media, and to explore the development of public discourse on scientific issues over (recent) time.

### **Part 3: Teaching and learning methods**

**Teaching and learning methods:** Students will learn about the field of science communication through a combination of weekly interactive lectures and practical workshops.

An initial introductory week will be followed by a series of five case studies relating to

different science topics of public interest. Key science will be presented by a subject specialist and workshops will be used to examine and discuss each issue and its implications.

Workshops will also be used to explore and evaluate a range of ways in which the science and related issues can be communicated, and to design and develop specific interventions. Students will be directed to read key texts and conduct independent research in preparation for discussions in workshops.

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

**MO1** Demonstrate awareness and understanding of a range of methods, approaches and techniques used to communicate science to non-specialist audiences.

**MO2** Apply theoretical understanding to design and critically analyse the communication of science within an ethical, social and historical context.

**Hours to be allocated:** 150

**Contact hours:**

Independent study/self-guided study = 114 hours

Face-to-face learning = 36 hours

**Reading list:** The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/usskce-15-3.html) via the following link <https://uwe.rl.talis.com/modules/usskce-15-3.html>

## **Part 4: Assessment**

**Assessment strategy:** Assessment: Set Exercise (2 hours)

The assessment task for this module is an in-class set exercise.

Students will undertake the analysis of a short media article; design a science communication intervention for a specified topic and audience and write an essay on UK public opinion on a specific topic.

Examples of interventions include Stage Shows, New Media, Citizens Assemblies and Travelling Exhibitions for schools.

Students are supported to succeed in this assessment in multiple ways. The assessment is open book and for both the science communication intervention and the essay students have a choice of topics. The format of questions is also made available in advance.

Students also have an opportunity to practice media article analysis and the development of science communication interventions in workshops, upon which they receive formative feedback.

### **Assessment tasks:**

#### **Set Exercise (First Sit)**

Description: Media article analysis; science communication intervention and essay (2 hours).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

#### **Set Exercise (Resit)**

Description: Media article analysis; science communication intervention and essay (2 hours).

Weighting: 100 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2

## **Part 5: Contributes towards**

This module contributes towards the following programmes of study:

Wildlife Ecology and Conservation Science [Zoo] BSc (Hons) 2022-23

Integrated Wildlife Conservation {Top-Up} [Frenchay] BSc (Hons) 2024-25

Forensic Science {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2020-21

Forensic Science [Sep][SW][Frenchay][4yrs] BSc (Hons) 2021-22

Forensic Science {Foundation} [Sep][SW][Frenchay][6yrs] MSci 2020-21

Forensic Science [Sep][SW][Frenchay][5yrs] MSci 2021-22

Forensic Science {Foundation} [Sep][FT][Frenchay][5yrs] MSci 2021-22

Environmental Science {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2020-21

Environmental Science [Sep][SW][Frenchay][4yrs] BSc (Hons) 2021-22

Environmental Science {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22

Environmental Science {Foundation} [Sep][SW][Frenchay][6yrs] MSci 2020-21

Wildlife Ecology and Conservation Science {Foundation} [Sep][SW][Frenchay][6yrs] MSci 2020-21

Wildlife Ecology and Conservation Science [Sep][SW][Frenchay][5yrs] MSci 2021-22

Wildlife Ecology and Conservation Science {Foundation} [Sep][FT][Frenchay][5yrs] MSci 2021-22

Environmental Science {Foundation} [Sep][FT][Frenchay][5yrs] MSci 2021-22

Environmental Science [Sep][SW][Frenchay][5yrs] MSci 2021-22

Forensic Science [Frenchay] BSc (Hons) 2022-23

Biological Sciences [Frenchay] BSc (Hons) 2022-23

Biological Sciences [Sep][SW][Frenchay][5yrs] MSci 2021-22

Biological Sciences {Foundation} [Sep][SW][Frenchay][6yrs] MSci 2020-21

Biological Sciences {Foundation} [Sep][FT][Frenchay][5yrs] MSci 2021-22

Forensic Science [Frenchay] MSci 2022-23

Forensic Science {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22

Biological Sciences [Frenchay] MSci 2022-23

Biological Sciences {Foundation} [Sep][SW][Frenchay][5yrs] BSc (Hons) 2020-21

Biological Sciences [Sep][SW][Frenchay][4yrs] BSc (Hons) 2021-22

Biological Sciences {Foundation} [Sep][FT][Frenchay][4yrs] BSc (Hons) 2021-22

Wildlife Ecology and Conservation Science [Sep][SW][Zoo][4yrs] BSc (Hons) 2021-22

Wildlife Ecology and Conservation Science {Foundation} [Sep][FT][Zoo][4yrs] BSc (Hons) 2021-22

Wildlife Ecology and Conservation Science {Foundation} [Sep][SW][Zoo][5yrs] BSc (Hons) 2020-21

Wildlife Ecology and Conservation Science [Frenchay] MSci 2022-23

Environmental Science [Frenchay] BSc (Hons) 2022-23

Environmental Science [Frenchay] MSci 2022-23