Module Specification

New Opportunities in Science Communication

Version: 2023-24, v2.0, 30 May 2023

Contents

Part 1: Information

Module title: New Opportunities in Science Communication

Module code: USSJM5-30-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

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: Not applicable

Features: Not applicable

Educational aims: See Learning Outcomes

Outline syllabus: This module explores cutting edge and alternative approaches to sciences communication, for example the science and art movement and digital technologies. Students will explore how new technologies, such as podcasting,

blogging and other internet based activities can be used creatively as vehicles for science communication. The module will also explore issues and strategies for widening the reach of science communication initiatives. Strategies for increasing social inclusion and accessibility will be explored as will issues surrounding the 'marketing' of science communication events to non-traditional audiences. The role of culture both on the creation and interpretation of science communication initiatives will also be examined. This has both national implications for extending the reach of science communication activities to ethnic minorities as well as exploring the extent to which science communication can be conducted on an international basis versus tailored to specific cultures. Where does the UK sit in terms of science communication when compared to international movements?

Topics covered include:

New technologies as tools for science communication (e.g. podcasting, blogging, internet-based activities).

Opportunities associated with the sci-art movement, including science theatre.

International and cultural perspectives.

Appreciation of the methodologies available for reaching sub-groups within the population, for example improving accessibility and social inclusion.

Science communication in non-traditional venues.

Note that a degree of flexibility is built into the syllabus so that new developments in communication can be included to reflect the most up-to-date approaches in the field.

Part 3: Teaching and learning methods

Teaching and learning methods: The module will be taught in block teaching sessions. During the intensive teaching sessions, material will be delivered using a mixture of problem-based learning, seminar and workshop sessions. Considerable emphasis will be placed on developing devising and delivery skills for projects designed to take science directly to the public. Sessions will be designed to simulate the devising process and involve research, team work and project planning. Students will be expected to take an active role in developing and running workshop and seminar sessions. The intensive teaching periods will be supplemented by guided and independent reading to provide suitable background on the subject and examine theoretical concepts in detail.

The course tutors will provide guidance on appropriate texts and resources, which you will be expected to work through independently. You will also be required to perform further individual research to extend your knowledge of subjects relevant to the course content. You will be expected to complete a number of set assignments (e.g. essays, presentations and/or workshop sessions) as a result of this learning, following topics set by the course tutors. Independent study plays an important role in all modules and is essential for your success on the programme.

In the case of small student numbers the teaching and learning methods will be adapted appropriately to support a stronger element of independent learning. This self-directed study will be supported by tutor-led workshops combined with case studies and site visits as appropriate.

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

MO1 Identify contemporary innovative approaches to science communication, including where they are most applicable

MO2 Analyse the strengths and weakness of new approaches to science communication

MO3 Evaluate the potential of non-traditional approaches to science communication as a means of targeting hard to reach publics

MO4 Assess the appropriateness of evaluation strategies in the context of new types of science communication initiative

MO5 Analyse the influence of culture on the interpretation of science communication initiatives

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 via the following link https://uwe.rl.talis.com/index.html

Part 4: Assessment

Assessment strategy: Refer to teaching and learning methods.

Assessment tasks:

Written Assignment (First Sit)
Description: Reflective critique of existing projects
Weighting: 50 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (First Sit)
Description: Creative portfolio of new project ideas
Weighting: 50 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (Resit)
Description: Reflective critique of existing projects
Weighting: 50 %
Final assessment: No
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)
Description: Creative portfolio of new project ideas
Weighting: 50 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Part 5: Contributes towards

This module contributes towards the following programmes of study: