



Module Specification

Applied Science Communication: Connecting People, Creating Events

Version: 2023-24, v2.0, 07 Feb 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: Applied Science Communication: Connecting People, Creating Events

Module code: USSKNS-15-M

Level: Level 7

For implementation from: 2023-24

UWE credit rating: 15

ECTS credit rating: 7.5

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: This module will support students to develop underpinning knowledge and skills in science communication and public engagement with research.

Features: Not applicable

Educational aims: At the end of the module students will be equipped with a contemporary understanding of current theory and practice in science communication and public engagement with research, have developed an

awareness of key principles of relevance and will have engaged in activities which allow them to explore a range of science communication practices. Students will also develop skills in self-directed learning which will facilitate their studies.

Outline syllabus: Students will cover eight topics, including an introduction to science communication, audiences, project planning and management, presentation skills, promoting events, facilitation skills and evaluation. Using the readings and self-directed activities to build a strong theoretical background, students will be encouraged to consider how theory can and does inform practice. Students will also be encouraged, via a series of activities, to share their professional and personal experiences of science communication for mutual benefit and learning.

Part 3: Teaching and learning methods

Teaching and learning methods: The module will be taught across 10 weeks of online content, comprising: narrated presentations, self-directed learning activities (including designated reading), problem-based learning, discussion forums, wikis, asynchronous feedback opportunities and/or live interactive seminars. In addition, students will be expected to develop advanced knowledge in one or more aspects of course content through independent reading and reflexive practice.

The taught time will also include two private study weeks when students will have an opportunity to carry out independent study and review previous weeks contents and materials. A variety of electronic resources will be provided via blackboard to present supplementary support for students during their periods of independent study.

Due to the online nature of the module, students will be given very clear guidance on contact times for the module team, as well as dedicated online spaces (including discussion forums) in order to ensure they feel fully engaged as a cohort, despite working at a distance.

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

MO1 Apply current theory in science communication and engagement

MO2 Articulate specific and appropriate objectives for engagement activities

MO3 Demonstrate the ability to identify and align key message, audience and medium

MO4 Apply project planning and management skills to science communication projects

MO5 Design justifiable and effective evaluation strategies for an engagement activity

MO6 Critically analyse their own and others' practice

Hours to be allocated: 150

Contact hours:

Independent study/self-guided study = 50 hours

Face-to-face learning = 100 hours

Total = 150

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

Part 4: Assessment

Assessment strategy: The assessment is designed to test the module learning outcomes, whilst various activities throughout the module will provide formative opportunities for students to garner formative feedback on their selected approach from peers and a range of teaching staff.

The assessment comprises two tasks - Assessment Task 1: a 500-word summary of peer feedback and Assessment Task 2: a 1,500-word grant application.

The 1,500-word grant application will be modelled on a real world science communication tender or grant opportunity (e.g. Ingenious scheme). This will include a description of their planned activity, identification of major stakeholders, aims and objectives suitable for the activity and justifiable for the identified target publics,

Gantt chart (or other suitable planning tool) and an indication of the evaluation that could be carried out to measure against the project's objectives.

In the 500-word summary of peer feedback students will provide a reflective summary of the peer communication and feedback that has been provided, by them, throughout the module. This can include contributions to discussion forums, wikis, and/or live interactive seminars.

Assessment tasks:**Written Assignment (First Sit)**

Description: 500 word summary of peer feedback

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO6

Written Assignment (First Sit)

Description: 1500 word grant application

Weighting: 75 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Written Assignment (Resit)

Description: 500 word summary of peer feedback

Weighting: 25 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO4, MO6

Written Assignment (Resit)

Description: 1500 word grant application

Weighting: 75 %

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: