Module Specification

Applied Science Communication: Online and Media Writing

Version: 2023-24, v2.0, 07 Feb 2023

Contents

Part 1: Information

Module title: Applied Science Communication: Online and Media Writing

Module code: USSKNP-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 introduce students to science writing techniques that are suitable for non-academic audiences. It will explore key writing structures and key principles behind non-academic writing with an emphasis on online writing.

Features: Not applicable

Educational aims: At the end of the module, students will be able to critically evaluate what makes for good science writing and adapt their writing to different

types of output and different audiences as well as having an understating of the opportunities the current science writing ecosystem presents.

Outline syllabus: Over the course of the module, students will consider how to identify a story in scientific research, key writing structures, how to adapt their writing for different audiences, considerations when writing about risk or statistics, getting their writing noticed online using social media and other means, writing an effective press release and considerations when writing about different fields of science.

Part 3: Teaching and learning methods

Teaching and learning methods: A student-centred approach will be taken throughout the module and while the module will cover key principles in science writing, it will allow students to focus on forms of writing and audiences they are particularly interested in. The content and assessments will also be applicable to different international contexts.

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

MO1 Critically interpret scientific information and present it in a style suitable for a lay audience

MO2 Synthesise information from a variety of academic sources and use it to develop a coherent piece of written work

MO3 Demonstrate an ability to write for a specific lay audience

MO4 Illustrate the challenges of increasing the visibility of online content and employ social media platforms to promote written material

MO5 Establish key principles of effective communication of risk and statistics and employ them in written material

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

Part 4: Assessment

Assessment strategy: The assessment on this module comprises a practical written portfolio designed to allow students to demonstrate their skills at writing for a non-specialist audience. The portfolio should demonstrate their flexibility as a writer, so each article must be about a different science subject, be in a different genre (a news story, a blog, a feature story and/or a press release) and aimed at a different audience. Students will be encouraged to adopt their own writing style in their writing for a non-specialist audience as well as to undertake their own supporting research.

The assessment comprises one 2,500-word science writing portfolio.

Assessment tasks:

Portfolio (First Sit)
Description: 2500-word science writing portfolio
Weighting: 100 %
Final assessment: Yes
Group work: No
Learning outcomes tested: MO1, MO2, MO3, MO4, MO5

Portfolio (Resit)
Description: 2500-word science writing portfolio
Weighting: 100 %
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: