

Course Title & Number:	IMMU 7000 <i>Science Communication: Foundations & writing methodologies</i>
Number of Credit Hours:	3
Class Times & Days of Week:	Wednesday (Fall term) – Noon to 3PM Every two weeks
Voluntary Withdrawal date:	TBA
Location for classes:	Bannatyne Campus Apotex centre Room 050

General Course Description

This course will provide an overview of the primary methodologies governing science communication writing. Throughout the course, the emphasis is on printed communication, how its failures can undermine the understanding and confidence in science by a diverse audience and how its successes can help make science more approachable. The course will consist of lectures and in-class activities, live presentations and participation of well-renowned guest lecturers from provincial and national newspapers to accommodate a variety of learning styles. The course is mandatory for students taking part in the micro-diploma: Science and communication.

Course Goals

This course will provide an overview of how to communicate written science in an engaging, accurate, and accessible way to everyone. Students will learn and practice the fundamental methodologies of practical science communication writing skills. They will understand the roadblock that can turn appropriate and effective science into inappropriate and ineffective science communication.

Course Learning Objectives

Upon the completion of the course, students will be able to:

1. To develop strong written communication skills.
2. To design and deliver written forms in a focused area of interest tailored to a specific audience.
3. To develop creative skills to communicate complex ideas.
4. To critically analyze peer-reviewed journal articles in a focused area of interest to disseminate to a non-technical audience.
7. To distinguish between appropriate/effective and inappropriate/ineffective science communication and consider the consequences of both.
8. To discuss the official role of government entities in communicating about science.
9. To integrate communication skills for non-technical audiences through collaborative construction and delivery of a science communication group project.

Tentative Fall 2023 Schedule

Session	Class Content (3hrs session)
1	Introduction to Science & Communication
2	Communication Flows
3	Understanding the different types of audience
4	Engaging through specific narrative, storytelling
5	How to write an Op-Ed
6	Keynotes Presentation
7	Communicating science & policies makers
8	Equity diversity and inclusion in Science communication
9	Relentless Enemies of Sciences and activism and fake news in science Pseudoscience and celebrity

10	Group project presentation
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Course Evaluation

The IMMU 7000 *Science Communication: Foundation & writing methodologies* course will consist of:

- 1) Active participation worth 5%
- 2) Two written assignments worth 15% each; and
- 3) Final group project (2 persons per group) worth 50% of the final grade that will reflect the material covered during the entire course; and
- 4) a final reflection worth 15%.

GRADING

The IMMU 7000 *Science Communication: Foundation & writing methodologies* course will consist of:

Type of Assessment	Exam/assignment breakdown	Material to be covered	Due Date	Value of Final Grade
Written Assignment	Written explainers	Material taught in sessions 1-6		15%
	News Brief			15%
Mixed Assignment	Group project	All material taught		50%
During and after each lecture	Active participation			5%
	Reflection			15%
				100%

Letter Grade	Percentage out of 100	Grade Point Range
A+	90-100	4.25-4.5
A	80-89	3.75-4.24
B+	75-79	3.25-3.74
B	70-74	2.75-3.24
C+	65-69	2.25-2.74
C	60-64	2.0-2.24
D	50-59	Less than 2.0
F	Less than 50	

Textbook, Readings, and Course Materials

[Introducing science communication : a practical guide](#) Brake, Mark.; Weitkamp, Emma. 2010

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