Syllabus for the course Science Communication, NAMV003
*Swedish title: Forskningskommunikation*

The course syllabus was confirmed by the Faculty board for graduate studies 4 April 2017. The course is in the third cycle and amounts to 3 credits. *The course syllabus is formally approved in Swedish. This is a translation.*

**Learning Outcomes**
On completion of the course, participants shall be able to:

*Knowledge and understanding*
- Describe how effective science communication works.

*Skills and abilities*
- Use methods to condense the message and convey it clearly.
- Define the target audience for different types of communication.
- Develop effective techniques to deliver and receive information through different channels.

*Judgement and approach*
- Understand the variety of techniques and media by which scientific information is communicated.

**Course content**
- Elevator talks – how to distill information down to the essential points.
- Analysing and preparing for communication – how to identify your audience and their knowledge base, what methods and technology are available for communication.
- Presenting a confident you – how to talk with confidence, having a confident composure during communication.
- The media ecosystem – how people encounter science in their everyday lives.
- How does one become a public science communicator?
- Creating content to communicate your science

**Teaching**
Seminars, discussion groups, self-directed learning, project work
Assessment
During class time student will need to participate in and complete the following tasks:
• Creating an 'elevator talk' about your own research.
• Designing PowerPoint slides to present data.
• Being interviewed.
• Writing on-line content (blog, webpage, wiki).
• Creating a short video about their work.
• In addition to these group activities, students will be given 1.5 hours every day to
develop a single course project, i.e. a webpage.

Grading scale
Possible grades are Pass and Fail. To pass the course, the student must attend the
scheduled course activities and pass the presentation of the course project.

Language of instruction
English