Briefing: BMY4993 Science Communication

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Learning Outcomes

1. Critically evaluate scientific information before communicating it to the target audience.
2. Compose scientific writing content for the understanding of the target audience.
3. Present the composed scientific information to the target audience through writing, speaking, and the arts.

Outline (Weeks 1-7)

- Introduction to Science Communication
- Sources and Ethics of Scientific Information
- Audience Analysis
- Oral Communication for General Audiences

Outline (Weeks 8-14)

- Oral Communication for Audiences with a Science Background
- Creative Writing
- Academic Writing
- Science Communication through Art

Assessment

- Weeks 1-7
    - Quiz, 10%
    - Assignment 1, 40%
- Weeks 8-14
    - Assignment 2, 50%

Resources

- PutraBLAST
- irwanhanish.com/science-communication