SCIENCE COMMUNICATION



As science research becomes more and more specialized, the need for science communicators grows. We need interpreters for many reasons.

- Communicators help people understand how our changing world impacts us now and what are possible outcomes for future impacts.
- People do not trust information that is presented in ways they do not understand. Studies have shown that people put scientists in the "smart but cold" category, much like Homer's boss in the *Bart Simpson* TV show. Communicators use storytelling to capture people's hearts.
- Communicators encourage people to participate in science.

UNM Technical and Professional Communication (TPC) offers a minor, a certificate for non-English majors, and a certificate for English Majors. They also have an excellent graduate program.

> "Our Undergraduate CERT is also available to students from every major on campus. The CERT is a great supplement to Engineering and Science BS degrees at UNM; achieving the CERT in TPC will show future employers and graduate programs that you have depth-knowledge in effective communication practices for a variety of expert and non-expert audiences.

Visit this website:

See this video:

Or you may be interested in using your biology background to be a nature interpreter at an outdoor location. I'm gonna be honest, these jobs don't usually pay well in dollars.

North American Association for Environmental Education



Note: Getting a license to teach science is a *very* good way to learn how to talk about science!