

# ***Science Communication (Writing 259)***



- **Why does the public understand some scientific ideas better than others?**
- **What makes a research proposal irresistible to a funder?**
- **How should scientific professionals respond to misrepresentations of science?**

Science communication focuses on enhancing the delivery, understanding, retention, and engagement of scientific information for various target audiences, particularly the general public. This course provides students within the scientific, engineering, technological and mathematical (STEM) disciplines a foundation in science communication practices that explain, persuade, describe, and entertain. Coursework focuses on composition, public speaking, graphics designs and numeric representations for creating effective written works, talks, podcasts, blogs, videos, press releases, policy briefs, posters, and reports about scientific topics. Students will learn how to craft scientific stories that are accurate, realistic and compelling.

Course: Writing 259 – Science Communication (4 units)

Enrollment code: 49809

Graded, or P/NP option

Time / location: TR 2:00–3:15 online